

## Business & Market Engagement Update

To:	Business Board
Meeting Date:	10 November 2020
Public report:	Yes
Lead Member:	Austen Adams, Chair of the Business Board
From:	Brian Hyland, Deputy Chief Officer of Business & Skills
Key decision:	No
Recommendations:	<p>The Business Board is recommended to:</p> <ul style="list-style-type: none"><li>a) Note the update on recent Business and Market Engagement activity; and</li><li>b) Note the future activities to drive increased engagement with target audiences by raising the profile of ongoing and future workstreams within Business and Skills.</li></ul>

## 1. Purpose

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

## 2. Background

- 2.1 In January 2020, the Skills Committee and Business Board approved the Business & Skills Promotional Campaign to raise the profile of the various services available to their target audiences.
- 2.2 Despite the impact and disruption caused by COVID-19 in early Spring, commitment to this campaign continues. Conversely, COVID-19 has further underpinned the essential need to be connected to these target groups as closely as possible.
- 2.3 This report now replaces the previous Communications Updates and will be a standing item on the agenda for Business Board meetings ensuring that Members are fully aware and engaged with the campaign.

## 3. Outputs Delivered: April – October 2020

- 3.1 Appendix 1 of this report provides members with an update of the marketing, communications and engagement activity within Business and Skills since the inception of the programme, along with some associated outputs.
- 3.2 Some of the notable highlights include:
  - (a) Successful recruitment campaign leading to the appointment of a Business & Market Engagement Officer dedicated to the Business & Skills Team.
  - (b) Investment in HubSpot CRM to streamline and automate proactive engagement, campaigns and other strategic communications with target groups.
  - (c) Establishment of a weekly COVID-19 Communications Update, specifically to inform the community of local and national government interventions to the growing database, currently standing at 4010 subscribers.
  - (d) Successful roll-out and distribution of the COVID-19 Capital Grant and Covid-19 Micro Grant, and subsequent positive PR.
  - (e) Rationalisation and rebuild of the Growth Hub website
  - (f) ARU Peterborough Launch and new website, as well as on-going stakeholder engagement
  - (g) Targeted Market Town communications and the setup of Facebook community pages to reach the heart of community engagement.

## 4. Planned Activities: November 2020 – January 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 future interventions.
- 4.2. Some of the notable plans include:
  - (a) Socialisation and distribution of the final version of the first draft of the Local Economic Recovery Strategy.
  - (b) Comprehensive launch programme for the Business Growth Service (and its constituent service lines) to key target audiences and partners.
  - (c) A high impact EU Transition awareness campaign to help businesses understand and adapt to the future UK-EU trading landscape.
  - (d) Communications Plan for new schemes, including Kickstart and the BEIS-sponsored Peer-to-Peer Network programme.
  - (e) Partnership Mapping to identify all key partners/groups who can help the Business Board to raise awareness of its projects and generate new flows of clients to its activities.
- 4.3. Specific measurables are also being set, against which the effectiveness of the campaign can be gauged, and which will be reported against in future updates. Examples will include:
  - (a) Number of LinkedIn & Twitter followers
  - (b) Number of Social Media Posts / Shares
  - (c) Number of Subscribers to CPCA Business Bulletins
  - (d) Open Rates & Click-Through Rates of CPCA Business Bulletins
  - (e) Results of specific client recruitment campaigns (measured by number of Businesses added to Hubspot CRM)

## 5. PR Strategy – Sharing Good News

- 5.1. The primary purpose of the Business & Market Engagement Strategy is to connect with audiences, raise awareness of the services available to them and engage clients through these services.
- 5.2. However, this upstream client generation activity is already yielding opportunities to share positive news across the community.
- 5.3. By conveying these positive outcomes in the right way, the intention is to further deepen engagement with target groups.
- 5.4. Therefore, Appendix 3 is a PR Grid charting the positive news that has been shared to

date. In addition, the “Planned Activities” under Item 4 in this Board Paper and 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 – April-October 2020

9.2. Appendix 2 – Campaign Plans – November 2020 - January 2021

9.3. Appendix 3 - PR Grid