

# Program

## **Heart of the South West LEP: Communications Evaluation Report**

**July - September 2022**

**By [Program](#) (formerly Astley Media)**

Program have been working alongside Eifion Jones and other Board members to promote Heart of the South West LEP activity, and support the LEP's partners' comms. Over the past three months, communications have bolstered our partners' news, shone the spotlight on events and activities happening across the Heart of the South West, and showcased the LEP as a leader in clean and inclusive growth and increased prosperity for the region.

We now consistently outperform other LEPs with regards to PR coverage and engagement, and social media engagement. We routinely publish high numbers of press releases and contribute to partners' releases, and share news across our social media channels several times a day. Content not only includes news from the LEP, such as funding announcements and project launches, but news from the Growth Hub, Skills Launchpad, Great South West, FSBs, Chambers, Science Parks, and universities.

In September, we launched a Connectivity campaign, highlighting some of the projects the LEP have supported to connect people and businesses through improved transport links or digital access. The campaign centred around a short video, featuring clips from projects including Smart Sound Connect, Gravity Smart Campus, and the Plymouth Eastern Corridor Cycle Network.

A video was produced to show at Farnborough International Airshow, promoting the Future Aviation Test Zone, highlighting the LEP's work with our partners to showcase the region's sustainable aviation opportunity.

The most engaging content over the past three months was the sustainable aviation content in relation to the Farnborough International Airshow, the £1.5m funding announcement for Great South West, and the dashboards, which share insights into the region's economy and growth. LinkedIn and the monthly newsletter are the two biggest sources of traffic to the website, followed by traffic from media outlets (our published press releases).

The next campaign will be focused on Clean Growth. Program will film several short videos with partners, to discuss clean growth projects happening in the region, showcase the region as the UK's Natural Powerhouse, and promote the LEP as a leader in the region's Clean Growth ambitions.

Program will continue to develop future campaigns, manage events, report back on comms activity, and increase the LEP's presence across all channels, aimed at target audiences in the South West and London.