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**Report to:** LEP Board

**Date:** 19 July 2017

**Subject:** Communications, Marketing and Business Engagement Update

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## 1. Purpose

- 1.1 To provide LEP Board members with an update on marketing, communications and business engagement activity undertaken since the last Board meeting.
- 1.2 To outline to Board members planned activity for the coming months, in line with the agreed communications and marketing strategy.

## 2. Information

### Channel performance

- 2.1 The Board is asked to note the following performance updates in relation to the LEP's key communications and marketing channels for May and June 2017.

#### Media coverage (9-30 June 2017)

Stories issued/ supported:	9
Total pieces of coverage:	38
Estimated reach:	1,889,659
Estimated Advertising Value Equivalent (AVE)	£102,288.40

#### Breakdown of coverage:

National stories	0
Regional stories	17
Local stories	20
Trade	1

No stories were issued until 9 June due to General Election purdah restrictions.

2.2 Select recent media highlights are included at **Appendix 1**.

Website (May)

	www.the-lep.com	www.investleedscityregion.com
Primary audience	• City Region businesses (primarily SMEs)	• Potential investors in the City Region
Sessions	6,600	2,822
Page views	19,959	6,580

June:

	www.the-lep.com	www.investleedscityregion.com
Primary audience	• City Region businesses (primarily SMEs)	• Potential investors in the City Region
Sessions	6,853	2,207
Page views	21,380	5,074

2.3 Lower traffic in May compared with March reflects a reduction in campaign activity and stories driving traffic to the sites during General Election purdah.

Social media

2.4 Twitter – May:

	@LeedsCityRegion	@InvestLCR
Impressions	50,100	32,900
Profile visits	4,209	399

June:

	@LeedsCityRegion	@InvestLCR
Impressions	105,000	37,400
Profile visits	5,798	564

Marketing and lead generation

- Due to General Election purdah, marketing and lead generation activity has been limited throughout May however a marketing plan for the LEP's support offer to regional businesses has now been agreed, and similar plans are about to be agreed on the trade and investment and skills agenda.
- The LEP's eNews continued to be issued throughout the purdah period. In May the overall open rate increased to 16% (from an initial baseline of 10%).

- The LEP supported the Yorkshire Business Market in Harrogate Manufactured Yorkshire conference in Leeds in April and May respectively, generating 38 leads for the Growth Service.
- Marketing activity in support of the LEP's Enterprise Adviser initiative has contributed to targets for the initiative being exceeded with over 100 City Region business leaders now recruited as Enterprise Advisers and 130 schools.

#### Trade and investment marketing

2.5 An update on trade and investment marketing activity is included in the Business, Innovation and Growth Panel update (Agenda Item 4B).

#### **Forthcoming activity:**

2.6 The Board is asked to note the following activity planned for the coming quarter:

- **Significant uplift in stories post-purdah** – now that the purdah period has ended, a comprehensive story plan has been produced with at least one local, regional, national or international story scheduled per day throughout June and July covering the full breadth of the West Yorkshire Combined Authority (WYCA)/ LEP agenda.
- **Continued roll-out of Let's Talk Real Business campaign (ongoing after purdah)** – including continued release of media and video case studies, targeted advertising and events.
- **WYCA branding project (ongoing)** – the WYCA took a decision on a preferred way forward around the future WYCA brand at its 29 June meeting. WYCA members, whilst welcoming the options put forward, chose to wait to take a decision on the Combined Authority's name until the shape of possible devolution deals becomes clearer. As a result, developing the existing visual identity will be a key focus for the communications and marketing team over the coming weeks.
- **Innovation event (28 June) and campaign** – a high-profile innovation event in partnership with the Innovate UK and Bradford-based engineering firm, Borg Warner, showcasing the signing of a bespoke partnership agreement with the government's innovation agency. The event will be followed by a social campaign and media content highlighting the Leeds City Region's innovation strengths and the innovation support available for SMEs.
- **Launch of new innovation and business support products (July)** – including the Access to Innovation programme, Strategic Business Growth programme and other ESIF-funded products.
- **Skills campaigns (July – Sept and beyond)** – a number of skills campaigns are scheduled throughout the summer and into September, targeting businesses, education providers, careers advisers and young people. This are:

- **Continuation of the #techgoals campaign** supporting teachers to develop young people’s digital skills. The campaign has already reached close to 10,000 young people.
- **Continuation of the Enterprise Advisers campaign** encouraging yet more business leaders to sign up as Advisers and engaging with a wider number of schools. By July it is expected that 26,000 engagements between business and schools will have taken place as a result of the LEP’s support.
- **Apprenticeship campaigns** – a telemarketing campaign is underway to provide SMEs with tailored advice on taking on an apprentice. This will be supported by digital marketing, social media and media activities selling the benefits to business of apprenticeships and demystifying the Apprenticeship Levy for small and larger firms.
- **Careers campaign** – a campaign is in the early stages of development ready for launch in September to promote the career opportunities in Leeds City Region’s key growth sectors to schools, parents and young people. The campaign is being developed with significant input from young people and schools, and will reflect the latest data about the City Region’s labour market.
- **Business advice pop-up cafes (June – September)** – a programme of business advice pop-up cafes is being planned for this summer, building on the success of previous well-received events.
- **Export campaign (ongoing)** – as part of the LEP’s promotion of business growth support, a marketing campaign is underway to encourage more SMEs to consider exporting – particularly to markets outside the EU. The campaign includes a series of blogs, media content, and social media marketing focusing on real-life exporting success stories from City Region SMEs.

### **3. Recommendations**

- 3.1 That the LEP Board note the highlight report in section 2.1 to 2.5 on recent communications and marketing performance.
- 3.2 That the LEP Board note and comment as appropriate on the planned activity in section 2.6 onwards.

### **4. Appendices**

- 4.1 Appendix 1: Media and social media highlights.