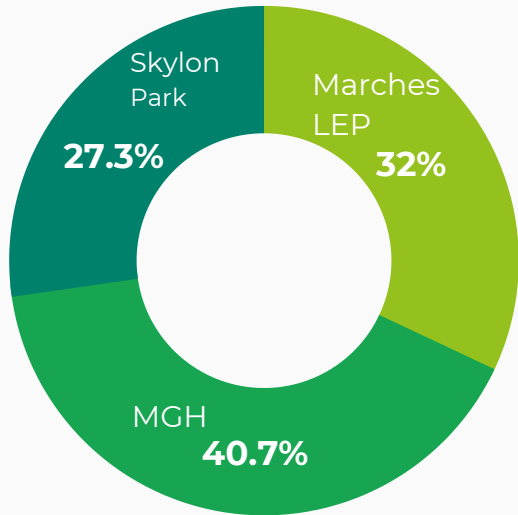


PR & Marketing Update

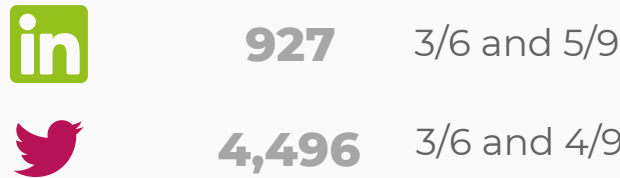
April - May 2022



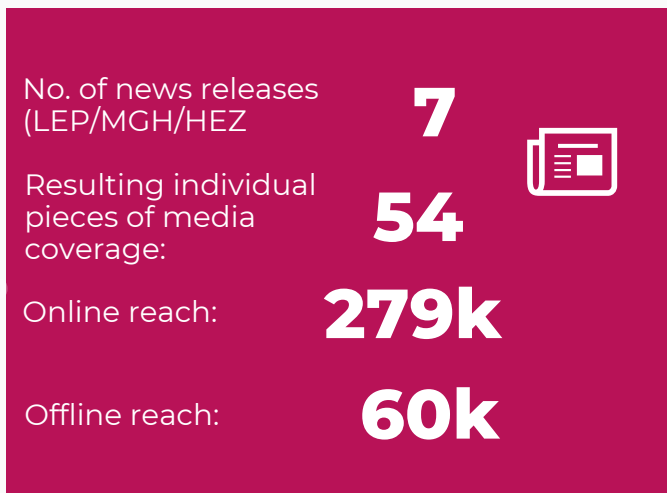
Website	Visits
Marches LEP	3,277 ↑ 26%
Marches Growth Hub	4,169 ↓ 28%
Skylon Park	2,792 ↑ 90%

LEP Social Media Followers

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



Media Coverage



Communications Insights

The LEP website traffic increase was supported by the start of an energy campaign launched by the LEP to support businesses facing rising costs. The LEP's energy page was the second most visited page in April & May.

Digital reach across the three aspects of LEP comms was significantly reduced as the period follows a dedicated social campaign in Q4, not replicated in Q1 2022.

The 90% increase in traffic to Skylon Park was driven by a focus on events at the Shell Store, including a jobs fair which delivered significant PR and social media traction.

Organisational Impact

Laying the ground work for the LEP's energy fund call through dedicated comms around rising costs and net zero has secured a larger audience for the LEP's fund launch.

Brand awareness of Skylon Park as a location for business start-ups and growth has increased - direct traffic (people actually typing in the name of the Zone) has increased by 382% in the period.

The Marches Growth Hub is seeing reduced engagement and brand awareness, due to a combination of reduction in resource and active partner involvement. The exception is on LinkedIn, where efforts are being focused given the B2B focus of the platform.