

Project		Communications and Marketing for ABL	
Lead delivery partner		Guidemark Publishing Limited	
Theme	Communications	Priority	3
Activity	Communications and marketing of the project	Budget code	Priority 3 and Miscellaneous costs
<p>Project outcomes (from SLA)</p> <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"> • Promoting good news stories using the full range of communication channels available to raise awareness, celebrate success and encourage local participation and engagement with the project. • Work with Merrill Academy to provide young people with an opportunity to develop their talents and career aspirations, acquire new skills and build self-confidence. The young people 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. 			
Reporting period dates	1 April 2015 to 30 June 2015	Number and age of people benefiting from the project during the reporting period	30 x under 16s
<p>Introduction</p> <p><i>The focus in this quarter has been on helping with the publicity of The Event @ Allenton, and to promote the ABL project and Community Chest Fund at local events, as well as continuing to promote news and opportunities through social media and the ABL website.</i></p> <p><i>A new connection at Merrill Academy has been established and new students are now starting to become engaged with the ABL project.</i></p>			
<p>Activities undertaken during reporting period</p> <p><i>Work with Merrill Academy</i></p> <p><i>My new contact at Merrill Academy is Aime Smith, who is actively engaging with students to get them involved in various ways with the Allenton Big Local project. I meet regularly with Aime to update her on the project and discuss ways to involve students by widening involvement opportunities. The students I have met and talked to appear very keen to be part of the project and eager to have their views and ideas heard.</i></p> <p><i>Several of the students are going to take part in The Event @ Allenton on 25 July. They will be running a</i></p>			

face painting stall, a nail art/painting stand, a lucky dip stall and also running a penalty shoot-out activity – all of which will raise money for a charity of their choice. The chosen charity is likely to be the British Heart Foundation in memory of a Merrill student who recently passed away as a result of a heart problem. Aime has set up an opportunity for students to pitch for two 'Project Leader' roles. Part of the selection process will be for candidates to present their ideas for raising money within the school to buy the materials (face paints, nail varnishes etc) that will be needed to run the stalls at The Event. All credit for this initiative goes to Aime, who will be organising the selection process. It will give the students a chance to hone their presentation and business skills, build their confidence, and give them experience of competing for a specific 'job' role.

The students have also expressed an interest in the community hub project and, if possible, we would like to organise a trip for them to see the venue – both before and after the renovations. Some of the students are interested in pursuing a career in construction and would be interested in volunteering to help with any scheme of redecoration work, if this is possible.

Aime and I talked with the Head of English at Merrill to discuss the creative writing anthology which is now scheduled for production later in 2015. The competition will be used to encourage a new intake of students to demonstrate their writing skills and get the chance of being published.

Promotional work

Allenton Big Local attended two events at Landau Forte Moorhead Academy in June – a new starter event on 9 June and the Summer Fayre on 26 June. We were made to feel very welcome by the staff at Moorhead and we are grateful to them for giving us the opportunity to raise awareness of the ABL project and spread the word about Community Chest funding and The Event @ Allenton.

Press releases and flyers, posters and other printed materials have been produced for The Event @ Allenton and a series of Circus Workshops that Enthusiasm has arranged for young people in the run up to The Event. Flyers and posters have also been created for promotion of the new Bursary Scheme, which will be launched in July.

Regular website news and content updates continue. Social media activity during the quarter included:

- 6 blog posts on the website
- 27 Tweets and 18 retweets
- 397 Twitter followers (26 new since last report)
- 5 Facebook posts

Outcomes the project has contributed to

The new contact within Merrill Academy has resulted in renewed interest from young people who want to get involved with Allenton Big Local. As a starting point we are beginning with The Event @ Allenton and will work together to find further opportunities to engage with young people in ways that will enable them to influence ABL outcomes.

Good news stories continue to be distributed via the website and social media and at community events.

Plans for next reporting period

The Event @ Allenton on 25 July will provide an excellent promotional opportunity to continue to raise awareness of the project within the local community. It will also provide photo opportunities which can be used for online news updates.

News stories will be gathered over the summer months, many of which will be used in the Autumn edition of the ABL newsletter.

The links with Merrill Academy will continue and new opportunities to involve young people with the project will be explored and reported on in the next quarter.

Jane Bettany
Guidemark Publishing Limited
8 July 2015