

PR & Marketing Update

November - December 2022



Total Web Visits

8,236 ↓ 13%

Total Digital Reach*

16,197 ↑ 12%

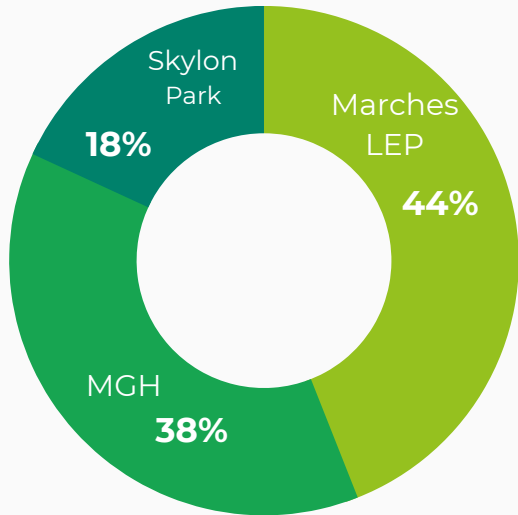
*Facebook, LinkedIn & Instagram.

Communications Insights

The lion's share of the headlines in November and December were for two key stories: the announcement of a new chair for the LEP and the LEP's access to finance event in December.

A social campaign including video on the event itself helped build a 12% increase in audience reach. Engagement on the LEP's B2B LinkedIn platform saw a 107% increase in clicks.

The slight drop in website visits was expected given the previous high numbers for the launch of the LEP's energy project. Overall, web visitors are up 7% in the six month period compared to the previous year.



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) **4**

Resulting individual pieces of media coverage: **34**

Online reach: **485.8k**

Offline reach: **66.4k**

Organisational Impact

The LEP's lead role in the access to finance event, rather than using the Marches Growth Hub brand, has positioned the LEP towards being the voice of business in key target audiences. This is evidenced by the LinkedIn engagement figures.

Announcing Sonia Roberts as the new chair gave the LEP the opportunity to send out new messaging about its future - referencing the value of partnership working and vision for a high-skill, high-wage region which plays its part in meeting the climate crisis challenge.

Website	Visits
Marches LEP	3,624 ↓ 7%
Marches Growth Hub	3,119 ↓ 27%
Skylon Park	1,493 ↓ 19%

