

Communications Report

April to June 2020

Communications – April to June 2020

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1. Executive Summary

In this quarter we have:

- Produced, distributed and promoted:
 - ✓ 17 thought leadership articles
 - ✓ 18 industry features covering fintech, medtech, manufacturing and automotive
 - ✓ 7 Press release
 - ✓ 5 graduate profiling articles
 - ✓ 5 podcasts including 3 Business Wales podcasts and 2 of 6 of the CCR “Lockdown to Delivery” series

Achieved a:

- ✓ 70% uplift in new web site visitors
- ✓ 147% uplift in news page consumption
- ✓ 140% uplift in twitter engagement and gained 90 new followers
- ✓ 76% uplift in Linked In followers
- ✓ 98 new facebook followers.

In addition we have:

- ✓ Produced a summer newsletter
- ✓ Created a bespoke graduate B2B recruitment campaign with dedicated landing pages and bespoke collateral for each of the technology/manufacturing and Life sciences sector- launched in July.

2. Publications

This quarter has seen a significant uplift in the quantum and range of materials produced with our Business News Wales partners . *NB: All content is aligned to the following objectives:*

2020/21 CCRC/ CCR Communication Objectives:

1. Tell our “story” in a compelling way and position the CCR brand as an **authoritative source of thought leadership**
2. Increase visibility of and stakeholder engagement with the **breadth and depth of activity going on across the CCR** that is contributing toward the overall ambitions for the wellbeing and prosperity of current and future generations
3. Enable the CCR to maximise our opportunities to demonstrate and highlight the region as **“sector leading”** for our **priority sectors**
4. Demonstrate the positive impact that **collaborative working** with local authorities / business leaders/ partnerships/ institutions and government bodies has had / is having on **decision making and delivery of the City Deal business plan.**
5. Demonstrate the impact the City Deal **project pipeline portfolio** is having/ will have on regional business, the communities at large, and the overall attractiveness of the region as a place to live, work and invest.
6. Develop **greater business engagement** with the activities of the City Deal, and stimulate interest, enquiries and leverage in the context of our Wider Investment Fund;

In the period April to June we have have produced, distributed and promoted via BNW and CCR own channels over 50 features including:

- ✓ 17 thought leadership articles
- ✓ 18 industry features covering fintech, medtech, manufacturing and automotive
- ✓ 7 Press release
- ✓ 5 graduate profiling articles
- ✓ 5 podcasts including 3 Business Wales podcasts and 2 of 6 of the CCR Lockdown to Delivery series

Resulting in an aggregate **85,700 plus individual engagements through BNW (58,000 in last quarter)** . The same content promoted through the CCR website has driven a **70% uplift in CCR web traffic** from March to June.

We have continued to significantly increase the visibility of our activity and engagement statistics.

Publications in date order with individual Business News Wales viewing statistics

Date	Content	Views	
6 th April	Board Leadership Column Jon Wood - <i>A Medtech Sector Fit for the Present and the Future</i>	1172	Click here
	Industry Feature Medtech Sector Proves its Worth in Coronavirus Pandemic	981	Click here
13 th April	Board Leadership Column Frank Holmes - <i>Beyond Resilience: Making the Best out of Post Covid-19 Recovery</i>	3194	Click here
	Leadership Column Gavin Powell - <i>Looking Beyond COVID-19 for the Wales FinTech Sector</i>	2360	Click here
20 th April	Board Leadership Column Leigh Hughes - <i>Mapping a Path to a Better Skilled Future</i>	1729	Click here
	Industry feature Skills in the Cardiff Capital Region	1933	Click here
	Industry Feature How FinTechs Have Adapted to Covid-19: Backbase	783	Click here
	Wales Business Review Frank Holmes	1628	Click here

*podcast listens are indicative only as full data is unavailable.

** If viewed in slide show all links click through the articles

2. Publications in date order with individual Business News Wales viewing statistics

Date	Content	Views	
27 th April	Board Leadership Column Chris Sutton – Out of the Crisis, a Chance for a Fresh Start	2898	Click here
	Industry Feature How will Cardiff Capital Region Recover from Coronavirus?	4328	Click here
	Graduate Feature Graduates making their mark in CCR businesses: Quantum Advisory	311	Click here
	Fintech Feature How CCR's Fintech's Have Adapted to Covid-19: Bipsync	374	Click here
	Wales Business Review Kellie Beirne	1442	Click here
4 th May	Board Leadership Column Kevin Gardiner – The crisis is bad, but the outlook is not as bleak as people think	3117	Click here
	Industry Feature How Covid-19 Could Herald a New Dawn for Welsh Manufacturing	4722	Click here
	Graduate Feature Graduates making their mark in CCR businesses: FD Comms	518	Click here

2. Publications in date order with individual Business News Wales viewing statistics

Date	Content	Views	
	Fintech Feature How CCR's Fintech's Have Adapted to Covid-19: Currency Cloud	381	Click here
	Medtech Feature Article: Bond Digital Health	436	Click here
11 th May	Board Leadership Column Anthony Hunt, What we Must do in the Year Ahead	825	Click here
	Industry Feature What Role will the CCR City Deal Play in Helping the Region Recover from Covid-19	2559	Click here
	Graduate Feature Graduates making their mark in CCR businesses: Kontroltek	314	Click here
	Board Leadership Column Anthony Hunt, on being new chairman of CCR Regional Cabinet	639	Click here
	Wales Business Review Kevin Gardiner	2031	Click here
	Industry Feature The Three CCR Businesses that have Won Queen's Awards	288	Click here

Publications in date order with individual Business News Wales viewing statistics

Date	Content	Views	
18 th May	Board Leadership Column Simon Pirotte, Bridgend College, on skills and training and the impact of Covid-19	2612	Click here
	Graduate Feature Graduates making their mark in CCR businesses: Chamber of Commerce	746	Click here
	Leadership Column Training in the Age of Covid-19: Interview with Andrew Cooksley	1492	Click here
	Industry Feature Cardiff Capital Region Firms Urged to Apply for COVID-19 Business Grants	3317	Click here
25 th May	Board Leadership Column Jane Mudd. Leader, Newport Council	2252	Click here
	Industry Feature CCR Cabinet Agrees New Investments to Aid Covid-19 Recovery	1842	Click here
	Graduate Feature Graduates making their mark in CCR businesses: MagManager	294	Click here
	Property feature Industrial past meets sustainable future in new Barry development	2639	Click here

Publications in date order with individual Business News Wales viewing statistics

Date	Content	Views	
1st June	Board Leadership Column Peter Fox, Leader, Monmouth Council	2518	Click here
	Industry Feature CCR Regional Cabinet Lays Out 10 Priorities for Post-Covid Recovery	3878	Click here
	Fintech Feature Wagonex's new car hire app is lifeline for automotive sector	496	Click here
8 th June	Board Leadership Column Cara Aitchison, Cardiff Met	2849	Click here
	Industry Feature 5 ways Cardiff Met is helping business in the recovery	1741	Click here
	Industry Feature £5m Funding Provides Boost for South East Wales Metro Plus	783	Click here
	Industry Feature £1.3m Welsh Government's Transformation Fund to Assist CCR Ambition	1388	Click here
15 th June	Board Leadership Column Cerys Furlong, chair of Chwarae Teg and member of Economic Growth Partnership, talks about inclusivity in the CCR's growth strategy	1042	Click here

Publications in date order with individual Business News Wales viewing statistics

Date	Content	Views	
	Leadership Column Elena Betes, CEO of Admiral's comparison site business Penguin Portals, on entrepreneurship	428	Click here
	Industry Feature Regional Cabinet Backs Further Investment in CCR City Deal Projects	3142	Click here
22 nd June	Board Leadership Podcast Rhys Thomas, COO CCR City Deal	211	Click here
	Board Leadership Q&A Rhys Thomas	617	Click here
	Industry Feature FinTech Wales Awarded £250,000 to Shape the Future of FinTech in Wales	3632	Click Here
	Misc Feature New Audio Series Set to Outline the Next Chapter in the Cardiff Capital Region City Deal Story	733	Click here
	CCR Feature CCR's place in the Western Gateway	2945	Click here
29 th June	Board Leadership Column Frank Holmes How Does Cardiff Capital Region Recover from Covid-19's Economic Impact?	2538	Click here

Publications in date order with individual Business News Wales viewing statistics

Date	Content	Views	
	Board Leadership Podcast Kellie Beirne Podcast Episode 2: Cardiff Capital Region – Lockdown to Delivery	352	Click here
	Industry Feature <u>£25.4m Funding for CS Connected Huge Boost to the Cardiff Capital Region</u>	693	Click here
	Industry Feature <u>Cardiff Capital Region and GlobalWelsh Enter a New Partnership Arrangement</u>	1558	Click Here

Observations

- The top 3 articles for individual viewing were;
 - ✓ How will Cardiff Capital Region Recover from Coronavirus?
 - ✓ How Covid-19 Could Herald a New Dawn for Welsh Manufacturing
 - ✓ CCR Regional Cabinet Lays Out 10 Priorities for Post-Covid Recovery
- The lowest scoring articles were the ones profiling the successes of our graduates and/or businesses throughout this period.
- All of our thought leadership columns received good coverage

Going forward therefore we will concentrate **less on company profiling articles and look more at the bigger picture questions facing the region.**

Press Releases with additional media coverage - monthly publication reach

Publication/ Article Title	Councillor Anthony Hunt Elected Chair (4 th May)	10 priorities for post-Covid recovery (1 st June)	£1.3m Welsh Government's ULEV Transformation Fund (10 th June)
Business Live	644,268	-	-
Commercial News Media	35,560	35,560	-
Connect East Midlands	1354	1354	-
Insider Media	1,125,000	1,125,000	-
News from Wales	6500	6500	6500
Pontypool Free Press	93,493	-	-
South Wales Argus (Print and Online)	1,473,400	1,473,400	-
South Wales Echo	-	-	31,622
Wales 247	83,323	-	-
Western Mail	33,547	-	-

NB: Only Board decision/ Key CCRC update pieces are distributed to wider media. All other articles are exclusive to BNW with other media able to follow up if they wish.

Good coverage of both cabinet related releases with the Chair appt. and CCR 10 priorities achieving significant reach.

Press Releases with additional media coverage - monthly publication reach

Publication/ Article Title	£5m Welsh Government LTF Funding Award for the South East Wales Metro Plus Schemes. (10 th June)	CCR Regional Cabinet Backs Further Investment in Range of City Deal Projects (15 th June)	New GlobalWelsh Partnership Arrangement (22 nd June)	UK Research and Innovation Funding award to CS (26 th June)
Caerphilly Observer	1,582	-	-	
Connect East Midlands	-	1354	1354	1354
Foreign Affairs	N/A	-	-	-
Insider Media	-	1,125,000	-	-
News from Wales	6500	6500	-	6500
Pontypool Free Press	-	-	-	352
South Wales Argus (Print and Online)	1,473,400	-	-	-
South Wales Echo	31,622			-
Wales 247	83,323	83,323	-	-

- Low pick up on UKRI release due to extensive prior coverage from official releases issued by Creo. Our coverage provided much greater granularity and resulted in excellent own channel engagement.
- Splitting the ULEV and LTF Press releases into two resulted in dilution of coverage for ULEV.

3.

CCR WEBSITE

Statistics reflect a 70% uplift in web visitors between March and June and 147% uplift in news page traffic.

Total unique visitors to website

April 1645 → May 1794 → June 3320

Overall website pageviews

April 5905 → May 6117 → June 8429

April		
Page	Views	
Homepage	1063	↓
Documents	406	↓
About	289	↓
News	1945	↑

May		
Page	Views	
Homepage	1468	↑
Documents	660	↑
About	220	↓
News	1330	↓

June		
Page	Views	
Homepage	1230	↓
Documents	525	↓
About	331	↑
News	3270	↑

- Continued upward trajectory in overall web traffic indicating content strategy is working well
- Slight variations in content consumed across the quarter with dip in May explained by the tailing off of Covid related content.
- June news uplift in part due to introduction of new social media channels (Facebook), multiple press releases and certain articles (Western Gateway) that attracted a lot of attention and comment.

140% uplift in twitter engagement between March and June and 90 new followers.

	April	May	June
Followers	3232	3249 	3302 
Tweets	54	36 	29 
Engagements	1570	912 	4073 
Likes	266	132 	222 
Retweets	230	63 	104 
Link clicks	545	274 	896 

Commentary:

- Steady increase in followers throughout the period reflects the **increased levels of likes/retweets and click through for further content consumption**. This is the biggest driver of our increased web traffic.
- Dip in engagement May reflects the reduced covid-19 help related content and shift toward more positive forward looking content and increased good news corporate stories.. The **huge spike in June reflects the enormous interest sparked by our Western Gateway article**. Clearly this is a topic we need to do more with – particularly to dispel fears it will dilute our own strategies and investment focus.
- The best performing tweets are illustrated overleaf and are reflective of the mood / thirst for covid info consumption throughout this period.
- Strategy remains to produce a steady stream **3-5** per week social posts across a range of content aiming to continually increase engagement and pull through to our website.

CCR LINKEDIN

76% increase in Linked In followers between March and June and 60% increase in reactions

	April	May	June
Followers	266	285 	360 
Posts	48	25 	21 
Impressions (views)	5648	3141 	4721 
Clicks	195	107 	247 
Reactions	98	61 	115 
Shares	20	7 	13 

Commentary:

- Excellent month on month increase in followers from 204 in March to 360 in June and is continuing to rise.
- Good, engaging content continues to help drive up both the viewing statistics and clicks through to our website – up 25% on March figures.
- Dip in May again like our other channels reflects the tail off of Covid-19 information content.
- Top post in this period was the 10 priorities feature demonstrating that the more business orientated content works best through this channel.

CCR Facebook

98 new Facebook followers gained since launch in May

	May	June
Follower	93	98 
Likes	84	97 
Reach	55	3,504 
Page Views	15	13 

Commentary

- Facebook channel launched in May to ensure coverage across all social channels.
- Still very early stages yet but we are starting to seeing different viewing behaviours across our channels.
- The most popular posts through Facebook were our supporting posts for the SEIS scheme, the ULEV £1.3m funding and our partnership with GlobalWelsh.
- This is totally different to linked In and Twitter which is good because it will allow us to ultimately differentiate our content through the respective channels.

5. Summer Newsletter Produced and Issued



With this Summer Newsletter we brought together a summary of the key things that our team had been engaged in throughout the lockdown period with the aim of keeping everyone updated on projects, progress and performance.



Keeping You in the Picture / At a Glance

1 A Selection of Key Highlights



Anthony Hunt appointed CCR Regional Cabinet Chair

CCR sets out 10 priorities for the region in the wake of the Covid-19 pandemic

CCR provides full response to Welsh Government and the UK Government Welsh Affairs Select Committee on a consultation paper for Regional Investment in Wales

Our Investment Pipeline comes of age with no shortage of opportunities for consideration

2 A Selection of New Investments



Life Sciences Innovation Park

Strategic Premises

CCR Healthcare Data

In principle agreement to a £30m Challenge fund

Seed Funding for Fintech Wales

3 A Selection of Current Project Updates



CCR Graduate Scheme

Transport

Digital

CS Connected

Homes for the Region Housing Fund

4 Governance, Process & Procedures



Gateway Review

Enhancing and Improving Internal and External Governance

Embracing the move towards remote working

The publication was featured on our website, shared through our 4 social media platforms and we also produced a large email marketing campaign which saw the email opened by 724 people to view the [newsletter](#).

B2B Graduate Campaign

Graduate proposition enhanced now offering Business Mentoring via GlobalWelsh and B2B campaign created to target the Medical, Technology and Manufacturing sectors



Social Posting saw a far higher engagement and impression rate due to paid advertising – boosting our posts.

We produced English and Welsh graphics to accompany the marketing push. These were used across the socials, on our landing pages, in our PDF's and on our email campaigns.

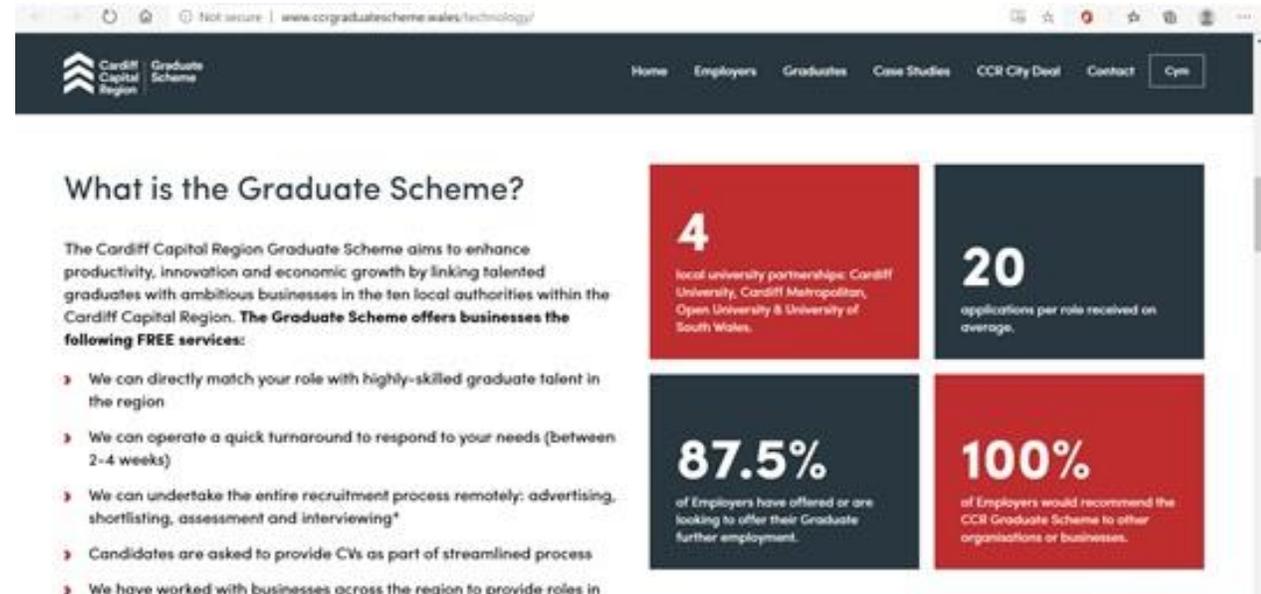
Some of the benefits of the scheme we highlighted across the campaign.

Why use us to fill your graduate roles?

- Flexibility to suit you
- Cultural fit
- Profile raising within the Cardiff Capital Region
- Partnership with higher education
- Receive expert business mentoring
- Partnership with local authority partners & business support



B2B Graduate Campaign



PDF's made which were a two-page, easily digestible summation of what is available in our landing pages (opposite) all sector specific explaining how we can help companies recruit within the sector, what the graduate scheme is, why you should use us for your recruitment needs and testimonials from our successful graduates.

This is one of our three bespoke landing pages that has been our call to action across this campaign. We want people to land on this page and [register their interest](#). Split into the three sectors the landing pages are our shop window explaining all you need to know about the scheme, the service provided, the people we've worked with and why we stand out.

Appendices

Additional CCR Coverage FYI– Not directly generated

Date	Publication	Article	Monthly Reach
28.05.20	BBC Parliament	Work of the Wales Office	2,806,000
05.05.20	Business Mayor	The Future of Cybersecurity in Wales	N/A
18.05.20	Business Live	Why economic development needs to get a handle on regional behaviours to maximise its potential	644,268
20.05.20	Business Live	Can Wales emulate the Cambridge Phenomenon by creating world-leading sector clusters of its own	644,268
25.05.20	Business Live	The firms and organisations in Wales currently recruiting	644,268
01.06.20	Business Live	Plans for new multi-million pound investment fund to back firms in the Cardiff Capital Region revealed	644,268
03.06.20	Business Live	What's happening with the redevelopment of the Brains site	644,268
06.04.20	Caerphilly Observer	Council boss hits back over grant payment criticism	1,582
04.06.20	Caerphilly Observer	CO2 emissions could drop by 572 tonnes with new buses	1,582
15.04.20	Cenex	Cardiff Capital Region ULEV Strategy	N/A
19.05.20	Commercial News Media	Bouygues UK welcomes Donna Griffiths as new Business Development Manager for Wales	35,560
19.06.20	Crowdfund Insider	Fintech Wales Receives £250,000 from Cardiff Capital Region to Create 10-Year Roadmap for Financial Technology Development	N/A
26.05.20	Edinburgh Evening News	News in graphics	23,762
17.06.20	FinExtra	FinTech Wales plans 10-year roadmap	394,702

Additional CCR Coverage FYI– Not directly generated

Date	Publication	Article	Monthly Reach
23.06.20	Fintech Futures	Welsh government invests £250,000 in 10-year fintech roadmap	4,895
16.06.20	Foreign Affairs	Business Secretary leads economic recovery roundtables	N/A
17.06.20	FS Tech	FinTech Wales aims to define industry roadmap	4,245
24.06.20	Intelligent Transport	Transport for Wales joins Urban Transport Group	12,711
16.04.20	MediWales	Medtech Sector Proves its Worth in Coronavirus Pandemic	N/A
18.05.20	News From Wales	Bouygues UK welcomes Donna Griffiths as new Business Development Manager for Wales	6500
16.06.20	News From Wales	Council reveals more details on plans for new Porthcawl bus terminus	6500
15.05.20	South Wales Argus	Caerphilly could become the first 'fully-electric public transport hub in Britain'	1.45M
16.05.20	South Wales Argus	Electric transport hub plan for area	23,400
18.06.20	South Wales Argus	Ex-council leader 'breached code'	23,400
15.05.20	South Wales Echo	Flagship plans for transport still on track despite virus uncertainty	31,622
18.05.20	South Wales Echo	Council in transport hub pledge	31,622

Additional CCR Coverage FYI– Not directly generated

Date	Publication	Article	Monthly Reach
03.06.20	South Wales Echo	Fund planned to back firms in Capital Region	31,622
17.06.20	South Wales Echo	Capital region could invest in science venture	31,622
26.05.20	Sheffield Star	News in graphics	11,136
18.06.20	Tech Market View	Wales plots its future as a global fintech centre	4,655
05.05.20	Tech Register	The Future of Cybersecurity in Wales	N/A
01.06.20	Transport Xtra	Transport plans for SE Wales re-assessed	16,356
15.06.20	UK Government	Business Secretary leads economic recovery roundtables	168,506,396
29.05.20	University Business	After Ser Cymru II	16,241
24.06.20	Urban Transport Group	Urban Transport Group expands reach as Transport for Wales joins ranks	N/A
15.06.20	Wales 247	South Wales Metro work set to start on Rhymney line	83,323
16.06.20	Wales Online	Life sciences park planned for Cardiff with space for 2,000 jobs	3,704,680
01.04.20	Western Mail	Jobs hope as plans for science park revealed	33,547

Additional CCR Coverage FYI – Not directly generated

Date	Publication	Article	Monthly Reach
13.05.20	Western Mail	Flagship plans for transport on track in spite of virus uncertainty	33,547
13.05.20	Western Mail	Why it pays us to know the human market when investing in the public sector	33,547
20.05.20	Western Mail	The lessons we can learn from Cambridge as we plot our way forward	33,547
03.06.20	Western Mail	Fund planned to back firms in Capital Region	33,547
18.06.20	Western Mail	Capital Region could invest in science venture	33,547
24.06.20	Western Mail	Investment boost to help expand fintech sector	33,547