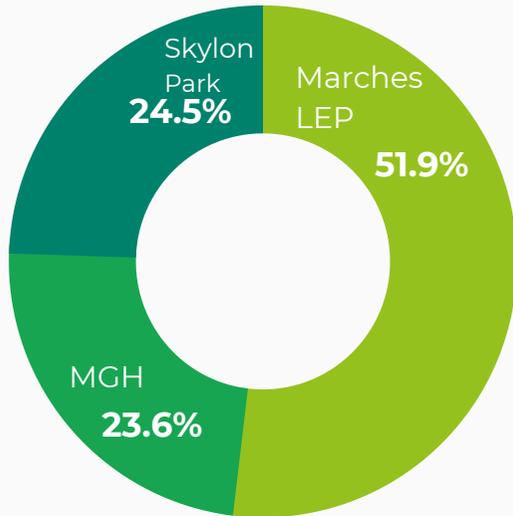
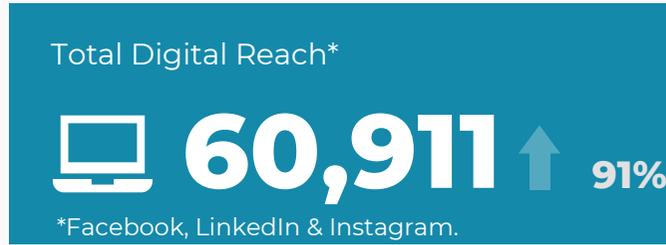


PR & Marketing Update

January - March 2022 Q4



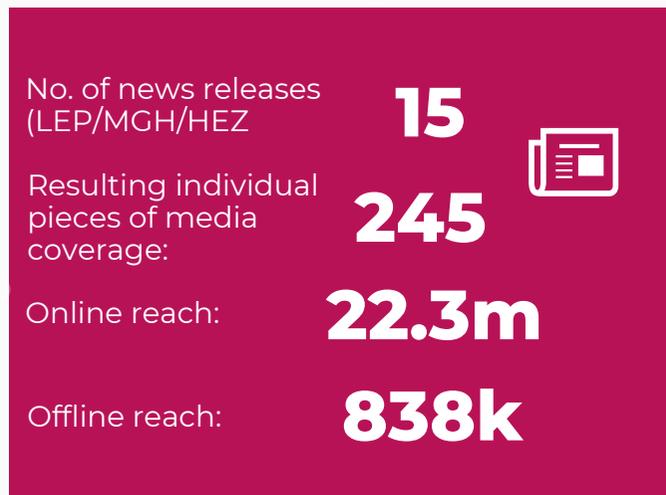
Website	Visits
Marches LEP	4,072 ↓ 21%
Marches Growth Hub	7,275 ↑ 62%
Skylon Park	2,284 ↓ 6%

LEP Social Media Followers

& ranking across 6 WM and 9 ME LEPs (standardised by business population)



Media Coverage



Communications Insights

A Good for Growth campaign featuring case studies of successful LEP funded projects on social media in January helped to deliver a near doubling of reach for digital channels and increased engagement of up to 400% during the period.

Strong inward investment stories and business relocation stories in both Shropshire and Herefordshire delivered significant media coverage in the quarter both in print and on BBC regional radio and television.

Web stats for the Growth Hub reflect a technical issue which saw some visits not recorded in Q3. This is now resolved.

Organisational Impact

The Marches LEP's strategic approach during this period was to highlight its record of successful delivery pending the publication of the Levelling Up paper and the conclusion of the LEP Review.

The Good for Growth campaign resulted in direct engagement and approaches from MPs as well as delivering increased profile for partnership.

Enquiry levels for the Shell Store in Herefordshire and for land are at a record high following a social and PR campaign featuring relocating businesses and new investments.