

Project		Communications and Marketing for ABL	
Lead delivery partner		Guidemark Publishing Limited	
Theme		Priority	3
Activity		Budget code	Priority 3 and Miscellaneous costs
Project outcomes (from SLA)			
<p>This project is delivered partly as a communications service covered under the budget's miscellaneous costs, and partly working towards Priority 3 - Creating opportunities for training and employment. Project outcomes are:</p> <ul style="list-style-type: none"> • Provide young people with an opportunity to develop their talents and career aspirations, acquire new skills and build self-confidence. The students will also get an insight into local issues and an appreciation of what the Allenton Big Local project is all about. • Students taking part will learn useful work-related skills and gain experience and industry knowledge which can be used to enhance their student CV and potentially increase their chances of gaining access to apprenticeship, employment and university opportunities. • Promoting good news stories using the full range of communication channels available to celebrate success and encourage local participation and engagement with the project. 			
Reporting period dates	1 January 2015 to 31 March 2015	Number and age of people benefiting from the project during the reporting period	5 x under 16s
Introduction			
<p><i>The focus in this quarter has been to publish the latest edition of the ABL Newsletter and continue to promote news and events through social media and the project's website.</i></p> <p><i>There have been some changes at Merrill Academy, which has given us an opportunity to review the way we get students involved with the ABL project.</i></p>			
Activities undertaken during reporting period			
<p><i>It has been a period of change for Merrill Academy. The January media session was cancelled due to industrial action and, unfortunately, no students attended the session on 26 February. The English teacher who has been the media group liaison person left to go to another job at Easter. However, the Academy has appointed a new point of contact (Amie Smith) and this has provided an opportunity to consider new ways of involving students in the media group and with the Allenton Big Local project in general.</i></p> <p><i>The latest edition of the ABL Newsletter has been published, printed and distributed. Both Merrill Academy and Landau Forte Academy Moorhead agreed to distribute copies of the newsletter. 800</i></p>			

copies have been distributed with the Merrill Academy newsletter, and 280 copies through Moorhead.

Copies of the newsletter have also been delivered to the Work Club and Allenton Library. The newsletter has also been [made available online](#), and links have been posted on Twitter, Facebook and in an email update to our subscribers.

To distribute the email update, a MailChimp account has been set up for Allenton Big Local and a distribution list created from the email addresses of those who have either attended an ABL event and told us they would like to receive updates, or subscribed via the website. The MailChimp account will allow us to send out news updates in HTML and plain text format and includes an unsubscribe option for those who no longer wish to receive updates.

The newsletter includes feedback from the survey of residents carried out at The Event @ Allenton on 13 September. Details have also been compiled into an infographic video, which has been posted on the ABL website. If you haven't already done so, you can view the video online by clicking on the image below:



An A5 flyer has also been created to promote Community Chest funding to new groups and this will be used when ABL Partnership Group members attend events at Moorhead in June.

Social media activity during the quarter includes:

- 6 blog posts on the website
- 34 Tweets and retweets
- 371 Twitter followers (40 new since last report)
- 5 Facebook posts

Outcomes the project has contributed to

Whilst I have struggled this quarter to engage with media group students, the new contact within the staff team at Merrill seems very interested and enthusiastic about the project. This provides a great opportunity to generate renewed interest in the group and explore other ways to get Merrill students actively involved with ABL.

Good news stories have been distributed via the newsletter, the website, social media and newly established email updates. A variety of media has been used, including print, online and video.

Timescales

I will be meeting with Amie Smith and a group of students from Merrill Academy for the next media group session on Monday 11 May. We will be taking this opportunity to talk to the students about how else they might like to get involved with the project, such as taking part in The Event @ Allenton.

Plans for next reporting period

I will be working with Enthusiasm to help them promote and communicate the upcoming Event @ Allenton on 25 July.

The Community Chest sub group will be promoting the Community Chest funding at Moorhead School on 9 and 26 June 2015.

Jane Bettany
Guidemark Publishing Limited
24 April 2015