

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 October 2017 to 31 December 2017	Number and age of people benefiting from the project during the reporting period	N/A
Introduction			
<p><i>This quarter has included the promotion of the ABL Christmas Event through online banners, posters and printed flyers and posters. Invitations to the ABL Community Event (incorporating our AGM) have also been distributed in the form of printed invitation cards (handed out at the Christmas Event) and electronically via MailChimp to the ABL email list. There have been continuing updates of the website to reflect the latest events and ongoing stories of change.</i></p>			
Activities undertaken during reporting period			
<p><i>Since the last report 12 new posts and stories have been added to the ABL website. You can read each of these posts using the links below:</i></p> <ul style="list-style-type: none"> <i>Great to see Santa back at Allenton Market</i> <i>Would you like to join our partnership group?</i> <i>Come along to our community event for 2018</i> <i>Santa and his reindeers are on their way!</i> <i>Young people at the heart of Big Local</i> <i>See how much you could save with RAM Energy</i> <i>Learning some moves</i> 			

- [Changing lives through youth engagement](#)
- [Support where it's needed](#)
- [A helping hand for job seekers](#)
- [Tea, coffee and a chat for older residents](#)
- [Additional £105k for Big Local areas](#)

The next stories will be added to the website in January/February once the latest quarterly reports have been received from delivery partners and approved by the partnership.

Promotional activities

A flyer, poster, tickets and web banner have been produced for the ABL Christmas Event and printing arranged on behalf of the organising group, who arranged for the flyers to be distributed to parents through two local primary schools.

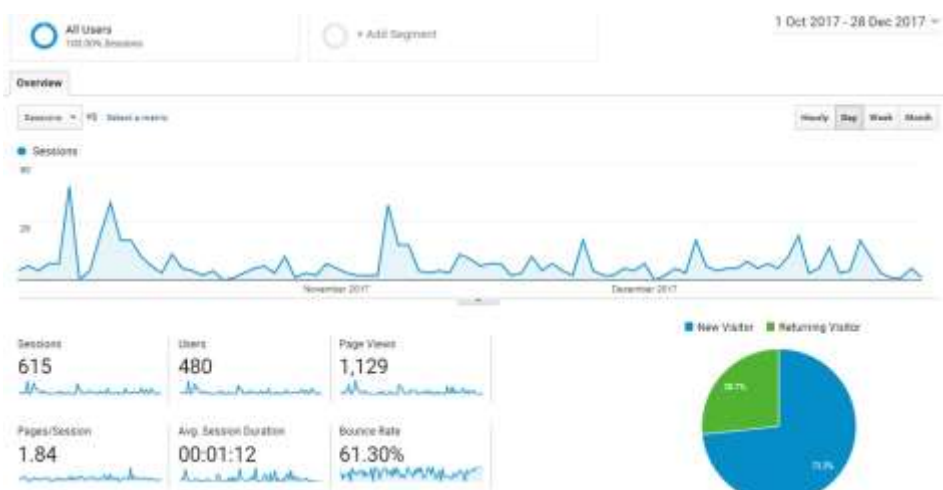
An invitation card for the ABL Community Event/AGM on 9 January has also been printed and distributed locally, primarily at the Christmas Event. An invitation has also gone out by Mailchimp email to the people on the ABL mailing list.

Following some changes to the Bursary Scheme, the promotional flyer has been updated and reprinted, along with the guidance notes, the new version of which has been uploaded to the website.

Website

Regular updates of the website such as uploads of [minutes](#), [management reports](#) and the [latest Big Local Rep report from Bill](#) have been completed.

The stats from Google Analytics for the period 1 October to 29 December show that there have been 615 visits to the website from 480 users. Each visit has lasted for an average of 1 minute and 12 seconds.



The top three visited pages between 1 October and 29 December were: 'RAM energy', 'biglocalyp' and 'bursary'. The top ten page visits for the period are pasted below.

Page	Page Views	% Page Views
1. /	219	19.40%
2. /ram-energy/	104	9.21%
3. /biglocalyp/	68	6.02%
4. /funding/bursary/	49	4.34%
5. /tea-coffee-and-a-chat/	45	3.99%
6. /funding/community-chest/	30	2.66%
7. /christmas-event-2017/	28	2.48%
8. /about/partnership-group/meetings/	26	2.30%
9. /category/good-news-stories/	25	2.21%
10. /tag/allenton-market/	23	2.04%

Social media activity

Social media activity during the quarter has included:

- 252 Tweets or retweets by ABL (1,401 total Tweets by ABL to date)
- 613 Twitter followers (17 new since last report)
- 134 Facebook posts or shares by ABL
- 352 Facebook Likes (39 new since last report)

The Facebook posts with the biggest reach were:

- 'We are looking for new members for the Allenton Big Local partnership' – this post reached 309 people and had 6 post clicks and 2 reactions, comments or shares.
- The announcement of the winners of the photo prize draw for the Christmas event reached 293 people, had 40 post clicks and 15 reactions, comments or shares.
- The report of the Christmas event reached 258 people, had 45 post clicks and 18 reactions, comments or shares.

Newsletter and research

Data from the completed questionnaires for 2017 has been analysed and the results have been turned into an infographic which will be included in the next newsletter and used to illustrate a 'what's changed' blog post for the new year.

A draft newsletter for distribution in early January has been completed and distributed to the ABL partnership for approval. Once approved, this will be printed and distributed at the AGM and through other local outlets.

Outcomes the project has contributed to

The communications service has continued to support and promote Allenton Big Local's aims, objectives and priorities and, through regular social media postings and website stories of change, has continued to record Big Local achievements in Allenton.

Plans for next reporting period

The next quarter will see the publication of the latest edition of the newsletter and the creation of Powerpoint slides to use at the Community Event/AGM in January.

Over the next quarter I will continue to help promote the developments at St Martin's Community Centre, culminating in a special edition of the ABL newsletter to celebrate the completion of the project.