

## Business and Market Engagement Update

To: Business Board

Meeting Date: 12 January 2021

Public report: Yes

Lead Member: Austen Adams, Chair of the Business Board

From: Brian Hyland, Deputy Chief Officer

Key decision: No

Recommendations: The Business Board is recommended to:

- a) Note the update on recent Business and Market Engagement activity; and
- b) Note the future activities to drive increased engagement with our target audiences by raising the profile of ongoing and future workstreams within Business and Skills.

## 1. Purpose

- 1.1 The purpose of this report is to update Business Board members on our Business and Market Engagement activities across the Business & Skills Directorate.

## 2. Background

- 2.1 The ongoing Business & Skills Promotional Campaign continues to raise the profile of the various services available to our target audiences and to generate high quality client traffic to our various initiatives. This update demonstrates the ongoing work to Business Board Members and identifies future opportunities.

## 3. Outputs Delivered: October – December 2020

- 3.1 Appendix 1 of this report provides members with an update of the marketing, communications and engagement activity within Business and Skills during October, November and December 2020.
- 3.2. Some of the notable highlights include:
- (a) Successful roll-out and distribution of £129,960 Visitor Economy Grant Scheme and £223,800 Restart and Recovery Grant Scheme. The application form was viewed by 1,544 users and we received 385 completed application forms.
  - (b) Built a dedicated business support microsite to respond to the introduction of new national restrictions. The site signposted business leaders to national and local support schemes and featured an FAQ listing to reduce demand on the Growth Hub.
  - (c) Hosted a successful Kickstart Scheme webinar and live Q&A with the Department for Work and Pensions attended by 140 employers within our region.
  - (d) Socialisation and distribution of the COVID-19 Impact Monitoring Dashboard, produced by Metro Dynamic, using the dashboard to enact a data-capture drive
  - (e) ARU Peterborough Spade in the Ground event to mark the start of construction.
  - (f) Launch of an EU Transition self-help style microsite to signpost business leaders to support and official information and resources.

## 4. Planned Activities: January 2021 – March 2021

- 4.1. Appendix 2 of this report provides a summary of the future opportunities to raise the profile of the Business Board, Business and Skills directorate and our future interventions.
- 4.2. Some of the notable plans include:
- (a) High impact launch programme for the Business Growth Service (and its constituent service lines) to key target audiences and partners.

- (b) Comprehensive campaign to mark the allocation of all LGF money, creating a variety of content including case studies and infographics to highlight the variety of LGF grants awarded and their respective impact.
- (c) The launch of a new Cambridgeshire & Peterborough Combined Authority website to improve how we communicate the work of the Business Board with our target audiences.
- (d) Hosting a series of roundtable events with ARU Peterborough for businesses across the region to help ARU match the curriculum of the new university with the needs of local employers.

4.3. We continue to analyse the effectiveness of our ongoing activity against specific measurable targets set out in the paper which was presented to the Business Board in November 2020. The table below demonstrates some of the progress already made against these targets.

Target	Evaluation	Status
Increase the Number of LinkedIn & Twitter followers	Since September 1 <sup>st</sup> , 2020 we have increased our number of followers on LinkedIn from 93 to 163 and our Twitter followers from 1,083 to 1,193.	Ongoing
Increase the frequency of Social Media Posts Shares	In September we set a target of daily posts on the Growth Hub LinkedIn. In October we met this posting 33 times and in November exceeded this posting 42 times. Now post frequency has increased we will be working to drive increased engagement with our social media posts.	Complete, new target set
Increase the number of Subscribers to CPCA Business Bulletins	Weekly growth has slowed recently due to an overall drop in traffic to the Growth Hub website. To accelerate growth in December and January we will be launching targeted data-captures campaigns.	Ongoing
Improve the Open Rates of CPCA Business Bulletins	Open rates continue to fluctuate based on the content but are on average 36.7%. This is above the target set of 33.3% but something we need to maintain and push by monitoring the behaviour of subscribers and their responses at different "send times".	Complete, new target set
Specific client recruitment campaigns	Our targeted lead generation for the Peer Networks programme delivered 51 relevant, leads within five days.  Our campaign to register attendees for our Kickstart Webinar was successfully with 140 employers attending and 165 registering to receive our post event Q&A.	Complete

## 5. PR Strategy – Sharing Good News

- 5.1. The primary purpose of our Business & Market Engagement Strategy is to connect with our audiences, raise awareness of our services and engaging our clients through these services.
- 5.2. However, this upstream client generation activity is already yielding opportunities to share positive news across our communities.
- 5.3. By conveying these positive outcomes in the right way, we intend to deepen engagement with our target groups further.
- 5.4. Therefore, Appendix 3 is a PR Grid charting the positive news we have shared to date. In addition, our “Planned Activities” under Section 4 of this paper and in Appendix 2 represent future opportunities in this respect.

## Significant Implications

### 6. Financial Implications

- 6.1 There are no direct financial implications arising from the report.

### 7. Legal Implications

- 7.1 There are no direct legal implications arising from the report.

### 8. Other Significant Implications

- 8.1 There are no other significant implications arising from the report.

### 9. Appendices

- 9.1. Appendix 1 – Campaign Outcomes (October - December 2020)
- 9.2. Appendix 2 – Campaign Plans (January - March 2021)
- 9.3. Appendix 3 - PR Grid (January 2021)