

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 4.4	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 January to 31 March 2017	Number and age of people benefiting from the project	N/A
<p>Introduction</p> <p><i>Stories of change have been uploaded to the Boston Big Local website and shared on social media. Other useful information, updates, and details of events from both BBL and key partners are shared wherever possible on Twitter and Facebook.</i></p> <p><i>During this quarter I attended one of the Boston Big Local consultation events, on 20 February. This was a good opportunity to meet up with members of the partnership group once more and also talk to service providers who deliver activities on behalf of Boston Big Local.</i></p>			
<p>Activities undertaken during reporting period</p> <p><i>Print and promotional items</i></p> <p><i>An annual review edition of the Boston Big Local newsletter was produced in both print and electronic formats. This included a review of the year and details of how much of the Big Lottery funding has been spent so far. It was agreed that this edition of the newsletter should be distributed door-to-door in the Boston Big Local area. A delivery company was sourced and the printed copies organised for this distribution.</i></p>			

The newsletter was also distributed as part of a MailChimp campaign, the main focus of which was an invitation to the consultation events in February. Posters and banners for use online were also designed to help promote the consultation events.

Feather flags, pop-up banners, water bottles and badges were sourced and ordered on behalf of BBL and artwork was created and approved by the Partnership Group. These items will be used to promote Boston Big Local at future events, such as the Boston Marathon and the Beach Event at Central Park.

Website

Regular updates to the website have been made including minutes and 'what's changed' stories. The updated community chest forms have also been uploaded and promoted online. The spring daffodil seasonal banner has been applied to the website, Twitter and Facebook pages.

At the request of the Partnership Group, a page has been created which can be used to direct visitors to the site to a downloadable map of the Boston Big Local area together with a downloadable street list. This can be viewed at www.bostonbiglocal.co.uk/area.

News stories

There have been only four stories to write up this quarter, although the number of news items posted is expected to pick up again in April once the end of year reports are received from delivery partners.

This quarter the following blog posts have been added to the website and shared via social media:

- [Welcoming three new partnership group members](#)
- [Community Chest spring update](#)
- [Share your views](#)
- [Down's Syndrome Family Group](#)

Social media activity

The following social media activity has taken place between 1 January and 31 March 2017:

- 72 Tweets or retweets by BBL, plus 73 likes, mentions or retweets by other Twitter users
- 737 Twitter followers (22 new since last report)
- 29 new Facebook posts or shares by BBL
- 34 Likes, Shares or Mentions by other Facebook users
- 241 Facebook Page Likes (7 new since last report)

The top four posts on Facebook during this reporting period in terms of reach were:

- Boston Down's Syndrome Family Group (Reach 638; Post Clicks 22; Reactions, comments and shares 15)
- Community Consultation event posted on 27 February (Reach 506; Post Clicks 15; Reactions, comments and shares 6)
- Community Consultation event posted on 24 February (Reach 259; Post Clicks 28; Reactions, comments and shares 10)
- Community Chest awards (Reach 156; Post Clicks 19; Reactions, comments and shares 4).



See the table below for further details.

All Posts Published

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/09/2017 4:10 pm	Boston Down's Syndrome Family Group starts on 14 January with			638	22 15	Boost Post
02/27/2017 9:23 am	It's our community consultation event this evening, 6pm to 9pm at			506	15 6	Boost Post
01/24/2017 12:31 pm	We have two consultation events coming up in February at The			259	28 10	Boost Post
03/13/2017 5:48 pm	Find out who has been successful in the spring round of Commu			156	19 4	Boost Post

Outcomes the project has contributed to

The communication updates and promotions have supported events during the quarter and reported on activities funded by Boston Big Local, as well as helping to share other community activities and events in the Boston area.

Plans for next reporting period

More stories of change will be added to the website once the reports for Quarter 4 have been received.

Once the new Boston Big Local plan has been approved by Local Trust, this will be added to the website and promoted through social media. A press release will also be written for distribution to the local press.