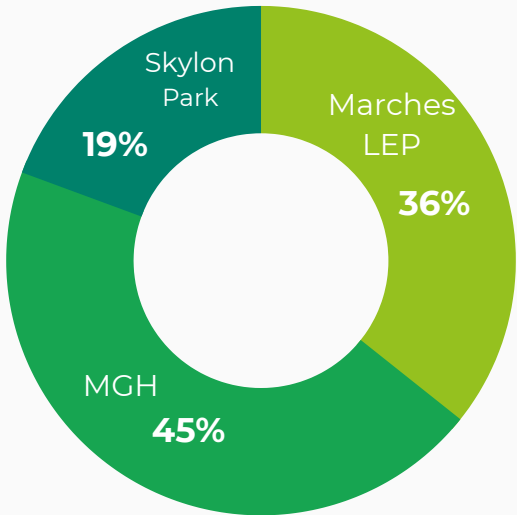


# PR & Marketing Update

September - October 2022



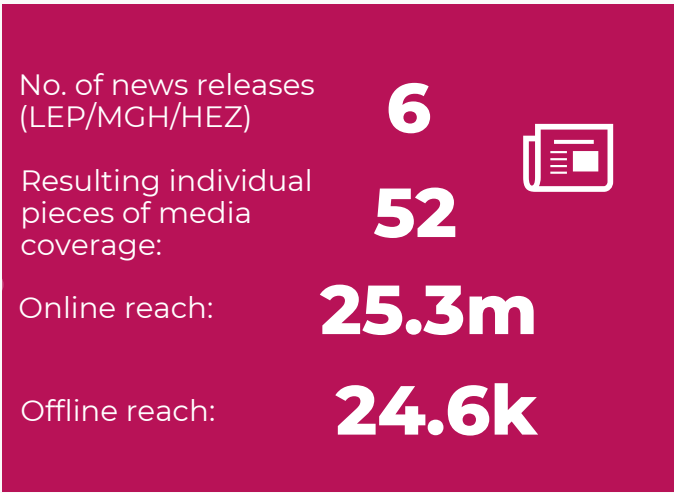
Website	Visits
Marches LEP	<b>3,376</b> ↓ 60%
Marches Growth Hub	<b>4,249</b> ↓ 46%
Skylon Park	<b>1,832</b> ↓ 48%

## LEP Social Media Followers

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



## Media Coverage



## Communications Insights

Media coverage of the LEP's £3.5m energy fund launch, including on regional BBC, delivered a significant online reach for LEP comms.

The website figures in this report cover a two month period, compared to the previous three-month therefore a decrease will be more pronounced. However, there is still a downward trend on all three sites. This is likely due to a combination of factors such as: no new grant support programmes; partners focusing comms towards their own channels and activity and potentially the new Google's helpful content update which rolled out in August. Comms focus in October has been on annual report preparation.

## Organisational Impact

During a challenging times for LEPs and a period of uncertainty, the comms have played a key role in maintaining the Marches LEP's profile both regionally with partners and also externally to a business audience via LEP and MGH channels.

Partner business support initiatives and wider economic activity delivered without LEP links will continue to split the regional audience. The LEP's strategic focus on net zero and support for energy projects will begin the process of building recognition independently for this activity.

HEZ's reduction in both web visitors and reach is reflective of a reduced demand for comms.