

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 4.2	Priority 3 and Miscellaneous costs
Project outcomes (from SLA) <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 2017 to 30 June 2017	Number and age of people benefiting from the project during the reporting period	N/A
Introduction <p>As well as writing regular news stories for the website and social media pages, this quarter has seen the publication of an eBook called <i>Easy Meals for You and Your Family</i> in conjunction with Allenton Community Support parenting group.</p>			
Activities undertaken during reporting period <p>I have sourced video production options for the film ABL has agreed to make during the two-day showcase for the St Martin's Community Centre project and liaised with the chosen production company to give them an initial briefing over the phone. Once a date for the showcase has been agreed, I will contact the filming company to finalise details and provide a more detailed filming brief.</p> <p>I have attended some of the coffee mornings held by Allenton Community Support to get content ideas, recipes and input from parents for a booklet called <i>Easy Meals for You and Your Family</i>. The booklet includes the six most popular recipes taught in the cookery course delivered by Nacro, plus advice on a balanced diet, facts about sugar, dental health and a quiz and wordsearch. I am very grateful to Allenton Community Support and Nacro for their input to this publication, which has been published in eBook format on the Allenton Big Local website. The eBooklet can be viewed using the link below:</p> <p>http://www.biglocalallenton.co.uk/easy-meals-for-you-and-your-family/</p> <p>Regular updates of the website have been completed on an ongoing basis, including uploads of minutes, management reports and the latest report from our Big Local Rep. Additionally, since the last report 9 new posts and stories have been added to the ABL website. You can read each of these posts using the links below:</p> <ul style="list-style-type: none"> How one job seeker volunteered to help others £70k to support #allentonbigbuild Easy meals for you and your family 			



- [A safe, welcoming space for young people](#)
- [Tackling food poverty with cookery lessons](#)
- [Mentoring support delivers positive changes](#)
- [Helping families deal with challenges](#)
- [Historic performance by young people](#)
- [Work skills for local residents](#)
















Further stories will be added as and when the latest quarterly reports are received from ABL delivery partners.

Social media activity

Social media activity during the quarter has included:

- 75 Tweets or retweets by ABL (1,022 total Tweets by ABL to date)
- 579 Twitter followers (8 new since last report)
- 24 Facebook posts or shares by ABL
- 297 Facebook Likes (10 new since last report)

The Facebook post with the biggest reach (934 people) was a post dated 1 June about the signing of the agreement for the St Martin’s Community Centre. It received 106 post clicks and 25 reactions, comments or shares. Other top posts by reach are listed below:

Published	Post	Type	Targeting	Reach	Engagement	Promote
06/01/2017 4:02 pm	 We're pleased to report that the agreement for £70k of Allenton			934	106 25	Boost Post
04/04/2017 1:45 pm	 Allenton Big Local funded activities are helping local residents im			455	19 6	Boost Post
06/06/2017 2:59 pm	 Read the Easy Meals for You our Family eBooklet from Allenton			337	16 4	Boost Post
04/19/2017 5:48 pm	 Through the ABL Mentoring Project the Enthusiasm Trust has m			291	5 8	Boost Post
04/26/2017 5:26 pm	 Here's how Allenton Big Local funded cookery courses delivered			182	8 3	Boost Post

As well as creating Allenton Big Local specific posts on Facebook and Twitter, I have continued to share relevant posts by partner organisations and local community groups that may be of interest to the wider Allenton community. This is to support the sharing of information locally to benefit Allenton residents. In turn, this has encouraged the sharing of ABL’s news posts by partner organisations.

Outcomes the project has contributed to

The communications service supports and promotes Allenton Big Local’s aims, objectives and priorities and supports projects and activities by helping with promotion and sharing information. By publicising ABL’s activities, local residents grow increasingly aware of how Big Local funding is being spent in the area and what impact it is having on the lives of people in the community.

Plans for next reporting period

The publication of a special edition of the newsletter to promote the Allenton Big Build @ St Martin’s Community Centre has been moved in line with the revised building schedule. This will be worked on during the next quarter in conjunction with Hodgkinson’s PR team to help promote the Community Centre project. A brief

will also be agreed for the filming of the two day showcase.

I will be attending the Osmaston Park Fun Day on 1 July to help promote Allenton Big Local in the area and will take along information and flyers on the Community Chest and Bursary Schemes.