

Communications Board Report – July 2019

1 MP Engagement

A Great South West APPG is progressing well with the next meeting taking place on 16 July, and the Prospectus of the GSW, currently being finalized, to be hand delivered to Gary Streeter and Ben Bradshaw prior to the Parliamentary recess. Cornwall and the Isles of Scilly LEP has taken over from Dorset for the secretariat role, and the communications role needs to be scoped out to ensure policy and stakeholder work is captured and promoted, including re-establishment of an improved quality Great South West website.

2 Number of press releases

(April/May 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)

3 Number of media enquiries:

Media enquiries: 8 (March/April 3)(Jan/Feb 11) (Nov/Dec 11)(Sept/Oct 9)(July/Aug 9)(May/June 10)(March/April 12)(Jan)

Positive coverage: 7 (March/April 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 (March/April 0) (Jan/Feb 0)(Sept/Oct 0)(July/Aug 0)(May/June 0)(March/April 0)

(January/February 2)

Managed/mitigated 1 (March/April)(Jan/Feb 1)(Sept/Oct 2)(July/Aug 2)(May/June 3)(March/April 0) (January/February

4 Newsletter

	2017									2018									2019	
Newsletter statistics	Jan	Feb	Mar	June	Aug	Sept	Oct	Nov	Dec	Feb	Mar	May	June	July	Aug	Oct	Nov	Dec	Feb	Jun
Subscribers	1,955	1,980	1,987	2006	1978	1980	1947	1993	1986	2006	2001	2020	1974	1987	1962	2001	2009	1999	2008	2001
Opens	599	588	542	546	525	506	599	462	539	537	492	537	506	538	561	535	598	578	523	578
% 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%	29.8%

5 Website

Website Stats for Year April 2018 – April 2019

2019

www.heartofswlep.co.uk	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	June
Unique Visitors	2417	2412	2170	1778	1763	1781	1205	1645	1362	1624	1457	2,532
Page views	5369	6100	5251	6229	6044	6977	4082	7625	5671	6225	4907	9,356

6 Twitter

@HotswLEP	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Followers		3,767		3,879		3,963		4,064		4,167		4,231	4,322		4,423
Following		454		487		512		613		630		669	708		757

Tweets		2,230		2,373		2,463		2,594		2,732		2,829	2,887		3,019
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7 Linked In

@HotswLEP	April	June	Sept	Nov	Jan	March	April	June
Followers	553	575	609	641	665	691	730	756
Unique Visitors							78	42
Page Views							130	92
Updates	2	5	2	5	2	5	2	3