

Allenton Big Local

Marketing & PR Report
February 2019

SUMMARY

In February the communications activity maintained a core focus on covering the much anticipated #AllentonBigLaunch on Friday 1st February, the ABL Annual General Meeting and Community Event on Tuesday 12th February and recording and proofing the video of the St Martins Church and Community Centre #AllentonBigBuild project, in liaison with Panda Media.

St Martins Church and Community Centre

Allenton Big Launch welcomed over 800 people through the doors of St Martins Church and Community Centre across 18 hours of activities on 1st February. The rationale for the event being one hour for every month of the build stage of the project, showcasing activities and groups rather than signposting or telling about. Media representatives from Local Trust spent the day with us as well as Derby Telegraph (portfolio reach of 38.6m per month) and East Midlands Today (255,000 average nightly viewers) and the whole day received very positive coverage and feedback from all including a large report on East Midlands Today that evening and front page spread on Saturday 2nd February.

Representatives from the Methodist Church (local as well as regional), Derby Homes, Derby City Council, Derbyshire Police, Derby Adult Learning Services, Derbyshire Community Finance and Derby College (among others) joined with Allenton Big Local partnership members, contractors, volunteers, parishioners and residents to ensure the day was the success everyone hoped it to be. It was a spectacular day!

Link to Local Trusts wakelet from 1st February

<https://wakelet.com/wake/d1ead939-e5f9-4462-8d94-03a35e774068>



Figure 1: St Martins Church and Community Centre preparing for the launch

Fig 2: St Martins Church & Community Centre Launch



Annual General Meeting and Community Event

On 12th February ABL held its 2019 Annual General Meeting at the newly launched St Martins Church and Community Centre. With a range of powerpoints, two award presentations and several speeches the evening went very well and ended with a delicious hot and cold buffet supplied by Chatterbox Café. Local traders and general public were among the audience and provided positive feedback for the event.

AGM Video link:

<https://www.facebook.com/BigLocalAllenton/videos/376717973130670/>

Fig 3: Allenton Big Local – Annual General Meeting



Panda Media

Panda Media spent the launch day of St Martins Church and Community Centre following a brief (previously agreed in meetings and calls throughout January) to capture a broad range of interviews, recordings and photographs of the day to demonstrate the vibrancy and accessibility of the new community facility. All partnership members were interviewed as well as a very broad range of local residents, leaders, contractors, church members, families etc. The final cut of the video is the fourth version. Please see the vimeo link below. The video, which is made up of combined visuals, texts and audio, includes ABL logo as a watermark to ensure copyright integrity in the recordings entirety as well as if snippets are created from it. The video will be available to easily download, email and share across internet platforms. Hard copies can also be easily made for sharing with partners and supporters.



Local Mum Laura being interviewed by Panda Media



Link to #AllentonBigBuild video

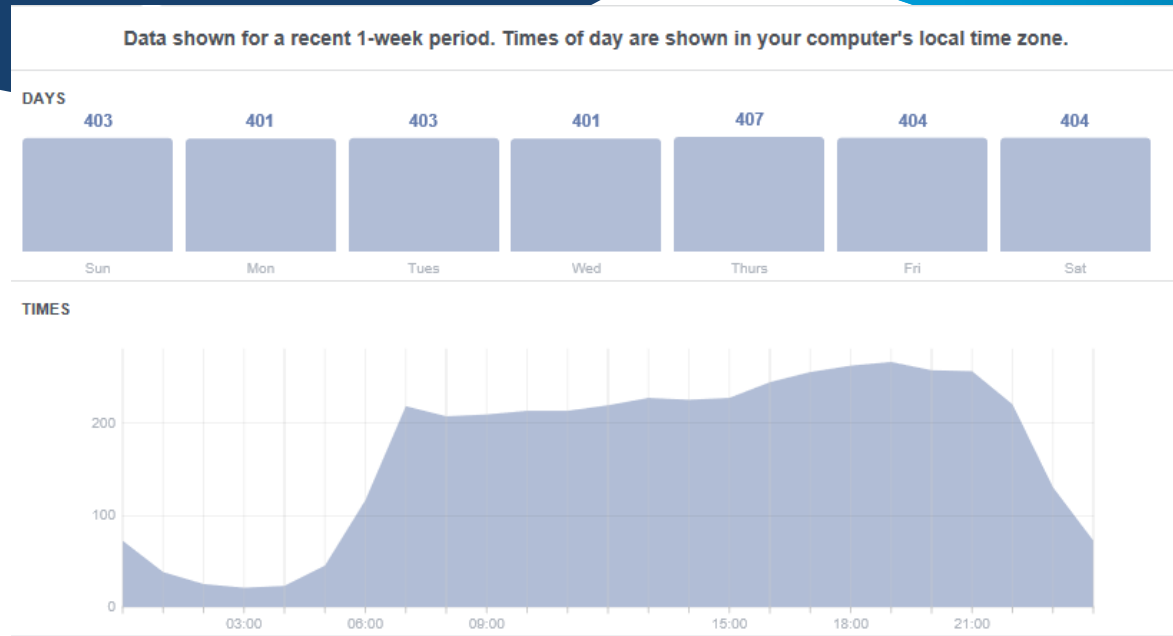
<https://vimeo.com/320546511>

Password: biglocal

Insights and Analytics

Friday evenings between 5pm and 8pm continue to be a peak engagement time on Facebook, with Saturday, Sunday and Monday being the lull period for engagement.

Figure 4: Peak viewing times for ABL on Facebook



Based on demographic information provided by followers demonstrated in figure 5 below, 25 – 54 year old women continue to be the main followers and supporters of Allenton Big Local on Facebook accounting for 64% of the total. In all, 78% are women and 20% being men (2% preferred not to disclose). This is despite the numbers who actually saw ABL posts on their screen being 68% and 30% respectively. What this means is that more women than men engage in ABL posts that appear on their screen.

Figure 5: Allenton Big Local followers by gender and age

Aggregated demographic data about the people who like your Page based on the age and gender information that they provide in their user profiles. This number is an estimate.

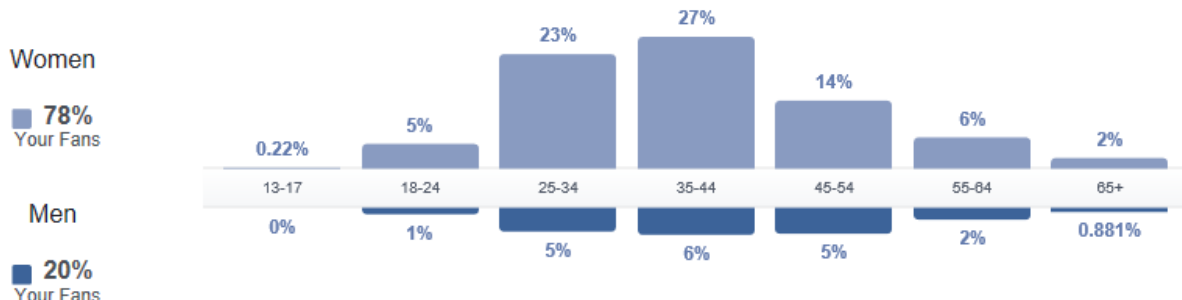
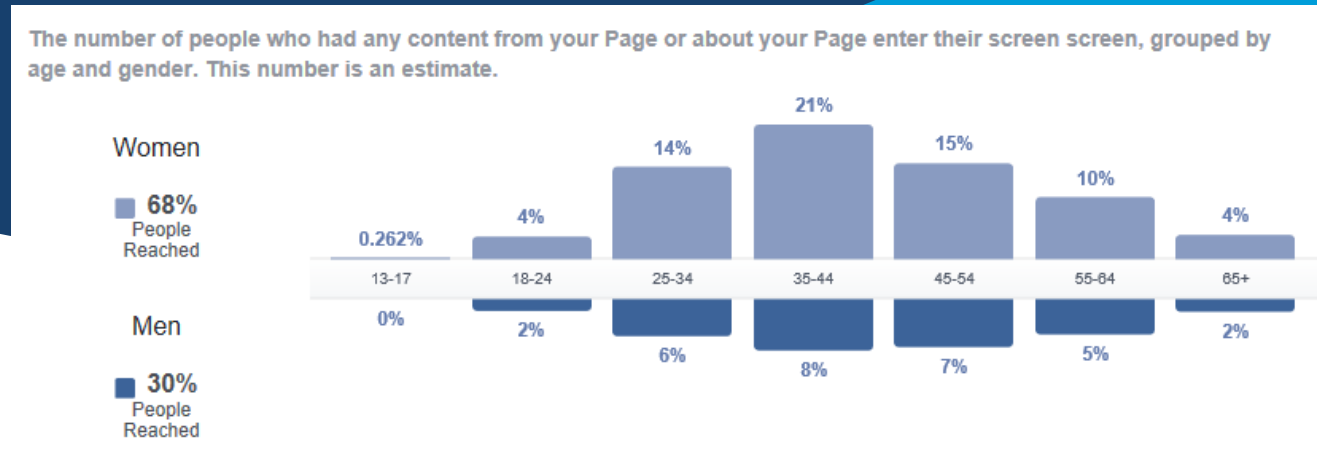





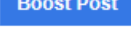

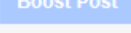


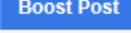



Figure 6: Posts on screen



Post Data

| | | | | | | | | | |
|---------------------|--|--|--|--|-----|--|----------|--|----------------------------|
| 01/03/2019 19:25 | | After eighteen months of the ABL supported #allentonbigbuild at St | | | 535 | | 59 22 | | Boost Post |
| 01/03/2019 17:01 | | Allenton Big Local shared a post. | | | 153 | | 18 1 | | Boost Post |
| 23/02/2019 16:11 | | Allenton Big Local shared a post. | | | 130 | | 5 2 | | Boost Post |
| 19/02/2019 06:27 | | Allenton Big Local shared a post. | | | 179 | | 9 1 | | Boost Post |
| 19/02/2019 06:20 | | Family Activities in Allenton this Half Term | | | 153 | | 7 4 | | Boost Post |
| 19/02/2019 06:17 | | Things to do this Half Term | | | 94 | | 7 3 | | Boost Post |
| 15/02/2019 19:40 | | Allenton Big Local shared a post. | | | 222 | | 12 8 | | Boost Post |
| 15/02/2019 04:59 | | Open 10pm tonight | | | 154 | | 8 4 | | Boost Post |
| 13/02/2019 11:28 | | Allenton Big Local's AGM was a lovely evening where 33 residents, | | | 109 | | 12 3 | | Boost Post |

| | | | | | | | | | | | |
|---------------------|---|--|---|---|-----|---|-----------|---|---|---|---|
| 12/02/2019 09:34 |  | *** Community Event & AGM *** TONIGHT St Martin's Church and |  |  | 145 |  | 3 2 |  |  |  |  |
| 09/02/2019 03:54 |  | Allenton Big Local shared a post. |  |  | 144 |  | 9 4 |  |  |  |  |
| 08/02/2019 11:51 |  | Allenton Big Local shared a post. |  |  | 138 |  | 9 0 |  |  |  |  |
| 03/02/2019 17:38 |  | Despite welcoming over 800 people, yes that's right 800+ people to the |  |  | 176 |  | 12 5 |  |  |  |  |
| 02/02/2019 16:44 |  | Great to see #allentonbigbuild in today's #derbytelegraph They forgot |  |  | 464 |  | 43 27 |  |  |  |  |
| 01/02/2019 18:03 |  | Matthew Fowler, a local resident performing one of his poems at the |  |  | 218 |  | 50 12 |  |  |  |  |
| 01/02/2019 14:35 |  | |  |  | 162 |  | 27 6 |  |  |  |  |
| 01/02/2019 14:35 |  | |  |  | 661 |  | 149 33 |  |  |  |  |
| 01/02/2019 13:56 |  | Allenton Big Local shared a post. |  |  | 115 |  | 10 0 |  |  |  |  |
| 01/02/2019 13:54 |  | Allenton Big Local shared a post. |  |  | 119 |  | 12 0 |  |  |  |  |
| 01/02/2019 13:54 |  | Allenton Big Local shared a post. |  |  | 147 |  | 14 1 |  |  |  |  |
| 01/02/2019 10:00 |  | It's 9am and the first celebration of the day is already well and truly |  |  | 253 |  | 28 10 |  |  |  |  |
| 01/02/2019 07:28 |  | Please come and join your COMMUNITY BRUNCH today at St |  |  | 118 |  | 0 2 |  |  |  |  |
| 31/01/2019 18:12 |  | *** 1 Day To Go *** Tomorrow the whole community will come together |  |  | 308 |  | 8 5 |  |  |  |  |
| 31/01/2019 18:05 |  | KEEP CALM TOMORROW IS LAUNCH DAY #allentonbiglaunch |  |  | 153 |  | 1 3 |  |  |  |  |

Allenton Big Local has grown from 426 to 462 followers over the last few months seeing an increase of 8.4%. These followers have seen 22 posts over the last month. Twitter activity has remained steady with 645 followers who saw 4 posts over the last month.

Looking Forward

In March to work with the Events Sub Committee to identify what events are planned/scheduled for the year in order to populate the Communications Campaign Plan and prepare/align activity to promote and report these activities.

Events may include:

Over 60's Trip

Oscar BMX Trax

Christmas in Allenton

Afternoon Tea

AGM and Community Event

DALS Holiday Club

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THANK
YOU!

Communications Plan - March 2019

| Project | Event Date | Goal | Strategy/Action/Activity | Tactics | Notes |
|---|----------------------|--|---|---|---|
| 1 Notice Boards | 11-Mar | Spring Notice Boards | Provide information on whats on over the next month in Allenton | Get fliers from local groups and agencies with dates/events/ contacts | Display ABL 2019 Meeting Dates |
| 2 Website Update | 13-Mar | Upload Qtr reports, and minutes to website. Create Archive Page and move old news onto this page | ensure all reports are signed off by partnership | Upload photographs with reports - | Get permissions for photographs and reports from partnership |
| 3 Prepare Communications Plan for Events and Activities | 16-Mar | Prepare full campaign plan of desired/planned activities for the year | Liaise with Events Sub Committee to gather details of events, dates, stakeholders, contacts etc | Agree with Events Sub Committee | |
| 4 Launch Delivery Plan | subject to agreement | | Press release, Website, Social media, Partners, Local Trust, Residents | Newsletter, Press Release | obtain quotes and photographs from partnership members and sla partners |