

## December 2018 – Marketing and PR

### Update on Allenton Big Local Communications

In December the communications activity increased, covering a range of Christmas in Allenton activities, from meetings with local traders through to the Turkey and Tinsel Christmas lunch for local over 60's through to Santa and his reindeers. Flyers and posters were distributed across the community as well as through the website and social media platforms, with a great response to everything festive.

The Notice Board was refreshed again mid month and then again at the end of the month when we cleared dated information. There were posters and leaflets from St Martins, ABL, Adult Learning, local traders, chatterbox and steps as well as from local councillors detailing times and dates of surgeries.

Alongside this, we also posted, on the notice board and social media, emergency contact numbers for local residents in need or urgent support over the festive period; when many agencies were closed for Christmas and/or New Year.

The two main events were a huge success with over 20 people attending the Turkey and Tinsel Lunch and over 470 children and their families/carers queuing to see Santa Claus for the fourth year running. St Martins Church and Community Centre proved to be a suitable location this year with ample going on, both inside and outside to keep everyone entertained and happy. The Christmas hamper competition was well received and we had lots of great pictures posted from local families.

Fig 1: Christmas in Allenton



Video url <https://www.facebook.com/BigLocalAllenton/videos/277471979786122/>

The most engaging posts by far through this period continued to be the Christmas in Allenton updates, reaching 4500 people.

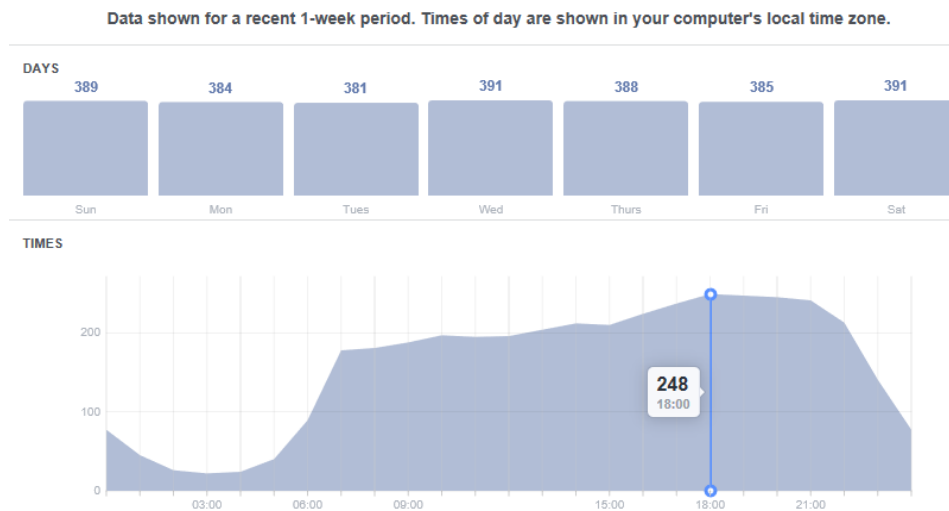
Alongside this, communications of the forthcoming AGM in February were launched with a save the date being posted mid month to get it in peoples diaries and notifications.

Fig 2: AGM Save the Date



We know from the data collected in Fig 3 below that ABL followers continue to be pretty stable throughout the week, mostly online between 3pm and 9pm peaking at 8pm in the last month.

Fig 3: ABL follower's online times



The vast majority of ABL social media followers are women and 93.5% access ABL through mobile devices.

Fig 4: ABL Followers on Facebook



ABL has grown from 426 to 442 followers on Facebook, who have seen 31 posts in December. On Twitter ABL has 645 followers who have seen 6 posts in December. Regular presence on Local Trust App.

### **Meetings attended**

- Christmas in Allenton planning
- Seniors Christmas Lunch
- Consultation activities
- St Martins Launch planning

Alongside this, I have been in regular contact with Reuben from Panda Media to finalise meeting schedule in order to plan the filming, this meeting took place on 9<sup>th</sup> January. There has been little progress with the newsletter, pending up to date figures and information from the review – a newsletter will now be published and circulate to all households.

### **Looking to the month ahead:**

The Communications Campaign Plan for January/February includes:

- St Martins Church and Community Centre Launch
- ABL Website – reports and minutes upload, meeting dates, AGM notification, plan blog
- AGM Posters and promotions – in liaison with Kay

### **Rebecca Manship**

Allenton Big Local Communications Coordinator