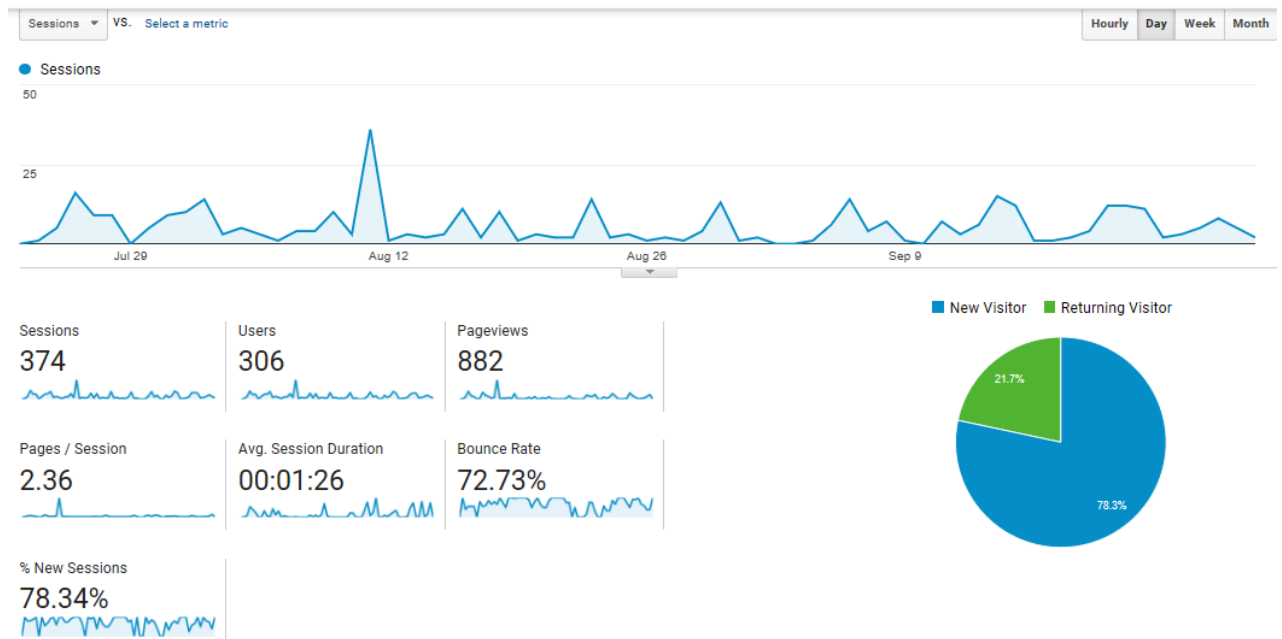


Project		Communications for Boston Big Local	
Delivery partner		Guidemark Publishing Limited	
Theme	Communications	Priority	
Activity	Promoting the project and communicating good news stories	Budget code 4.4	Communications
<p>Project outcomes (from SLA)</p> <p>Enhance all aspects of the plan and, in 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 July to 30 September 2017	Number and age of people benefiting from the project	N/A
<p>Introduction</p> <p><i>Ongoing updates have been made to the Boston Big Local website and stories of change have been created based on the reports submitted by delivery partners. Google Analytics has been added to the Boston Big Local website.</i></p> <p><i>During this quarter, I attended the Boston Beach event to take photographs and reported on the event via a video interview with Frances Taylor from Boston Borough Council.</i></p>			
<p>Activities undertaken during reporting period</p> <p><i>Print and promotional items</i></p> <p><i>A generic flyer was agreed and printed ready for use at the Boston Beach event to help publicise information about Boston Big Local and its activities.</i></p> <p><i>The summer edition of the Boston Big Local newsletter included a write-up on the Boston Beach event, a focus on Theme 2: A More Attractive Environment, plus an article about the reporting process used to monitor activities and ensure that projects are delivered as agreed. The newsletter was distributed via MailChimp, added to the BBL website and social media pages, and 250 copies were provided in print format.</i></p>			

Website











On 24 July I linked the Boston Big Local website to Google Analytics via a plugin, using an email address created specifically for the Google Analytics dashboard. Log in details have been provided to BBL's Chair and Co-ordinator. Visits to the Boston Big Local website are now being measured. Between the period 24 July to 29 September, there have been 374 visits to the website from 306 users, with 882 page views:



The top ten locations of visitors to the site are shown below. For 22.46% of the visits, the location was not set, but we can assume that a majority would have been from the Boston area. Interestingly, there were 13 logins from Belper, a town that was also an East Midlands in Bloom award winner.

City	Sessions	% Sessions
1. (not set)	84	22.46%
2. Boston	69	18.45%
3. Kharkiv	35	9.36%
4. London	33	8.82%
5. Belper	13	3.48%
6. Chesterfield	9	2.41%
7. Peterborough	9	2.41%
8. Cambridge	6	1.60%
9. Lincoln	5	1.34%
10. Nottingham	5	1.34%

Aside from the home page, the top three visited pages in this period are: 'newsletter', 'community chest', and 'what's changed'. A table showing the number of page visits and average time spent on each page is pasted below.

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	882 % of Total: 100.00% (882)	721 % of Total: 100.00% (721)	00:01:03 Avg for View: 00:01:03 (0.00%)
1. / 	239 (27.10%)	185 (25.66%)	00:01:06
2. /newsletter/ 	36 (4.08%)	34 (4.72%)	00:02:29
3. /funding/community-chest/ 	27 (3.06%)	24 (3.33%)	00:01:37
4. /category/whats-changed/ 	25 (2.83%)	15 (2.08%)	00:00:14
5. /funding/ 	25 (2.83%)	21 (2.91%)	00:00:42
6. /plan-2/ 	23 (2.61%)	21 (2.91%)	00:01:29
7. /about/minutes/ 	21 (2.38%)	21 (2.91%)	00:02:27
8. /plan-2/theme-2/ 	20 (2.27%)	15 (2.08%)	00:02:16
9. /contact/ 	19 (2.15%)	17 (2.36%)	00:00:44
10. /community-chest-update-aug-17/ 	18 (2.04%)	17 (2.36%)	00:00:27

It is early days in terms of Google Analytics data collection, but it will be interesting to visitor patterns emerging in future reports.

Other routine updates have been made to the website during this quarter, including the uploading of reports, minutes and changes to the seasonal banner.

News stories

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

- [Boston continues to Bloom](#)
- [A fun day to Get Cycling!](#)
- [Boston Beach report \(with video\)](#)
- [Community Chest quick update](#)
- [Contributing to wider research](#)
- [Improving local amenities and open spaces](#)
- [The latest from the Boston Hanse Group](#)
- [A chance for children to swim, cycle and run](#)
- [Sports Taster Day update](#)
- [Boston High School students take a trip to Memory Lane](#)

In addition, the Big Local Rep's review for the period April to June was added to the site on 31 July.



Social media activity

The following social media activity has taken place between 1 July and 29 September 2017:

- 128 Tweets or retweets by BBL (a total of 1763 BBL Tweets to date)
- 805 Twitter followers (41 new since last report)
- 93 new Facebook posts or shares by BBL
- 113 Likes, Shares, Comments, Reactions or Mentions by other Facebook users
- 267 Facebook Page Likes (20 new since last report)

The top posts on Facebook during this reporting period in terms of reactions, comments and shares were:

- Great article about the fabulous Boston in Bloom project from Barbara at Grassland Hasmoor Big Local (shared by BBL) - Reach 867; Post Clicks 29; Reactions, comments and shares 30.
- Our thanks to Boston Hanse Group for your latest update - Reach 488; Post Clicks 30; Reactions, comments and shares 22.

Outcomes the project has contributed to

The communication updates and promotions have supported events and reported on activities funded by Boston Big Local, and continue to share community activities and events in the Boston area to support the Building Community Spirit theme.

Plans for next reporting period

The next of quarterly reports will be used to create stories of change, which will be added to the website.

Richard Tory has provided an analysis of the surveys conducted at the Boston Beach event and I will work on presenting the results in a suitable format for sharing online.

I will also be attending the workshop for delivery partners on 9 November 2017.