

## case study

# Peterborough Enterprise Programme

The Peterborough Enterprise Programme was launched at its new premises in the heart of Peterborough in 2005. As part of the city's Urban 2 project it is designed to provide a centrally located 'one-stop-shop' for people either running their own business or thinking about starting up a new venture.

Athene Communications was brought on board by the Peterborough Enterprise Programme to help establish their profile and reputation so that key audiences were aware of the services they provide and how to access them.

### Athene's Approach

Athene designed a year long programme of activity, including face to face events, city centre advertising, features, comments and placing case studies in the local press.

The year culminated in Peterborough Enterprise Programme running a competition to find Peterborough's best new small business idea – the 'Start Doing Something New Today' competition.

The competition was designed to help encourage entrepreneurialism throughout the Greater Peterborough area. The award was given to the best new small business idea.

Athene's role was to:

- Secure publicity pre, post and throughout the lifespan of the competition
- Design and develop the concept of the competition including terms and conditions of entry
- Design and print application forms
- Organise sponsors and judges for the competition
- Organise the awards event
- Provide ongoing PR support for the winner

Outcomes from the competition:

- 32 high quality applications were received
- Local press coverage achieved would have cost £6,230 ACE
- The actual event was a sell out having secured a star of BBC 2's "Dragon Den" Doug Richard as a speaker
- Sponsors agreed to sponsor a 2007 competition based on the success of the 2006 competition

### Results

- A 50% increase in people requesting an initial start up meeting
- A rise of 30% in the proportion of businesses starting up in the Urban 2 area
- A massive rise of 200% of people using the services of the Peterborough Enterprise Programme

### Testimonial

*"Athene has been a tremendous support to us during the first year that the Peterborough Enterprise Programme has been open. They have been innovative with their suggestions, responsive to our requests and proactive at bringing in opportunities. Their breadth of expertise has proved almost as invaluable to us as their openness, their flexibility and their endless energy! It really feels as though they are part of our team."*

Katie Hart  
Peterborough Enterprise  
Programme, Manager

