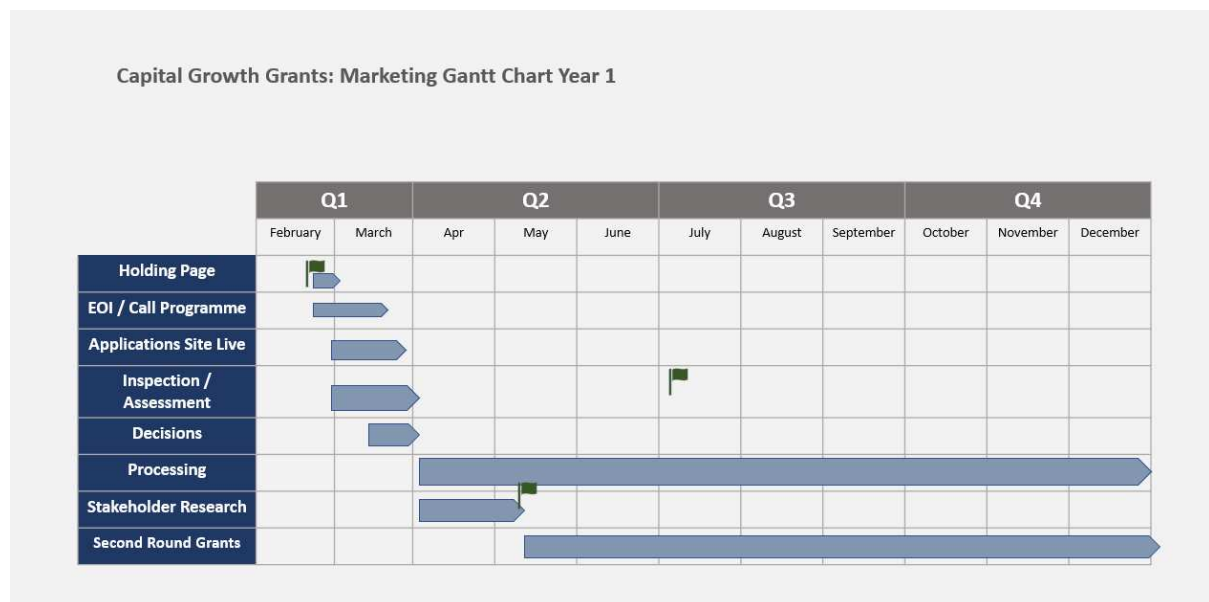


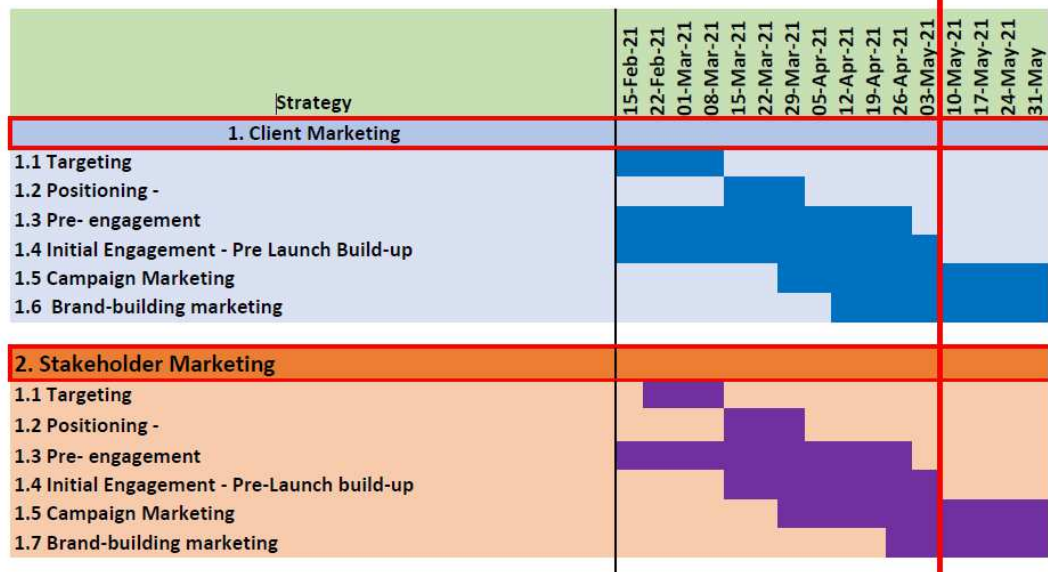
The Business Growth Service, which will be branded as Growth Works, has now mobilised and a communications and engagement protocol has been agreed between the Gateley-led consortium and the Combined Authority. Gateley's Project Management Office have supplied the below Gantt Charts to outline their marketing plans for each service line to the Business Board.

Grants and Equity



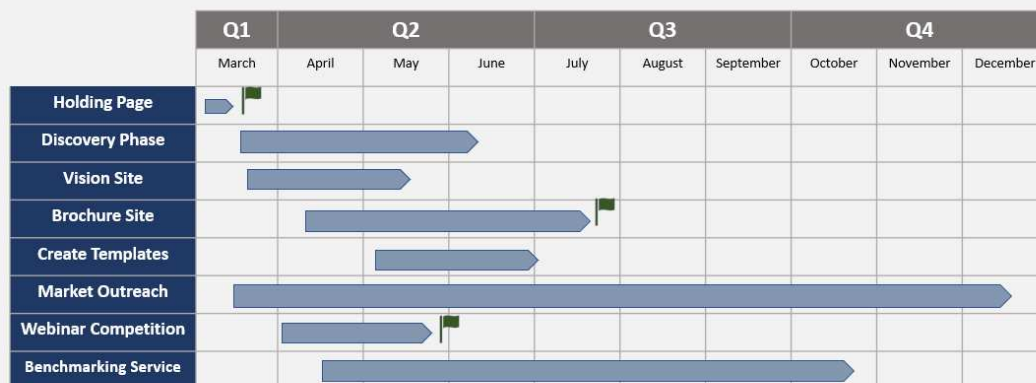
Growth Coaching

Growth Coaching Service 12 month - High Level Marketing Plan



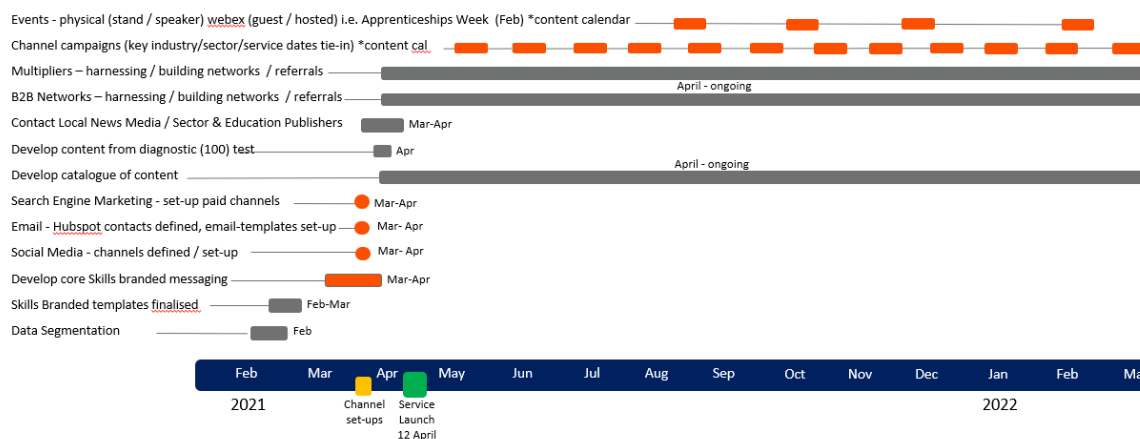
Inward Investment

Inward Investment: Marketing Gantt Chart Year 1



Skills and Apprenticeships

GPC Skills Marketing Gantt Chart



1

Short Term Communications

Grants and Equity	<p>Targeted call for expressions of interest underway, with the initial application window opening 28th Feb.</p> <p>Building a pipeline of immediate and future potential applicants.</p> <p>Funding announcements early in March with comms to highlight the grant awards and their impact.</p>
Growth Coaching	<p>Call to action communications and joint communications with stakeholders to raise awareness of and build a pipeline.</p> <p>Peer Networks Programme, case studies with business leaders who have completed the programme and how it was helpful.</p> <p>Start-up support case studies based on recent sessions hosted in partnership with the Growth Hub.</p>
Inward Investment	<p>Proactive inward investment service actively engaging with the business community and networks and is currently engaged with three strategic inward investment opportunities for the region, these are covered by NDAs.</p> <p>Network of specialists are leveraging their international contacts to identify opportunities in technology and promoting the Oxford Cambridge Arc as an opportunity to invest.</p>

<p>Skills and Apprenticeships</p>	<p>Reigniting Skills Webinar to mark national careers week, launching new labour market information for the region and introducing education leaders to the new skills service.</p> <p>Communications to highlight apprenticeship placements generated in month one.</p>
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