

Hull and East Yorkshire LEP Board
Communications and Engagement
Report from Charis Scott-Holm, Comms & Engagement Officer
Thursday 25th November 2021
Paper H

1. Media activity and Engagement

- 1.1. This period has been particularly busy for HEY LEP Comms – with recent announcements, our COP 26 event and our strategy consultation launch taking centre stage.
- 1.2. At the end of September, we had the pleasure of announcing the Humber Local Skills Partnership had been officially adopted by DCMS, the news of which was picked up widely as ‘breaking news’.
- 1.3. Our HEY on the Road to Net Zero event was a big focus in October – which generated our first Chair interview on ITV Calendar evening news. The event was also reported on by Radio Humber and several stories were published online and in print both after and in the run-up to the event.
- 1.4. Our Consultation into the HEY LEP Economic Growth and Workforce Wellbeing Strategy was also picked up in the media and promoted across social media, as well as an engagement campaign with our stakeholders.
- 1.5. We also released comments welcoming the success of the East Coast Cluster as a decarbonisation project adopted by the Government’s sequencing programme and the Humber Freeport’s Tax Sites announcement in the Budget.
- 1.6. Last but not least, we have been promoting International Trade Week, and have released news of the UAE delegation visiting Hull for Tech Week Humber – which was Chaired by HEY LEP.
- 1.7. Behind the scenes, the HEY LEP Comms Plan is continuing apace, and will be ready to be shared at the next HEY LEP Board meeting. Work is also taking place on the upcoming Humber LEP legacy and into the HEY LEP event on Wednesday 1st December.

2. Website and social media

- 2.1. In terms of the HEY LEP website, our consultation, events and news have contributed to a 5.5% increase in page views in the last two months. The most visited pages were the Strategy consultation page (856 views), the HEY Boards page (773 views) and the News homepage (679 views).
- 2.2. In terms of social media, we have gained more new followers on both Twitter and LinkedIn in this busy period and have also increased our post reach and engagement on LinkedIn. LinkedIn had a 43% increase in page views and

currently stands at 3,164 followers, an increase in 64 followers with 12,000 post impressions per month – an increase of 90% altogether. Meanwhile, Twitter stands at 9,223, an increase of 33 followers and with 30,000 post impressions per month.

3. Links of Interest

Released by HEY LEP:

HEY LEP Chair outlines role of businesses in Net Zero drive:

<https://www.insidermedia.com/news/yorkshire/hey-lep-chair-outlines-role-of-businesses-in-net-zero-drive>

HEY LEP opens consultation on ‘ambitious’ five year strategy for East Yorkshire and Hull economy : <https://www.bridlingtonfreepress.co.uk/news/people/hey-lep-opens-consultation-on-ambitious-five-year-strategy-for-east-yorkshire-and-hull-economy-3424530>

Growth of £1.2bn for Hull and East Yorkshire Economy eyed in LEP’s new Strategy: <https://www.business-live.co.uk/economic-development/growth-12b-hull-east-yorkshire-21846621>

LEP Chair issues Net Zero rallying call to PM ahead of COP26: ‘Put the Humber first’: <https://www.business-live.co.uk/economic-development/lep-chair-issues-net-zero-21947325>

COP26 Event in Hull highlights climate change initiatives: <https://www.itv.com/news/calendar/2021-10-18/hull-cop26-event-highlights-climate-change-initiatives>

Road to Net Zero flagship COP26 event rolls into Hull for Waterline Summit Launch: <https://www.business-live.co.uk/economic-development/road-net-zero-flagship-cop26-21741261>

Government logs onto Humber digital skills pilot as best practice exemplar: <https://www.business-live.co.uk/technology/government-logs-humber-digital-skills-21727786>

Humber region’s LEPs welcome East Coast Cluster announcement <https://www.bw-magazine.co.uk/humber-regions-leps-welcome-east-coast-cluster-announcement/>

HEY LEP welcomes UAE delegates to Humber Tech Week to discuss collaboration between the region and Dubai: <https://hullisthis.news/hey-lep-welcomes-uae-delegates-to-humber-tech-week-to-discuss-collaboration-between-the-region-and-dubai>

Released by our partners:

Whitefriargate regeneration boost with £1.6m refurbishment of iconic former bank:
<https://www.hullccnews.co.uk/17/11/2021/whitefriargate-regeneration-boost-with-1-6m-refurbishment-of-iconic-former-bank/>