

PR Grid (January 2021)

Date	Workstream	Key Messages	Target Audiences	Content	Status	Comments
December 2020	Business Growth Service	Targeted messaging for each of the four service lines within the Business Growth Service.	Business Leaders across Cambridgeshire and Peterborough	Messaging matrix to show the different target audiences of the Business Growth Service and the most relevant offering for them.	Ongoing	This work is being carried out jointly with our delivery partner and stakeholders to produce and enact a targeted marketing strategy.
December 2020	Business Growth Service	What is the Business Growth Service? Why does it exist? What are we aiming to achieve? Who will be involved?	Local Authority Partners, Stakeholders, business organisations	Presentation delivered to a range of partners and stakeholders to update them on progress of the mobilisation of the Business Growth Service and identify action points.	Complete	
December 2020	Eastern Agri-Tech Growth Initiative	DSF awarded £40,000 towards a £100,000 project	Business Leaders, Agri-Tech partners.	Press release Website article Agri-Tech Trade Press	Complete	

December 2020	ARU Peterborough	Spade in the ground event – work has started on the new university and the project is on schedule.	Business Leaders, Learners, key stakeholders and the wider public in Greater Peterborough and the surrounding area.	Press release YouTube video Social media campaign	Complete	Spade in the ground event was postponed from November due to national restrictions. The Combined Authority led on organising the event and all pre and post event communications.
December 2020	Eastern Agri-Tech Growth Initiative	AgriGrub Ltd awarded £65,000 towards a £125,000 project	Business Leaders, Agri-Tech partners.	Press release Website article Agri-Tech Trade Press	Complete	
December 2020	Spending Review Reaction	Welcoming the Government's Levelling Up Fund and Restart programme.	Business leaders, stakeholders, and those at risk of long-term unemployed	Website article Social media	Complete	Linking the announcements to work ongoing with Metro Dynamics. Commitment to work with the Combined Authority to consider potential projects.
November 2020	Cambridge Visitor Welcome Project	£710K LGF investment to support a bid to allow Cambridge City centre to adapt following the impacts of Covid-19 and restart the Cambridge visitor economy.	Business owners, general public and stakeholders	Website article Press release Social Media	Complete	Joint communications with Cambridge City Council follow a decision by the Business Board and Combined Authority Board to allocate the funding.

November 2020	Kickstart Scheme	How employers can access the Kickstart Scheme.	Employers looking to create kickstart placements.	Webinar and Q&A with DWP YouTube video Online article	Complete	136 employers attended a virtual session hosted by the Combined Authority with officers from DWP.
November 2020	Growth Hub	Peer networks programme expression of interest	Business leaders with ambition to grow their enterprise	Press Release Email campaign Social media campaign	Complete	Gauge demand from businesses that meet set eligibility criteria ahead of the launch of a regional peer networks programme funded by BEIS.
November 2020	ARU Peterborough	Planning permission granted for new ARU Peterborough development	Peterborough City Council has approved plans for a new state-of-the-art building which will be the home of ARU Peterborough, the city's new £30 million university.	Press Release Social media	Complete	Joint press release with ARU and Peterborough City Council.

November 2020	LGF	Mill SciTech Park planning application submitted	Update on the development of the Mill SciTech Park, on the Hauxton Mill site in South Cambridgeshire, funded by a LGF grant.	Press release Website article	Complete	Joint communications with a Mayor visit to be scheduled following the end of national restrictions.
November 2020	Kickstart Scheme	Combined Authority aims to take the lead on delivering Kickstart Scheme for SMEs across the region	The Cambridgeshire & Peterborough Combined Authority is helping small and medium sized businesses across the region take advantage of the Government's Kickstart Scheme.	Press release Website article Social media posts	Complete	Encouraging people to express their interest in the Kickstart Scheme and apply through the Combined Authority who will be a Gateway Organisation.

November 2020	LGF	£6.2m Haverhill EpiCentre officially opens	Development of The EpiCentre was partly funded by a £2.7m of Local Growth Fund investment from the Combined Authority, to bring jobs and employment to Haverhill Research Park.	Press release Website article Social media posts	Complete	Joint press release issued following ribbon cutting event which was attended by Austen Adams on behalf of the Business Board and CPCA.
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