



Sent on behalf of



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

JAMES PALMER
CAMBRIDGESHIRE &
PETERBOROUGH MAYOR



THE BUSINESS BOARD

[Read previous issues here](#)

ISSUE NUMBER 11

Updated guidance on the Job Retention Scheme

[Tell us about the impact on your business](#)

[COVID-19: support for businesses – updated 6th April 2020](#)

Government webinar on how to tackle event postponement

A 45-minute webinar on how businesses can maintain relationships, generate new business and ensure visibility in the face of cancelled conferences, exhibitions and trade shows is taking place on Thursday, April 16, from 10.30am.

The Department for International Trade in the East of England has partnered with 12th Man Solutions Ltd to offer practical guidance on how to utilise digital marketing, lead generation and the resources from your event organiser to add value to your audience and prepare for a greater presence at the re-scheduled event.

Topics covered

- Planning and executing an event-specific social media campaign
- Using the event organiser's collateral and digital marketing methods
- Identifying and starting conversations with prospects using LinkedIn
- Maximising event PR opportunities with trade publications
- Perfecting your proposition and preparing your exhibition stand

For more information and to register, click [here](#).

BT – Skills for Tomorrow small business workshops

BT Business and EE are running free online hour-long courses to help small businesses to move their trade online and supporting them with the digital skills they need to adapt.

BT is working with partners such as Google Digital Garage, Small Business Britain and Crowdfunder.

The upcoming workshops include:

- April 14, 11am-noon: Alternative Business Models Using Digital
- April 15, 9.30-10.35am: Get Your Business Visible On Google
- April 15, 10.45-11.45am: Get Started with Analytics
- April 16, 10-11am: Adapting Your Business During the COVID-19 Crisis.

Find out more and how to register [here](#).

Coronavirus Job Retention Scheme - Employer and Employee Guidance

The latest guidance for employers on the Coronavirus Job Retention Scheme is [available here](#). Find out if you're eligible and how much you can claim to cover wages for employees furloughed due to coronavirus. The online service you'll use to claim is not available yet. HMRC is expecting to make it available by the end of April. [Employee Guidance](#) is also available.

Chancellor sets out extra £750 million coronavirus funding for frontline charities

The package of support will ensure charities can continue their vital work during the coronavirus outbreak. £360 million will be directly allocated by Government departments to charities providing key services and supporting vulnerable people during the crisis. £370 million will also be allocated for small and medium-sized charities, including through a grant to the National Lottery Community Fund for those in England. The application system for the National Lottery Community Fund grant pot is expected to be operational in the coming weeks. More information is available [here](#).

Business Secretary's letters to retail and manufacturing businesses

Secretary of State for Business, Energy and Industrial Strategy, Alok Sharma, has written to those in the [retail](#) and [manufacturing](#) sector, thanking those who are working during the coronavirus pandemic.

The latest guidance on operating safely in the workplace during coronavirus for the retail sector is [available here](#). The British Retail Consortium has also developed sector specific guidance on [social distancing in warehouses and distribution centres](#) aligned with this advice.

You can also read the [latest guidance](#) on operating safely in the workplace for manufacturing and processing businesses during coronavirus.

NEW: Help the government increase coronavirus testing capacity

The government wants help from businesses to increase testing capacity in the UK as part of its strategy to protect the NHS and save lives. Find out more [here](#).

Business Support Helpline 0300 456 3565

Free ACAS webinar 'Coronavirus - an advisory webinar for employers'. Find out more

 HM Government

Support for business

CORONAVIRUS
PROTECT
YOURSELF
OTHERS &
THE NHS

Read here for the latest public information and public health advice about
COVID-19

Read Mayor James Palmers business blog here

Please forward this widely amongst your networks

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Business Continuity Planning

For up to date information check the Cambridgeshire & Peterborough Combined Authority website and social media channels:

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