

<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>1 October to 31 December 2016</b>	<b>Number and age of people benefiting from the project</b>	<b>N/A</b>
<p><b>Introduction</b></p> <p><i>I have continued to share stories of change on both the Boston Big Local website and on social media. During this quarter I also attended the Boston Big Local Plan Conference, which was a good opportunity to meet members of the Partnership Board and get a useful insight into some of the key activities that will be coming up in 2017.</i></p>			
<p><b>Activities undertaken during reporting period</b></p> <p><b><i>Print and promotional items</i></b></p> <p><i>The autumn edition of the Boston Big Local newsletter was published in print and electronic format and shared on the website, social media and via email (through Mailchimp). The newsletter included a link to a <a href="#">simple consultation form</a> which has been created for the website to give residents who are unable to attend the AGM an opportunity to share their views on local issues and ideas about future activities.</i></p> <p><i>A series of presentation slides were produced for the BBL Plan Conference and these were also published on the BBL website along with a <a href="#">write-up of the event</a>. It was useful to be able to attend the event as it provided me with a good opportunity to meet members of the Partnership Board and key delivery partners.</i></p>			

### **News stories**

*This quarter has been a little quieter than previous quarters in terms of the number of 'what's changed' stories added to the site. However, there has still be a steady flow of stories and more are expected following the receipt of the end of year reports that will be provided by delivery partners.*

*All stories posted on the website have been shared via social media. Twitter and Facebook have also been used to share stories posted by delivery partners and Boston based community organisations and services. This sharing of information means that the BBL social media pages have been able to promote other relevant community events and activities taking place during a busy season, which included Halloween, Bonfire Night and Christmas.*

*The following blog posts have been added to the website and shared via social media:*

- [Sharing good financial practice](#)
- [Community Chest update](#)
- [Join the credit union](#)
- [Summer time on Memory Lane](#)
- [Boston Marathon \(UK\) will be back in 2017](#)
- [Happy Halloween](#)
- [Moving towards our second plan](#)

*In addition, the [Big Local Rep's blog](#) for October to December 2017, written by Bill Badham, was added to the website.*

### **Social media activity**

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

- 67 Tweets or retweets by BBL, plus 76 retweets, mentions or likes from other Twitter users.
- 715 Twitter followers (19 new since last report)
- 23 new Facebook posts or shares by BBL
- 38 Likes, Shares or Mentions by other Facebook users
- 234 Facebook Page Likes (5 new since last report)

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

- *Credit Union: Boston residents with postcodes beginning PE21 6\*\* and PE21 8\*\* (Reach 387; Post Clicks 28; Reactions, comments and shares 14)*
- *Latest edition of Boston Big Local's newsletter is now available (Reach 202; Post Clicks 21; Reactions, comments and shares 10),*
- *Boston Big Local Plan Conference (Reach 160; Post Clicks 36; Reactions, comments and shares 8).*

*See the table below for further details.*



All Posts Published						
<span style="color: orange;">■</span> Reach: Organic / Paid <span style="color: blue;">■</span> Post Clicks <span style="color: pink;">■</span> Reactions, Comments & Shares						
Published	Post	Type	Targeting	Reach	Engagement	Promote
12/01/2016 3:59 pm	Boston residents with postcodes beginning PE21 6** and PE21 8			387 <span style="color: orange;">■</span>	28 14 <span style="color: blue;">■</span> <span style="color: pink;">■</span>	<a href="#">Boost Post</a>
11/30/2016 2:15 pm	The latest edition of Boston Big Local's newsletter is now availab			202 <span style="color: orange;">■</span>	21 10 <span style="color: blue;">■</span> <span style="color: pink;">■</span>	<a href="#">Boost Post</a>
10/25/2016 12:23 pm	There was plenty to talk about at yesterday's Boston Big Local Pla			160 <span style="color: orange;">■</span>	36 8 <span style="color: blue;">■</span> <span style="color: pink;">■</span>	<a href="#">Boost Post</a>

**Outcomes the project has contributed to**

*Communication updates and social media posts and shares continue to support and promote Boston Big Local's priorities and activities and other community activities and events in the Boston area.*

**Plans for next reporting period**

*The AGM will be promoted using MailChimp and an Annual Review newsletter will be produced that will also promote the AGM and publicise some of ABL's highlights over the last 12 months. 'What's changed' stories will be written once the next round of quarterly reports have been submitted by delivery partners.*