

Communications and media monitoring report for March 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 Productivity Strategy design is complete and in circulation.

2.0 MP Engagement

The next MP engagement slot in Westminster is scheduled for 27 March to familiarise MPs with the new Productivity Strategy. 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:

Media enquiries:	10	(November/December 9) (September/October 6)(July/ August 6) (May/June8) (March/April10)
Positive coverage:	7	(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)
Information not available	2	

3.2 Number of Press Releases 4

(November/December 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 7

(November/December 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: 5

(November/December 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									
Newsletter statistics	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	June	Aug	Sept	Oct	Nov	Dec	Feb
Subscribers	1,934	1,949	1,947	1,936	1,939	1,955	1,980	1,987	2006	1978	1980	1947	1993	1986	2006
Opens	584	583	576	552	536	599	588	542	546	525	506	599	462	539	537
% of opens	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%	26.8%

3.6 Heart of the South West LEP Website

Analytics Overview

Web Statistics															
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Unique visitors	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	1,640
Page views	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	7,011

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

3.7 Twitter @HeartofSWLEP

At March Board 2,140 tweets, 3665 followers, following 435

(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:

January/February updates 3. 538 followers

(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>