

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 July to 30 September 2016	Number and age of people benefiting from the project	N/A
<p>Introduction</p> <p><i>During this reporting period I have continued to report the stories of change on both the Boston Big Local website and on social media. Where possible, I have also tried to support BBL partners by sharing their social media posts, as well as posts about upcoming events in Boston.</i></p>			
<p>Activities undertaken during reporting period</p> <p><i>Print and promotional items</i></p> <p><i>A range of promotional items were procured on behalf of Boston Big Local for use at the Beach Event in August. These included trestle tables and printed tablecloths, tote bags, and chairs. Additionally, a Botoloph the Bear comic book and Botoloph sun-safety flyers were produced to hand out to children and families at the event.</i></p> <p><i>The Boston Big Local newsletter summer edition was produced in print and electronic format and shared on the website, social media and via email.</i></p>			

News stories

There has been a good flow of reports and photographs and Community Chest updates. These have enabled me to continue to create 'what's changed' stories for the Boston Big Local website and to share on Facebook and Twitter.

Following the Boston Beach event, a video photo album was produced and uploaded to the website on 25 August, with shares on social media. Additionally, the following blog posts have been added to the website and shared via social media:

- *Take the indoor triathlon challenge*
- *Congratulations Boston in Bloom*
- *Sharing information with our MP*
- *Horticulture on show*
- *Boston Beach album (video photo album)*
- *Support for Boston Down's Syndrome Support Group*
- *Sporty school holidays*
- *Help for Wednesday Community Group*
- *Family beach fun*
- *Funding for Boston Community Transport*
- *Have fun in the sun*
- *Bike try-out roadshow rides into town*
- *Children's triathlon raises £800 for charity*
- *Get ready for your Boston beach holiday*
- *Boston is blooming lovely!*

Presentation slides

A series of presentation slides have been produced to summarise BBL's achievements over the last twelve months. Once finalised, these will be used at the community event on 24 October.

Social media activity

Since the last report was submitted on 30 June 2016, the following social media activity has taken place:

- *74 Tweets or retweets by BBL, plus 149 retweets, mentions or likes from other Twitter users.*
- *696 Twitter followers (21 new since last report)*
- *49 new Facebook posts or shares by BBL*
- *73 Likes, Shares or Mentions by other Facebook users*
- *229 Facebook Page Likes (12 new since last report)*

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

- *Congratulations and well done to Alison Fairman who gets Freedom of the Borough (Reach 401; Post Clicks 25; Reactions, comments and shares 11)*
- *Absolute delight at second In Bloom Gold (Reach 383; Post Clicks 16; Reactions, comments and shares 12),*
- *Still time to enter Age UK Boston & South Holland's Horticultural Show (Reach 285; Post Clicks 9; Reactions, comments and shares 4).*

See the table below for further details.

Search...

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/15/2016 9:57 am	Congratulations and well done to Alison Fairman who gets Free			401	25 11	<input type="button" value="Boost Post"/>
09/16/2016 4:01 pm	'Absolute delight' at second In Bloom gold			383	16 12	<input type="button" value="Boost Post"/>
08/25/2016 3:17 pm	Still time to enter Age UK Boston & South Holland's Horticultural			285	9 4	<input type="button" value="Boost Post"/>
07/16/2016 11:13 am	Dig out your bucket and spade! Boston Beach will be back on 10			234	16 7	<input type="button" value="Boost Post"/>
08/11/2016 7:17 pm	Boston Community Transport has received £900 of Boston Big Local			227	15 16	<input type="button" value="Boost Post"/>
08/10/2016 1:54 pm	It's day one of the Boston Beach Party at Central Park and the sun			209	21 6	<input type="button" value="Boost Post"/>
10/06/2016 2:16 pm	Don't forget that the deadline for the next round of Community Challenge			176	7 0	<input type="button" value="Boost Post"/>
09/06/2016 1:55 pm	The next Boston Cemetery Heritage Open Day is on Sunday 11			157	9 1	<input type="button" value="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

The Powerpoint presentation slides will be finalised in time for the 24 October meeting and the plan is to do a wide distribution of the autumn edition of the newsletter.