

<b>Project</b>		<b>Communications and Marketing for ABL</b>	
<b>Lead delivery partner</b>		<b>Guidemark Publishing Limited</b>	
<b>Theme</b>	<b>Communications</b>	<b>Priority</b>	<b>3</b>
<b>Activity</b>	<b>Communications and marketing of the project</b>	<b>Budget code 4.2</b>	<b>Priority 3 and Miscellaneous costs</b>
<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>			
<b>Reporting period dates</b>	<b>1 January 2017 to 31 March 2017</b>	<b>Number and age of people benefiting from the project during the reporting period</b>	<b>N/A</b>
<b>Introduction</b>			
<p><i>In addition to the regular news stories to report on 'what's changed', this quarter has seen the publication of an Annual Report edition of the Allenton Big Local newsletter in print and electronic format. Regular website updates have continued, along with social media posts and shares to celebrate good news and promote events and activities in the Allenton area.</i></p>			
<b>Activities undertaken during reporting period</b>			
<b>Newsletter</b>			
<p><i>An Annual Report edition of the Allenton Big Local newsletter has been produced to summarise the activities funded in 2016. A longer print run was organised this time for distribution door-to-door in the Allenton Big Local area. Copies have also been provided to Partnership Group members, service delivery partners and Allenton Library.</i></p>			
<b>Mailchimp</b>			
<p><i>The Mailchimp account has been used twice this quarter – once to send out a reminder about the January AGM, and again on 16 March to distribute the Allenton Big Local newsletter and share the Brigden Allotment story alongside the Local Trust film about the allotment project.</i></p>			
<b>Website updates</b>			
<p><i>Regular updates of the website have continued - including news stories, minutes and details of meetings, plus quarterly reports submitted by service delivery partners. In addition, following the official release of the Local Trust film which featured Allenton Big Local, the video has been added to the biglocalallenton.co.uk home page.</i></p>			
<b>Questionnaires</b>			

The questionnaires completed in 2016 were analysed and the results put into an infographic which has been shared on the Allenton Big Local website, in the newsletter and on social media.

**News stories**

Since the last report 9 new posts and stories have been added to the ABL website:

- Allenton Big Build @ St Martin’s Community Centre
- Help for green-fingered residents
- The parents say it best
- 2016 survey results
- We love it when a plan comes together!
- Focus on the youth club
- Allenton features in Big Local film
- Getting away from it all in Dimmingsdale
- Our community event and AGM

Additional stories will be added in April once the latest round of quarterly reports are received.

**Events and other promotions**

Quotes have been obtained for filming the Allenton Big Build @ St Martin’s Community Centre two-day showcase and these have been shared with the Partnership Group for consideration.

Posters have been designed and shared on social media to help promote the healthy eating course and a poster has also been designed for Allenton Community Support.

**Social media activity**
















Social media activity during the quarter included:

- 85 Tweets or retweets by ABL
- 571 Twitter followers (18 new since last report)
- 31 Facebook posts or shares by ABL
- 287 Facebook Likes (13 new since last report)

The Facebook post with the biggest reach (632 people) was a post dated 16 February promoting the upcoming free ABL funded cookery course delivered by Nacro. It received 21 post clicks and 14 reactions, comments and shares. Top posts by reach are listed below:













All Posts Published

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/16/2017 2:33 pm	 Free cookery course starting soon in Allenton. Call Nacro on 01			632	21 Post Clicks, 14 Reactions, Comments & Shares	Boost Post
03/15/2017 12:33 pm	 One for the knitters out there... from Green Thyme Allotment and			605	0 Post Clicks, 0 Reactions, Comments & Shares	Boost Post
02/17/2017 5:39 pm	 Find out what parents say about the help they've received through			527	33 Post Clicks, 6 Reactions, Comments & Shares	Boost Post
03/15/2017 3:03 pm	 Read the latest edition of the Allenton Big Local newsletter online			395	46 Post Clicks, 8 Reactions, Comments & Shares	Boost Post
03/27/2017 3:45 pm	 Groups based in the Allenton Big Local area can apply for Com			352	15 Post Clicks, 9 Reactions, Comments & Shares	Boost Post

The top four posts by engagement are shown below. The item with the most clicks was posted on 15 March 2017 and was a post sharing the latest edition of the ABL newsletter.

■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/15/2017 3:03 pm	 Read the latest edition of the Allenton Big Local newsletter online			395 <span style="color: orange;">■</span>	46 8 <span style="color: blue;">■</span>	<a href="#">Boost Post</a>
02/17/2017 5:39 pm	 Find out what parents say about the help they've received through			527 <span style="color: orange;">■</span>	33 6 <span style="color: blue;">■</span>	<a href="#">Boost Post</a>
01/03/2017 11:48 am	 Don't forget that we will be holding a community event and AGM			262 <span style="color: orange;">■</span>	22 5 <span style="color: blue;">■</span>	<a href="#">Boost Post</a>
02/16/2017 2:33 pm	 Free cookery course starting soon in Allenton. Call Nacro on <a href="#">01</a>			632 <span style="color: orange;">■</span>	21 14 <span style="color: blue;">■</span>	<a href="#">Boost Post</a>

**Healthy eating booklet**

I have met twice with members of Allenton Community Support (ACS) to discuss ideas and get their input for a healthy eating booklet to be used alongside the healthy eating course and potentially for wider distribution in the Allenton area. The content, recipes, design style, and title have all been discussed and the artwork is in the process of being compiled. Initial concepts have been shared with the group and once a first full draft is complete, it will go to the ACS group for comments and feedback. An update on this project will be included in the next quarterly report.

**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 special edition of the newsletter is planned to promote the Allenton Big Build @ St Martin's Community Centre and I will liaise with Hodgkinson's PR team to help promote the Community Centre project.

The healthy eating booklet should be finalised in the next quarter.