

Appendix 2 - Business Board Communications Forward Plan (May 2021 – July 2021)

Date	Project	Key Messages	Communications Activity
May 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 to help stimulate the region's recovery.	Infographics to raise awareness of the flagship interventions. Sector specific targeted communications to business leaders, could include Members within these areas.
May 2021	Growth Works Launch Webinar	Session for Growth Works to share how they intend to create over 5,000 new jobs, 1,400 new apprenticeships and generate significant inwards investment in the region over the next three years.	Webinar, follow up communications, monthly update emails and regular social media updates.
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 funding the Business Board allocated to these schemes.	Infographic and case studies to show the impact of both the Capital and Micro Grant Schemes. Business Board Members to visit businesses who received grants.
May 2021	Local Growth Fund Case Studies	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 towns.	Press release, infographic, and video.

June 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.
July 2021	Business Board Digital Annual Report / Delivery Plan	Launch of the Business Board's digital interactive annual report and delivery plan	Launch of a bespoke online digital platform for the Business Board featuring interactive maps, case studies, videos infographics, strategy documents and an introduction BB Members and Officers.