

<b>Project</b>		<b>Communications for Boston Big Local</b>	
<b>Delivery partner</b>		<b>Guidemark Publishing Limited</b>	
<b>Theme</b>	<b>Communications</b>	<b>Priority</b>	
<b>Activity</b>	<b>Promoting the project and communicating good news stories</b>	<b>Budget code</b>	<b>Communications</b>
<p><b>Project outcomes (from SLA)</b></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"> <li>• Sharing stories of success from initiatives in the Boston Big Local plan.</li> <li>• Sharing the work of the partnership.</li> <li>• 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.</li> </ul> <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>			
<b>Reporting period dates</b>	<b>27 January 2016 to 31 March 2016</b>	<b>Number and age of people benefiting from the project</b>	<b>N/A</b>
<p><b>Introduction</b></p> <p><i>During this reporting period I have continued to keep the website updated with minutes and reports, and have reported on more of the stories of change based on Boston Big Local activities and events. The reporting system seems to be working well. All of the people I have contacted for further information or comments have been very helpful and co-operative.</i></p>			
<p><b>Activities undertaken during reporting period</b></p> <p><b>Website</b></p> <p><i>As well as routine updates to upload minutes and reports, the home page banner has been changed (as have the banners on Twitter and Facebook) to reflect the spring logo and colours.</i></p> <p><i>I am in the process of liaising with Mick Taylor to get the bostonbiglocal.co.uk domain name and hosting transferred over to BBL's control.</i></p>			

### **News stories**

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

- *How families and young people are keeping fit with swim and gym sessions funded by BBL.*
- *BBL's plans for its first birthday celebration.*
- *An update on the latest community chest awards.*
- *A report on the impact of events, based on an interview with Bethany Lincoln, a student at Sheffield Hallam University.*
- *Funding for an Environmental Crime leaflet distributed to all Boston households*
- *BBL's sponsorship of Boston Marathon*
- *How Boston Big Local is supporting the Hanse Group*
- *Boston Big Local's plan review for 2016*
- *The magic of Memory Lane (Arts for Dementia project)*
- *Boston Town Team's first Local Food for Thought event*
- *The Pancake Day Together Event*

### **Print and promotion**

*The two pull-up banners mentioned in the last report have now been finalised, printed and delivered.*

*Promotional 'freebie' ideas have also been discussed for the summer event. Quotes and product samples have been obtained and sent to Rachel at BBL.*

*A double-sided A5 flyer has been designed to promote the First Birthday Celebration. 250 copies have been printed and the flyer has also been uploaded to the BBL website and social media sites.*

### **Social media activity**

*Since the last report was submitted on 26 January 2016, the following social media activity has taken place:*

- *55 Tweets or retweets by BBL, plus 75 retweets, mentions or likes from other Twitter users.*
- *641 Twitter followers (32 new since last report)*
- *35 new Facebook posts or shares by BBL*
- *58 Likes, Shares or Mentions by other Facebook users*
- *189 Facebook Page Likes (8 new since last report)*

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

- *The Hanse Group post (Reach 537; Post Clicks 69; Reactions, comments and shares 18)*
- *Community Chest Awards update (Reach 524; Post Clicks 60; Reactions, comments and shares 11),*
- *Memory Laners story (Reach 320; Post Clicks 16; Reactions, comments and shares 12).*

*See the table below for details.*



Insights Publishing Tools Settings Help

All Posts Published

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/02/2016 2:51 pm	Find out how the Hanse Group is championing Boston's fascin			537	69 18	Boost Post
03/30/2016 11:11 am	Congratulations to the five groups who have received Commu			524	60 11	Boost Post
02/23/2016 10:18 am	Find out how 'Memory Laners' are working with artist Carol P			320	16 12	Boost Post

**Outcomes the project has contributed to**

*Communication updates have helped to support and promote the activities being delivered by BBL.*

**Plans for next reporting period**

*I will continue to post news stories and updates to keep residents informed of what is happening at Boston Big Local. I am putting together the next newsletter, which will be a celebration special edition to be distributed at the First Birthday event.*