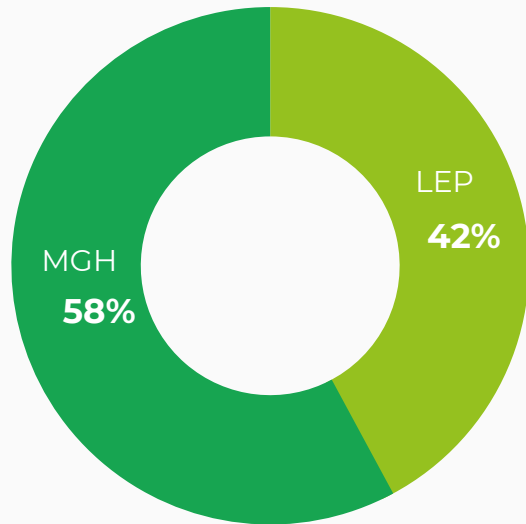


PR & Marketing Update

Q1 April - June 2023



Website	Visits
Marches LEP	3,725 ↓ -32%
Marches Growth Hub	5,119 ↓ -37%

Media Coverage



Communications Insights

Communications in Q1 have focused on delivering the key message that the LEP and MGH continue to work to support the region's businesses and economic growth.

News releases and social and digital channels have highlighted the LEP in action – such as the three-day transport event and the LEP's work in developing a land-use study, local area energy plan and the access to finance event at Hereford.

With more than 80 pieces of media coverage, this approach is helping establish a strong platform from which the LEP and MGH can build.

The drop in web visits is due to no new support schemes or grants coming online in Q1.

Organisational Impact

Comms has also continued to emphasise the LEP's partnership model – with key contributions to media activity around Ni.PARK, the Telford Land Deal and others.

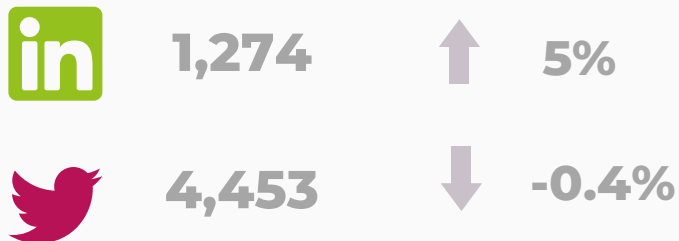
The strength of the MGH brand continues to be built on, with social media and website updates all reflecting the hub's position as the first port of call for any business wanting support or advice.

This will continue in the coming weeks, with a news release on the Growth Hub's success across 2022/23 due for release.

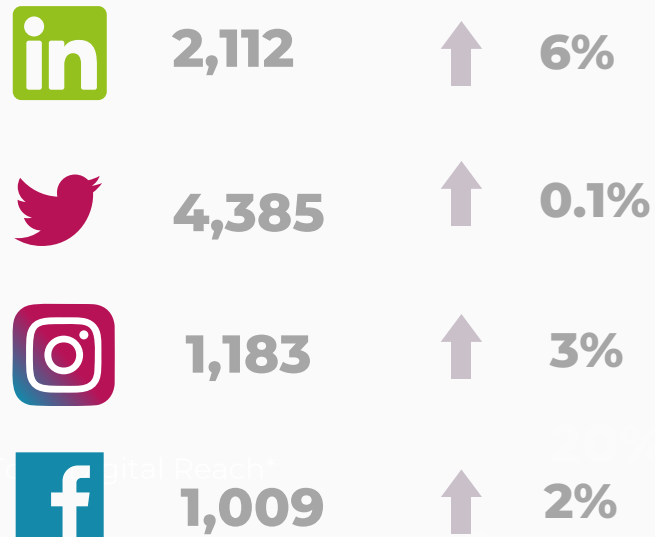
PR & Marketing Update

Q1 April - June 2023

LEP Social Media Followers







MGH Social Media Followers



Online reach

Offline reach

Newsletter	Q4	Q1	% change/*industry or platform average
 No. issued	1	1	-
 Subscribers	2,364	2,339	-1%
 Click rate	7.7%	5.3%	3.5%*
 % opens	39.2%	35.1%	18%*

Top website pages viewed

