

## Campaign Outcomes (October - December 2020)

### 1. Business Bulletin Email Stats

Subject	Open Rate	Date
Furlough Scheme Extended Following New National Restrictions	37.6%	Sunday November 1 <sup>st</sup> 2020
Furlough scheme extended to March and increased support for the self-employed	36.3%	Thursday November 5 <sup>th</sup>
Learn more about the Kickstart Scheme at our webinar	62%	Monday November 9 <sup>th</sup>
Is your business ready for our new relationship with the EU?	21%	Friday 13 <sup>th</sup> November
Potential Peer Networks Programme for business leaders	29.3%	Tuesday November 17 <sup>th</sup>
Keep your business running smoothly as the EU transition period ends	27.8%	Tuesday November 24 <sup>th</sup>
Kickstart Scheme Update	35.2%	Friday November 27 <sup>th</sup>
Webinar invitation: Office for Life Sciences - 'Life Sciences, Brexit and the border'	29.2%	Monday November 30 <sup>th</sup>

Between October 1<sup>st</sup> and November 30<sup>th</sup>, the number of subscribers increased by 40 to 4,055. We want to accelerate this growth over the coming weeks and month as we engage with an increasing number of businesses.

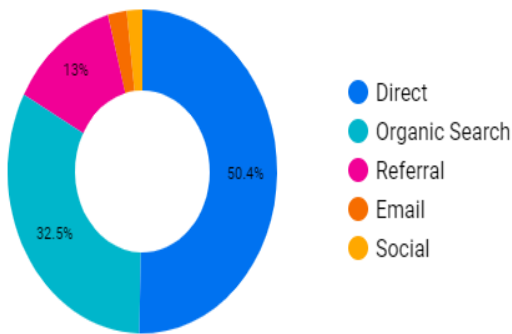
## 2. Growth Hub Website Stats

	Sessions	Users	Average Session Duration	Bounce Rate
October	1350	1075	01:57	54.6%
November	1112	804	01:31	51.7%

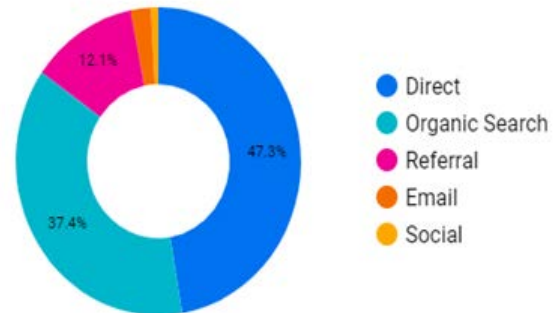
### October Acquisition

### November Acquisition

Top Acquisition Channels



Top Acquisition Channels



## 3. Business Board and Business and Skills Press Releases Distributed

October	6
November	7
December	5

## 4. Social Media

	October	November
Combined Authority LinkedIn Posts	33	59
Combined Authority LinkedIn Followers	2,190 (As of October 31 <sup>st</sup> )	2,295 (As of November 30 <sup>th</sup> )
Combined Authority LinkedIn Reach	9,238	18,314
Growth Hub LinkedIn Posts	42	33
Growth Hub LinkedIn Followers	142	162
Growth Hub LinkedIn Reach	2,001	1,850

	October	November
Combined Authority Facebook Posts	80	94
Combined Authority Facebook Reach	18,889	10,829
Combined Authority Facebook Page Likes	379 (As of October 31 <sup>st</sup> )	405 (As of November 30 <sup>th</sup> )

## 5. Mayor Business Visits

The Mayor of Cambridgeshire and Peterborough was forced to postpone all business visits scheduled from November 2<sup>nd</sup> due to the introduction of national restrictions. Postponed visits have been rescheduled throughout December and January and include visits to Turners (Soham) Ltd and Angli-Ear Hearing and Tinnitus Solutions Ltd.

Visit to TRGB Ltd <https://www.youtube.com/watch?v=ak679zo7PFU&t=1s>

Visit to OAL Ltd [https://www.youtube.com/watch?v=poy7qtK\\_i-s](https://www.youtube.com/watch?v=poy7qtK_i-s)

Visit to AXIOM Ltd <https://www.youtube.com/watch?v=FI6NdSeoBK0&t=1s>

## 6. Youth Engagement Strategy

The SROs for Workforce and Skills and Adult Education, the Business and Market Engagement Officer and the Head of Communications are working to improve how the Combined Authority and the Business Board engages with young people across the region. We intended to host a series of discussions with young people in December but due to lack of interest have had to reschedule. We are now revising plans for this event with the SROs and our network of partners and will shortly be circulating an updated document to Business Board Members.

## 7. Kickstart Scheme Webinar

On Thursday November 19<sup>th</sup>, the Combined Authority successfully hosted a webinar for the 225 employers across Cambridgeshire and Peterborough who expressed an interest in applying for the scheme. The session, which was attended by 145 business leaders, was run in partnership with the Department for Work and Pensions and Cambridgeshire Chamber of Commerce. The session concluded with an interactive Q&A and a copy of all answers was circulated to the attendees following the event.