

## Marketing

1. Marketing statistics are provided on a quarterly basis and are provided in the infographic accompanying this report. The statistics reflect the period July – Sept (Q2).
2. From the report, there is a decrease in website traffic for the Freeport which is likely to be as a result of less marketing activity due to the ongoing review as well as the transition period between the previous Freeport Director leaving and the new Freeport Manager being in post.
3. As per the previous quarter, as a result of the review, marketing activity has been kept to a minimum due to some negative press and subsequent public comments on social media and sponsored ad campaigns.
4. During the quarter there had been 5 press releases, which is down from the previous quarter but is as a result of the ongoing inquiry.
5. Other marketing activity during the first Q2 has included; participation in DLUHC Freeport workshops to develop new HMG-led umbrella Freeport branding, profile-raising visits, including Chinese Climate Change Committee, Australian MP Alison Byrnes, and the University of Illinois.
6. The key activities of focus during Q3 2023 (Oct – December 2023):
  - a. Sponsoring Offshore Wind North East as Regional Partner
  - b. Promoting “bit ticket” stories from the Freeport
  - c. Manage ongoing media enquiries, including from the result of the independent review.
7. It is expected that there will be an announcement as part of the Chancellor’s Autumn Statement that will see an extension to the Freeport benefits up to 2031. Working with the new Freeport Manager and DLUHC we will look to maximise the exposure with positive stories.
8. With the appointment of a new Freeport Manager, and the result of the independent review due before the end of 2023, we look ahead to 2024 with increased activity through the Northern Echo’s Levelling up sponsorship, key events, such as Innovation Zero and UKREiIF and greater presence at networking events both in region and nationally.