

PR Grid

Date	Workstream	Key Messages	Target Audiences	Content	Status	Comments
September 2020	COVID-19 Capital Grant & Micro Grant Schemes – Mayor's Business Visits	Several successful applicants	Business Leaders and Business Representative Groups	Press Release Case Studies You Tube Social Media	Complete	Case Studies to encourage other Businesses to track CPCA/Business Board for future similar Grant schemes
October 2020	Eastern Agri-Tech Growth Initiative	Antobot Ltd Awarded £40,000 Grant Towards Developing Agricultural Robots	Business Leaders within the Agri-tech sector across the Cambridgeshire and Peterborough LEP Area	Press Release Social Media	Complete	Sent to a newly created agri-tech trade media list as well as relevant local outlets
October 2020	Market Towns	Free Camb Wifi going live in Huntingdonshire market towns	Free public access Wifi is going live in market towns across Huntingdonshire to help residents keep connected and bolster local businesses.	Community Engagement Press Release Social Media	Complete	Excellent engagement through local Facebook community groups and pages.

October 2020	Arc	<p>The Oxford to Cambridge Arc has unveiled its vision in a prospectus that has been submitted to Government.</p> <p>This is a national investment priority.</p>	Business Leaders, Public Sector and Government Stakeholders	<p>Press Release</p> <p>Website Article</p> <p>Social Media</p> <p>BBC Look East Piece</p>	Complete	Communications in partnership with other Arc stakeholders and partners.
October 2020	Skills	<p>£500,000 to support young people</p> <p>Investment is in two schemes, sector-based work academies and high value courses.</p>	Learners, Workers and Education Providers across Cambridgeshire and Peterborough	<p>Press Release</p> <p>Website Article</p> <p>Ongoing Social Media</p>	<p>Ongoing</p> <p>Press release sent and will follow up with AEB providers once commissioned to deliver</p>	Mayor interviews scheduled with Peterborough Telegraph and BBC Radio Cambridgeshire to be
October 2020	Business Board / Growth Hub	<p>A report from Metro Dynamics provides robust data to show the impacts of Covid-19.</p> <p>How the Combined Authority are using this data to inform the support available to business owners.</p>	Business Leaders and Sole Traders	<p>Press Release</p> <p>Website Article</p> <p>Ongoing Social Media</p> <p>Case Study Development</p>	<p>Ongoing</p> <p>Initial press release sent, follow up releases which demonstrate how our support has already helped being developed.</p>	Utilising Mayor Palmer's visits to businesses to capture video content of business leaders discussing the support they have received.

October 2020	Market Towns	<p>Wisbech's proposal for £200,000 for Market Place improvements approved</p> <p>St Ives, Ramsey, and Huntingdon jointly awarded £300,000</p>	Business Leaders, Workers, Learners and General Public	<p>Press Release</p> <p>Website Article</p> <p>Social Media</p> <p>YouTube Videos</p>	Complete	Potential to follow up when money is spent to show the impact that the investment has had in the respective towns
September 2020	Market Towns	Mayor James Palmer tomorrow asks the Board of the Cambridgeshire & Peterborough Combined Authority to approve funding applications from Huntingdon, Ramsey and St Ives.	Business Leaders, Workers, Learners and the General Public.	<p>Press Release</p> <p>Social Media</p>	Complete	Joint PR with Towns and Districts involved.
September 2020	Skills	Launch of the Kickstart Scheme	Business Leaders	<p>Website Article</p> <p>Enacted expression of interest data capture</p> <p>Social Media</p>	Ongoing	Initial article to be followed up when more details emerge
September 2020	Market Towns	Outline of all market town masterplans	Business Leaders, Workers, Learners and General Public	<p>Website article</p> <p>Social media</p>	Complete	Ongoing work with District Councils to promote the opportunities for each Town