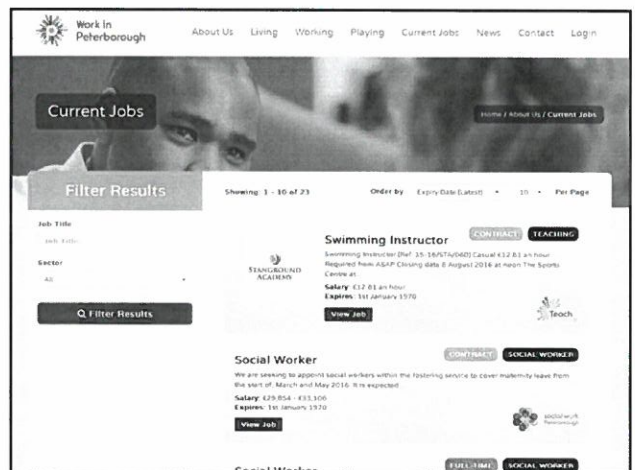
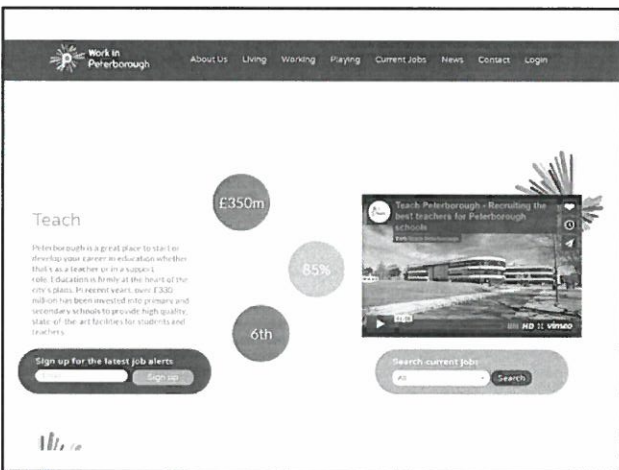
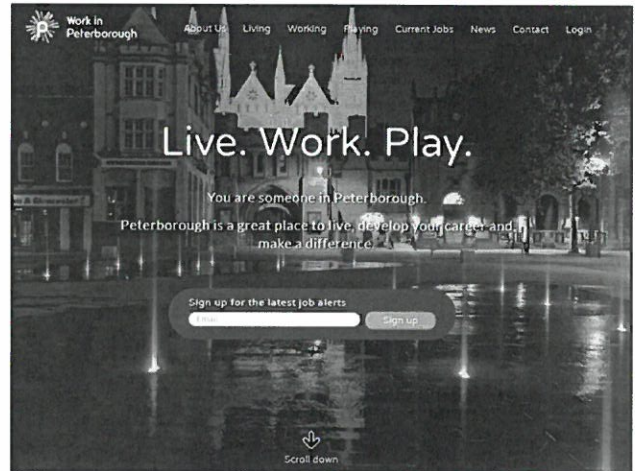
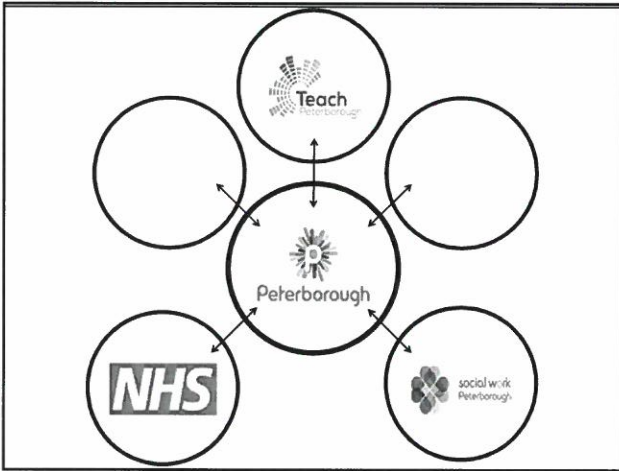


Teach Peterborough

- Total Jobs Listed – 491
- Total Applications – 1,706 (3.47 per vacancy)
- Average spend per vacancy = £3,000.00
- Peterborough = £1,473,000.00
- Teach Peterborough = 70:1 ROI (which will continue to rise)



Health recruitment



- Create and build the health recruitment website
- GPN has provided initial content but need to gain information from other providers
- Go live and link in with Work in Peterborough

Promotional campaign



- An ongoing marketing and PR campaign to increase visitors to the Work in Peterborough campaign website
 - Press
 - Social media
 - Stakeholder relations
 - Internal communications
 - Website updates and training
- Ongoing technical support, data analysis and website upgrades



Item	Annual Fee
Dedicated PR and marketing campaign to support Work in Peterborough of up to three days per months	£17,460.00
Dedicated technical website support and upgrades of up to three days per month	£18,000.00
Total annual fee	£35,460.00



Item	Annual Fee
Work in Peterborough PR and marketing campaign	£ 5,820.00
Technical support and ongoing upgrades and development	£ 6,000.00

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