

1. Media activity and Engagement

- 1.1. Our comms work has been focused on areas including our HEY Export! Campaign, promoting the Growth Hub and keeping our audience up to date with new developments at the LEP.
- 1.2. We had success with coverage of our new sub-Board member appointments which was widely picked up in online and print publications.
- 1.3. As part of our HEY Export! campaign, we began a partnership with Business Works magazine to publicise our next tranche of exporting success stories.
- 1.4. We also launched the Flagship Hull COP26 Roadmap to Net Zero event, which again was widely publicised, as well as highlighting new schemes from the Growth Hub such as the Peer Networks programme.
- 1.5. We have also had a monthly opinion column published in the Yorkshire Post Business supplement from our Chair.
- 1.6. Behind the scenes, we have continued our stakeholder engagement exercise, have been building our Mission, Vision and Values and are continuing to work on our comms plan in line with the new Economic Wellbeing Strategy. Currently, we are creating a strategy for promotion and engagement during our strategy consultation period.

2. Website and social media

- 2.1. A compliancy check has seen work on our website continue at pace and there is a lot more new information now on the site. We will continue to populate the site with relevant new content and build site views.
- 2.2. In terms of social media, we have gained more new followers on both Twitter and LinkedIn after an initial dip following the re-brand and are now back at previous Humber LEP levels. LinkedIn currently stands at 3,100 followers and 6,000 post impressions per month while Twitter stands at 9,190 followers and 30,000 post impressions per month.
- 2.3. We also ran a social media campaign alongside digital agency Fred to promote the HEY Export! Campaign, to encourage followers to sign up to our quarterly exporting newsletter and engage further with the LEP. The campaign had a reach of 12,000 users across LinkedIn and 115,000 post impressions, with 607 website visits generated.

3. Links of Interest

Released by HEY LEP:

Compelling case for more skills funding as Humber's role in green industrial revolution flagged: <https://www.business-live.co.uk/economic-development/compelling-case-more-skills-funding-21031245>

35 key figures from Hull and East Yorkshire take roles with new local enterprise partnership: <https://www.business-live.co.uk/economic-development/35-key-figures-hull-east-21362150>

Peer networks: business boost for Hull and East Yorkshire companies: <https://www.bw-magazine.co.uk/peer-networks-business-boost-for-hull-and-east-yorkshire-companies/>

Local businesses and residents invited to take part in city centre Climate Change event: <https://hullwhatson.com/local-businesses-and-residents-invited-to-take-part-in-city-centre-climate-change-event/>

Released by our partners:

8km of safe cycle lanes to be installed between Hull and Cottingham: <https://www.hullccnews.co.uk/15/09/2021/8km-of-safe-cycle-lanes-to-be-installed-between-hull-and-cottingham/>

£1.1m cycle lane upgrade to start in Beverley Road: <https://www.hullccnews.co.uk/18/08/2021/1-1m-cycle-lane-upgrade-to-start-in-beverley-road/>

RaisE Business Centre in Goole celebrates steel signing launch event: <https://www.eastriding.gov.uk/say/news/?entry=60ec52ca30ad7637f8ea946f>