

## 11. LEP Comms Report

# Program

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

**October 2022 - January 2023**

By [Program](#)

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 reflected on many of the projects the LEP have supported in 2022, bolstered the Growth Hub's activities, and shared business, economy, and other news to ensure the LEP is perceived as a channel for local businesses to turn to for news, updates, events, funding, and business support.

Since the start of 2022, Twitter followers have increased 5%, LinkedIn followers have increased 58%, and newsletter subscribers 34%. Our average newsletter open rate of 32% is higher than the industry average of 21%. We continue to outperform other LEPs with regards to PR coverage and social media engagement. Over the year we achieved 193 pieces of coverage, generating over 4,000 media coverage engagements, and 2.8 million views. The website received over 50,000 visits.

The most engaging content over the past three months included the ERDF inward investment fund, the £1.2 million investment announcement for Smart Sound Plymouth, the Great South West Energy Summit, British Business Bank's South West Investment Fund, and the Exeter Science Park Ada Lovelace Building.

LinkedIn is the biggest referrer to the website, followed by traffic from media outlets (our published press releases). Traffic from search engines is consistently high, with the website's strong SEO content ensuring LEP pages perform very well on Google.

Program are currently developing overarching campaigns for 2023, with a focus on achieving national news stories in order to reach new and wider audiences. Messaging is focussing on positive impact and added value, aiming to promote the LEP to key decision makers as a positive - and vital - force for change.