



## **Humber LEP Communications Report September 2020**

Since July our comms strategy has moved away from the immediate response to the economic impact of Covid-19 and has moved onto recovery and the next stage of support. Our releases have been widely reported on in print, online and broadcast media, including interviews with the LEP team.

One highlight was the launch of the Humber Cluster Plan, our joint bid with CATCH for funding for the cluster's decarbonisation strategy. This was supported by our industry partners and was shared widely across regional news, trade press and national environmental titles.

Meanwhile, our allocation of the Getting Building Fund also attracted a lot of media attention. We had coverage not just of our initial allocation and the projects we have earmarked or delivery, but also the launch of the Growing Hull and East Yorkshire Fund.

In terms of the Growth Hub, we also had coverage of new funding for both the Covid-19 recovery for SMEs, as well as a new programme to support not-for-profit and social enterprises across the Humber.

Finally, we took part in the NP11's 'North Means Business' campaign, which saw us publicising case studies from across the Humber who made strides to re-open or diversify their businesses following the coronavirus lockdown.

We have also featured in stories on completed and ongoing Local Growth Fund supported projects

The focus of our comms in the coming months will continue to be to support the recovery and re-opening of business. We will continue to promote the work we are doing to help the Humber decarbonise and promote our Getting Building Fund projects.

### **Recent items of interest:**

Humber Cluster Plan bid submitted with industry partners:

<https://www.yorkshirepost.co.uk/business/firms-join-forces-funding-bid-cut-humber-emissions-2937223>

£13.4m shovel ready project list confirmed: <https://www.business-live.co.uk/economic-development/134m-funding-humber-shovel-ready-18556096>

Growing Hull and East Riding Fund launched: <https://www.business-live.co.uk/economic-development/new-15m-grant-pot-unlocked-18721367>

Humber LEP Secures additional funding for Covid-19 recovery: <https://www.insidermedia.com/news/yorkshire/humber-lep-secures-additional-funding-for-covid-19-recovery>

Humber Social Enterprises wanted – free support to grow: <https://hullisthis.news/humber-social-enterprises-wanted-free-support-to-grow>

Yorkshire Post Column September: <https://www.yorkshirepost.co.uk/business/consumer/new-delivery-plan-will-help-firms-fight-back-after-pandemic-stephen-parnaby-2964420>

Local Growth Deal funded Danish House project complete: <https://www.hulldailymail.co.uk/news/hull-east-yorkshire-news/hull-city-centre-building-transformation-4420164>

Moody Lane Improvement Works Complete: <https://www.grimsbytelegraph.co.uk/news/grimsby-news/26m-moody-lane-improvement-scheme-4436613>

Selection of case studies as part of the NP11 North Means Business campaign: <https://www.humberlep.org/category/case-studies/>

**Social media:** Engagement with our Twitter page continues, with our account now with over 9,000 followers. Highlights include a lot of engagement as part of our Humber Cluster plan launch. The LinkedIn page has also seen many more followers due to the coronavirus crisis and now stands at 2,350 followers. We also now have a Facebook page for the Humber Jobs Fuse project.