

Communications and media monitoring report for November 2017 Board

Communications Strategy progress summary

1.0 LEP publicity material has now been condensed into the Annual Report as the single piece of literature. When the Productivity Strategy has been finalised, a summary piece will be produced to replace the mini-SEP.

2.0 MP Engagement

Letters were sent out to all HotSW MPs to invite them to the Great South West Growth Summit and the LEP Annual Conference. 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.

3.0 Communications Performance Statistics

3.1 Number of media enquiries:

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

3.2 Number of Press Releases 6

(July/August 1) (May/June 5)(March April 4) (January/February 6) (November/December 3)(September/October 4) (July/August 6)
 (June/July 4)
 (March/April 0)

3.3 Number of LEP Quotes in Partner Press Releases 8

(July/August 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.

3.4 Media Coverage:

LEP Mentions: 10

(June/July 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)

3.5 Heart of the South West LEP Newsletter

									2017						
Newsletter statistics	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	June	Aug	Sept	Oct
Subscribers	1,990	1,791	1,936	1,934	1,949	1,947	1,936	1,939	1,955	1,980	1,987	2006	1978	1980	1947
Opens	593	582	551	584	583	576	552	536	599	588	542	546	525	506	599
% of opens	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%	26.2%	39.3%

* No April May newsletter due to purdah

3.6 Heart of the South West LEP Website

Analytics Overview

Web Statistics	May	June	July - Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
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	1,300	*	2,300
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	*	3,100
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

3.7 Twitter @HeartofSWLEP

At November Board 2,009 tweets, 3,502 followers, following 416

(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)

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

3.8 **LinkedIn:**

Sept/October 4 updates. 520 followers

(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>