

October 2018

Update on Allenton Big Local Communications

In October the communications activity increased, covering several key events and attending a number of planning meetings.

Key Events covered with photography, social media and website posts include:

1. Enthusiasm Trust Queens Award Event 3rd October
2. Shelton Lock 10k Run 10th October
3. Chatterbox Café Launch 15th October




At these events we connected with local people, took photographs and obtained quotes, supported delivery partner teams and encouraged local people to complete Plan Questionnaires for the consultation currently been undertaken.

The pictures below are from the Enthusiasm Queens Award Celebration and from the opening of Chatterbox Cafe









The most engaging post by far through this period was the Save the Date for Christmas in Allenton, which had over 5000 views. The campaign materials have been prepared and will go to print over the next week. Jane at Allenton Market is now aware of the venue change, and wished the event well.

MOST ENGAGING POSTS

	SAVE THE DATE Christmas Event 15 October	Reach 5.4k Engagements 427
	Congratulations #ChatterboxCafe 15 October	Reach 706 Engagements 270
	We've had a fabulous day chattin... 15 October	Reach 293 Engagements 53

Page activity

Your Page was visited 113 times in the past 28 days.

	New Page likes	25
	New followers	25
	Clicks to your website	1
	Phone number clicks	0
	Clicks to get directions	0
	Page button clicks	0

11 October - 7 November

Last 28 days ▼



We know from the data collected in Fig 1 below that ABL followers are pretty stable throughout the week, mostly online between 3pm and 9pm peaking at 8pm in the last month, varying from 7pm the previous month.

Fig 1: ABL follower's online times

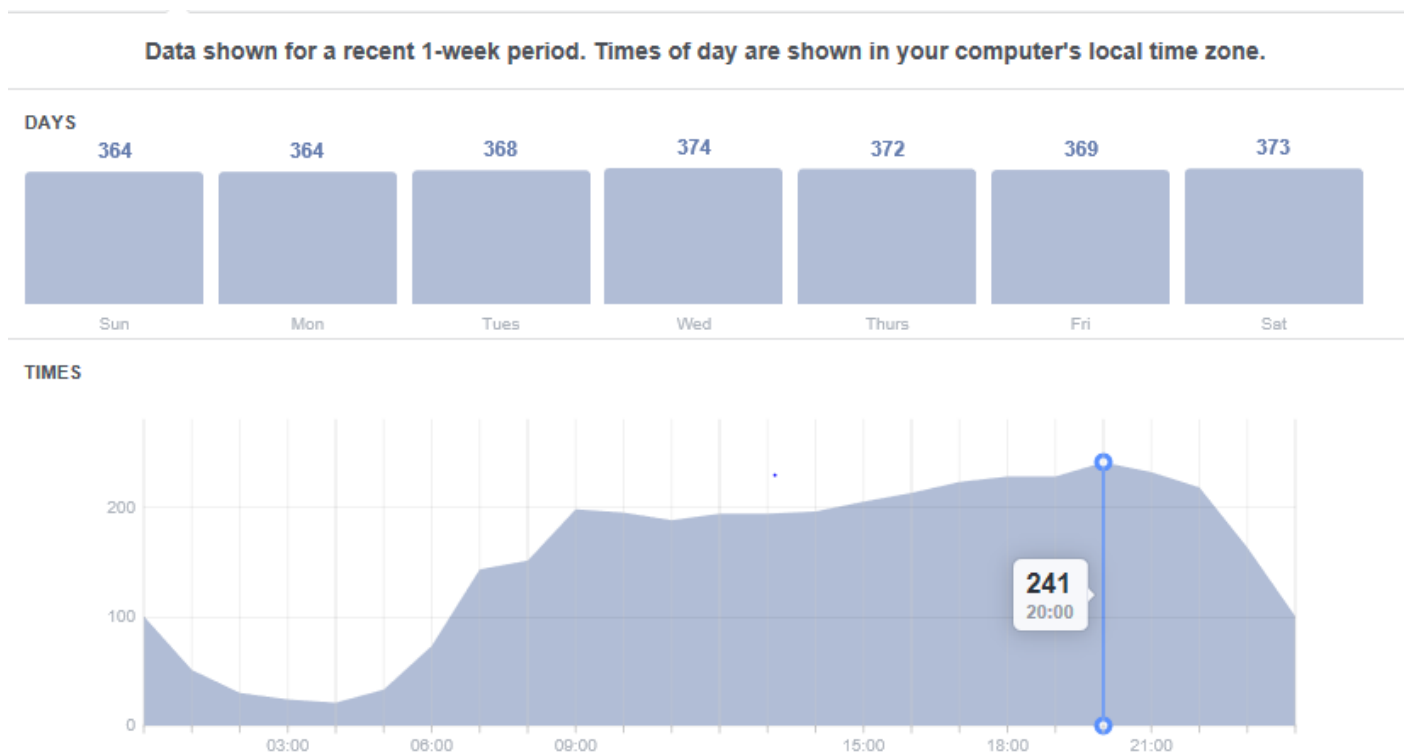














































Fig 2: Main post data

Published	Post	Type	Targeting	Reach
04/11/2018 11:04	 Probably best to book in advance as this is going to be super popular #allentonbigbuild			23
02/11/2018 18:23	 *** SAVE THE DATE *** Friday 1st February 2019 We are delighted to announce the launch event of the new look St Martins Church & Community Centre! The Allenton Big Build project team have an incredible program			156
31/10/2018 21:13	 Allenton Big Local shared a post.			15
31/10/2018 14:16	 There is still time to complete our survey. Tell us what YOU think about Allenton to have your say on how Big Local funding should be prioritised in this area. Completing the survey online only takes a couple of minutes.			573
30/10/2018 02:30	 Allenton Big Local shared a post.			22
29/10/2018 19:52	 Allenton Big Local shared a post.			15
28/10/2018 09:39	 Allenton Big Local shared a post.			16
28/10/2018 08:02	 Allenton Big Local shared a post.			29
26/10/2018 13:16	 Our thanks to the people who have completed our survey so far. It's great to hear your comments and feedback. What do YOU want to say about Allenton? Tell us now by completing our online survey – it only			80
26/10/2018 09:24	 Wow! In the last 28 days we've reached 7,284 people through our facebook posts and updates... Especially: ✔ Enthusiasm receiving the Queens Award ✔ Save the date for Santa ✔ Chatterbox Café opening ✔			132
23/10/2018 11:42	 We're receiving some interesting comments from local residents in our profile review survey.. What would you like to see in Allenton? Tell us now by taking our survey at			174
22/10/2018 18:50	 Half of the people who have completed our survey so far say the thing they like best about Allenton is the local shops and other facilities. Do you agree? Disagree? Tell us what you think by completing our survey online:			126
16/10/2018 06:44	 Allenton Big Local shared a post.			15
15/10/2018 18:12	 🎅 SAVE THE DATE 🎅 Santa and his reindeers are coming back to Allenton Saturday 15th December 2018 🎄 Keep checking in here for updates and to find out where your children can get their tickets from this year.			5.4K
15/10/2018 17:20	 We've had a fabulous day chatting, eating, drinking and working at Chatterbox Cafe #stmartinschurchandcommunitycentrecharityproject in Allenton - there's something for everyone in this warm			293

N.B. The preference to videos and slideshows reflects national 'online platform' follower statistics.

ABL currently has grown from 394 to 417 followers on Facebook, who have seen 28 posts in October. On Twitter ABL has grown from 640 to 647 followers who have seen 16 posts in October.

All documents and reports are up to date on the ABL website and the 1,100 spam communications/messages have been removed. Updates from Bill/Local Trust have also been posted/

Meetings attended

- Christmas in Allenton planning
- Seniors Christmas Lunch planning
- St Matins Church and Community Centre Launch planning

- Plan Consultation activities

Alongside this, I have been in contact with Panda Media to plan the filming. The original quote from March 2017 still stands. There is a meeting on 4th December at 11am to scope the work required by ABL for this project

Looking to the month ahead:

The Communications Campaign Plan for November includes:

- Plan Consultation
- ABL Newsletter
- ABL Website
- Panda Media

Rebecca Manship

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