

## **Communications and media monitoring report for January 2018 Board**

### **Communications Strategy progress summary**

1.0 LEP publicity material has now been condensed into the Annual Report as the single piece of literature. The Heart of the South West Productivity Strategy document design is being managed by LEP communications for a final version to be produced by 22 February.

### **2.0 MP Engagement**

Letters will be sent in the coming weeks to update MPs on current progress and priorities.

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:**

November/December	9	(September/October 6)(July/ August 6) (May/June8) (March/April10) (January/February18)
Positive coverage:	9	(September/October 6)(May/June 7)(January/February 15) (November/December 5)
Negative coverage:	0	(May/June 1) (March April 1) (January/February 3)(November/December 0) (September/October)
Managed/mitigated	1	(September/October 0)(May June 0) (March April 1) (January/February 3)(November/December 5)

**3.2 Number of Press Releases 4**

(September/October 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 11**

(September/October 8) (July/August 7) (May/June 10)(March April 2 ) (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: 14

(September/October 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								
<b>Newsletter statistics</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>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
<b>Subscribers</b>	1,936	1,934	1,949	1,947	1,936	1,939	1,955	1,980	1,987	2006	1978	1980	1947	1993	1986
<b>Opens</b>	551	584	583	576	552	536	599	588	542	546	525	506	599	462	539
<b>% of opens</b>	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%	23.7%	24.9%

### 3.6 Heart of the South West LEP Website

#### Analytics Overview

<b>Web Statistics</b>															
	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</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>
Unique visitors	2,007	2,080	1,450	2,447	2,396	2,307	1,489	1,995	2,110	1,948	1,300	*	2,300	2,321	1,584
Page views	6,845	7,812	4,742	8,376	8,138	8,567	4,015	5,585	5,681	5,397	4,980	*	3,100	8,243	3,538

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

### 3.7 Twitter @HeartofSWLEP

At January Board                    2,084 tweets, 3,593 followers, following 426

(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:**

November/December updates 4. 534 followers

(Sept/Oct 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>