

Comms Report agenda item 11

Program

Heart of the South West LEP: Communications Evaluation Report

March - July 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 Government and economic news, and updates from Great South West, science parks, local universities, colleges, councils, iAero, Maritime UK SW, Smart Sound, Leonardo, and many more.

Communications have been focussed on building an understanding of who the LEP are and its role in target audiences, through creating and sharing a new [brand video](#), and launching a Meet Our Members campaign to highlight the variety of experience in the LEP Board, and make the Board more visible and accessible.

The most engaging content over the past three months included the new brand video, the renewal of David Bird and Richard Stevens' terms, the Ilfracombe Watersports Centre, the Advanced Manufacturing Research Centre visiting Leonardo, World Health Day, the Sustainable Skies Summit, and SWMAS.

Organic search remains 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, doing particularly well with business content, such as sharing funding opportunities, Growth Hub updates, and business news. The monthly newsletter is the number one way stakeholders receive LEP news and updates, and goes out at the end of each month with news from the LEP and its partners from across the region.