

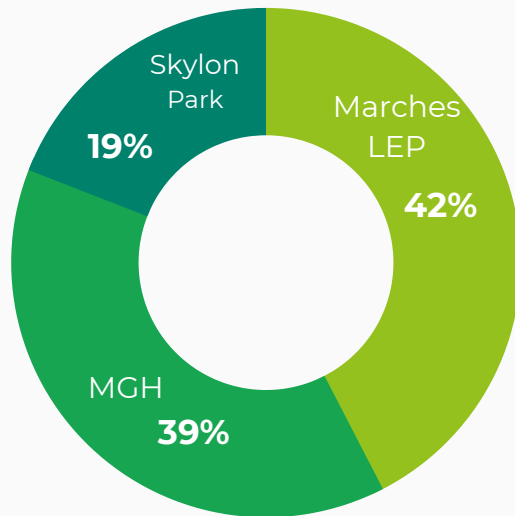
PR & Marketing Update

June - August 2022



Total Web Visits

19,954 ↑ 30%



Website	Visits
Marches LEP	8,602 ↑ 87%
Marches Growth Hub	7,811 ↑ 7%
Skylon Park	3,541 ↑ 9%

Total Digital Reach*

20,831 ↓ 67%

*Facebook, LinkedIn & Instagram.

LEP Social Media Followers

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



Media Coverage

No. of news releases (LEP/MGH/HEZ)

10

Resulting individual pieces of media coverage:

179



Online reach:

26.6m

Offline reach:

57k

Communications Insights

The LEP's energy campaign continued to deliver increased visits to the website in the period. The energy fund was the most visited page once again, 29% up.

Largely static figures for MGH reflect fewer grant support schemes being promoted, e.g., MBIG and BEEP are both nearly committed. The Business Growth Programme (BGP) moved to the top visited grants page in August.

The decrease in digital reach is a result of paid-for campaign in the previous period on Facebook, not replicated in the last three months.

Organisational Impact

The data shows businesses are still actively looking to the LEP and MGH for business support, specifically information on grants. Funds are still available for BGP and a new campaign is ongoing to promote this to businesses.

Businesses are also looking to the LEP and MGH for help with energy costs and sourcing information on renewable alternatives. This is not likely to continue without additional support being announced as BEEP is nearly allocated and LOCOP is not available in all three areas.

Demand for office space in Hereford is driving increased views of Shell Store letting information on the website of the LEP's designated Enterprise Zone at Skylon Park.