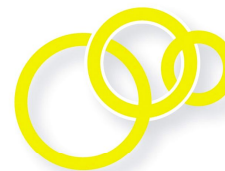


PRESS RELEASE



Immediate

Opportunity Peterborough
urban regeneration company

September 21, 2009

New director of economic development for Opportunity Peterborough

Opportunity Peterborough has appointed David Nicholls as its new director of economic development.

A former director and National Council Member of the Institute of Economic Development, he has a wide range of experience in economic development activity.

David is no stranger to Peterborough, having previously worked in the city when he was head of development at Business Link Cambridgeshire between 2002 and 2006, when he also served on the board of the Peterborough Regional Economic Partnership.

David said: "Peterborough is recognised as a major engine of growth in the East of England and has got tremendous potential. We need to lay the economic foundations whereby the city becomes a prosperous and thriving place to live and a great place to do business.

"Economic development is about engaging with businesses and harnessing the existing activity in the city. But it also has to include the health and wellbeing of our population to make sure we attract suitable jobs and opportunities for local people and that local residents have the right skills to fill those jobs."

Opportunity Peterborough chief executive Steve Compton said: "Peterborough has a diverse and strong business base, particularly in key growth sectors which will enable the city to grow and prosper in the future.

"However, in maximising this prosperity it is essential that the potential of our businesses is harnessed alongside the city's growth aspirations, its communities and in particular with the emerging university provision in the city to ensure that everyone has the opportunity to realise their true potential.

"David's appointment to Opportunity Peterborough is a major step in ensuring that commerce, communities and education are connected and working together for the greater benefit of Peterborough."

Opportunity Peterborough has also appointed Binal Karia as business intelligence manager. Binal worked as an economic development consultant in the engineering industry and as a regeneration funding officer in the public sector before joining the Opportunity Peterborough team earlier this month.

Ends

Note to editors

David Nicholls will be available for interviews, photographs and filming opportunities.

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