

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
<b>Project outcomes (from SLA)</b> <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>Design and create printed materials to help promote the Allenton Big Local project.</li> </ul>			
Reporting period dates	1 October 2016 to 31 December 2016	Number and age of people benefiting from the project during the reporting period	N/A
<b>Introduction</b> <p>Quarterly reports have been used to create news stories for the Allenton Big Local website and these have been shared on social media. The ABL Twitter and Facebook pages have also been used to promote activities, funding opportunities and events and to share news from partner organisations and local community groups.</p>			
<b>Activities undertaken during reporting period</b> <p><b>Community event and AGM</b></p> <p>Promotional work was done for the AGM on the website, through social media and email (via MailChimp) to residents and partners on the ABL mailing list. Posters were displayed on noticeboards and postcard invitations were designed and printed and handed out at the Christmas event. A set of PowerPoint slides showing ABL activities over the last twelve months was also produced for the event.</p> <p><b>News stories</b></p> <p>Since the last report 13 new posts and stories have been added to the ABL website:</p> <ul style="list-style-type: none"> <li>A community Christmas</li> <li>Notice of changes to our Approach and Governance Structure</li> <li>The Work Club at Allenton</li> <li>Learning and networking</li> <li>Christmas fun day for 7-16 year olds</li> <li>Join us!</li> <li>Reviewing the landscape</li> <li>Award nomination for Allenton Big Local</li> <li>Supporting families in Allenton</li> <li>Learning new skills through dance and performance</li> <li>Summer fun for young people</li> </ul>			

- Christmas is coming...
- Work Club is here to help

Further stories will be added in the new year when the latest quarterly reports are received.

**Events and other promotions**

Print flyers, posters, tickets and cards and online banners were agreed and printed for the Christmas event, which was held on 17 December. These were distributed at libraries, Derby Adult Learning, Enthusiasm, on community noticeboards and through distribution channels (schools and nurseries) arranged by Nacro and Allenton Community Support.

Shortly after the event, a short video was produced using photographs taken of preparations by Allenton Community Support, plus photographs taken on the day. This provided a photographic record of the preparation for the event, the distribution of tickets, and the reaction of families on the day itself. The video was shared on social media with a Happy Christmas message from Allenton Big Local.

**Social media activity**




























Social media activity during the quarter included:

- 13 blog posts on the website
- 124 Tweets or retweets by ABL
- 203 retweets or mentions by other Twitter users
- 553 Twitter followers (28 new since last report)
- 76 Facebook posts or shares by ABL
- 274 Facebook Likes (53 new since last report)

The Facebook post with the biggest reach (1.9k people) was a post dated 2 November asking for people to spread the word about the Christmas event. Top posts by reach are listed below:

All Posts Published




























Reach: Organic / Paid | Post Clicks | Reactions, Comm

Published	Post	Type	Targeting	Reach	Engagement
11/02/2016 12:22 pm	 Please help to spread the word about the Christmas Event at All			1.9K	85 52
12/06/2016 4:18 pm	 80 tickets were given out today to our Christmas event - but don't			1K	67 24
12/17/2016 5:50 pm	 Thanks to everyone who came along to the Christmas Event at A			864	147 35
12/09/2016 5:47 pm	 It's been a busy week for the Allenton Community Support- Brin			683	172 31
12/05/2016 1:46 pm	 It's time to get ready for the Christmas Event on 17 Dec! Collect			573	28 12
12/21/2016 11:27 am	 Good to see Santa and his elf visiting families in Allenton. A hap			307	56 8
01/09/2017 11:47 am	 Community event tomorrow at 6.30pm. Everyone welcome.			277	9 5
10/31/2016 5:19 pm	 It's been an action packed summer for young people in Allento			267	19 4
12/12/2016 1:20 pm	 We still have a few tickets left to see Santa at the Christmas Eve			263	25 14

The top posts by engagement are shown below. The one with the most clicks was posted on 9 December and was about the work done by Allenton Community Support to prepare for the Christmas event.

All Posts Published

Reach: Organic / Paid | Post Clicks | Reactions, Comm

Published	Post	Type	Targeting	Reach	Engagement
12/09/2016 5:47 pm	 It's been a busy week for the Allenton Community Support- Brin			683	172 31
12/17/2016 5:50 pm	 Thanks to everyone who came a long to the Christmas Event at A			884	147 35
11/02/2016 12:22 pm	 Please help to spread the word about the Christmas Event at All			1.9K	85 52
12/06/2016 4:18 pm	 80 tickets were given out today to our Christmas event - but don't			1K	67 24
12/21/2016 11:27 am	 Good to see Santa and his elf visiting families in Allenton. A hap			307	56 8
12/05/2016 1:46 pm	 It's time to get ready for the Christmas Event on 17 Dec! Collect			573	28 12
12/12/2016 1:20 pm	 We still have a few tickets left to see Santa at the Christmas Eve			263	25 14
01/03/2017 11:48 am	 Don't forget that we will be holding a community event and AGM			262	22 5
10/31/2016 5:19 pm	 It's been an action packed summer for young people in Allenton			267	19 4

**Outcomes the project has contributed to**

The communications service continues to support or promote Allenton Big Local's aims, objectives and priorities and supports projects and activities by helping with promotion and sharing information.

**Plans for next reporting period**

A newsletter will be produced in the next quarter, which will include news of the Christmas event, Community Event/AGM and plans for St Martin's Community Centre. I have also spoken to Allenton Community Support about working with them to produce a healthy eating recipe booklet.