

Panel Chair: Rashik Parmar
Author: Racheal Johnson

Report to: LEP Board

Date: 19 September 2017

Subject: Communications, Marketing and Business Engagement

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 below performance updates in relation to the LEP's key communications and marketing channels for July and August 2017. As noted in previous Board updates, the West Yorkshire Combined Authority Communications and Marketing team now covers the full breadth of the Combined Authority/ LEP agenda and the media statistics presented below refer to coverage across this broadened range of activity. New, more accurate search terms have been introduced so direct month-on-month and annual comparisons are not currently possible, but will be measured from this point on.

Media coverage (July 2017)

Media mentions:	851
Estimated reach:	52,161,712
Estimated Advertising Value Equivalent (AVE)	£ 1,707,814

Media coverage (August 2017)

Media mentions:	1,093
Estimated reach:	47,095,648
Estimated Advertising Value Equivalent (AVE)	£1,370,349

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

2.3 Website (July)

	www.the-lep.com	www.investleedscityregion.com
Primary audience	• City Region businesses (primarily SMEs)	• Potential investors in the City Region
Sessions	6,949	2,379
Page views	21,260	5,374

August:

	www.the-lep.com	www.investleedscityregion.com
Primary audience	• City Region businesses (primarily SMEs)	• Potential investors in the City Region
Sessions	5,527	2,092
Page views	16,907	4,495

2.4 Social media

Twitter – July:

	@LeedsCityRegion	@InvestLCR
Impressions	138,000	62,700
Profile visits	5,280	451
Follower growth	149	72

August:

	@LeedsCityRegion	@InvestLCR
Impressions	99,700	32,200
Profile visits	3,025	225
Follower growth	81	44

Marketing and lead generation

- Marketing activity in support of the LEP’s Enterprise Adviser campaign has contributed to the achievement of 26,000 interactions between businesses and school pupils since September 2016.
- Three business pop-up café events were held in July in Hebden Bridge, Castleford and Airedale (Steeeton) respectively, attracting over 70 businesses. All three events received a 100% satisfaction rating of either excellent or good.
- In July, the LEP launched its summer #LetsTalkRealTraining campaign aimed at highlighting the benefits to businesses of investing in skills and training and the support available.

- Also in July, the LEP supported the launch of the new ESIF-funded Export Exchange, which aims to encourage more businesses to trade overseas.
- Following from the announcement of the LEP/ Combined Authority's new partnership with Innovate UK on 28 June, a media launch of the new Access to Innovation and Strategic Business Growth programme was carried out generating positive local and regional coverage.
- Four new private sector sponsors for the Leeds City Region's delegation to MIPIM UK in October have been secured, and were announced on 31 August. In comparison to previous years our current confirmed private sector sponsorship has increased and is above target. The intention is to provide a bigger and bolder approach to MIPIM that accurately reflects the vibrancy of the City Region. We are proactively pursuing sponsors and commitment from civic leadership is extremely strong.
- Marketing plans to meet targets for key economic services including the LEP Growth Service, skills services, trade and inward investment have now all been agreed with the relevant Heads of Service and delivery is underway.

Trade and investment marketing

- 2.5 A full 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 period:
- **MIPIM UK – October 2017.** Leeds City Region will have a significant presence at this year's UK property and investment showcase, and is continuing to attract substantial sponsorship for the event from the private sector.
 - **Continued roll-out of Let's Talk Real Business campaign** – including continued release of media and video case studies, targeted advertising and events.
 - **Careers campaign** – building on the success of the LEP's flagship #techgoals campaign – which has now reached over 10,000 young people – a broader careers campaign focused on supporting young people to make informed choices about future career paths is in the final stages of development. The campaign is due to launch in early autumn and has a target of reaching 40,000 young people across the City Region. The campaign has been developed following substantial engagement and insight-gathering among young people about their career motivations and which communications channels they are most likely to respond to.
 - **Development of transport offer within the LEP Growth Service** – the West Yorkshire Combined Authority's Transport Services directorate offers a number of support services to businesses including access to corporate travelcards, free or low-cost bikes for apprentices and job-seekers, and other support to help

people travel to employment opportunities. Work is currently underway to link this activity with the existing LEP business support offer to maximise opportunities for cross-promotion via the Growth Service and ensure the features and benefits of these transport services are clearly communicated to local businesses.

- **Business advice pop-up cafes (September - October)** – a programme of business advice pop-up cafes is being planned for throughout the autumn, building on the success of previous well-received events. As noted above, the events continue to receive highly positive satisfaction ratings among the businesses attending and have become a critical part of the business support offer for small and micro businesses.
- **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.
- **Growth Deal media stories** – following significant media and other communications activity over the summer related to the completion of Growth Deal-funded improvements to FE colleges in the City Region (including the opening of Selby College’s new apprenticeship facility, a ground-breaking ceremony for Leeds City College’s new Quarry Hill campus and the opening of the new Leeds City College Printworks facility in August) the volume of Growth Deal projects either completed or in delivery is picking up pace. A comprehensive communications and engagement plan is in development to ensure the opportunities for stories and stakeholder engagement opportunities (including ministerial visits) are fully embraced.

Business engagement

- 2.7 The Business Communications Group has not met in this period but the next meeting will take place on 20 September 2017. A report will be brought to the next LEP Board meeting.
- 2.8 Plans are being actively developed for a Devolution Business summit in the near future which will seek to engage meaningfully with businesses in the region on progress towards devolution in Yorkshire. The summit will be a starting point for ongoing dialogue between politicians and businesses on this issue.

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.