

Communications and Marketing Management Report

September 2014



Newsletter

The first newsletter for Allenton Big Local was designed and written with help from the Merrill Academy Media Group and published at the end of August 2014, in time to promote The Event @ Allenton. 2,500 copies of the newsletter were printed and distributed via local schools and libraries. The newsletter was also put onto the Allenton Big Local website in electronic format. The next edition of the newsletter is scheduled for publication some time in January 2015.

In August, Jane Bettany contributed a blog post on the Local Trust website to share information with other Big Local areas about the work with Merrill Media group and the production of the ABL newsletter.

The Event @ Allenton

Flyers, website banners, event passes and a press release were produced to help promote the event that took place on 13 September. Business cards and promotional postcards and keyrings were also designed for the Annual General Meeting, along with display materials that showed the progress of the project since it began.

Blog posts and social media

Since the last report, regular website updates have been made, as well as communications in the form of press releases, blog posts and social media (see below).

Activity since 9 April 2014	
Blog posts	7
Press releases	1
Tweets and retweets	82
Twitter followers	312 29 new since last report (10.25% increase)
Facebook posts	6

Media Group at Merrill Academy

The last Media Group session before the summer break was held on 2 July, when 8 students attended. Sessions recommenced after the summer break on 17 September. It was agreed to change the sessions from Wednesdays to Thursdays, to fit in with the other commitments of some students. Two students have joined the group who are also working on the Merrill Academy newsletter, so they will hopefully be able to use the skills and experience they gain on both projects. However, since September, the attendance has averaged only four students per session. This core group of four or five students regularly attend, but we still need to encourage more students to take part, even if it is on an ad hoc basis. Imogen Snow will continue to promote the group and identify potential new members.

Joey Severn from the Derby Telegraph was due to give a talk on 25 September but was unable to make the session and it was rearranged for Thursday 16 October. Unfortunately, this date later clashed with an Ofsted visit to the Academy, so the session was postponed and will be rearranged for a date in November or early December.

Survey results

The students will analyse the results from the survey carried out at The Event @ Allenton and use them to create a report for the next newsletter, which is due to be published in January. One of the students has also agreed to attend an ABL meeting to present the survey results to the partnership group.

Creative writing competition

The students have been informed about the creative writing competition and they are planning to announce it within the Academy over the next few weeks.