

Allenton Big Local Communications

The communications service will implement Allenton Big Local’s communications and marketing strategy, working with the Allenton Big Local partnership board, local trusted organisation, delivery partners and local residents to report on the activities and stories of change for Allenton Big Local.

The aim is to promote good news stories using the full range of communication channels available to celebrate success and encourage local participation and engagement with the project. This can include, but is not limited to, written reports, printed newsletters, blog posts, video reports, infographics, presentation slides, branded goods, online banners and posters, and social media posts and shares.

The communications service provider will ensure that good news stories and updates are shared with the local community and other stakeholders in line with Section 4 of the Allenton Big Local Plan.

The communication channels used will include:

- electronic communications and social media - website, Facebook, Twitter, and email updates using MailChimp
- design and creation of printed and electronic materials such as a newsletters, banners, posters and flyers, and short video reports.
- liaison as required with local media and representing Allenton Big Local at events and local meetings.

The delivery period for this service will be available from 1 April 2018 for an initial 3 months, with an option to continue for a further 9 months. Subject to an annual review, this activity may then continue for a further period of 24 months.

As a minimum, the service delivered will include:

What?	When/how often?
<p>Writing up and sharing stories of success and lessons learnt</p>	<p>A 4-page A4 newsletter to be written and designed twice a year.</p> <p>Regular updates to the mailing list using MailChimp to ensure all interested parties and key partners are kept informed of new developments.</p> <p>Create website and social media content using the information provided by delivery partners in their quarterly reports, and through face-to-face interviews with the people delivering or taking part in activities.</p>
<p>Helping to build community interest through events to achieve the following aims:</p> <ul style="list-style-type: none"> • Letting people know what’s been agreed in the ABL Plan. 	<p>Being part of communication, celebration and consultation events with local residents throughout the year, including events organised by Allenton Big Local and by attending other events and meetings within the community.</p>

<ul style="list-style-type: none"> • Encouraging people to take part and get involved in Big Local. • Encouraging people to volunteer within the ABL partnership and in other ways across Allenton. 	<p>Using feedback from the annual surveys conducted with residents to create a report and infographics outlining perceptions of the area.</p>
<p>Maintaining and adding to the Allenton Big Local website. Updates to include:</p> <ul style="list-style-type: none"> • Meeting dates and minutes. • Service Level Agreements and quarterly reports. • ‘What’s changed’ blog entries and other news items. • New activities or funding opportunities. • Plan updates and proposals. • Changes to the Allenton Big Local partnership. 	<p>As required (usually weekly)</p>
<p>Social media activity</p>	<p>Facebook posts or shares at least four times a week.</p> <p>Tweets or retweets at least four times each week.</p>
<p>Promotional items</p>	<p>Source branded goods where necessary for handing out to promote Allenton Big Local at events and meetings. This may include freebies such as pens and keyrings, pull-up banners, PVC banners, printed flyers, posters, tickets and invitations.</p>
<p>Quarterly reports</p>	<p>A report will need to be submitted to the Allenton Big Local partnership each quarter and will need to include: an update of communications activity for the quarter; statistics on the social media posts and website hits (from Google Analytics); plans for the following quarter.</p>

