

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>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. Provide opportunities for young people to learn useful work-related skills and gain experience and industry knowledge which can be used to enhance their CV and potentially increase their chances of gaining access to apprenticeship, employment and university opportunities. 			
Reporting period dates	1 January 2016 to 31 March 2016	Number and age of people benefiting from the project during the reporting period	N/A
<p>Introduction</p> <p><i>Work has continued on news stories, social media posts and website updates. The website design has also been changed.</i></p>			
<p>Activities undertaken during reporting period</p> <p><i>Finding new ways to work with young people</i></p> <p><i>Now that the sessions at Merrill Academy have finished, I have agreed with the Partnership Group another way to get young people involved with Allenton Big Local. This will involve getting young people at the youth club run by Enthusiasm to facilitate and contribute to the production of quarterly video reports. Hopefully this will help to develop the young people's communication and video skills, and will also provide a different reporting format for an Allenton Big Local activity. The videos will provide feedback from the young people taking part in the youth club and will be featured on the Allenton Big Local website and on social media.</i></p> <p><i>News stories</i></p> <p><i>Since the last report there the following new posts and stories have been added to the ABL website,:</i></p> <ul style="list-style-type: none"> <i>A blog update from the Local Rep.</i> 			

- A story on how ABL has funded training for a member of staff at Ethiprint, a local company.
- Promotion of the coffee mornings organised by Edith Lang for older residents. This also included creating artwork and printing A5 flyers to publicise the event.
- Analysis of the surveys carried out at the Christmas Event on 17 December, with the results reported online. Additionally, I have created a video report on the event, which can be found [here on the ABL website](#).
- News of our first in-person quarterly feedback session (which was presented by Enthusiasm).
- An article on a dental health session delivered by Nacro to families in the area.
- A summary of an evaluation report from Local Trust, looking at how Allenton Big Local measures its activities and processes to find out what impact they are having in Allenton.
- A report on the youth club sessions that are now regularly taking place in Allenton, as well as some of the other activities for young people delivered by Enthusiasm.

Website redesign

The layout of the old Allenton Big Local website worked well on PCs and laptops, but it was not mobile-friendly. This problem has been addressed this quarter by replacing the old Wordpress theme with a new theme that is compatible with mobile devices. The new design is clear and simple, with plenty of white space around text and images. A banner has been created for the website header, and some adjustments have been made to page headings and related images. The menu structure from the old site has been retained, as this worked well. Links to social media sites are now available on each page. The footer includes key information links, as well as links to the latest 'what's changed' stories.

Social media activity

Social media activity during the quarter included:

- 8 blog posts on the website
- 28 Tweets, retweets or mentions
- 472 Twitter followers (27 new since last report)
- 16 Facebook posts and shares
- 193 Facebook Likes (23 new since last report)

Outcomes the project has contributed to

The communications service continues to support or promote activities within the project. The update to the website design will ensure that residents who are accessing ABL website pages using a mobile device will have a good reading experience.

Plans for next reporting period

The next newsletter is currently in production. The first video report from the young people should be

completed and on the website by the next report.

We are currently awaiting final approval of our new plan from Local Trust. Once this has been received the website will be updated with the new plan and SLAs.

Jane Bettany
Guidemark Publishing Limited
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