

Coast to Capital Board meeting No. 31 22 September 2016	Ref No. 31.13
Report Title: Communications Update	
Report by: Samantha Philpott	
Recommendation: The Board is requested to note the content of this paper.	

Board Members' Target Business 50

1. Each Board Member has been sent an email with a list of meetings to arrange with a company/business support organisation.
2. I will provide briefing notes and the corporate presentation with script prior to any meeting. I will then contact Board Members afterwards to follow up on any issues/concern that were raised.
3. This is part of our communications strategy and it has been agreed by the Board to engage with at least 50 businesses by the end of November 2016.

Action: 50 engagements to have been undertaken by the next Board Meeting.

Website

4. The new website is progressing well. The communications team has now been trained on the new CMS system for uploading content to the new site and this will be the next phase of development.

Action: Demo of the new live website at the November board.

BREXIT Communications

5. Working closely with colleagues in the team and business support organisations we have produced two evidence-based reports for our local MPs to inform them on the impact BREXIT has had on businesses in the region. We will continue to monitor the situation.

Growth Deal 3

6. Letters have been sent to all our MPs asking for their support on our Growth Deal 3 bid. We have asked them to lobby the Secretary of State on our behalf to emphasise the impact the projects will have on the region as a whole.

New Intern

7. Zak Clisby, a Marketing undergraduate from University of Chichester, started on Monday 25th July as our new Business Support Officer. He is on a 12-month internship taking over from Alicia Burnett. He is working closely on the social media and communications sides of the business, but is also assisting other members of the team on projects.

Stakeholder e-newsletter

8. The August edition of the stakeholder e-newsletter has been published – and the October issue one is being prepared.

Press releases

9. Issued since the last board meeting :-

- FDI figures doubles in last year
- C2C sets up new housing and regeneration taskforce
- C2C appoints new Chief Operating Officer
- Queen Square work to start
- I360 opens
- Low Carbon sector report
- Top science award
- Green light for University of Chichester Engineering & Technology Park
- Rural Statement report

Social Media Engagement

10. Our aim of increasing our twitter following base to 2,500 by the end of the year is well on track.

11. In the last month since our new intern Zak Clisby has been with us we have doubled the daily and monthly impressions for our tweets by engaging more frequently at popular usage times. Our tweets earned 31.9K impressions over the 31-day period of August showing a dramatic increase in follower interaction with Coast to Capital. Furthermore we have moved up the LEP Social Media table overtaking Thames Valley Berkshire for the number of followers.

12. Ranging from May to August each of our tweets are now reaching on average 1,000 people per post, this compares to around 300 in previous months. Additionally we have increased our frequency of tweets from 37 to 73, our profile visits from 613 to 2,685 and our mentions from 74 to 94 making our Social Media presence a consistently growing platform that in the coming months we hope to keep successful.

Next steps – November Board

13. Demo of new website.

14. Report on Business 50 Business success

Samantha Philpott
Communications Manager
September 2016