

CPCA Service/Initiative	Key Messages	Target Audience Groups	Delivery Channels & Timing
<b>Inward Investment –</b>	<ul style="list-style-type: none"> <li>• Launch of New Inward Investment service as part of Growth Service</li> <li>• Relaunch of dedicated Website profiling region for Inward Investment</li> <li>• Promotion of strategic key sites: EZ's and especially new accelerators /incubators /Launchpads /business spaces</li> <li>• Promotion of High value Opportunities (eg. CAM, Peterborough University)</li> <li>• Launch and promotion of Peterborough Station Quarter Masterplan</li> <li>• Publication / promotion of Priority Sector propositions / articles or advertorial to promote CPCA as destination</li> <li>• News of investor successes within CPCA and associated case studies</li> </ul>	<ul style="list-style-type: none"> <li>• Government Depts / London based Corporates seeking back office or admin locations</li> <li>• SME's in London/Midlands seeking expansion / Peterborough stakeholders</li> <li>• DIT / International SME's and Corporates / Local and International Networks</li> <li>• Local &amp; National Media / DIT / International SME's / Corporates / Local &amp; International Networks</li> <li>• DIT / International + UK SME's &amp; Corporates / Strategic &amp; sovereign investor funds / Local and International Networks</li> <li>• Local &amp; National Media / DIT / International SME's / Corporates / Local &amp; International Networks / Local stakeholders</li> <li>• DIT / International-UK SME's &amp; Corporates / Local and International Networks</li> </ul>	<ul style="list-style-type: none"> <li>• Letters to Gov depts / London media / Local media (Dec/Jan 2019)</li> <li>• Social media / London media / Peterborough Media</li> <li>• Social media / International media / National media / Cambridge Media (Spring 2020)</li> <li>• Press releases with photo ops, case study stories (Ongoing through 2020)</li> <li>• Social media, press releases, CPCA, partner and EZ websites, opening events (Ongoing as started/completed during 2020)</li> <li>• Launch event with procured provider, Social media, press releases targeting international &amp; national media, new</li> </ul>

		<ul style="list-style-type: none"> <li>Professionals operating in the UK FDI area (lawyers, accountants, banks, etc)</li> <li>Foreign Embassies and Trade Promotion Offices in London</li> </ul>	<p>provider website (Summer 2020)</p> <ul style="list-style-type: none"> <li>Targeted media and sector journals/press/networks, DIT overseas Posts, Professional intermediaries (Summer 2020 onwards)</li> <li>London Event series</li> <li>Inward Missions</li> <li>Webinars to global DIT Inward Investment Officers</li> </ul>
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<p><b>Growth Hub &amp; Growth Coaching</b></p> <p>Diagnostic Signposting Support &amp; Advice Grant Support Growth Accelerator New Growth Service Employment and Training</p>	<ul style="list-style-type: none"> <li>Free and unbiased business advice and signposting</li> <li>To create interest in the growth Hub offerings</li> <li>Raise profile of Grants and other financial incentives for Business</li> <li>Encourage SME's within the region to interact with the growth Hub and the combined authority</li> <li>Lay down foundation relationships with target clients for the new Growth Service</li> </ul>	<ul style="list-style-type: none"> <li>All SME's within the region, particularly those displaying high growth and high growth potential</li> <li>Chambers of Commerce</li> <li>BAP Panel Members: FSB, IOD, CBI, Make UK, NFU</li> <li>Public Sector Partners/ EDOs</li> <li>DIT Trade Team</li> <li>Enterprise Europe Network</li> <li>Cambridge Network</li> </ul>	<ul style="list-style-type: none"> <li>Own Events/presentations</li> <li>Securing Speaker slots at other events</li> <li>Networking</li> <li>Mini Roadshows</li> <li>Pop-Up Growth Hubs</li> <li>Briefings to Private Sector Groups</li> <li>Social Media</li> <li>Webinars</li> <li>Podcasts</li> <li>Magazine</li> <li>Newspapers</li> </ul>

	<ul style="list-style-type: none"> <li>• Explain future services lines which will fall under the Growth Service Umbrella</li> <li>• To spread the message regarding the Local Industrial Strategy the Combined Authority's strategic priorities</li> <li>• To offer sage advice to business's that will then recommend us to other contacts</li> <li>• Build collaborative relationship with the Private Sector to leverage referrals of quality clients to the Growth Service/Hub.</li> <li>• Create a positive name for the hub, Business Board and the combined authority</li> <li>• To create positive case studies for the PR team</li> <li>• Encourage local authorities and other Local Partners to actively promote our services and offerings</li> </ul>	<ul style="list-style-type: none"> <li>• Cambridge Wireless</li> <li>• Cambridge Cleantech</li> <li>• Sector Networks</li> <li>• Regional Academia</li> <li>• Cambridge Enterprise</li> <li>• Peterborough Business Networks</li> <li>• Business Incubators</li> <li>• Scale-Up spaces</li> <li>• Science Parks</li> <li>• Banks &amp; Lenders</li> <li>• Accountants</li> <li>• Solicitors</li> <li>• Business Consultants</li> <li>• IP Specialists</li> <li>• Property Agents/Commercial Real Estate Providers</li> <li>• Recruitment Specialists</li> <li>• Angel &amp; VC Community</li> <li>• Training Providers</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter</li> <li>• Face to Face</li> <li>• Promotional materials</li> <li>• Sponsorship</li> </ul>
PCA Service/Initiative	Key Messages	Target Audience Groups	Delivery Channels & Timing
<b>STAR Hub</b>		<ul style="list-style-type: none"> <li>• Students – Secondary Schools</li> <li>• Learners – FE Colleges/Providers</li> </ul>	<ul style="list-style-type: none"> <li>• Launch Event to promote the Levy Pooling Service</li> </ul>

<p><b>Apprenticeships</b></p> <p><b>(Both are linked to the STAR Hub)</b></p> <p><b>Skills Brokerage</b></p>	<ul style="list-style-type: none"> <li>• To attract interest in Levy Employers sharing their underspend in the Levy</li> <li>• To create awareness around the Levy Pot being available to non-levy employers and Providers who have run out of non-levy funding</li> <li>• Good news on creating a sizable Levy Pooling Pot</li> <li>• Successful good news stories for successful Levy Transfers to SME's/ Start-ups / non levy employers</li> <li>• Mayor photo opportunities to promote the Levy Pooling and Transfers to SME's</li> <li>• Possible promotion of Levy Employers involved in sharing their Levy – e.g.</li> <li>• Cambridge University, Cambs &amp; Pboro NHS Trusts, DfE, LA's, Banks, Power Station, Recruitment Companies etc</li> <li>• Encourage strategic relationships to levy share e.g. local authorities into colleges or HEI's in the region</li> </ul>	<ul style="list-style-type: none"> <li>• Providers</li> <li>• Employers paying the levy, categorised by size</li> <li>• Higher Education Institutions (HE)</li> <li>• Teachers</li> <li>• Parents/ Guardians</li> <li>• Community</li> <li>• Local Authorities</li> <li>• Community Organisations</li> <li>• CA Board</li> <li>• Business Board</li> <li>• Skills Committee</li> <li>• Employment and Skills Board</li> <li>• Colleagues</li> <li>• Brokerage Teams</li> <li>• STEM Learning</li> <li>• St Neots Manufacturing Club</li> <li>• Construction Forum</li> <li>• Logistics Forum</li> <li>• SEN Engagement via Schools</li> <li>• Networks; E.g. Chamber of Commerce FSB Cambridge Network IoD Opportunity Peterborough Bondholders One Nucleus</li> <li>• Government DfE Careers &amp; Enterprise Company BEIS</li> </ul>	<ul style="list-style-type: none"> <li>• Business Awards</li> <li>• Apprenticeship Awards</li> <li>• Networking Events</li> <li>• Dinners with Stakeholders</li> <li>• Social Media Twitter LinkedIn Facebook</li> <li>• Roadshows</li> <li>• Networks</li> <li>• Business Events</li> <li>• School Events</li> <li>• Careers Fairs</li> <li>• Presentations – Levy Pooling Service to send out regionally and nationally to promote and attract levy employers and SME's</li> <li>• Speaking slots at meetings/conferences</li> <li>• Newsletters</li> <li>• Via Partners Newsletters</li> <li>• Via Partners sending emails to their Networks</li> <li>• Webinars</li> <li>• Videos</li> <li>• Levy Pooling video</li> <li>• Podcasts</li> <li>• Website</li> <li>• Direct – email, telephone, mailshot etc.</li> <li>• Surveys</li> </ul>
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	<ul style="list-style-type: none"> <li>• Skills Brokerage teams linking business with education to create a more sustainable workforce of the future</li> <li>• Working with businesses across all sectors to reinforce the key messages in priority sectors to support skills gaps</li> </ul>	DWP Other LEP's/ Combined Authorities Education Skills Funding Agency (ESFA) National Apprenticeship Service National Careers Service National Groups	<ul style="list-style-type: none"> <li>• Press Releases</li> <li>• Research papers i.e. via RAND Europe undertaking a Careers Advice research paper with all the schools</li> <li>• CITB complete research on Construction Skills analysis</li> <li>• Press releases with photo opportunities, case study stories. Social media (Ongoing activity from November 2019 through 2020)</li> <li>• Supply Chain Events</li> <li>• Q&amp;A Slots at Conferences (attending Form the Future Annual Conference in Cambridge 2/12/19 – on the Panel).</li> <li>• Guest Speaker slots</li> <li>• Business Breakfasts</li> <li>• Informal Networking events</li> <li>• Business Cluster events</li> <li>• Cornerstone Employer events</li> <li>• Roundtables</li> <li>• Skills Boards</li> <li>• Skills Groups</li> <li>• Board of Governors – CCC Cambridgeshire</li> <li>• Enterprise Adviser Network</li> </ul>
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CPCA Service/Initiative	Key Messages	Target Audience Groups	Delivery Channels & Timing
<b>Adult Education Budget (in general)</b>	<ul style="list-style-type: none"> <li>• Awareness of the statutory entitlements for 19 to 23 years and the unemployed to access free education and the offer from the providers to all adults and employers</li> </ul>	<p>17 AEB Providers</p> <ul style="list-style-type: none"> <li>• Cambridge Regional College</li> <li>• Peterborough Regional College</li> <li>• City College Peterborough</li> <li>• College of West Anglia</li> <li>• College of West Suffolk</li> <li>• Bedford College</li> <li>• North Hertfordshire College</li> <li>• Rutland County Council</li> <li>• Central Bedfordshire Council</li> <li>• New College Stamford</li> <li>• Hills Road Sixth Form College</li> <li>• Steadfast</li> <li>• NACRO</li> <li>• The Skills Network</li> <li>• Back2Work</li> <li>• The Consultancy Home Counties Ltd</li> </ul> <p>Local employers</p> <p>Local community groups – e.g. Cambridge Arts, GLADCA,</p>	<ul style="list-style-type: none"> <li>• Monthly newsletter – (first Friday of every month) The purpose is to inform the Providers of present and future activity that includes policy developments, strategic intent, data changes, available data reports, relevant CPCA initiatives and promotional opportunities.</li> <li>• Quarterly Review meetings – November, February, May. It provides an opportunity to seek promotional joint activities and to highlight successes between residents and employers</li> <li>• Monthly performance visits from AEB contract lead (notes of visits recorded including opportunities for potential Mayor visit)</li> </ul>

<p>Funding Consultation ( proposed changes to CPCA AEB Funding that will better</p>	<p>We would like to review the communication strategies of the 17 providers in attracting demand from residents, local employers and community groups</p> <ul style="list-style-type: none"> <li>• Inform employers, education and training sector and community groups of proposed changes to ensure a co design of the final funding changes</li> </ul>	<ul style="list-style-type: none"> <li>• Adults from aged 19 – attracting 19 to 23 year olds without a level 2 or level 3, employed increasing their skills and qualifications, the unemployed and those furthest from the labour market.</li> <li>• Politicians – skills committee members</li> <li>• 17 AEB Providers – education and skills</li> <li>• All local authorities including District Councils</li> <li>• Local Community Groups</li> </ul>	<ul style="list-style-type: none"> <li>• A quarterly or termly letter ( sending a letter signed can be very powerful ) from the AEB team to the 17 AEB Provider leaders on performance so far and exciting future expectations</li> <li>• Articles in local newspapers on adult education entitlement ( in consultation with 17 providers) including focus on Peterborough and Fenlands</li> <li>• Articles in the local newspaper on new digital adult entitlement from August 2020</li> <li>• Termly gatherings on AEB ( 3 a year ) – discuss strategic and operational developments – remove myths, misconceptions, tensions and contradictions</li> <li>• Two consultation events in early and late January 2020</li> </ul>
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enable the meeting of our strategic priorities )		<ul style="list-style-type: none"> <li>• Employer and Business Groups</li> <li>• Individuals</li> <li>• Learners, local employers, community groups and 17 AEB providers</li> </ul>	<ul style="list-style-type: none"> <li>• Involve local communities through social media – including twitter and LinkedIn</li> </ul>
Adult Education Budget ( celebrate the achievements of learners, employers and Providers who were successful in the achievement of progression through utilising AEB – FE or education, pay, promotion, sustainable employment, increased self confidence)	<ul style="list-style-type: none"> <li>• Celebratory</li> </ul>	<ul style="list-style-type: none"> <li>• 17 AEB Providers</li> <li>• Local authorities</li> <li>• Community groups</li> <li>• Governance Boards – Skill Committee,</li> <li>• Internal relevant staff</li> </ul>	<ul style="list-style-type: none"> <li>• End of term CPCA celebratory event – September / October 2020</li> </ul> <p>Requires an action plan to publicise the event, agree on achievement topics, attendees, venue and date.</p>
Adult Education Budget	<ul style="list-style-type: none"> <li>• Review (of communication)</li> </ul>		<ul style="list-style-type: none"> <li>• Questionnaire</li> </ul>