



HotSW LEP: June Communications Report

Social media

Twitter

Twitter	April	May	June
Impressions	7.3K	15.1k	12.5K
Engagement rate (eng/impressions)	2.1%	3.0%	3.1%
New followers	+13	+3	+22

The tweet that earned the most impressions this month was on news coverage of the BPS report, with 855 impressions. A tweet on the LEP's latest business bulletin also received a high number of impressions, at 836. The BPS report has been very well-received with regards to coverage. The bulletin offers comprehensive insight for the South West region, making this content especially popular across social media. This month saw lower impressions than May (May was especially high due to pushing the new BPS and FLOW reports), but still achieved high stats across social media. The LEP received more new followers this month across Twitter and LinkedIn than usual; likely due to our push to tag target contacts in relevant social media content.

Top performing Tweets this month:



Heart of the South West LEP
@HeartofSWLEP

Pick up a copy of today's **@WMNNews** to read about the impact of the farming payment transition on the South West's rural economy, penned by LEP board member Mel Squires, Director at **@NFUsouthwest**.

You can also read her article on our website:
<https://lnkd.in/eytjha2v>

@WMNFarming pic.twitter.com/ixiy6mhaqF

Impressions	855
Total engagements	59
Media engagements	14
Link clicks	13
Detail expands	13
Likes	10
Retweets	7
Profile clicks	2



Impressions	837
Total engagements	21
Detail expands	7
Likes	6
Link clicks	5
Retweets	2
Media engagements	1

LinkedIn

LinkedIn	April	May	June
Impressions	10,453	8,226	8,053
Engagement rate	5.1%	7.6%	5.2%
New followers	+64	+68	+79

This month's LinkedIn statistics are in line with previous months; the engagement rate has dropped from May, due to the increased engagement May saw with the launch of two newsworthy reports. However, June still saw very good engagement and impressions. 2% is generally considered a 'good' engagement rate, which the LEP always exceeds.

The top performing posts for LinkedIn this month were on the launch of the Hydrogen South West consortium (2,259 impressions) and the Inclusive Growth dashboard (987 impressions). Both posts included multiple tags, increasing the number of people viewing the posts in their feeds.

Top performing LinkedIn posts this month:



Heart of the South West LEP

2,632 followers

1w · 🌐

A group of nine leading organisations covering aerospace, shipping, hi-tech engineering and public utilities have come together to launch [Hydrogen South West](#), a partnership which will create an infrastructure ecosystem that will bring the benefits of hydrogen to the South West of England.

The consortium aims to decarbonise transport, commerce and power, while driving sustainable growth, upskilling the region and delivering new job opportunities, and is made up of [easyJet](#), [Airbus](#), [Hynamics](#), [GKN Aerospace](#), [Costain Group PLC](#), [Wood](#), [The Bristol Port Company](#), [Bristol Airport](#), and [Wales & West Utilities](#).

Find out more: <https://lnkd.in/eqP9x2FC>

[#NetZero](#) [#Hydrogen](#) [#Decarbonisation](#) [#Sustainability](#) [#Transport](#) [#CleanEnergy](#) [#SouthWest](#)



LAUNCH OF HYDROGEN SOUTH WEST CONSORTIUM

Hydrogen South West consortium to accelerate transition to net zero

heartofswlep.co.uk · 1 min read

Update title	Impressions	Views	Clicks	CTR	Reactions	Comments	Shares	Follows	Engagement rate
<div><p>Hydrogen South West consortium to accelerate transition to net zero</p><p>Posted by Isobel Shaw</p><p>6/22/2022</p><div><div>Boost</div></div></div>	2,259	-	60	2.66%	65	2	1	-	5.67%

Heart of the South West LEP
2,632 followers
3d · 🌐

As with most other areas, the Heart of the South West still has significant inequalities in life outcomes across its population. Until differences in key outcomes, such as educational attainment, can be narrowed, these will continue to act as barriers to the aspiration of more inclusive growth.

Our inclusive growth dashboard reveals insights into the region's inclusivity. Take a look to discover:

- How home affordability compares to the rest of the country
- Shifts in life expectancy
- The region's gender pay gap in comparison to other places
- ...and much more

Download our inclusive growth dashboard: <https://lnkd.in/eHGdW6gw>

#InclusiveGrowth #Inclusivity #Growth #Devon #Somerset #Plymouth #Torbay Kevin Foster Selaine Saxby Luke Pollard Anne Marie Morris Susie Colley Lisa Roberts University of Exeter University of Plymouth Exeter Chamber Devon & Plymouth Chamber Somerset Chamber of Commerce

INCLUSIVE GROWTH

The Heart of the South West recognises that inclusivity means enabling as many people as possible to both contribute and benefit from economic growth. It seeks to address the social and spatial challenges that affect the region with regard to inclusion.

As with most other areas, HotSW still has significant inequalities in life outcomes across its population. Until differences in key outcomes, such as educational attainment, can be narrowed, these will continue to act as barriers to the aspiration of more inclusive growth. There also appears a geographical element which persists despite investment and intervention.

KEY ISSUES
Designated inequalities remain. Some issues are within scope for LEP responses, whilst others need different interventions - particularly early-stage issues.

QUALIFICATIONS
The Heart of the South West continues to become more qualified. Lower educational outcomes for disadvantaged groups remain a barrier.

WORKLESSNESS AND POVERTY
The number of workless households has fallen, but the incidence of poverty remains relatively high in other and more deprived areas.

HOUSING COSTS
House prices and rents have risen significantly recently, with a disproportionate impact on the young. As well as the social impact, this will affect labour mobility and productivity.

EARNINGS
Tentative signs of a narrowing of gender pay gap recently. Average wages across HotSW remain lower than national average.

HEALTH
Significant differences in health outcomes between urban and rural areas, and between the more and less deprived parts of HotSW.

CHILD POVERTY
In 2019, the number of children living in low income families was 8,600, down from 94,100 in 2015.

WORKLESS HOUSEHOLDS
2015 - 2020

GAP IN HEALTHY LIFE EXPECTANCY
(compared to England average, in years)

ATTAINMENT 8
AVERAGE SCORES, 2019

FULL TIME EARNINGS (comparison)

HOUSE PRICE TO EARNINGS RATIO (average)

NO QUALIFICATIONS (WORKING AGE)

GENDER PAY GAP

HEALTHY LIFE EXPECTANCY

INCLUSIVE GROWTH IN THE HEART OF THE SOUTH WEST
heartofswlep.co.uk · 1 min read

Inclusive Growth in the Heart of the South West
Posted by **Isobel Shaw**
6/27/2022

rs 987 - 31 3.14% 31 2 3 - 6.79%

[Boost](#)

Target contacts:

Full target contact list available [here](#).

Target contacts following the LEP on Twitter: **12 out of 34**

Target contacts following the LEP on LinkedIn: **6 out of 34**

New targets following the LEP this month: Graeme Crosbie (Somerset Chamber)

Competitor social media:

Twitter	HotSW	Dorset	Cornwall IoS	D2N2	New Anglia
Tweets	35	6	-	15	31
Retweets	48	6	1	3	17
Engagements	246	9	-	22	120
Engagement rate	7%	1.5%	-	1.4%	3.8%

(eng/posts)					
Followers	5,205	4,895	4,547	9,421	9,394

LinkedIn	HotSW	Dorset	Cornwall IoS	D2N2	New Anglia
Posts	28	5	-	4	26
Shares	8	5	-	1	3
Engagements	587	151	-	29	448
Engagement rate (eng/posts)	16.3%	15%	-	5.8%	15.4%
Followers	2,625	1,736	2,099	2,697	5,192

Twitter engagement rate	HotSW	Dorset	Cornwall IoS	D2N2	New Anglia
June	7%	1.5%	-	1.4%	3.8%
May	7%	2.5%	4.5%	0.8%	5.8%
April	7%	2.5%	0	1.6%	3.7%

LinkedIn engagement rate	HotSW	Dorset	Cornwall IoS	D2N2	New Anglia
June	16.3%	15%	-	5.8%	15.4%
May	7.3%	56%	14%	11%	10%
April	12%	12.6%	19%	12%	12.5%

The HotSW LEP continues to have the highest engagement rate on Twitter. The HotSW LEP also retweets others' content much more frequently, as part of the comms' aims to share stakeholder, partner and local business news.

This month the HotSW LEP had the highest engagement rate on LinkedIn. Cornwall and Dorset LEPs often have high engagement rates due to the low number of posts they share, skewing the numbers. Cornwall and Dorset continue to share infrequently across all channels. Although this means they have a higher engagement rate, it is not recommended that the LEP lowers the amount of posting.

New Anglia generally has high engagement rates, similar to the HotSW LEP. Second to the HotSW, they post the highest amount of content, highlighting how regular posting should remain a key part of our social media strategy. New Anglia posts more about their grants and funding available to businesses. The HotSW LEP currently posts about the ERDF inward

investment fund available to businesses - are there other opportunities we need to encourage businesses to apply for / get involved with?

Newsletter

Newsletter	April	May	June
Click-through rate	12.1%	16.7%	15.9%
Open rate	29.9%	34.3%	33.7%
New subscribers	+5	+3	+10
Target contacts subscribed	-	6 / 34	9 / 34

Click-through rates and open rates for June remain high, reaching a 15.9% click-through rate and 33.7% open rate, just marginally less than May's stats. The healthy click-through rate may be continued from audiences enjoying May's newsletter content and anticipating the same from June. The steady open-rate may be due to special interest in specific content from audiences, for example the article titled in the newsletter as 'Impact of payment scheme transition on rural economy cannot be ignored' received extremely high click-rates of 365 on the article link and 360 clicks on the image linked to the article.

The steady open-rate for the June newsletter is again likely due to successful circulation of the newsletter link on social media. The post for the June newsletter received 341 impressions. Supporting the newsletter through social media and continuing to tag partners should help to sustain the click-through percentages we are seeing. The increased followers this month is likely due to posting more links to encourage people to join the newsletter, as part of our posts tagging target contacts.

Blog

Blog	April	May	June
Views	169	78	54

This month's blog was on strategic challenges in the Heart of the South West and received fewer views compared with both April and May's blogs; however, the numbers will continue to increase as we promote the blog through the first half of July. June's blog is along similar

views in the first 2 weeks of being published as last month's blog, so will likely increase to similar levels.

LinkedIn continues to be the biggest driver of traffic for blogs, with Google acting as the second highest source of visitors, suggesting the website and content SEO continues to be strong. Astley Media will push blogs more on LinkedIn, as it proves to be the best source of views.

Media coverage

Media coverage	April	May	June
Press releases	1	3	0
Quotes for partner PRs	2	2	1
Pieces of coverage	10	29	9
Total audience reached (acc.)	7.33 million	525 million	5.64 million
Estimated views	34.8k	1.52m	26k
Average domain authority /100	50	51	55

June competitor coverage (**highest** vs **lowest**):

Competitor coverage	HotSW	Dorset	Cornwall Isles of Scilly	D2N2	New Anglia
Pieces of coverage	9	1	2	3	5
Total audience reached (acc.)	5.64m	340k	209k	985k	1.96m
Estimated views	26k	1.18k	2.85k	8.55k	36.2k
Average domain authority /100	55	92	51	58	70

The Dorset LEP's coverage this month included the revealing of plans to open an innovation park supported by the Dorset LEP, creating thousands of jobs.

The Cornwall & Isles of Scilly LEP coverage included the launch of a manufacturing academy as part of Cornwall college, commented on by the chair for the Cornwall & Isles of Scilly LEP.

D2N2's coverage this month included a net zero roundtable in Derbyshire, the launch of a civic agreement developed by the University of Derby, and the financial success of a cricket simulator, commented on by the D2N2 LEP.

The New Anglia LEP's coverage included the New Anglia Growth Hub's High Growth Network launch, a regional partnership with Dubai benefitting Norfolk and Suffolk's agri-tech, healthcare and energy sectors, a report on The Good Jobs Project revealing how frontline businesses can recruit and retain employees, how Hydrogen East developments will benefit East England, and attendance at the Global Offshore Wind 2022 event.

Overall, this month the HotSW LEP continued to achieve more coverage than other LEPs. June proved to be a quieter month for coverage across the board due to the lower volume of press releases, though the HotSW LEP still achieved the highest amount of coverage via mentions in news from other partners. The HotSW LEP also achieved the highest cumulative audience reach, just under 4 million - more than the 2nd place competitor. This month, the HotSW LEP's coverage mainly consisted of mentions regarding the opening of the George Parker Bidder building at Exeter Science Park, the opening of a new clean room facility at Plymouth Science Park, and the bid to place Appledore at the heart of global Net Zero maritime ambitions. The Appledore press release and Plymouth Science Park coverage was widely covered by the press, providing a significant boost to the HotSW LEP's final figures for June.

Website

Website visitors/views	April	May	June
Total page views	4,806	5,880	3,666
Unique users	1,100	2,671	1,561
Average session duration	1:04	0:41	0:35
Bounce rate	0.47%	15.88%	1.26%
Most popular page	Board Documents	Rural Economy Report	News
Visitor geography	8% London 18.5% SW	18.95% London 44.29% SW	25.12% London 42.45% SW

This month's website visitors and views have decreased from May, likely due to the lack of news stories pushed out, which typically bring visitors to the website from external sources. The average session duration still remains high, indicating that viewers are interested in the content available on the website. The bounce rate continues to be low (May's bounce rate reflects the popularity of the BPS and FLOW reports, as they are website Media Files, and visitors clicking through to them don't have their time on the files tracked).

The News page was June's most popular page, and the most popular news page was on 'Future looking bright for Plymouth's marine sector', ranking as the 7th most popular page overall this month. This indicates that the new content being shared on the news page is of interest and demonstrates the popularity of that particular topic. The click-rates in the newsletter for a link to the news page were also very high (over 300) which helped to increase the number of visitors to this page for June. South West website visitor figures remain consistent, making up the largest percentage. This indicates that high volumes of visitors from both target areas of London and the South West are continuing to be driven to the website.

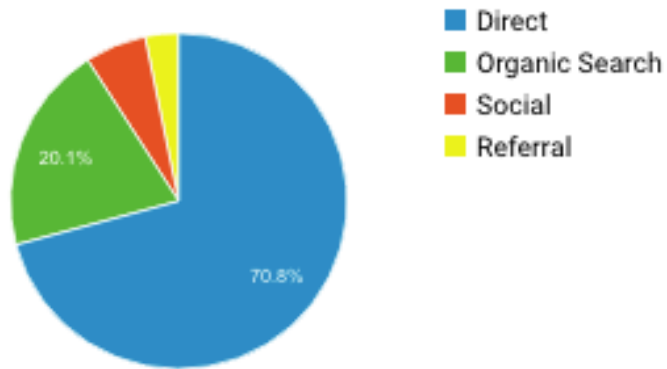
The three most viewed news articles in June were:

- ['Future looking bright for Plymouth's marine sector'](#) (102 views).
- ['Hydrogen South West consortium to accelerate transition to net zero'](#) (79 views).
- ['Mel Squires, NFU: Impact of payment scheme transition on rural economy cannot be ignored'](#) (62 views).

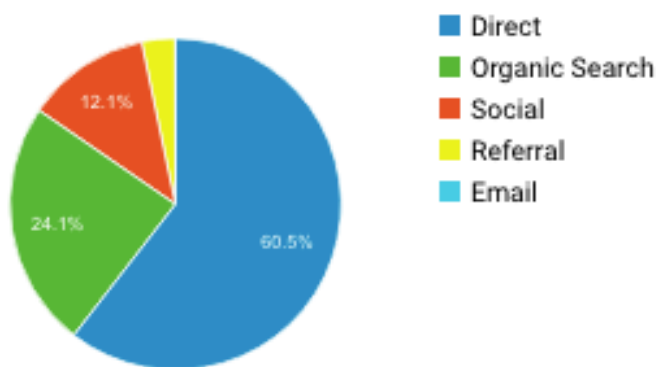
Last month's most popular article was [Report predicts 'economic shock' for South West rural economy from changes to farming payment scheme'](#) (344 views) followed by ['New study reveals floating offshore wind benefits for the South West'](#) (104 views). Views for this month's articles were slightly lower, likely due to the high interest the BPS report received in May, along with high numbers of views in other content, including the dashboards. The inclusive growth page received 80 page views this month. The [Hydrogen South West consortium](#) article was also the most popular post on LinkedIn. This suggests that the success of this post is likely tied in with the popularity of the post for this article on social media, increasing readership. The ['Mel Squires, NFU: Impact of payment scheme transition on rural economy cannot be ignored'](#) article follows on from the BPS transition report and still made the top three most popular articles this month, despite the content having already been covered in depth. This indicates a continued interest in this particular topic amongst audiences. Astley Media will continue to share popular content to drive visitors to the website, in addition to initially sharing a story when it is first released.

Website - acquisition

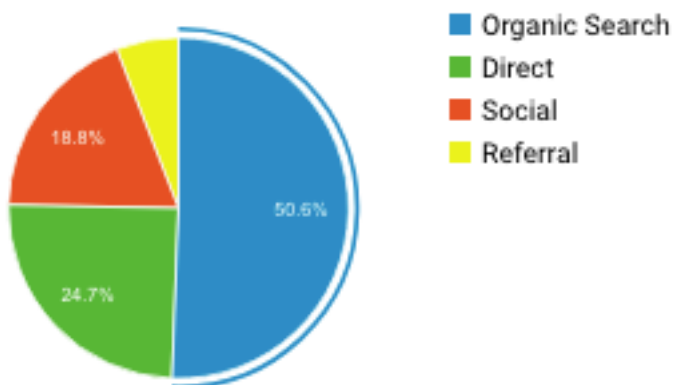
April:



May:



June:



- 50.5% of visitors from organic search, up 26.4% from May
- 24.7% of direct visitors, down 35.8%
- 18.8% of visitors from social media, up 6.7%

- 5.9% of visitors via external referral
- This month's main external referrers were the Devon.gov website and Mailchimp (the June newsletter). Last month's top referrers were Devon.gov, followed by skillslaunchpad.org.uk

June saw another substantial increase in the number of social media referrals, with a reduced percentage of direct traffic versus organic search. The fact that organic search has made such an increase has resulted in a reduction of direct traffic. A high percentage of organic traffic is positive because it suggests that the website's SEO is performing well. This theory is backed-up by the low bounce rate - those landing on a website page are staying on that page, which means pages are being picked up by search engines, supported by ongoing PR which ensures a good supply of backlinks from other websites.

The newsletter returns this month as one of the main referrers to the website. This is further evidenced by the high click-rates received this month versus April and nearly equal to May.

Generally, acquisition remains steady month-to-month, with minor shifts in the percentage of visitors arriving through different channels.