

## Communications and media monitoring report for September 2017 Board

### Communications Strategy progress summary

- 1.0 The LEP has committed to a six-month contract for a monthly double page feature in the Western Morning News and Western Daily Press to summarise LEP activity in context with the multitude of projects and strategies that are underway. The articles placed together give a broad overview of LEP achievements, focusing on a particular theme each month ( September is Skills and Training) providing coverage for information that would not necessarily be covered as “news” in press releases.
- 2.0 The publicity materials for the Annual Conference are in production, starting with the Annual Report.

### 3.0 MP Engagement

Letters were sent out to all HotSW MPs to update them on the Great South West campaign during the summer recess and offering to meet with the LEP Chair or Chief Executive.

Re-tendering for Parliamentary Engagement is underway as the contract is due for renewal or re-appointment.

### 4.0 Communications Performance Statistics

#### 4.1 Number of media enquiries:

July/ August	6	(May/June8) (March/April10) (January/February18)(November/December10)(September/October 19)
Positive coverage:	5	(May/June 7)(January/February 15) (November/December 5) (September/October 11) (July/August 11)
Negative coverage:	0	(May/June 1) (March April 1) (January/February 3)(November/December 0) (September/October)
Managed/mitigated	1	(May June 0) (March April 1) (January/February 3)(November/December 5) (September/October 8)

**4.2 Number of Press Releases<sup>1</sup>**

(May/June 5)(March April 4) (January/February 6) (November/December 3) (September/October 4) (July/August 6) (June/July 4) (March/April 0)

**4.3 Number of LEP Quotes in Partner Press Releases 7**

(May/June 10)(March April 2 - low due to Purdah) (January/February 15) (November/December 10) September/October 8) (July/August 5) (June/July 6) Not previously recorded before June.

**4.4 Media Coverage:**

LEP Mentions: 25

(May/June 21)(March/April 9)(January/February 12) (November/December 5) (September/October 11) (July/August 4) (June/July 4) (March/April 8)

**4.5 Heart of the South West LEP Newsletter**

											2017				
<b>Newsletter statistics</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>June</b>	<b>Aug</b>
<b>Subscribers</b>	1,986	1,998	1,990	1,791	1,936	1,934	1,949	1,947	1,936	1,939	1,955	1,980	1,987	2006	1978
<b>Opens</b>	590	533	593	582	551	584	583	576	552	536	599	588	542	546	525
<b>% of opens</b>	30.4 %	27.3 %	30.4 %	30.4 %	28.9 %	30.5 %	30.4 %	30.1 %	28.9%	28.2 %	31.2 %	30	27.8 %	28.4 %	27.2%

\* No April May newsletter due to purdah

#### 4.6 Heart of the South West LEP Website

##### Analytics Overview

Web Statistics	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
Unique visitors	2,119	2,001	*	*	*	2,007	2,080	1,450	2,447	2,396	2,307	1,489	1,995	2,110	1,948	1.3
Page views	7,758	6,269				6,845	7,812	4,742	8,376	8,138	8,567	4,015	5,585	5,681	5,397	4,980
Pages per session	2.58	2.38				2.49	2.65	2.48	2.52	2.46	2.60	2.48	**	**	**	**

\* Not available due to technical issues with Google Analytics moving host web company

\*\* Stats no longer available on Google analytics

#### 4.7 Twitter @HeartofSWLEP

At September Board 1,993 tweets 3,414 followers, following 406

(At July Board: 1,843 tweets, 3,335 followers, following 400)

(At May Board: 1,777 tweets, 3278 followers, following 394)

(At March Board: 1,688 tweets, 3,154 followers, following 387)

(At January Board 1,537 tweets, 3,021 followers, following 385)

(At November Board: 1,389 tweets, 2,898 followers, following 379)

(At September Board: 1,252 tweets; 2,760 followers; following 372)

(At July Board: 1,128 tweets; 2,678 followers; following 334)

(At May board: 973 tweets; 2,555 followers; following 310)

(At March board: 889 tweets; 2,401 followers, following 300)

Board Members are requested to follow @HeartofSWLEP on Twitter: <https://twitter.com/HeartofSWLEP>

#### 4.8 **LinkedIn:**

July/August 1 update 497 followers

(May/June 4 Updates 494 followers) (March/April– 1 update, 484 followers) (January/February 6 updates, 469 followers) (December – 6 updates, 439 followers)(September/October/November Updates 6 followers 425)(July/August 6 - followers 407); (May/June/July; followers 395);

(March/April; followers: 380)

Board members are requested to follow Heart of the South West on Twitter @HeartofSWLEP and LinkedIn:

<https://www.linkedin.com/company/2703520?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A2703520%2Cid%3A2-1-2%2CtarId%3A1468254701105%2Ctas%3AHeart%20of%20the%20South%20West>