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|--|--|---|-----------------------|
| Project | | Communications for Boston Big Local | |
| Delivery partner | | Guidemark Publishing Limited | |
| Theme | Communications | Priority | |
| Activity | Promoting the project and communicating good news stories | Budget code | Communications |
| <p>Project outcomes (from SLA)</p> <p>Enhance all aspects of the plan and, in so doing, raise the profile of BBL themes, activities and the work of its partners. The aim of the communications strategy is to tell and inform residents and organisations about Boston Big Local, listen and respond to what residents tell us, and share success and build community ownership and capacity.</p> <p>Communications will include:</p> <ul style="list-style-type: none"> • Sharing stories of success from initiatives in the Boston Big Local plan. • Sharing the work of the partnership. • Building community interest through letting people know what's been agreed in the BBL Plan, encouraging people to take part, get involved and volunteer in other ways across Boston. <p>Ensuring regular and timely communications through BBL's website, social media accounts, and local media. Creation of leaflets and newsletters for online and printed distribution, as well as other resources such as pop-up banners and promotional freebies.</p> | | | |
| Reporting period dates | 1 April to 30 June 2016 | Number and age of people benefiting from the project | N/A |
| <p>Introduction</p> <p><i>During this reporting period I have set up a new hosting for the Boston Big Local website to ensure that BBL has control over both the hosting and the domain. Plenty of stories and reports are being received, which are being transformed into news stories and updates for the website and social media. I have also shared stories on social media that relate to the work of delivery partners and activities and events in Boston.</i></p> | | | |
| <p>Activities undertaken during reporting period</p> <p>Website</p> <p><i>The bostonbiglocal.co.uk domain name and hosting have been moved onto a new hosting platform which BBL has full control over. The files on the old site were copied and transferred over, and the Wordpress theme was purchased in order to ensure the site looked the same.</i></p> <p><i>Additionally, routine updates have continued and the home page banner was changed to the summer colours on 22 June (along with the banners on Twitter and Facebook).</i></p> | | | |

News stories

Stories have been written for the website and shared on social media about:

- *Two new triathlon events for Boston*
- *Botolph's big adventure (a comic book was created for this)*
- *Botolph takes on the Royal Bear Challenge*
- *A more attractive environment for Boston*
- *Boston celebrates International Hanseatic Day*
- *Getting the message across in Dementia Awareness Week*
- *Something to Smyle about*
- *Boston Marathon is a big hit*
- *Radio station tunes in to £1000 of Community Chest funding*
- *Music for Sophie event*
- *It's a goal for the Bears Coaching!*
- *Our review reviewed.*

Print and promotion

Another newsletter was designed and printed using the Spring colour scheme. The theme for the newsletter was 'celebration' to coincide with BBL's first birthday. An electronic versions of the newsletter was also uploaded online and distributed by email to the mailing list subscribers using Mailchimp.

Social media activity

Since the last report was submitted on 31 March 2016, the following social media activity has taken place:

- *81 Tweets or retweets by BBL, plus 141 retweets, mentions or likes from other Twitter users.*
- *675 Twitter followers (34 new since last report)*
- *54 new Facebook posts or shares by BBL*
- *151 Likes, Shares or Mentions by other Facebook users*
- *217 Facebook Page Likes (28 new since last report)*

The top three posts on Facebook during this reporting period were:

- *It's a goal for the Bear's Coaching (Reach 2,501; Post Clicks 336; Reactions, comments and shares 47)*
- *Don't forget the application deadline for the next round of community funding is 30 June (Reach 1,436; Post Clicks 60; Reactions, comments and shares 24),*
- *Local community radio station Endeavour receives Community Chest funding (Reach 875; Post Clicks 54; Reactions, comments and shares 38).*

See the table below for further details.



| Published | Post | Type | Targeting | Reach | Engagement | Promote |
|------------------------|--|------|-----------|-------|------------|----------------------------|
| 04/15/2016 5:03 pm | It's a goal for The Bears Coachin g thanks to Boston Big Local co | | | 2.5K | 336 47 | Boost Post |
| 06/06/2016 1:31 pm | Don't forget that the application d eadline for the latest round of Bo | | | 1.4K | 60 24 | Boost Post |
| 04/19/2016 1:05 pm | Local community radio station E ndeavour FM has been awarded | | | 875 | 54 38 | Boost Post |
| 06/10/2016 12:13 pm | Back to the beach! Great news.. the Boston Beach will be back | | | 816 | 36 8 | Boost Post |
| 05/25/2016 1:38 pm | Life doesn't end when dementia begins. Looking back on Dement | | | 446 | 17 11 | Boost Post |
| 04/19/2016 5:54 pm | Read more about the Boston Ma rathon UK in today's edition of th | | | 439 | 72 5 | Boost Post |
| 04/18/2016 4:01 pm | Great Boston Marathon UK blog report from Steve Bladon of Red | | | 434 | 71 8 | Boost Post |
| 05/26/2016 9:39 am | Great feature on the Memory La ne mosaic in today's Boston Bull | | | 284 | 15 12 | Boost Post |

Outcomes the project has contributed to

Communication updates and social media posts and shares are helping to support and promote the activities being delivered by BBL and other activities in the Boston area.

Plans for next reporting period

I have recently completed some research into branded items for use at the Boston Beach event. The next newsletter will be published by the time the next quarterly report is due.