

Business Board Communications Strategy

Background

Historically, the Business Board communications has sat within the Combined Authority Communications team without a separate resource, resulting in a lack of identity in its messaging which, at times, has been indistinguishable from the Combined Authority communications. It is agreed that now there is a dedicated Business and Skills communications resource and the time is right for a more strategic approach to Business Board communications, so more can be made of the positive impact the Business Board is making. Business Board Members, the Business & Market Engagement Officer and the Head of Communications within the Combined Authority have agreed the following strategy to take this forward.

Objectives

1. Demonstrate the positive impact of the Business Board.
2. Establish the Business Board with its own unique identity.
3. Proactively engage with businesses, using the Business Board to put the region on the map and make a difference.
4. Raise the profile of Business Board Members leveraging Members networks and influence.
5. Implement robust, consistent and timely reporting on communications.

Delivery

Objective 1 - Demonstrate the positive impact of the Business Board

- Strategic use of the case studies and stories of the difference the work of the Business Board has made.
- Generated strong content for use across all channels that demonstrates the Business Board's impacts and also highlights the very best of businesses in the region.

- Arrange for Business Board Members to visit projects funded by the Board which are relevant to their own specialism and generate post visit case-studies.
- The Business and Market Engagement Officer to set up pre-agenda communications briefings for Business Board Members to help shape our communications outputs.

Objective 2 - Establish the Business Board with its own unique identity

- Create dedicated social media channels for the Business Board.
- Emphasise the remit of the Business Board is supporting business leaders to drive growth.
- Promotional campaign to mark three years of the Business Board delivering for Cambridgeshire & Peterborough on April 1st, 2021 – show government, business leaders and stakeholders what the Business Board has achieved so far.

Objective 3 - Proactively engage with businesses, using the Business Board to put the region on the map and make a difference

- Generate sustained Business Board media coverage by writing & issuing releases to local, national and trade media at key milestones (funding allocation, construction milestone, impact on GVA).
- Increased focus on proactively engaging with businesses within the Combined Authority to listen to what the Business Board can do to support them.
- Demonstrate stronger collaboration with member organisations such as the Federation of Small Businesses and National Farmers Union, reach out to partners to avoid duplicating work.
- Be the voice of business around topical events, e.g Business Board reacts to Budget.

Objective 4 - Raise the profile of Business Board Members leveraging Members networks and influence

- Feature Business Board Members regularly in outbound communications and leverage each Members respective specialisms.
- Secure a weekly newspaper column from the Business Board Chair.
- Publish regular thought-leadership pieces from Business Board Members on their specific industries targeted to business leaders e.g. HR, marketing, apprenticeships and finance.
- Offer Business Board Members up to the media to give reaction to topical national and local stories. Proactively issue statements from Business Board spokespeople.
- Showcase the diversity of the Business Board and utilise each member's different specialisms.

Objective 5 - Implement robust, consistent and timely reporting on communications

- Automated reporting on media and pr activity including sentiment scores for the Business Board.

- Monthly reporting in social media analytics.
- Reporting to include updates from the consortium delivering the Business Growth Service.

What We Need From Business Board Members

- Participate in one case study and publish thought leadership every three months.
- Participate in a series of virtual interview videos with a member of your own network who is an ambassador for businesses in the region, e.g. young entrepreneurs.
- Let us know about great things businesses within your network are doing, does someone have a great apprenticeship programme or upskilling offer – could we showcase this to the business community?
- Share content produced by the Business Board, e.g. Local Growth Fund impact maps and COVID-19 Capital Grant Scheme video on their own social media.

Timescale for Implementation

Headline Objective	Specific Objective	Specific Details	Timescale	Notes
Demonstrate the positive impact of the Business Board	Strategic use of case studies and stories of the difference the work of the Business Board has made.	Engage with Photocentric Ltd to create a case study on their Printing Farm project which has received LGF funding. Case study to show the Business Board's significant investments in Chatteris and how the projects are	Case study to go live week commencing March 15 th . Case study to go live week commencing March 15 th .	Opportunity to use a Business Board Member. Opportunity to engage with businesses and member organisations.

		collectively delivered for the town.		
Demonstrate the positive impact of the Business Board	Arrange for Business Board Members to visit projects funded by the Board.	Generate a list of businesses for potential visits.	List to be circulated to Members by end of February for first visits to take place once COVID-19 restrictions allow.	
Demonstrate the positive impact of the Business Board	Set up pre-agenda communications briefings for Business Board Members.	An opportunity for Business Board Members to help shape the comms outputs from March's Business Board meeting.	First briefing to be circulated to Members on Friday 26 th February.	
Demonstrate the positive impact of the Business Board	Campaign to highlight the success of the COVID-19 capital grant scheme.	Create a bank of case studies that demonstrate how companies have used their COVID-19 Capital Grants to protect jobs.	Campaign to go live week commencing May 10 th (post purdah).	Opportunity for Business Board Members to visit companies that received a COVID-19 Capital Grant.
Establish the Business Board with its own unique identity	Create dedicated social media channels for the Business Board	LinkedIn, Twitter and Facebook accounts to be created.	Accounts to be created by Monday 22 nd February.	
Establish the Business Board	Positive communications to mark the Business Board's three year anniversary.	Highlight the key investments made by the Business Board since it was formed and their	Campaign to launch in March and conclude	Opportunity to involve Business Board Members to talk about

with its own unique identity		impact. Show how many projects are still in delivering and their part in the local economic recovery.	before the pre-election period begins on March 29 th .	specific projects and their own personal highlights.
Proactively engage with businesses, using the Business Board to put the region on the map and make a difference	How can the Business Board work better together with other organisations, such as the Federation of Small Businesses, Cambridge Ahead and National Farmers Union.	To brainstorm a list of ways the Business Board can collaborate with member organisations for joint activity. For example a joint session with the Chamber of Commerce on our import / export advice service.	List of opportunities we would like to explore to be circulated to by the end of March.	
Raise the profile of Business Board Members	Feature Business Board Members regularly in outbound communications and leverage each Members respective specialisms.	Launch a series of video interviews with Business Board Members and a member of their network to showcase the best of Cambridgeshire and Peterborough.	First videos to go live in April.	Based on New Anglia LEP's Careers & Coffee series Careers & Coffee: Apprentice to Executive Director - YouTube.
Raise the profile of Business Board Members	Feature Business Board Members regularly in outbound communications and leverage each Members respective specialisms.	Publish a thought leadership piece every two weeks from a member of the Business Board.	Establish a rota of thought leadership pieces, starting National Careers Week (1 st March).	