



Business Communications

- 1. Downward Comms** - Monitoring all HMG responses and important business-related updates from the local Warn & Inform Group. Cascading messages to 6000+ business using the CPCA Comms Channels to Business and the Business Advisory Panel Members (business orgs) for onward transmission to our local business networks
- 2. Upward Comms** - Collating local intelligence on Business impact to feed back to Central Gov such as a weekly questionnaire for business to gather analytics to inform HMG through BEIS

Business Support

1. Advice & Signposting

- a. Repurposing the 3 staff in the Growth Hub and 3 staff in the Brexit Readiness team to focus on COVID support:
 - i. To find UK suppliers to insulate from global supply problems
 - ii. Signpost to financial support
 - iii. Signpost manufacturers to HMG for vital equipment

2. Finance

- a. Relaxing existing loan repayments on Local Growth Fund Projects to enable loan repayment holidays
- b. Adapting current small grant provision from business growth and expansion to COVID survival and recovery support – *see separate Appendix 1*

Strategy

1. Establishing and chairing an Economic Response & Resilience Sub-Group of the COVID19 SCG to:
 - a. Enabling best practice sharing group within Cambridgeshire and link to LEP and other CAs for wider knowledge and best practice sharing
 - b. Developing new rapid response support ideas and access to HMG £20bn
 - c. Conducting an economic assessment of longer-term impacts in June to explore new HMG support and adaptations to CPCA interventions around Apprenticeships, AEB, Business coaching, Inward Investment, Skills Brokering, Growth Service and LGF Strategic Investments for post-pandemic recession and recovery themes