



Covid 19 Business Resilience Communications Strategic Objectives and Plan

The Mayor of Cambridgeshire and Peterborough Combined Authority is in a unique position to focus on economic recovery of our region as we move through our response to Covid -19.

Mayoral Objectives

- The Mayor's focus is to alleviate the short term distress of business and building business resilience based on evidence, planning and response to deliver a strong local economy so Cambridgeshire is on the front foot to recovery after COVID 19.
- The Combined Authority Business Board to be the single leading and coordinating voice of business in Cambridgeshire.
- The Mayor is the focal point for change having direct access to Government to lobby for the needs of local business.

The communications response to Covid-19 is to deliver the Mayor's priority to alleviate the short term distress of business and build business resilience based on evidence, planning and response to deliver a strong local economy so Cambridgeshire is on the front foot to recovery post Covid-19.

Strategies

1. Work closely with the Mayor to ensure his voice and vision are reflected in this strategy with a regular taskforce meeting.
2. Continue to work closely with the Business & Skill team with a monthly communications meeting.
3. Provide timely public communications across multiple media channels including traditional and digital media.
4. Raise the Mayors profile as the leading business voice in the region.
5. Disseminate good news business success stories across the region.
6. Signpost business to Combined Authority, Governmental and Partner support.
7. Intelligence gathering, collating and listening to business on the impact of Covid19 via the Mayors Forum and business resilience survey, social media
8. Establish regular reporting and analytics to ensure the Mayor's Covid-19 priorities are being met.

Covid 19 -Communications to date

- **Regular Business Bulletins** - 14 Business Bulletins signposting to government support reaching c.40,000 business across the region
- **Social Media** 160 social posts to an audience of 8,896 people, signposting business support, public health and good news stories.
- **Intelligence Gathering** 4 business resilience reports benchmarking and gathering business intelligence to determine the CPCA service offer, feed back to BIES and evidence for the Mayor to lobby Government. This will be used to produce a report on the impact of Covid-19 for the region
- **CPCA Covid-19 focused support.** Set up the communications for and deliver targeted communications about Covid-19 related services via email campaigns and media campaigns regarding the Micro and Capital Grant Scheme, talent portal, 121 business triage support and any future projects.
- **Media partnerships** across the Business Board region to ensure consistent public business messaging, business blogs, q&a, sharing good news business stories and case studies.

Future projects include

- Micro Capital Grant Scheme
- Free Membership to business focused partner organisations eg FSB
- Regular dissemination of good news business stories from LGF and Covid 19 CPCA Grants awarded work.
- Covid-19 Town Master Plan support £12.2m

For discussion –

What more can the Combined Authority Communications be doing to support the Mayor's priority to alleviate the short term distress of business and build business resilience based on evidence, planning and response to deliver a strong local economy so Cambridgeshire is on the front foot to recovery after COVID 19.

Discussion Actions – from meeting

- Continue to strengthen the Mayors voice - by positioning him as the coordinating voice of business in Cambridgeshire.
- Work in collaboration and to encourage collaboration in sharing business intelligence with partners eg Chamber of Commerce, FSB, IOD etc
- Move comms strategy from launching projects to storytelling – telling people what we have done, sharing good news and stats. Providing a personal touch
- Time to polish the comms – provide strong branded assets and strong visuals to
- Provide analytics based comms.

Next meeting in two weeks.