

Communications Report (January - March 2021)

Date	Project	Key Messages	Communications Activity
January 2021	Additional Restrictions Grant Scheme	Targeted support to companies who contacted the Growth Hub looking for COVID-19 support. Using our CRM we were able to signpost people to their relevant local authority.	Signposting to local authority's Additional Restrictions and Discretionary Grant Schemes.
January 2021	Combined Authority and Photocentric to deliver ARU Peterborough Manufacturing and Materials Research and Development Centre	A £16.47m partnership that will link academia and industry to establish skills and learning in the second phase of the development.	Joint press release, social media posts and the release of new imagery for the first time.
January 2021	Peer Networks Programme	Sign up to our fully-funded programme to receive support from like minded business leaders.	Press release, LinkedIn paid for social media campaign, opportunity for follow up case studies in March.
January 2021	Skills for Jobs White Paper Reaction	Business Board Chair reacts to publication of White Paper which aims to put the needs of businesses at the heart of further education in the UK.	Press release, social media posts.
February 2021	ARU Peterborough Pre-Planning Consultation	Have your say on the plans for a net zero Research and Development Centre on the ARU Peterborough campus.	Online consultation, press release, social media posts, LinkedIn targeted

			campaign for Peterborough Business Leaders.
February 2021	National Apprenticeships Week	Encouraging employers to create apprenticeship opportunities and raising awareness of support schemes which exist.	Business Board branded webinar for employers, leaflet produced for employers to use. Video clips produced for use on socials.
February 2021	Digital Technology Grant Scheme	Raising awareness of this grant scheme, offering grants of between £2,000 and £10,000 to support the growth and resilience of SMEs.	Press release, social media campaign, CRM campaign to eligible businesses.
February 2021	Innovation Fund	Highlight how the Innovation Fund is different and what the Combined Authority have been able to do with the devolved Adult Education Budget to meet the needs of local businesses.	An area wide press release about the total level of investment and the successful bids, followed by targeted area-specific comms in partnership with providers.
February 2021	ARU Peterborough Research and Development Centre Building Planning Application Submitted	ARU Peterborough is being delivered at pace and this is the next step on the journey.	Press release, social media campaign and video to show the future phases of development (subject to all parties agreeing).
March 2021	Business Growth Service	Growth Works to be delivered by Gateley-led consortium to deliver over 5200 new jobs and 1400 apprenticeships over the next three years.	Press release, social media and infographic.