

YNYER LEP LIS Consultation Engagement LOG 05.11.2019

Engagement type	Details	Headline
Face to face workshop events	<p>Annual Conference Workshops 80 attendees</p> <p>Local Engagement Events 142 attendees</p> <p>Emerging Priorities Workshops 180 attendees</p>	402 key stakeholders and partners have collaborated with us to build a LIS for our region.
Face to face presentation events	<ul style="list-style-type: none"> • LEP Annual Conference • LEP Skills Conference • LEP Business Engagement Forum • Director of Development • YNYER Skills and Employability Board • YNYER Business Board • YNYER Main Board • LEP Social Inclusion Group • LCR and YNYER Joint Expert Panel • YNYER Economic Development Officers • York Professionals Network • Department of Transport • BEIS • CLG • DEFRA • YNYER College Principles • YNY Local Authorities Communications Leads • YNYER Local Authority Chief Executives • YNYER Local Authority Leaders 	We have engaged key national, regional and local stakeholders through a series of 20 presentation and feedback sessions.

	<ul style="list-style-type: none"> • York Overview and Scrutiny • YNYER Climate Emergency Event 	
Communications outputs to support engagement for online and media.	<p>10 x collaboratively written Think Pieces</p> <p>7 x Place Stories</p> <p>1 x Emerging Priorities</p> <p>Influencer and stakeholder engagement pack sent to 2000 contacts on our partner list.</p>	We worked in collaboration to invigorate debate and make our engagement as accessible as possible.
Social media (re Place Stories/ Think Pieces and Emerging Priorities phase)	Paid for posts directly relating to LIS activities gained 89 link clicks, and 31,517 impressions on Twitter. Our organic activity brought about a further 101,000 impressions.	We used a combination of organic and paid for activity on social media to increase the reach of our invitation to engagement.
Media reach (re Place Stories/ Think Pieces and Emerging Priorities phase)	<p>Launch PR: Front page and inside editorial brought a combined reach of 1,751,408.</p> <p>Yorkshire Coast Radio interview.</p> <p>The Business Desk featured 5 of our 10 think pieces, including links to the LIS website pages. The articles each averaged a reach of 266,427.</p>	Our launch PR and think pieces media activity gained a combined reach, in print and online, of over 2.8m
Online submissions	42 submissions of insight and opinion on our LIS website pages	We've received over 40 quality engagements on our Emerging Priorities, through feedback submitted online.