
Report to: Leeds City Region Enterprise Partnership Board (LEP)

Date: 27 March 2018

Subject: **Business Communications Group Update**

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1 Purpose

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

2 Information

Business engagement

- 2.1 The Business Communications Group (BCG) has not met in this reporting period.
- 2.2 The next BCG meeting will take place on 21 March. It will be preceded by an engagement workshop seeking early input from members and other partners on proposals for the Leeds City Region Local Inclusive Industrial Strategy. Members will be asked to give their views on opportunities for collaborative action to boost business productivity.

Communications and Marketing

- 2.3 The Board is asked to note the below updates in relation to the LEP's key communications and marketing channels for January and February. 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 full range of activity.

Media coverage (January 2018)

Media mentions:	905
Estimated reach:	64,054,202
Estimated Advertising Value Equivalent (AVE)	£2,325,061

Media coverage (February 2018)

Media mentions:	595
Estimated reach:	34,229,352
Estimated Advertising Value Equivalent (AVE)	£941,153.50

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

2.5 Website (January)

	www.the-lep.com	www.investleedscityregion.com
Primary audience	<ul style="list-style-type: none">City Region businesses (primarily SMEs)	<ul style="list-style-type: none">Potential investors in the City Region
Sessions	6,000	2,580
Page views	18,270	5,660

February:

	www.the-lep.com	www.investleedscityregion.com
Primary audience	<ul style="list-style-type: none">City Region businesses (primarily SMEs)	<ul style="list-style-type: none">Potential investors in the City Region
Sessions	5,430	2,704
Page views	16,410	5,769

2.6 Social media

Twitter – January:

	@LeedsCityRegion	@InvestLCR
Impressions	97,500	92,000
Profile visits	3,350	690
Follower growth	105	76

February:

	@LeedsCityRegion	@InvestLCR
Impressions	61,000	63,800
Profile visits	2,900	488
Follower growth	110	63

2.7 Key communications and marketing highlights:

- A monthly **partner eNews** on the key news stories from the LEP and Combined Authority was launched in January. Initially targeting elected members from the West Yorkshire and York councils, the intention is to gradually broaden this out to include other partners. In addition to corporate stories, the eNews provides tailored content to members on how the organisation is making a difference in their local area. An example of the most recent edition is available at: <https://mail-westyorksca.com/t/3LTT-CWMX-4782RMB83/cr.aspx> This eNews is in addition to the existing LEP eNews which targets around 20,000 businesses across Leeds City Region monthly.
- A **refreshed brand identity** for the Combined Authority was launched in February with the aim of making clearer the relationship between the Combined Authority, LEP and other related bodies as well as saving money on communications and marketing campaigns. The next phase of the brand refresh will see minor tweaks to the LEP brand and trade and investment collateral as part of a “brand family” approach. Further details will be brought to a future LEP Board meeting for consideration.
- The **#futuregoals campaign** – an initiative designed by young people for young people, their parents and teachers to increase awareness of career opportunities in key City Region sectors – launched on 26 February. The campaign has a target of reaching 40,000 young people across the City Region. Further details are available in the Employment and Skills Panel report (item 4C).
- **Growth Deal impact stories** have continued to be issued throughout January and February, including pieces on the Nexus innovation centre at the University of Leeds, the Huddersfield Innovation and Incubation Project at the 3M Buckley Innovation Centre and Leeds College of Building.
- A **'Meet the European Food and Drink Buyers' event** took place in Harrogate on 16-17 January which included meet the buyer, a marketplace to showcase products and seminars about exporting. It was attended by buyers and over 80 businesses.
- Leeds City Region took an exhibition stand presence at **Arab Health Dubai** on 28-31 January to promote Medtech products, generating 90+ enquiries for local companies. Representatives from Huddersfield-based SME Paxman were interviewed by Sky News Arabia on the Leeds City Region stand to showcase their product.

- The **#4sparks campaign** to bring Channel 4 to the region has continued with the release of a blog by the producer of *Brassed Off*, Steve Abbott. Production Park, Wakefield has given its support to the campaign. The TV industry-backed Creative Cities Convention has been announced and will take place at Leeds College of Music on 25 and 26 April. Cllr Judith Blake and Andrew Sheldon of True North were interviewed by BBC Look North about the region's bid.
- The **#LetsTalkRealBusiness export focus** has continued in 2018 comprising two weeks' digital advertising in Insider and the release of five Middle East-themed videos to tie in with Arab Health. This resulted in three export enquires to the LEP Growth Service and a 91% increase in visits to #LTRB campaign web page the week of advertising. Details of other Growth Service marketing activities are included in the Business Innovation and Growth (BIG) Panel report (item 4B)

2.8 Forthcoming activity:

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

- **MIPIM 2018** (w/c 12 March) – Details are included in the Business, Innovation and Growth (BIG) Panel report (item 4B).
- **Innovation campaign** – a campaign to encourage more companies to innovate and improve productivity is being planned for early in the next financial year.
- **Apprenticeship Week** (w/c 5 March) – a week-long programme of activity has taken place as part of this year's national Apprenticeship Week in March.
- **Ride to Work week (w/c 12 March)** – a week-long programme of activity to promote the Combined Authority and LEP's cycling and sustainable travel offer to local firms is taking place during national Ride to Work week, starting with a launch event in partnership with Victoria Leeds – a recent sign-up to the organisation's Bike Friendly Business initiative.
- **Hong Kong Innovation Festival export visit**, supported by a new campaign page on the Invest website to showcase innovation, quality of life and education in the region (will be accompanied by a brochure) and a Hong Kong and China export focus on the LEP website
- **Marketing campaigns** focusing on the Aire Valley, Kirklees's manufacturing and quality of life offer are currently being developed featuring videos with aerial footage and brochures. A second phase of the Enterprise Zone marketing campaign is also in development.

- **Local Inclusive Industrial Strategy** – a business engagement plan is in development, which will form a key component of work on the City Region’s Local Inclusive Industrial Strategy
- **Purdah (26 March – 4 May)** – the Board is asked to note that local government purdah will affect the volume of stories issued during April.

3 Recommendations

- 3.1 That the LEP Board notes the feedback from the BCG in section 2.1 to 2.7 on recent business engagement and communications and marketing activity.
- 3.2 That the LEP Board notes and comments as appropriate on the planned activity in section 2.8 onwards.

4 Appendices

- 4.1 **Appendix 1:** select communications and marketing highlights for November and December 2017.