

# Program

## **Heart of the South West LEP: Communications Evaluation Report January 2023 - March 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 shared updates from the Growth Hub, local business news, insights into the Budget and Levelling Up progress, and news from Great South West, Leonardo, Smart Sound, SWMAS, Plymouth & South Devon Freeport, Gravity, local authorities, colleges and universities, and many others.

Communications are focussing on building trust and credibility in the LEP's target audiences, increasing understanding of the LEP's role and positive impact through a combination of PR, a new video, social media and working with key stakeholders.

We recently ran a stakeholder survey to understand how audiences perceive the LEP and its role, and will be increasing communications around clean growth and business support as a result. We will also be running a campaign on the LEP's individual Board members, making the Board more accessible and visible.

The most engaging content over the past three months included the Build Back Better plan, insights into Levelling Up funding, our dashboards, the SWNZH green skills study, Great South West news, our Women in Science campaign, and insights into what 2023 holds for the South West.

Organic search is the highest source of website traffic, meaning the website continues to have strong SEO and shows up when users are searching for related news articles and content. LinkedIn remains the biggest source of social media traffic, with strong levels of engagement, particularly with business content. In the survey, the monthly newsletter was cited as the number one way stakeholders stay up-to-date with LEP news.