

Business Board Communications Report (June 2021 – July 2021)

Date	Project	Key Messages	Communications Activity / Links
June 2021	Adult Education Budget / Skills Committee	<p>Improved targeting of adult education funding to areas with low levels of skills, low wages and greater unemployment.</p> <p>£1 million of funding approved for training in Combined Authority growth sectors of advanced manufacturing and engineering, life sciences, agri-tech and digital and AI.</p> <p>How the Combined Authority are develop flexibilities which allow better targeting of learning to areas of low skills levels, based on feedback from businesses.</p>	<p>Local media and business / skills trade press release, social media posts.</p> <p>https://cambridgeshirepeterborough-ca.gov.uk/news/mproved-targeting-of-adult-education-budget-to-low-skill-areas-approved-by-skills-committee/</p>
June 2021	ARU Peterborough Research & Development Centre	<p>Peterborough City Council's Planning and Environmental Committee approved plans for the £16.7m Manufacturing and Materials Research and Development Centre building.</p>	<p>Local media and business / skills trade press release, social media posts.</p> <p>https://cambridgeshirepeterborough-ca.gov.uk/news/planning-permission-approved-for-aru-peterborough-research-and-development-centre/</p>

		How the centre will link with local industry, fostering collaboration and innovation in a wide range of materials technologies, including 3D printing research, sustainable plastics, and new ways to make batteries.	
June 2021	ARU Peterborough	<p>Peterborough City Council has applied for £20m funding from the government's Levelling Up Fund to fund the third stage of development at ARU Peterborough.</p> <p>At the centre of Peterborough's bid is a new landmark cultural asset called The Living Lab, located within a second teaching building at ARU Peterborough.</p> <p>How the University Quarter Cultural Hub, helping the city centre become a more attractive destination for residents, businesses, and visitors.</p>	<p>Local media, business / skills, trade press release, social media posts, Mayoral interviews.</p> <p>https://cambridgeshirepeterborough-ca.gov.uk/news/extra-20-million-of-government-funding-could-be-used-to-boost-ar-peterborough-campus/</p>
June 2021	Growth Works 100 Days	What has Growth Works delivered in its first 100 days? How many businesses have been supported with coaching or grant funding from the programme?	<p>Local media, business and trade press, media outlets in target areas e.g. Bristol / London, national business and sector titles.</p> <p>Social media posts, LinkedIn targeted adverts.</p>

		<p>How many jobs has the programme created and safeguarded to date and are they split across all sectors and places of the CPCA economy?</p> <p>The programme has hit the ground running but is only just getting started!</p>	
June 2021	Armed Forces Day	<p>Business Board & the Combined Authority reaffirm their commitment to the Armed Forces Covenant to mark Armed Forces Day 2021.</p> <p>A survey has been commissioned to see how the Business Board and Combined Authority can better support veterans to upskill and retrain and support employers to create opportunities for veterans across the region.</p>	Press release to local and sector media, online consultation and social media campaign to raise awareness of our survey and ongoing commitments to the covenant.
July 2021	Growth Works Inward Investment	<p>New inward investor Bubble Sake Brewery announce their European HQ will be based in Ely. The company employs new technology to bring sparkling sake to the UK market and will create 3-5 jobs in Ely.</p> <p>Sake is 80% water - so, the composition and quality of water</p>	Local media, business and trade press, media outlets in target areas e.g. Bristol / London, national business and international sector titles.

		<p>plays an important role in the final product. The water in the suburbs of Cambridgeshire, the home of The Sparkling Sake Brewery, has a plenty of mineral content - perfect for creating beautifully delicate bubbles as well as elegant still sake which is the base sake before the second fermentation.</p>	
July 2021	Community Renewal Fund	<p>Seven bids to Government for investments in Peterborough and Fenland totalling £6 million and aimed at tackling disadvantage and boosting prosperity in communities have been submitted.</p> <p>How the prospective programmes will support upskilling, business support, sustainable development in rural areas, and helping entrepreneurs.</p>	Local media press release, social media posts and possibility for any success applicants to be turned into interviews / case studies.