

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 currently 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. • Where possible, 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 will be given opportunities to 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 July 2015 to 30 September 2015	Number and age of people benefiting from the project during the reporting period	8 x under 16s
<p>Introduction</p> <p><i>During this period the emphasis has been on continuing to promote all aspects of Allenton Big Local, including The Event, which was held on 25 July. This included the design and production of flyers and posters, as well as posts and messages on social media channels. During The Event, we conducted our second annual survey, questioning 100 people about their perceptions of Allenton.</i></p>			
<p>Activities undertaken during reporting period</p> <p><i>Work with Merrill Academy</i></p> <p><i>Despite initial interest from several students who had expressed a desire to have a stall or participate in activities for The Event on 25 July, nothing materialised on the day. In part, this was down to the fact that The Event coincided with the end of term week. For example, students who had expressed an interest in running a cake/cookie stall were unable to access the kitchens at Merrill Academy to make the cakes, because the school closed for the summer holidays three days before The Event was held.</i></p> <p><i>The students were away for their summer break during most of the period covered by this report. Contact will be made again with Aime Smith at Merrill to re-establish contact once the new term gets</i></p>			

underway. Hopefully we will be able to get some renewed interest from students in the activities on offer. Sustaining their interest and getting the students to engage meaningfully is proving difficult, but we will wait and see what the new academic year brings.

Annual survey

The 100 surveys completed with local residents during The Event were analysed and the results have been posted in infographic format on the Allenton Big Local website and will be included in the next newsletter.

The 2015 results provide a tentatively positive message in terms of how local residents feel about Allenton. More people reported that they are feeling 'very happy' about living in Allenton (44% in 2015 compared to 33% in 2014), and there was a significant increase in the number of people who rated the sense of community in Allenton as 'good' (up to 42% compared to 22% in 2014). However, there is a small drop in the number of people who answered the same question with a 'very good' rating (down to 6% from 9% in 2014).

Similarly there has been a positive shift in perceptions on safety within the community. 48% of people rated Allenton as either 'safe' or 'very safe', compared to 33% last year.

We have to remember that this is a small survey and only time will tell whether the positive trends will continue in future years. It is also worth considering some more, qualitative research focusing on certain groups within the Allenton community. This would help us to check that our plan is still relevant and appropriate and would help us identify areas of need/activity that are not currently being addressed.

Promotions

Regular website news and content updates have been made. Posters and flyers for the new bursary scheme have been distributed to local education providers and to libraries and schools. Six applications have been received for bursary scheme funding so far.

Social media activity during the quarter included:

- 4 blog posts on the website
- 19 Tweets and 31 retweets
- 413 Twitter followers (16 new since last report)
- 8 Facebook posts

Outcomes the project has contributed to

The communications service continues to help, support and promote other activities within the project, such as The Event @ Allenton, the Bursary Scheme and the Work Club.

Good news stories are distributed via the website and social media and at community events.

Plans for next reporting period

An event is being planned for the AGM and this will need to be planned and promoted. The next edition of the Allenton Big Local newsletter is scheduled to be published in November and, if an agreement has been signed, will feature more news of the Community Hub.

Further news stories will be gathered over the coming months, including an interview with the new tutor at the Work Club, and a report on one of the healthy eating sessions which are being delivered by NACRO.

Jane Bettany
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