



Business and Market Engagement Update

To: Business Board

Meeting Date: 19 July 2021

Public report: Yes

Lead Member: Chair of the Business Board, Austen Adams

From: Head of Communications, Emily Martin

Key decision: No

Recommendations: The Business Board is recommended to:

- a) Note the update on recent Business and Market Engagement activity;
- b) Note the forward plan of communications activity for the Business Board;
- c) Agree to receive future updates on communications activity via a bespoke digital reporting dashboard and forward plan, provided via the Communication team's media monitoring software.

1. Purpose

- 1.1 The purpose of this report is to provide Business Board Members with an opportunity to shape the communications strategy for the Business Board and update Members on planned, ongoing and past communications activity.

2. Background

- 2.1 This update provides a summary of communications and engagement work completed between June and July 2021, while looking ahead to opportunities up until the end of August. The report also identifies improvements to the way Business Board members receive reports on communications activity and recommends changes be enacted to allow Board members to receive more relevant, timely and accurate reporting going forward. These reports will then be discussed at Business Board Update meetings.

3. Communications Activity – June – July 2021

- 3.1. Appendix 1 of this report details communications outputs from June 2021 up to this meeting.
- 3.2. Some of the notable highlights include:
 - (a) 100 Days of Growth Works: Communications that demonstrate how Growth Works has hit the ground running and is already delivering opportunities for workers, learners and businesses across our region.
 - (b) ARU Peterborough: Communications to celebrate a new milestone in the development of ARU Peterborough, with the approval of planning permission for a £16.7m Manufacturing and Materials Research and Development Centre which will form a second phase of the scheme.
 - (c) Adult Education Funding: Communications to show how we have improved targeting of our adult education budget to areas with low levels of skills, low wages and greater unemployment. Through this we also demonstrated the importance of businesses taking part in our AEB Consultation by showing how we used the results of that work to inform decision making.

4. Planned Activities: July 2021 – August 2021

- 4.1. Appendix 2 of this report provides a summary of the future opportunities to raise the profile of the Business Board, Business and Skills directorate and our future interventions.
- 4.2. Some of the notable plans include:
 - (a) Employment and Skills Strategy: Communications to drive increased engagement and buy-in with the creation of our new Employment and Skills Strategy. We are reaching out to partners and stakeholders to ensure our new Strategy is not a top-

down product and has been shaped and informed through meaningful two-way engagement with employers, providers, local authorities and stakeholders.

- (b) Business Board Annual Report & Delivery Plan: Once Board members have approved the content for the Annual Report and Delivery Plan in July, we will be working with members to transform the content into an interactive digital dashboard which can be used to host multimedia case studies for use on the Business Board's social media channels and members' own channels. We will also transform the content into a published document for circulation alongside a series of infographics to raise awareness of the achievements and plans of the Business Board.
- (c) Sector Strategies: We plan to produce a series of explainer videos for each sector strategy which can be used to raise awareness of the strategies and the interventions within them. Alongside the videos, we plan to produce a series case studies on interventions within the sector strategies leveraging our partners where recommendations require a joint approach.

5. Future Reporting

- 5.1. The reporting of communications activity and media engagement to Business Board members can be made more timely, detailed and relevant by utilising the Combined Authority's new media monitoring software. If agreed, members will be sent regular dashboards which demonstrate the communications activity that has been completed alongside data of its reach and engagement alongside an agile forward plan which will be continually updated to reflect changing priorities and communications opportunities as they arise. Members will have a chance to shape and review the communications programme at Business Board Update Meetings going forward.

Significant Implications

6. Financial Implications

- 6.1 There are no direct financial implications arising from the report.

7. Legal Implications

- 7.1 There are no direct legal implications arising from the report.

8. Other Significant Implications

- 8.1 There are no other significant implications arising from the report.

9. Appendices

- 9.1. Appendix 1 – Communications Report (June 2021 – July 2021)
- 9.2. Appendix 2 – Communications Forward Plan (July 2021 – September 2021)