

Communications and media monitoring report for September 2018 Board

1 MP Engagement

David Ralph has written to all HotSW MPs and introductory meetings are underway, with a view to holding a session in Westminster after 5 October to present the 5 opportunities document and a covering letter of key asks before the Budget.

2 Heart of the South West Productivity Strategy

A document outlining the 5 opportunities is in production and will be presented to this Board, followed by the Joint Committee on 5 October.

3 Communications Performance Statistics

a. Number of media enquiries: 9

Media enquiries:	9	(May/June 10)(March/April 12)(January /February 10)(November/December 9) (September/October 6)
Positive coverage:	7	(May/June 7)(March/April 11) (January/February 7)(Sept/October 6)(May/June 7)(January/February 15)
Negative coverage:	0	(May/June 0)(March/April 0) (January/February 2)(November/December 0) (September/October)
Managed/mitigated	2	(M a y / J u n e 3)(March/April 0) (January/February 1)(September/October 0)(May June 0) (March April 1)

b. Number of Press Releases 6

(May/June 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 2

(May/June 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: 8

(May/June 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	Sept	Oct	Nov	Dec	Jan	Feb	Mar	June	Aug	Sept	Oct	Nov	Dec	Feb	Mar	May	June	July	Aug
Subscriber s	1,949	1,947	1,936	1,939	1,955	1,980	1,987	2006	1978	1980	1947	1993	1986	2006	2001	2020	1974	1987	1962
Opens	583	576	552	536	599	588	542	546	525	506	599	462	539	537	492	537	506	538	561
% of opens	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%	27.6%	28.6%

f. Heart of the South West LEP Website

Analytics Overview

Web Statistics																
	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
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	*	*

	April	May	June	July	Aug
Unique Visitors	1,976	2,188	2,417	2,412	2,170
Page views	5,077	5,614	5,369	6,100	5,251

* Not available due to technical issues with Google Analytics

g. Twitter @HeartofSWLEP

At September Board 2,463 tweets, 3,963 followers, following 512

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:

Aug/Sept 2 updates 609 followers

(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>

