

Campaign Plans (January – March 2021)

Date	Event	Details	Comms Action
January			
	Innovation Fund	Highlighting the Innovation Fund with our devolved Adult Education Budget. Showcasing how the money will be spent through providers who it will support and how.	Press release / case studies Video content Social media
	ARU Peterborough Phase Two	Phase two funding allocated and plans unveiled.	Press Release Social Media Update to partners
	Local Growth Fund	Campaign to highlight the impact that LGF money has had across Cambridgeshire and Peterborough to mark the allocation of all funding. Will include case studies and key stats to demonstrate impact.	Press release / case studies Infographic Video Social media
	Eastern Agri-Tech Growth Initiative	Campaign to highlight the impact of grants awarded by the Eastern Agri-Tech Growth Initiative, marking the allocation of all funding.	Press release / case studies Infographic Video Social media
	Third tranche of Market Town Masterplans	Communications following any approved proposals at the January Business Board meeting.	Local Community Press release Social Media

	Launch of the Business Growth Service	Working with the successful bidder the deliver a high impact launch plan with targeted marketing for each sub economy and service line. Recruiting a series of ambassadors for the service.	Launch Event Press release Infographic Video
February			
	Kickstart Scheme	Follow up with employers who accessed the Kickstart Scheme through the Combined Authority as a Gateway Organisation. Potential opportunity to feature young people employed through the scheme in our region.	Press release / case studies Video content Social media
	Sector based work academies	Follow up on how the Combined Authority has invested £500,000 from DFE with our AEB providers.	Press release Social Media Webinar
	ARU Peterborough	Phase two planning application submitted to Peterborough City Council.	Press release Social media
	Growth Hub	Targeted campaign to raise the profile of the Growth Hub's workstreams funded by BEIS and its ongoing support for businesses in the region.	Lead generation Webinar
March			
	Local Skills Report (SAP)	Confirmation of the Combined Authority's Local Skills Report for submission to DFE	Press release Social media Engagement with partners

	Visitor Economy	Potential joint campaign to support the relaunch of the Visitor Economy across the region as we move into Spring.	Press release Social media Videos Engagement with partners
	Restart and Recovery and Visitor Economy Grant Scheme (ERDF)	Follow up PR with SMEs awarded grants of up to £3,000 by the Combined Authority to demonstrate the impact of the grants.	Social Media Videos