

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
Project outcomes (from SLA) Project outcomes are: <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 young people or other members of the community to give them a chance to share their stories, develop their talents, acquire new skills and build self-confidence. Design and create printed materials to help promote the Allenton Big Local project. 			
Reporting period dates	1 April 2016 to 30 June 2016	Number and age of people benefiting from the project during the reporting period	N/A
Introduction <i>Work has continued to promote Allenton Big Local through news stories on the website, social media posts and at events. ABL's new plan was approved in April, and this has been uploaded and shared online.</i>			
Activities undertaken during reporting period <i>Working with young people to share their stories</i> <i>I visited the Youth Club at Allenton on during April and May to talk to some of the young people that attend the sessions. They recorded their report on what they do at the youth club and what they like and don't like about Allenton using an iPad. Using this kind of equipment to film doesn't get the best results, particularly in terms of sound quality, but the insights the young people gave were interesting and they certainly enjoyed the experience. The video was posted on the Allenton Big Local website on 10 May.</i> <i>News stories</i> <i>Since the last report there the following new posts and stories have been added to the ABL website:</i> <ul style="list-style-type: none"> <i>Bursary Scheme helps learners to improve their English.</i> <i>Young people report from Allenton Youth Club.</i> 			

- *Birthday celebrations at Handyside Court.*
- *A new plan is approved.*

Now that the quarterly reports are coming in for the first quarter of the year, I will use these to create additional 'what's changed' stories for the site.

Newsletter and other promotions

The latest edition of the ABL newsletter was published in May and distributed online and by email (using MailChimp) to subscribers. I also created a news round-up using a new piece of eBook software, and this was also shared through all the available communication channels.

I attended the coffee morning for older residents in April to photograph the event, which was organised by Edith Lang and members of TARA to celebrate the Queen's birthday. Photographs of the attendees (and the delicious cakes!) were shared on social media and a report was written for the ABL blog.

I have been liaising with Rachel Taylor from Local Trust to set up filming opportunities for the Local Trust film crew who will be visiting Allenton on 19 and 20 July. The resulting video will be shared with ABL and will provide a useful record of some of our activities.

On 9 June I attended the Landau Moorhead School new starter day with Margaret Woodbridge to give out information about Allenton Big Local. I also attended the school's Summer Fayre on 24 June to talk to people about ABL's Community Chest and Bursary Schemes.

Social media activity

Social media activity during the quarter included:

- *4 blog posts on the website*
- *31 Tweets or retweets by ABL*
- *46 retweets or mentions by other Twitter users*
- *495 Twitter followers (23 new since last report)*
- *12 Facebook posts and shares*
- *215 Facebook Likes (22 new since last report)*

Outcomes the project has contributed to

The communications service continues to support or promote the aims and objectives of the project and supports specific activities through promotions and information sharing.

Plans for next reporting period

ABL has been invited to have a stand at the BMX Track event at Cotton Lane on 31 August, which will be a further chance to promote the ABL project within the area. The quarterly reports will be used to develop stories to show what's changed and these will be added to the website and shared online.