

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 April to 30 June 2017	Number and age of people benefiting from the project	N/A
<p>Introduction</p> <p><i>Quarterly updates and reports submitted by delivery partners have been used to create stories of change for the Boston Big Local website and social media pages. The latest Boston Big Local plan was approved during this quarter and the finalised version was uploaded to the website and shared through a web article update.</i></p>			
<p>Activities undertaken during reporting period</p> <p>Research</p> <p><i>A draft survey has been developed for BBL. Once finalised this can be used to carry out some research on local perceptions at the Boston Beach day and other events.</i></p> <p>Print and promotional items</p> <p><i>Promotional items for this year's Boston Beach event were sourced, including options for shopping bags, Frisbees and buckets and spades. The BBL logo artwork was adjusted to include the website address for inclusion on these branded items, which have been ordered and delivered.</i></p>			

Press release

A press release was created to promote the approval of the BBL plan for 2017-2019 to local media and partner organisations.

Print items

The spring edition of the Boston Big Local newsletter was produced in both print and electronic formats. This quarter's newsletter included news of the Boston Marathon, the Boston Beach event and a feature on community chest funding. It was distributed electronically to the BBL mailing list via MailChimp.

Artwork for a draft flyer has been created which, once amended in line with the Partnership Group suggestions, will be printed and used at the Boston Beach event.

Website

Ongoing updates to the website have been made, including quarterly reports, minutes of meetings and an area map with improved labelling. The summer seasonal banner was applied to the website, Twitter and Facebook pages on 20 June.

News stories

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

- [Getting advice from CAML](#)
- [21st anniversary for Boston Bike Night](#)
- [Support for charity event to raise money for local dog rescue centre](#)
- [28 July deadline for Community Events Grants](#)
- [The Get Cycling Roadshow is back in July](#)
- [Pick up your free portable ashtray](#)
- [Second year of marathon success](#)
- [Our plan for 2017-2019 is approved](#)
- [Memory book of activities](#)
- [Supporting Boston residents who need advice](#)

In addition, the Big Local Rep's review for the period 1 January to 31 March was added to the site on 24 April.

Social media activity

The following social media activity has taken place between 1 April and 30 June 2017:

- 117 Tweets or retweets by BBL (a total of 1635 BBL Tweets to date)
- 764 Twitter followers (27 new since last report)
- 51 new Facebook posts or shares by BBL
- 46 Likes, Shares or Mentions by other Facebook users
- 247 Facebook Page Likes (6 new since last report)

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

- *We're proud to support Boston Marathon (Reach 967; Post Clicks 121; Reactions, comments*



- and shares 32)
- Community Chest funding for Jerry Green Dog Rescue (Reach 620; Post Clicks 12; Reactions, comments and shares 2)
- A reminder of Boston Big Local area with map (Reach 354; Post Clicks 25; Reactions, comments and shares 3)
- Announcing our second plan (Reach 320; Post Clicks 15; Reactions, comments and shares 6).

See the table below for further details.

All Posts Published

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/03/2017 2:24 pm	We were proud to support Boston Marathon UK in 2017 and we l			967	121 32	Boost Post
06/05/2017 5:31 pm	Boston Big Local has provided £500 of Community Chest fundi			620	12 5	Boost Post
05/31/2017 4:26 pm	A quick reminder of the Boston Big Local area (with thanks to Ri			354	25 3	Boost Post
04/20/2017 1:52 pm	We're pleased to announce that our second 2-year plan (coverin			320	15 6	Boost Post

Outcomes the project has contributed to

The communication updates and promotions continue to support events and report 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

The latest set of quarterly reports will be used to draw up stories of change, which will be added to the website.

I will be attending the Boston Beach event on 3 August to help promote Boston Big Local and I will be happy to carry out research and help BBL to complete questionnaires at the event if required.