

Appendix 1 - Business Board Communications Report (March 2021 – May 2021)

Date	Project	Key Messages	Communications Activity
March 2021	Business Board Co-opted Members	Business Board Members agree to appoint both Mike Herd of The Alpha Group and Dr Andy Williams of Astra Zeneca.	Press release, social media posts and uploading on bios for both co-opted Members to the Combined Authority website.
March 2021	Growth Works Inward Investment Alpha Vet Technology Cambridge Global HQ	Alpha Vet Technology, who already have a global team spanning across Australia, Switzerland and the United States, will be creating a global HQ and 18 new jobs in the region.	Press release, social media posts and interviews with the Managing Director of Alpha Vet Technology, Steve Donegal.
March	Local Economic Recovery Strategy	The Business Board, the region's Local Enterprise Partnership, have approved an updated version of the Local Economic Recovery Strategy (LERS) for Cambridgeshire & Peterborough. How the context of the LERS has changed.	Press release, targeted email to partners and stakeholders, social media posts and the design of digital content on the LERS to go live in May.
March 2021	Growth Works with Skills Digital Portal	A new digital talent platform has been launched by Growth Works with Skills to help employers, learners and workers across the Cambridgeshire and Peterborough region.	Press release, targeted emails to each audience category with bespoke calls to action, social media posts.

April 2021	MidLife MOT Campaign	Our midlife MOT is free online support to encourage people in their 50s and 60s to make more active planning in the key areas of work, wellbeing and money.	Targeted comms aimed at both employees and employers, encouraging individuals to take up our support and employers to better support their employees.
April 2021	Community Renewal Fund	Raising awareness of and then facilitating co-working amongst potential bidders for the UK Community Renewal Fund.	Targeted email and two webinars.
April 2021	Growth Works Grants	Growth Works have awarded £2.025 million in Grants to 32 businesses, leading to 321 jobs and £11.184 million in capital expenditure.	Press release followed by three detailed case study features.
April 2021	Peer Networks	Business leaders share their experiences from our first round of Peer Networks and encourage their peers to sign up for our second cohort.	Social media posts, marketing emails and a press release centred on three detailed case studies from our first cohort.