

## Communications and media monitoring report for July 2018 Board

### 1 MP Engagement

David Ralph has written to all HotSW MPs and introductory meetings are being set up between now and September, with a view to holding a session in Westminster in the Autumn prior to the socialisation of the Productivity Strategy Action plan which will be in consultation before the Budget.

The Westminster Engagement contract has been let to new suppliers JBP and an inception meeting has been arranged for 19 July.

### 2 Design and Print

The design and print contract is out to tender for a renewed supplier. Planned literature this summer/autumn are: Executive Summary of Heart of the South West Productivity Strategy, LEP Annual Report, LEP Inward Investment Marketing Materials.

### 3 Communications Performance Statistics

#### a. Number of media enquiries:

|                    |    |   |
|--------------------|----|---|
| Media enquiries:   | 10 | (March/April 12)(January /February 10)(November/December 9) (September/October 6)           |
| Positive coverage: | 7  | (March/April 11) (January/February 7)(September/October 6)(May/June 7)(January/February 15) |
| Negative coverage: | 0  | (March/April 0) (January/February 2)(November/December 0) (September/October)               |
| Managed/mitigated  | 3  | (March/April 0) (January/February 1)(September/October 0)(May June 0) (March April 1)       |

#### b. Number of Press Releases 6

(March/April 1) (January/February 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)

**c. Number of LEP Quotes in Partner Press Releases 4**

(March/April 10)(January/February 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.

**d. Media Coverage:**

LEP Mentions: 7

(March/April 10)(January/February 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)

**e. 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   | Mar  | May   | June  |
| Subscriber s          | 1,934  | 1,949  | 1,947  | 1,936 | 1,939  | 1,955  | 1,980 | 1,987  | 2006   | 1978  | 1980  | 1947  | 1993  | 1986  | 2006  | 2001 | 2020  | 1974  |
| Opens                 | 584    | 583    | 576    | 552   | 536    | 599    | 588   | 542    | 546    | 525   | 506   | 599   | 462   | 539   | 537   | 492  | 537   | 506   |
| % 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% | 25%  | 27.3% | 25.9% |

**f. Heart of the South West LEP Website**

Analytics Overview

| <b>Web Statistics</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> | <b>Jan</b> | <b>Feb</b> | <b>Mar</b> |
| Unique visitors       | 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      | 2,000      | 1,500      |
| Page views            | 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      | *          | *          |

|                 | <b>April</b> | <b>May</b> | <b>June</b> |
|-----------------|--------------|------------|-------------|
| Unique Visitors | 1,976        | 2,188      | 2,417       |
| Page views      | 5,077        | 5,614      | 5,369       |

\* Not available due to technical issues with Google Analytics

**g. Twitter @HeartofSWLEP**

At July Board                    2,373 tweets, 3,879 followers, following 487

At May Board                    2,230 tweets, 3,767 followers, following 454

(At March Board                2,140 tweets, 3,665 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)

### h LinkedIn:

May/June 5 updates 575 followers

(March/April updates 2, 553 followers)(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>

