

Program

Heart of the South West LEP: Communications Evaluation Report October 2023 - January 2024

By [Program](#)

Program have been working alongside David Ralph to promote Heart of the South West LEP activity, and support the LEP's partners' comms. Over the past three months, communications have included updates from Tech South West, the Great South West, Connecting Devon & Somerset, the Science Parks and local councils.

Communications over this period have focussed on sharing updates and statements regarding the transition of LEP functions to Local Authorities, ensuring our stakeholders remain up to date with the process.

The most engaging content over the past three months included the monthly blog posts sharing transition updates, the Marine & Maritime Launchpad, updates on the Tourism Data Hub, and website resources signposting users to local business groups and networks.

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. Other popular traffic sources over the past three months include the Devon County Council and Devon Climate Emergency websites and newsletters.

LinkedIn remains the biggest source of social media traffic, with content sharing regional business news continuing to prove particularly popular. The monthly newsletter is the number one way stakeholders receive LEP news and updates, and continues to get engagement rates much higher than the industry average.

Looking ahead, Program will continue to communicate updates on the future role of the LEP to stakeholders, and the integration and transition of LEP functions. We will continue to ensure that the LEP remains a source of regional business news, business support, Government announcements and updates from partners.