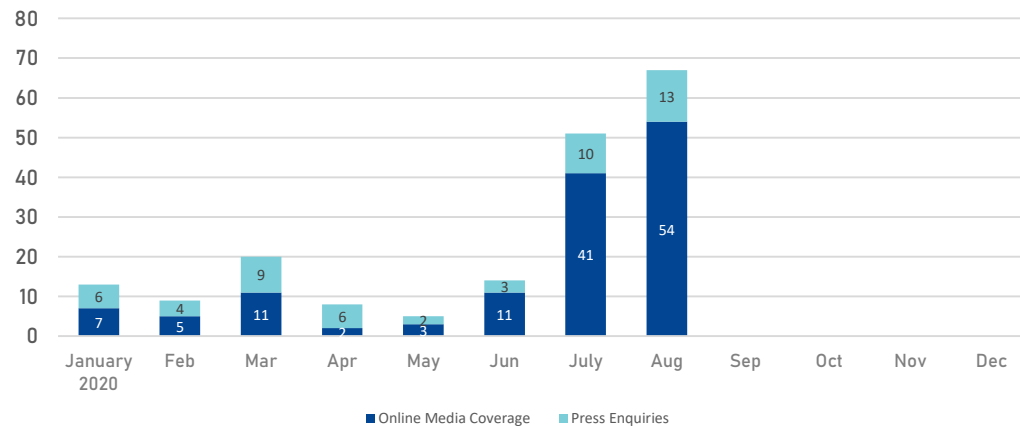


Media Performance tracker



MEDIA AND ENQUIRIES: VISIBILITY OVER TIME



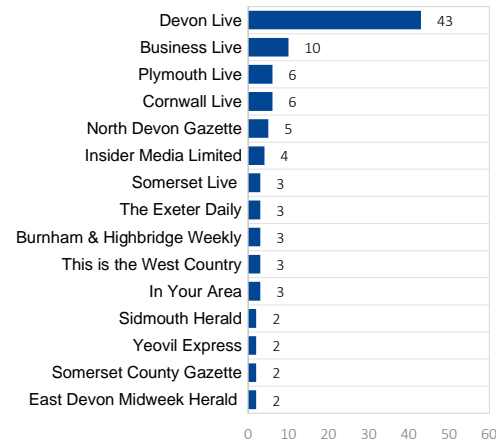
KEY INSIGHTS

- March - June saw more discussion around COVID, with local outlets calling on the government to invest in the South West. This built up to a peak in coverage on the same story in July as Boris Johnson was called to “do more for the South West” and the LEP sent a bid for funding of the “shovel ready” projects.
- Both press enquiries and media coverage peaked in August thanks to a number of stories surrounding funding such as the 12 “shovel ready” projects to receive £35.4million from the “Getting Building” fund to boost the pandemic recovery. Local media were particularly interested in the topic, as well as specialist business media outlets such as *Business Live*.

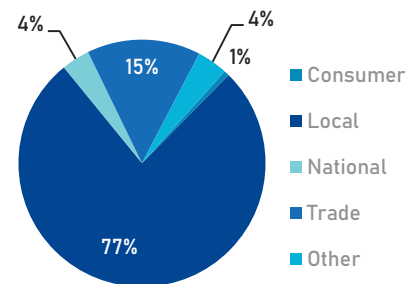
KEY METRICS

Number of Articles	134 Broadcast interview 25	Number of Enquiries	53
Reach	11.6m		

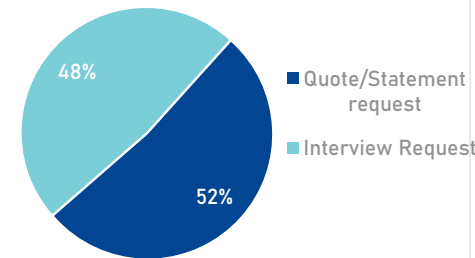
MEDIA: TOP 15 PUBLICATIONS



MEDIA: TYPE SPLIT



PRESS ENQUIRIES: TYPES



Note: All 25 interview requests resulted in local broadcast pieces

PRESS ENQUIRIES: OUTCOMES

