

Establishing and communicating economic priorities effectively

client | partner

Greater Cambridge and Greater Peterborough Local Enterprise Partnership

Gathering and aligning the data into a visual model

The Accelerated Collaboration team aligned the evidence base of the Greater Cambridge and Greater Peterborough Local Enterprise Partnership into a visual model which draws together base-data from more than 20 organisations



including: Anglian Water, Cambridge City Council, Huntingdonshire District Council, East Cambridgeshire District Council, Cambridgeshire County Council, Peterborough City Council, Fenland District Council, UK Power Networks, Rutland County Council, HM Treasury and the University of Cambridge.

Aligning data from multiple partners to create a visual model and gain consensus and collaboration

Overcoming data complexity

A key aim of this project was to overcome the complexity of this kind of data which tends to be stored in databases making it inaccessible to many; kept in departmental silos and not easily shared; and in need of alignment and interpretation as it is compared with other relevant data sets.

The visualisation, which overlays information on to Google Earth, brings data on transport, commuter patterns, internet infrastructure, employment, education, skills and enterprise to life.

Setting economic priorities

The visual model is now being used to agree economic priorities and also to build a common understanding of the needs and opportunities of the Local Enterprise Partnership amongst LEP members and central Government. The LEP's priorities are now being communicated to a much wider audience to galvanise support and resources.

Find out more:

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"The visual model for the Greater Cambridge and Greater Peterborough Local Enterprise Partnership will play a crucial role in establishing the LEP and in communicating its priorities with our stakeholders."

Alex Plant, Strategy Director, Greater Cambridge and Greater Peterborough Local Enterprise Partnership

