

## Communications and media monitoring report for November 2018 Board

### 1 MP Engagement

HotSW MPs plus Greg Clark, James Brokenshire, Jake Berry and BEIS officers were written to in a joint letter from Steve Hindley and David Fothergill prior to the budget outlining the main asks of HotSW and the new Prospectus with the 6 opportunities, plus the High Growth Corridor proposal were attached.

An event is proposed to bring together maximum number of MPs to further the aims of the LEP and Joint Committee and revisit the asks not addressed in the Budget, notably Great South West recognition.

### 2 Heart of the South West Productivity Strategy

The Prospectus outlining 6 opportunities will be launched at the LEP Annual Conference on 12 November along with the Annual Report.

### 3 Communications Performance Statistics

#### a. Number of media enquiries: 9

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

#### b. Number of Press Releases 6

(July/Aug 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 7**

(July/Aug 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: 6

(July/Aug 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	Oct	Nov	Dec	Jan	Feb	Mar	June	Aug	Sept	Oct	Nov	Dec	Feb	Mar	May	June	July	Aug	Oct
Subscribers	1,947	1,936	1,939	1,955	1,980	1,987	2006	1978	1980	1947	1993	1986	2006	2001	2020	1974	1987	1962	2001
Opens	576	552	536	599	588	542	546	525	506	599	462	539	537	492	537	506	538	561	535
% of opens	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%	27.5%

**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>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>
Unique Visitors	1,976	2,188	2,417	2,412	2,170	1778	1763
Page views	5,077	5,614	5,369	6,100	5,251	6,229	6044

\* Not available due to technical issues with Google Analytics

**g. Twitter @HeartofSWLEP**

At November Board            2,594 tweets, 4,064 followers, following 613

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:**

Oct./Nov 5 updates      641 followers

(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>

