

## Business Board Communications Forward Plan (July 2021 – September 2021)

Date	Project	Key Messages/Details	Communications Activity
July	Covid-19 Impact Assessment Report:	<p>New report details our improved understanding of the COVID-19 crisis' impacts on the economy and labour markets across Cambridgeshire and Peterborough's and within our sub-economy areas. Details of which sectors have been hardest hit, how national and local support schemes have supported businesses.</p> <p>Looking to the future how can we help businesses to innovate to regrowth as we rebound.</p>	<p>Press release and social media to summarise impacts, and how they have been mitigated.</p> <p>Explore potential infographics to communicate statistical detail.</p> <p>Particular focus on rebound – what schemes can help.</p>
July	Employment and Skills Strategy	<p>Work begins on new Employment and Skills Strategy for Cambridgeshire and Peterborough.</p> <p>An overview of what the updated strategy is and how it is being developed, including details of how the Combined Authority and Business Board will be reaching out to engage with a wide range of stakeholders to help shape and inform the report's findings.</p>	<p>Press release and social media detailing why these matter, what its objectives are.</p> <p>Stakeholder engagement plan</p>

July	Careers Hub	<p>Announcement of our successful award of additional funding to deliver a Careers Hub for Cambridgeshire and Peterborough from the Careers Enterprise Company, a subsidiary of the Department for Education.</p> <p>Careers Hubs have access to additional support and funding, including: A 'Strategic Hub Lead' to help coordinate activity and build networks, Access to bursaries for individual schools and colleges to train Careers Leaders, Central Hub Fund of equivalent to £800per school or college.</p> <p>As part of the Careers Hub we will actively encourage employers to become Cornerstone Employers. Cornerstone Employers act as champions to encourage new businesses in the area to get involved in supporting schools and colleges, as well as encouraging their own staff to become volunteer Enterprise Advisers.</p>	<p>Press release and social media explaining careers hub, key objectives.</p> <p>Encouragement of potential cornerstone employers to get in touch through via networks/channels.</p>
August	Visitor Economy and Kickstarting Tourism Grant Schemes	How have businesses been able to benefit from the Business Board's Visitor Economy and Kickstarting	<p>Press release and social media posts.</p> <p>Working with businesses to produce</p>

		<p>Tourism Grant Schemes one year on from the scheme closing.</p> <p>Grants of up to £3,000 were provided to 125 businesses through the Growth Hub. We will be producing case studies to show how businesses have invested the funds to protect jobs.</p>	<p>case studies that demonstrate the impact of the grant scheme and the wide variety of businesses supported across a range of sectors.</p>
August	Growth Works Investor Panel Launch	<p>Communications to mark the official launch of the Growth Works Investor Panel. Making people aware what the panel is, who sits on it and how it fits within the Growth Works Programme.</p> <p>This is also an opportunity to generate potential applicants for investment through the Grants &amp; Equity Service Line.</p>	<p>Press release to introduce the panel and targeted marketing to potential applicants to generate a strong pipeline of interest for the programme.</p>
August	Get Cambridgeshire and Peterborough Back to Work	<p>Campaign to proactively engage with people at risk of unemployment or currently unemployed to raise awareness of opportunities for an immediate return to the workplace.</p> <p>The timing of this campaign coincides with vacancy rates rising to 22% above the pre-COVID baseline. The campaign also aims</p>	<p>Press release and social media posts scheduled to run throughout the campaign.</p> <p>Work with partners to share access to initiative through their networks/channels.</p>

		to work with Growth with Skills to avoid a cliff edge end to the Furlough Scheme within our region.	Explore partnership with Peterborough/Fens media to run regular reminder articles.
September	ARU Peterborough	<p>Concrete frame roof slab complete of Phase 1 and site mobilisation for the Phase 2 research and development facility begins.</p> <p>A significant milestone event in terms of the construction of the campus</p>	<p>Press call for a 'Topping Out Ceremony' in conjunction with Phase 2 work starting. Accompanying press release and social posts.</p> <p>Invitees would be Mayor, PCC leader, ARU representatives, local MP.</p>