

# HEY LEP Board

Paper H - Communications and Engagement Report, 16<sup>th</sup> June 2021  
Report from Charis Scott-Holm, Comms & Engagement Officer

## **1. Media activity and Engagement**

- 1.1. Continuing our drive to ensure our new brand is recognised and our service continuation is noted within the business community, we have been promoting our services including the Growth Hub and programmes such as Growing Hull and East Yorkshire, through press releases and social media posts.
- 1.2. We have also publicised the appointment of the BEB, through a press release and social media, and have begun our campaign to recruit sub-Board members on our website and on social media.
- 1.3. As part of our HEY Export! campaign, we have begun to publicise our video case study series alongside a Humber Business Week event. We have also been out to tender for a paid for social media advertising campaign, appointing Fred as our lead agency. This campaign is due to run in July and August.
- 1.4. We have also continued to publish a Chair's column in the Yorkshire Post – with a column on career's education published last month, with a column submitted this month on exporting opportunities to complement our Exports campaign.
- 1.5. Behind the scenes, we have been undertaking a stakeholder engagement exercise, have been building our Mission, Vision and Values as an organisation and have begun creating our Comms Plan, with the support of the whole HEY LEP team.
- 1.6. Elsewhere, Phil Glover spoke at an event organised by the British Embassy in Warsaw and the Department for International Trade and about the Hull and East Yorkshire region, its sectors and the opportunities for those in the construction sector and how BIM will assist us meet our carbon reduction targets on Tuesday June 8<sup>th</sup>.

## **2. Website and social media**

- 2.2. One of the main focuses of our comms work over the past month has been developing our website, heylep.com. The website now features a lot more information about our work and is continuing to develop, with pages soon to be added on inward investment and energy. SEO has improved on our website, with our website now appearing at the top of Google searches. We are also working to ensure the website is compliant in all areas.
- 2.3. In terms of Twitter, as a natural result of our reduced geographical area, we have lost some followers (around 30) but engagement with the channel remains strong at 66,000 tweet impressions and 3,800 profile visits. Our LinkedIn channel continues to grow, now with 2,975 followers, with 9,100 post engagements over the past month. The upcoming social media campaign for HEY Export! will increase engagement with both channels.

### **3. Links of Interest**

Released by HEY LEP:

HEY LEP Appoints Advisory Partner:

[https://www.insidermedia.com/news/yorkshire/hey-lep-appoints-advisory-partner?utm\\_source=yorkshire\\_newsletter&utm\\_campaign=yorkshire\\_news\\_tracker&utm\\_medium=members\\_article#](https://www.insidermedia.com/news/yorkshire/hey-lep-appoints-advisory-partner?utm_source=yorkshire_newsletter&utm_campaign=yorkshire_news_tracker&utm_medium=members_article#)

Private sector sounding board selected for new Hull and East Yorkshire Local Enterprise Partnership: <https://www.business-live.co.uk/economic-development/private-sector-sounding-board-selected-20763040>

HEY LEP appoints Business Engagement Board as key Advisory Partner from the private sector: <https://hullisthis.news/hey-lep-appoints-business-engagement-board-as-key-advisory-partner-from-the-private-sector>

HEY LEP appoints Business Engagement Board as key private sector advisory partner <https://www.bw-magazine.co.uk/hey-lep-appoints-business-engagement-board-as-key-private-sector-advisory-partner/>

HEY Export! campaign encourages businesses to consider exporting opportunities: <https://www.bw-magazine.co.uk/hey-export-campaign-encourages-businesses-to-consider-exporting-opportunities/>

Local campaign encourages all businesses to consider exporting opportunities: <https://whatsonhub.com/local-campaign-encourages-all-businesses-to-consider-exporting-opportunities/>

Huge array of business support on offer from new-look HEY Business Growth Hub: <https://www.bw-magazine.co.uk/huge-array-of-business-support-on-offer-from-new-look-hey-business-growth-hub/>

LEP relaunches free support hub for North Bank's new economic era as both councils elect new leaders: <https://www.business-live.co.uk/economic-development/lep-relaunches-free-support-hub-20569700>

Released by our partners:

£1.5m plan unveiled to extend council industrial site:

<https://www.thebusinessdesk.com/yorkshire/news/2075246-1.5m-plan-unveiled-to-build-seven-more-business-units>

Council wants public opinion on proposed changes to Hull cycle lanes:

<https://www.hulldailymail.co.uk/news/hull-east-yorkshire-news/council-wants-public-opinion-proposed-5472621>

£1.5m plan unveiled to extend council industrial site:

<https://www.thebusinessdesk.com/yorkshire/news/2075246-1.5m-plan-unveiled-to-build-seven-more-business-units>

Construction starts on £4.8m enterprise centre:

<https://www.thebusinessdesk.com/yorkshire/news/2074767-construction-starts-on-4.8m-enterprise-centre>