



HotSW LEP: Communications Evaluation Report March - June 2022

By Astley Media

The past three months have seen high amounts of comms activity; several new reports have been published and were well received by press, a new social media strategy is now seeing the LEP reach specific target individuals on social media, and website traffic and engagement remains consistently high.

In monthly reports, Astley Media compare the HotSW LEP's social media and PR statistics against Dorset LEP, Cornwall & Isles of Scilly LEP, D2N2 LEP, and New Anglia LEP, to gauge how well our content is doing in comparison, as well as monitor the types of content other LEPs are putting out. The HotSW LEP routinely receives the highest engagement rates on social media, high amounts of press coverage, and always shares the highest amount of content, as well as being the LEP which shares other accounts' content the most, as part of our efforts to amplify messaging from the Growth Hub, Skills Launchpad, FSBs, Chambers, Science Parks, universities, and local businesses, as a voice for the region.

The newsletter continues to receive high open and click-through rates, following the redesign of the newsletter several months back to reduce the amount of text and increase imagery. The newsletter is now one of the biggest drivers of website traffic, along with LinkedIn, which is the top source of website visitors who are looking at news items on the website.

The most engaging content this quarter was the launch of the Basic Payment Scheme transition report, the report into Floating Offshore Wind opportunities in the Celtic Sea, and the new George Parker Bidder building at Exeter Science Park, funded by the LEP through the Getting Building Fund.

Astley Media are soon to be launching a campaign on Connectivity, highlighting some of the projects the LEP have supported to connect people and businesses through improved transport links or digital access. A short film will be released on social media and the website, which we expect high amounts of engagement from. Astley Media are also working on producing a video and printed marketing material for the Farnborough International Airshow, to promote the region's sustainable aviation capabilities and the LEP's role in collaborating with partners and supporting the future of the sector.

Astley Media will continue to work with Eifion to develop future campaigns, manage events alongside key partner organisations, develop plans for this year's AGM, produce monthly reports on comms activities, and increase the LEP's presence across all channels, aimed at target audiences in the South West and London.

This month's comms report is attached, detailing social media, newsletter, and website statistics for April, May, and June.