

## 7. Communications and media monitoring report for May 2019 Board

Helena to update information in yellow, Arron to update information in green

### 1 MP Engagement

A Great South West APPG was launched on 30 April, attended by Minister for Local Growth Jake Berry. The launch of the APPG is a significant step towards consolidating the Great South West as an entity to rival the Northern Powerhouse and Midland Engine.

### 2 Communications Performance Statistics

#### a. Number of media enquiries:

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

#### b. Number of Press Releases 1

(Jan/Feb 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 4**

(Jan/Feb 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. Heart of the South West LEP Newsletter**

									2018									2019	
<b>Newsletter statistics</b>	<b>Feb</b>	<b>Mar</b>	<b>June</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Feb</b>	<b>Mar</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Feb</b>	<b>Mar</b>
<b>Subscribers</b>	1,980	1,987	2006	1978	1980	1947	1993	1986	2006	2001	2020	1974	1987	1962	2001	2009	1999	2008	2019
<b>Opens</b>	588	542	546	525	506	599	462	539	537	492	537	506	538	561	535	598	578	523	505
<b>% of opens</b>	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%	25.7%

### e. 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	*	*

\* Not available due to technical issues with Google Analytics

#### Website Stats for Year April 2018 – April 2019

<a href="http://www.heartofswlep.co.uk">www.heartofswlep.co.uk</a>	<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>	<b>Mar</b>	<b>Apr</b>
<b>Unique Visitors</b>	1976	2188	2417	2412	2170	1778	1763	1781	1205	1645	1362	1624	1457
<b>Page views</b>	5077	5614	5369	6100	5251	6229	6044	6977	4082	7625	5671	6225	4907

#### Twitter

<b>@HotswLEP</b>	<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>	<b>Mar</b>	<b>April</b>
<b>Followers</b>		3,767		3,879		3,963		4,064		4,167		4,231	4,322
<b>Following</b>		454		487		512		613		630		669	708
<b>Tweets</b>		2,230		2,373		2,463		2,594		2,732		2,829	2,887

#### Linked In

<b>@HotswLEP</b>	<b>April</b>	<b>June</b>	<b>Sept</b>	<b>Nov</b>	<b>Jan</b>	<b>March</b>	<b>April</b>
<b>Followers</b>	<b>553</b>	<b>575</b>	<b>609</b>	<b>641</b>	<b>665</b>	<b>691</b>	<b>730</b>
<b>Unique Visitors</b>							78
<b>Page Views</b>							130
<b>Updates</b>	2	5	2	5	2	5	2

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>