

Communications Forward Plan (March – May 2021)

Please note consideration will be given to the purdah period from 29th March – to election day on 6th May

Date	Project	Key Messages	Communications Activity
March 2021	National Careers Week	First in a series of thought leadership piece from Business Board Members. This will launch at the start of National Careers Week.	Thought leadership article to be offered to regional and industry press and promoted on the Business Board social media channels.
March 2021	Business Board Membership	The co-option of Mike Herd and Andy Williams, focusing on what they bring to the Board and their experience.	Press release, video introductions.
March 2021	Local Growth Fund Case Study	Update on how a Business Board investment has enabled the building of a world-class Centre of 3D Excellence in Peterborough to enable high technology manufacturing of printers & resins.	Joint press release with Photocentric Ltd and opportunity to arrange a visit for a Business Board Member.
March 2021	Local Economic Recovery Strategy	Refreshed version of the LERS published, this gives us an opportunity to show how the Business Board will use the report	Infographics to raise awareness of the flagship interventions. Sector specific targeted communications to business leaders,

		to help stimulate the region's recovery.	could include Members within these areas.
March 2021	Three Year Anniversary campaign to mark the formation of the Business on Thursday April 1 st	Show what the Business Board has achieved since 2018 and raise awareness of projects the Business Board is delivering and has delivered.	<p>Social media campaign.</p> <p>Utilise local business leaders as supported by the Business Board as ambassadors.</p> <p>Profile core sectors and growth opportunities of our regional economy.</p>
April 2021	Eastern Agri-Tech Growth Initiative	Now all funding has been allocated, show the variety of projects funded and just how innovative Agri-tech sector companies are within the region.	<p>Heatmaps to show the investments made and their outputs.</p> <p>Detailed case studies.</p>
April 2021	Local Growth Fund Case Study	Update on plans to turn Hauxton Mill into the o2h SciTech Park, utilising new images of the site.	Press release and case study with an opportunity for a Business Board Member to visit the site.
May 2021	Adoption of sector strategies and their importance	Our commitment to the industries where we are strongest and how we are supporting these core sectors.	Opportunity to work jointly with member organisations to highlight sector-specific Business Board projects.
May 2021	COVID-19 Capital / Micro Grant Scheme	How much was paid out to how many companies, how many were jobs created and protected by the	Infographic and case studies to show the impact of both the Capital and Micro Grant Schemes.

		funding the Business Board allocated to these schemes.	Business Board Members to visit businesses who received grants.
May 2021	Local Growth Fund Case Study	The Business Board has funded a range of projects in and around Chatteris, this piece would highlight the impact they will have as individual projects and on regenerating the town.	Press release, infographic and video.