

## Communications and media monitoring report for March 2019 Board

### 1 MP Engagement

A Westminster Hall debate on the opportunities of the South West took place on 6 February, resulting in Sir Gary Streeter agreeing to set up and chair a new South West All Parliamentary Political Group (APPG). A provisional date for 30 April for the launch at Westminster has been arranged. Board members and selected business leaders will be invited to the event, details to follow.

### 2 Communications Performance Statistics

#### a. Number of media enquiries:

Media enquiries:	11	(Nov/Dec 11 ) (Sept/Oct 9) (July/Aug 9) (May/June 10) (March/April 12) (Jan /Feb10) (Nov/Decr 9)
Positive coverage:	10	(Sept/Oct 7) (July/Aug 7) (May/June 7) (March/April 11) (January/February 7) (Sept/October 6) (May/June 7)
Negative coverage:	0	(Sept/Oct 0) (July/Aug 0) (May/June 0) (March/April 0) (January/February 2) (November/December 0)
Managed/mitigated	1	(Sept/Oct 2) (July/Aug 2) (May/June 3) (March/April 0) (January/February

#### b. Number of Press Releases 5

(Nov/Dec 3) (Sept/Oct 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 8

(Nov/dec 3) (Sept/Oct 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: 10

(Sept/Oct 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									2018									
Newsletter statistics	Jan	Feb	Mar	June	Aug	Sept	Oct	Nov	Dec	Feb	Mar	May	June	July	Aug	Oct	Nov	Dec	Feb
Subscribers	1,955	1,980	1,987	2006	1978	1980	1947	1993	1986	2006	2001	2020	1974	1987	1962	2001	2009	1999	2008
Opens	599	588	542	546	525	506	599	462	539	537	492	537	506	538	561	535	598	578	523
% of opens	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%	30.6%	29.6%	27%

**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>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>
Unique Visitors	1,976	2,188	2,417	2,412	2,170	1,778	1,763	1,781	1,205	1,645	1,362
Page views	5,077	5,614	5,369	6,100	5,251	6,229	6,044	<b>6,977</b>	<b>4,082</b>	7,625	5,671

\* Not available due to technical issues with Google Analytics

**g. Twitter @HeartofSWLEP**

At March Board                    2, 829 tweets, 4,231 followers, following 669

At January Board                2,732 tweets, 4,167 followers, following 630

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)

**LinkedIn:**

Feb/March 5 updates                      691 followers

(Dec/Jan 2 updates, 665 followers) (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>

