

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 January 2018 to 31 March 2018	Number and age of people benefiting from the project during the reporting period	N/A
Introduction			
<p><i>This report provides an Allenton Big Local communications update for the quarter 1 January to 31 March 2018. This is the last quarter that Guidemark Publishing will be delivering the communications service for Allenton Big Local so, in addition to the regular blog stories, website updates and social media posts, the focus has been on, providing a handover, and producing an advert to help recruit a new communications provider.</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>Allenton Under 12s take part in the Manchester Cup</i> <i>Help us to tell the Allenton Big Local story</i> <i>Your chance to work with Allenton Big Local</i> <i>Outreach sessions for young people</i> <i>Hard work, commitment and energy!</i> <i>Interview success for Work Club members</i> <i>Family cooking during half term activity sessions</i> <i>Helping families to set goals</i> <i>How our Bursary Scheme is helping local residents</i> <i>2018 community event and AGM</i> 			

- [Our partnership members](#)
- [2017 survey results](#)

Promotional activities and resources

A poster and online banners were produced to promote the Allenton Big Local community event and AGM, which was held on 9 January 2018 at St Martin's Community Centre. A set of Powerpoint slides was also created to give those attending an overview of Allenton Big Local activities in 2017.

The latest edition of the Allenton Big Local newsletter was published in early January 2018. This included an update on developments at St Martin's Community Centre, a round-up of activities and budget spend for 2017, and infographics for the latest survey results. The publication was timed to ensure that the newsletter was available for distribution to residents and delivery partners at the ABL community event and AGM.

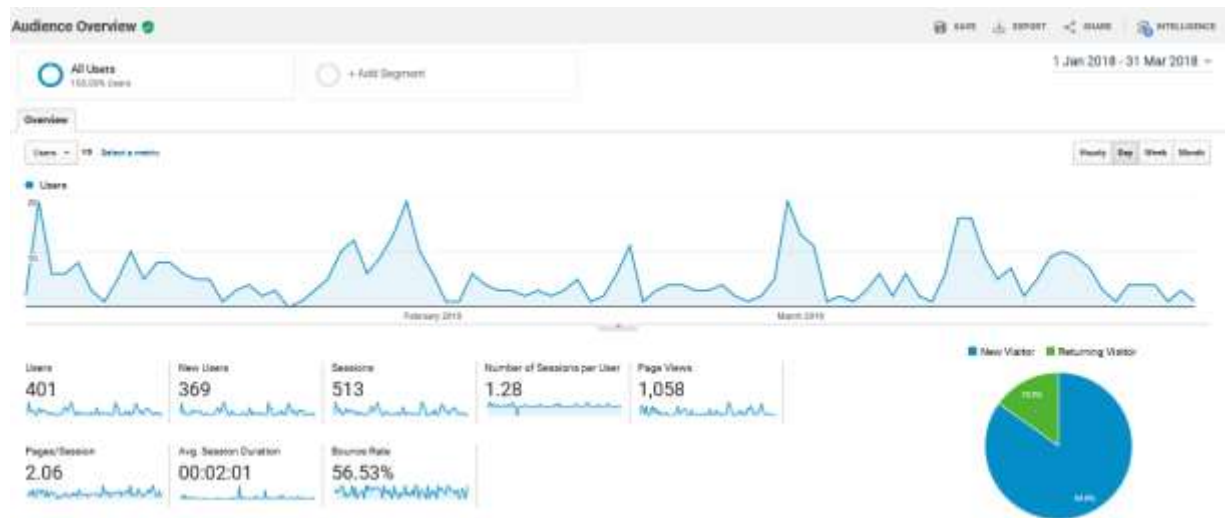
Adverts for two vacancies were written and posted online: one for the Plan Co-ordinator vacancy and another for the Communications service.

The Allenton Big Local MailChimp account was used twice during the quarter: once for a campaign to distribute the latest ABL newsletter and remind people about the upcoming community event and AGM; the second time to distribute details of the Plan Co-ordinator vacancy.

Website

Regular updates of the website such as uploads of [minutes](#) and [management reports](#) have been completed.

The stats from Google Analytics for the period 1 January to 31 March 2018 show that there have been 513 visits to the website from 401 users. Each visit has lasted for an average of 2 minutes and 1 second.



Aside from the home page, the top three visited pages between 1 January and 31 March were: 'Vacancy co-ordinator', 'bursary fund' and 'partnership group'. The top seven page visits for the period are pasted below.

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate
	1,058 % of Total: 100.00% (1,058)	851 % of Total: 100.00% (851)	00:01:54 Avg. for View: 00:01:54 (0.00%)	513 % of Total: 100.00% (513)	56.53% Avg. for View: 56.53% (0.00%)
1. /	221 (20.88%)	155 (18.21%)	00:00:48	128 (24.93%)	25.00%
2. /vacancy-co-ordinator/	75 (7.08%)	69 (8.11%)	00:03:25	59 (11.50%)	74.58%
3. /funding/bursary/	35 (3.31%)	27 (3.17%)	00:03:17	17 (3.31%)	35.29%
4. /about/partnership-group/	34 (3.21%)	28 (3.29%)	00:04:41	11 (2.14%)	72.73%
5. /category/good-news-stories/	32 (3.02%)	23 (2.70%)	00:03:04	3 (0.58%)	100.00%
6. /contact/	30 (2.84%)	20 (2.35%)	00:00:41	7 (1.36%)	71.43%
7. /about/partnership-group/meetings/	29 (2.74%)	22 (2.59%)	00:02:27	5 (0.97%)	0.00%

In terms of how people accessed the ABL website between 1 January and 31 March, 45.39% used a mobile phone, 43.14% used a desktop computer and 11.47% used a tablet (see figures below).

Device Category	Acquisition		Behaviour			
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	401 % of Total: 100.00% (401)	369 % of Total: 100.00% (369)	513 % of Total: 100.00% (513)	56.53% Avg. for View: 56.53% (0.00%)	2.06 Avg. for View: 2.06 (0.00%)	00:02:01 Avg. for View: 00:02:01 (0.00%)
1. mobile	182 (45.39%)	172 (46.31%)	210 (40.94%)	73.71%	1.49	00:00:50
2. desktop	173 (43.14%)	158 (42.81%)	248 (48.34%)	39.92%	2.49	00:03:13
3. tablet	46 (11.47%)	39 (10.87%)	55 (10.72%)	58.18%	2.31	00:01:09

Social media activity

Social media activity during the quarter has included:

- 204 Tweets or retweets by ABL (1,605 total Tweets by ABL to date)
- 631 Twitter followers (18 new since last report)
- 76 Facebook posts or shares by ABL
- 383 Facebook followers (31 new since last report)

The Facebook posts with the biggest reach were:

- ‘Communications service vacancy’ – this post reached 838 people and had 27 post clicks and 8 reactions, comments or shares.
- ‘Plan Co-ordinator vacancy’ – this post reached 785 people, had 66 post clicks and 14 reactions, comments or shares.
- ‘AGM invite’ - reached 612 people, had 17 post clicks and 22 reactions, comments or shares.

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 report on funded activities and record Big Local achievements in Allenton.

Plans for next reporting period

This is the last report from me as this is the final quarter that Guidemark Publishing will be delivering the communications service on behalf of Allenton Big Local. I would like to take this opportunity to thank you for the opportunity of working with you and wish the partnership all the very best for the future.