

Campaign Outcomes

April-October 2020

1.0 Marketing & Communications Update

1.1 CPCA Business Bulletin Email Updates

In mid-March, when the impacts of COVID-19 were first surfacing we launched our Business & Market Engagement campaign ahead of schedule to provide a flow of vital information to our Businesses and workers in the CPCA area.

We have continued to send out weekly Business Bulletin emails, including updated information from Central Government and signposting to national and local support schemes.

To date we have sent out over 35 bulletins and have grown our subscription list to over 4,000 business leaders from a standing start since the end of March.

Between September 1st and October 1st, the number of subscribers has risen by 251 to 4,010. But we are aiming to grow this significantly.

Recent examples are:

Date	Subject	Open Rate
09/10/2020	New support for businesses forced to close due to Covid-19.	32.9%
05/10/2020	Can your business claim the Job Retention Bonus?	30.9%
30/09/2020	The Skills Toolkit and Lifetime Skills Guarantee	31.1%
24/09/2020	New measures to protect jobs and support your business	30.5%
17/09/2020	Create a bespoke NHS Track and Trace QR code for your business	32.6%
09/09/2020	Incentives For Hiring New Apprentices	32.6%
03/09/2020	Register your interest in the Kickstart Scheme	27.6%

We will be monitoring open-rates and will take steps to improve these.

1.2 Social Media

The Cambridgeshire and Peterborough Combined Authority Growth Hub has its own dedicated social media channels, which previously have not been used to their full potential.

We are committed to using these as a route to our target groups. In the short term, we have already resurrected the reach of these channels by posting relevant business content with a view to increasing our followers and quality of our interactions with the end-reader.



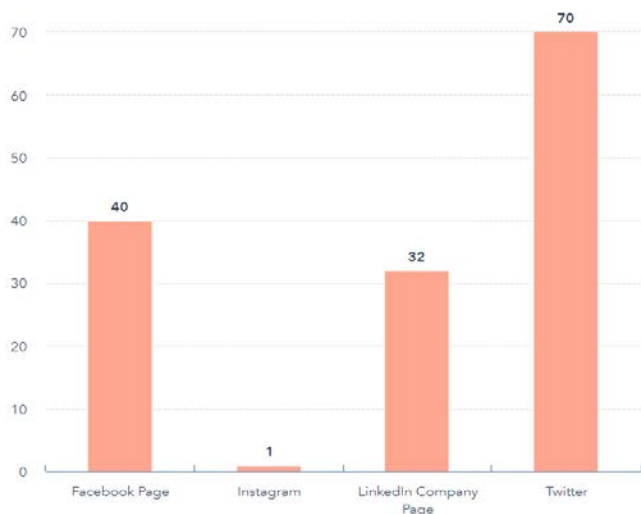
We will also be considering some rebranding in the future – as well as coordinating this activity with our new supplier of the Business Growth Service.

The below charts show the number of posts and shares on this channel from April to September: this will be improved going forward.

Social Media Analytics BB

Date range: From 1/4/2020 to 30/9/2020

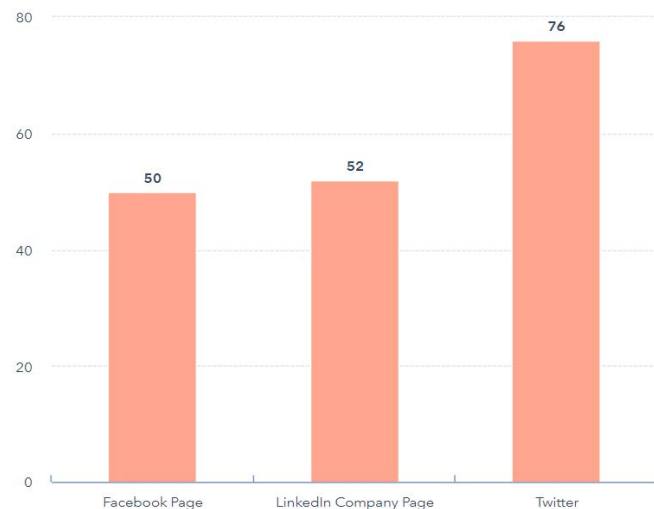
Published Posts



Social Posts Shares by Network

Date range: From 1/4/2020 to 30/9/2020

Shares



1.3 Press Releases

Business Board / Business and Skills Press Releases Distributed

Month	Number of Press Releases Distributed
April	5
May	2
June	5
July	3
August	2
September	3

More details on the press releases distributed by the Combined Authority are outlined in Appendix 1.

1.4 Growth Hub Website

www.cpcagrowthhub.co.uk stats month on month since launch:

	Sessions	Bounce Rate	Average time spent on site
14 Aug - 14 Sep 2020	2,302	46.9%	2:18
14 Sep - 14 Oct 2020	5,201	63.1%	2:04

The above spike has been caused by the launch of two ERDF Grant Schemes on the Growth Hub Website in September.

The Visitor Economy and Restart and Recovery grant forms caused a significant increase in traffic compared to the previous month.

A content audit of the Growth Hub website is ongoing, the aims of this work are to align the content with the objectives of the website and increase relevant SEO traffic to the site.

By using our Google Analytics and Google Search Console we have identified a need to refine our content due to a significant amount of irrelevant traffic.

2.0 Mayor Business Visits

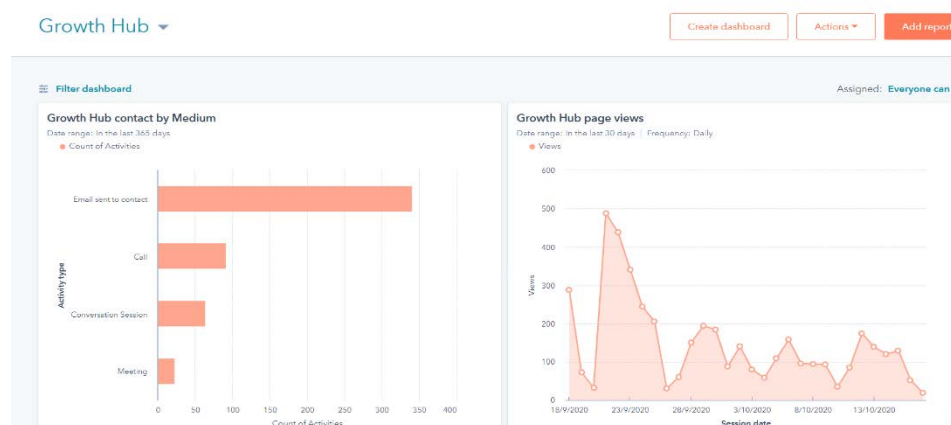
The Mayor of Cambridgeshire and Peterborough has recently visited eight businesses to find out how they have invested ~~Covid~~COVID-19 Capital or Micro Grants from the Combined Authority. Some examples are:

Visit to KPC Furniture and Finishing	https://www.youtube.com/watch?v=th33UIq7jYs
Visit to Horizon Marketing	https://www.youtube.com/watch?v=XZF-mVI1wDw
Visit to Airbus Ltd	https://www.youtube.com/watch?v=v53k0cGMtw
Visit to Fenland RP	https://www.youtube.com/watch?v=167XFQuMpCg
Visit to CAP Air Systems	https://www.youtube.com/watch?v=czk2A515a4M

3. Data Cleansing/Collection & Measuring Traffic

During September we have identified the need to clean the data we have collected for local businesses (and their ~~c~~Contacts) during the ~~Covid~~COVID-19 pandemic to allow us to maximise the effectiveness of the CRM system. Work is ongoing to ensure we hold accurate and useful contact information for businesses across Cambridgeshire and Peterborough going forward.

A dedicated reporting dashboard has been built for the Growth Hub which presents key information needed for reporting to the Department for Business, Energy and Industrial Strategy.



We are activity considering other workstreams that would benefit from similar dashboards.