

November 2018

Update on Allenton Big Local Communications

In November the communications activity decreased back to standard hours, covering activities that were more back office based than previous months as well as working with the ABL Chair in the planning of the Over 60's Christmas Lunch and meeting local residents, traders and workers in the Allenton Shopping District during some plan consultation activities, promoting Christmas in Allenton and collecting posters and fliers for the notice board. All materials for Christmas in Allenton were proofed and sent to print (both 12th and 15th of December posters, fliers, tickets etc)

The Notice Board was cleared of old information and now looks suitably festive with posters and fliers from local groups, St Martins Church and Community Centre, Chatterbox Café, Derby Adult Learning, Local Councillors etc. Contact information has been made available for anyone wanting to display a poster on the Notice Board; which will be refreshed monthly

Fig 1: Welcome to Allenton Notice Board - Before and After



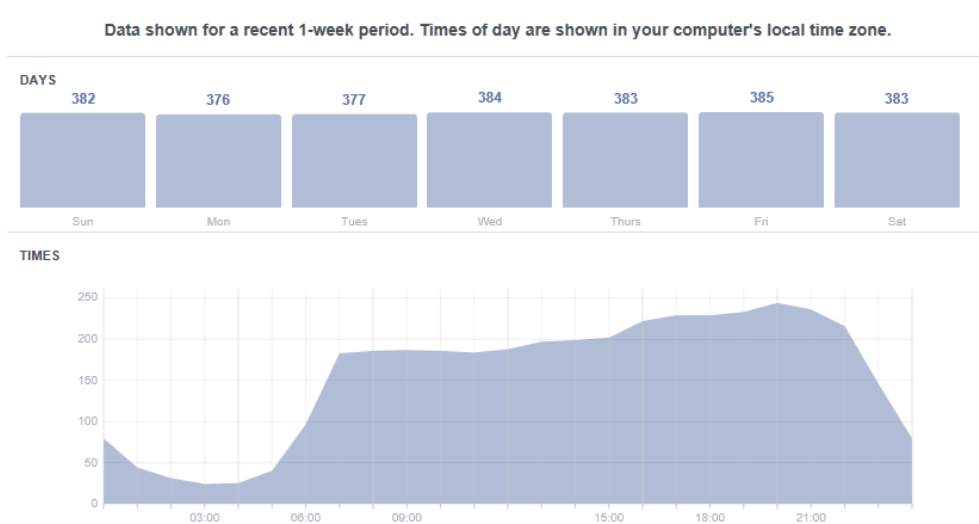
The most engaging posts by far through this period continued to be the Christmas in Allenton updates, reaching 1,048 individuals. The campaign materials were completed and sent to print

Fig 2: Samples of Christmas In Allenton Resources



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

Fig 4: ABL Followers on Facebook

Aggregated demographic data about the people who like your Page, based on the age and gender information they provide in their user profiles.

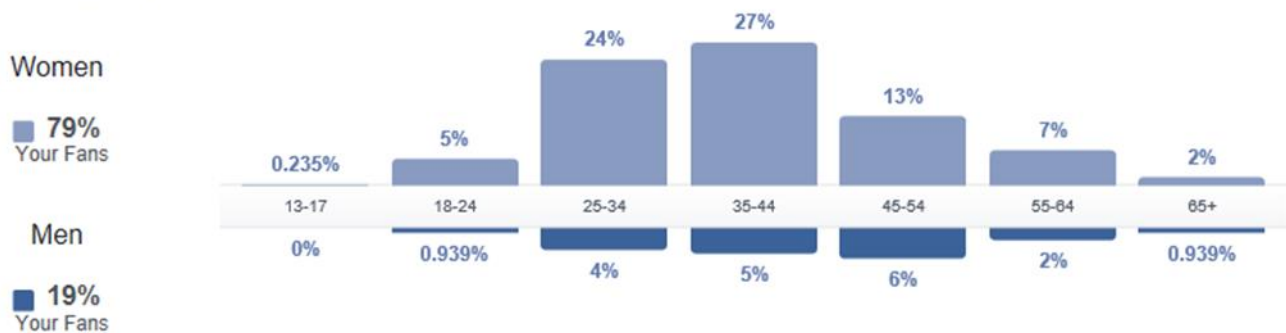


Fig 5: Main Post Data

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/12/2018 17:03	The Allenton Notice Board is now looking suitably festive and packed			237	47 6	Boost Post
08/12/2018 08:47	Allenton Big Local shared a post.			140	30 1	Boost Post
08/12/2018 08:04	Allenton Big Local shared a post.			107	2 0	Boost Post
08/12/2018 08:02	Allenton Big Local shared a post.			115	3 0	Boost Post
07/12/2018 07:43	Christmas Carol Service			133	7 3	Boost Event
05/12/2018 11:45	As part of the Allenton Big Local Profile Review, we've been talking			195	10 4	Boost Post
05/12/2018 05:37	Allenton Big Local shared a video.			201	13 3	Boost Post
30/11/2018 07:18	Here are the ticket locations and dates for local children to visit Santa			1K	121 37	Boost Post
29/11/2018 17:30	You may have seen by now that we've cleared the Notice Board in			225	13 9	Boost Post
28/11/2018 13:10	We popped by yesterday for a working lunch and to get a sneaky			129	5 5	Boost Post
27/11/2018 20:48	We popped into Chatterbox Cafe today for a meeting to discuss the			199	9 13	Boost Post
27/11/2018 16:31	A special Allenton Big Local THANK YOU to everyone who took part in			109	3 4	Boost Post
23/11/2018 16:40	We just love seeing St Martins Church and Community Centre			101	6 3	Boost Post
20/11/2018 18:49	Thank you for helping to set up the room for our meeting, Louise.			105	27 3	Boost Post
20/11/2018 18:46	We'll be holding one more focus group tomorrow (21 November) at			110	2 1	Boost Post

ABL has grown from 417 to 426 followers on Facebook, who have seen 15 posts in November. On Twitter ABL has 644 followers who have seen 11 posts in November. Regular presence on Local Trust App.

Meetings attended

- Christmas in Allenton planning
- Seniors Christmas Lunch planning
- Plan Consultation activities

Alongside this, I have been in contact with Panda Media to finalise meeting schedule to plan the filming, this meeting will now take place in January. There has been little progress with the newsletter, pending up to date figures and information.

Looking to the month ahead:

The Communications Campaign Plan for December includes:

- Christmas In Allenton – two events on 12th and 15th December
- 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