

Communications Evaluation Report – January - March 2022

By Astley Media

1. Report purpose

This report provides a summary and analysis of the HotSW LEP communications team activities. It seeks to help track and measure the effectiveness of the communications in raising the profile of the LEP as the thought-leader in economic development in the HotSW area. With limited communications resources and budget, it is vital that this information is used to demonstrate which activities are working best for us, to inform future activity and ensure efforts are targeted for maximum impact.

2. Summary

- Engagement has increased this quarter, in line with the increase of social media content, news articles on the website, and media coverage.
- Alongside newsletters and press releases on projects, specific comms activity focussed on the government's Levelling Up white paper and the winter business bulletin.
- The most engaging pieces of content this quarter were the LEP's response to the white paper, the opening of the iAero Centre in Yeovil, and the Digital Investment Fund.

3. Detailed Information

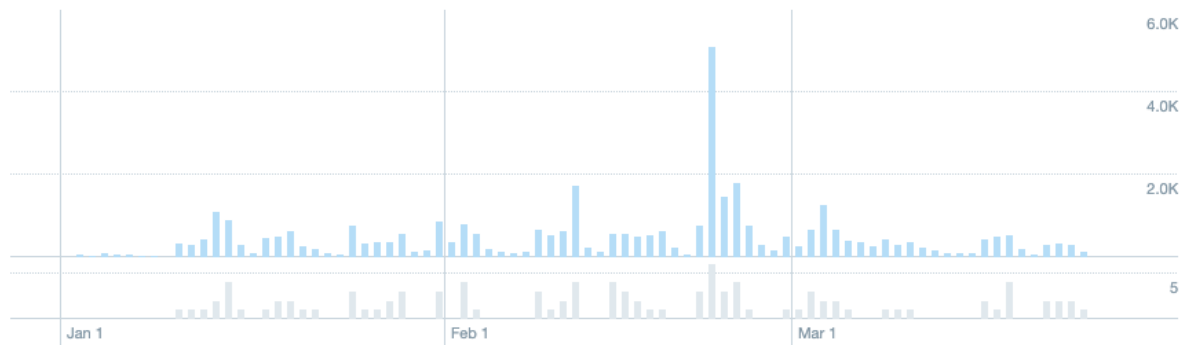
Social media performance

Twitter and LinkedIn have been used to share news stories, updates, and provide useful content more proactively, supported by a communications calendar to ensure we have content to share each week. Engagement has continued to remain strong on both platforms.

Twitter

- During this three-month period, the LEP earned an average of 462 impressions per day; a total of 10,000 more than the previous quarter.
- The tweet with the highest number of impressions was regarding the launch of the iAero Centre in Yeovil, which earned 5,798 impressions.
- The LEP gained 65 new followers, up to 5,178.

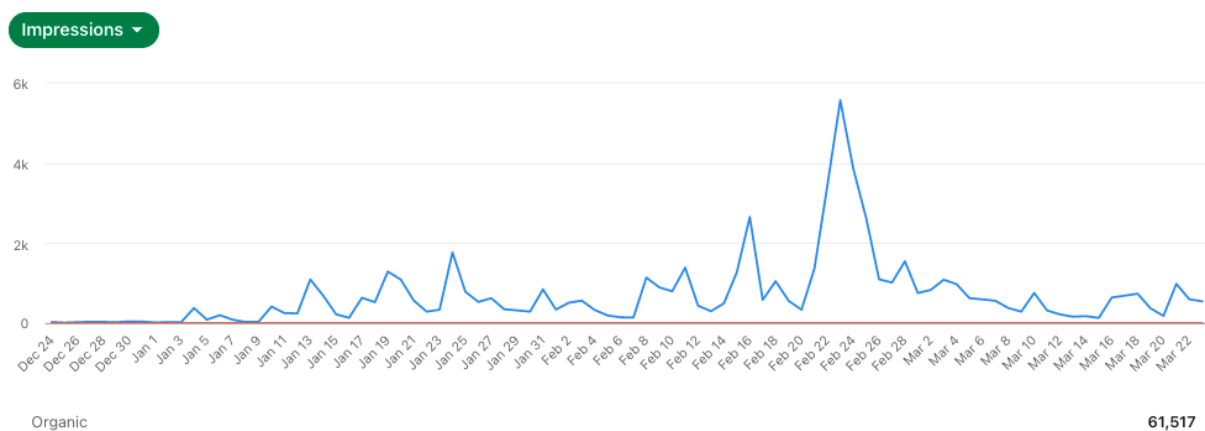
Your Tweets earned **38.2K impressions** over this **83 day** period



LinkedIn

- The LEP gained 294 new followers, 207 more than during the previous period, taking it to a total of 2,397. A quarter are based in Exeter, and just under a fifth in Plymouth.
- Engagement rate was around 4.5%, 0.5% higher than the previous quarter. Engagement was highest in January, coinciding with the Digital Investment Fund call.

LinkedIn impressions: January - March



HotSW LEP website performance

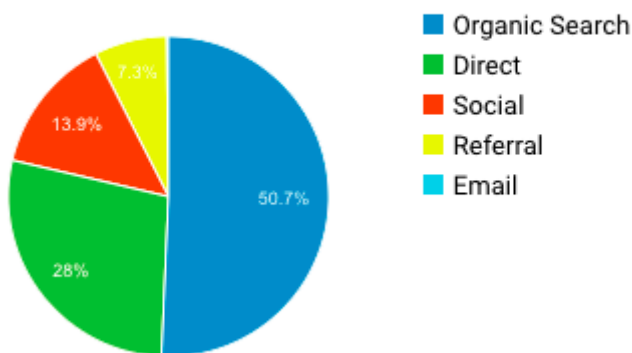
The very low bounce rate and high average time spent on the website shows the LEP website has a good level of relevant content, which people are finding easily. This quarter, the bounce rate has dropped, showing that content in the last three months is very relevant to target audiences, and the website is easy to use. Most users continue to find the website via organic search (i.e. a Google search), meaning the LEP's Google ranking and SEO is strong, allowing users to find the website through relevant keywords. This period more users came to the website via links from other sites and social media than the last quarter, showing that press coverage and social media content is increasingly engaging people to find out more about the LEP.

- The average length of time new visitors stayed was 2 minutes and 13 seconds. This is inline with the industry standard for website session duration, 2-3 minutes.

- The bounce rate was very low, at 1.6%.
- Return visitors accounted for 21% of the users, which is a slight increase from the last quarter (18%).
- The Growth Hub continues to be the most visited website, which is to be expected as it is the most public-facing site.

Website sources (ie. how visitors to the website found us):

Top Channels



	HotSW LEP	Growth Hub	Skills Launchpad
Website visitors	1,702	14,516	5,392
New visitors	1,568	11,281	5,159
Ave length of time (mins)	2:13	1:17	1:27
Ave page views	4.4	3.31	1.71
Bounce Rate	1.6%	48%	72%
Geography (SW%)	32%	39%	21%
Sources (direct/organic/referral)	28/51/8%	33/25/35%	30/30/34%
Range of landing pages (Homepage %)	30%	48%	10%

Monthly e-newsletter

The new structure and design of the newsletter is continuing to receive higher engagement than previous months.

The open rate has increased from 30% in the last report to 32%.

The most popular link across the January and February newsletters was the Women & Girls in Science video, which received 924 clicks for people wanting to read more about the project, or view the video.

Over the next period Astley Media will be working with Eifion to create a list of businesses and individuals, which we will be targeting to grow our subscriber base with relevant contacts (e.g. large regional businesses, MPs).

Media relations performance:

This quarter we achieved 60 pieces of coverage, which reached an estimated audience of 83.9m, and received 1.63k engagements.

4. Next quarter

As we have seen, the increase in the number and quality of content has led to large amounts of engagement. We recommend continuing to increase the amount of proactive communications, in addition to reactive comms. As part of this, we will be running specific campaigns to put out more proactive content to showcase the LEP's role to relevant stakeholders, including targeting local businesses, local authorities, and the government.

In April-May, the primary messaging will be centred around a connectivity campaign, showcasing the LEP's role in connectivity across the region. This will include: case studies added to the website, a video, social media.

In May-June, we will be running an inclusive growth campaign, showcasing the LEP's work in promoting inclusive growth in the Heart of the South West.