

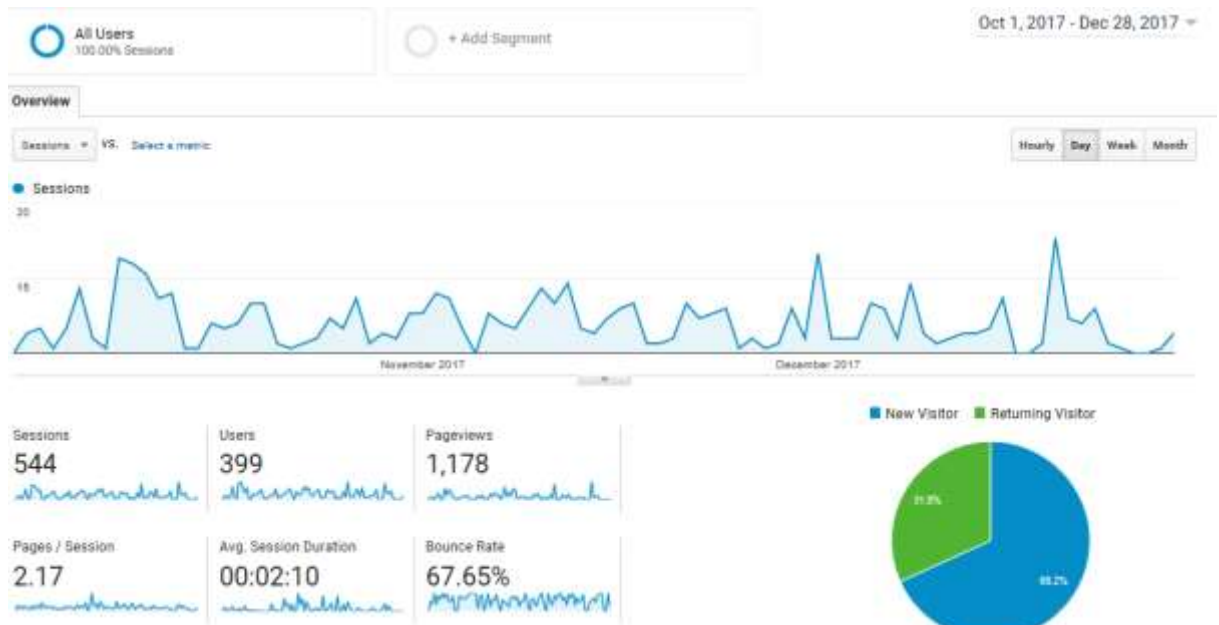
<b>Project</b>		<b>Communications for Boston Big Local</b>	
<b>Delivery partner</b>		<b>Guidemark Publishing Limited</b>	
<b>Theme</b>	<b>Communications</b>	<b>Priority</b>	
<b>Activity</b>	<b>Promoting the project and communicating good news stories</b>	<b>Budget code 4.4</b>	<b>Communications</b>
<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 2017</b>	<b>Number and age of people benefiting from the project</b>	<b>N/A</b>
<p><b>Introduction</b></p> <p><i>The quarterly reports have continued to be used to record Boston Big Local's achievements and stories of change on the BBL website and on social media channels Twitter and Facebook.</i></p> <p><i>The quarterly newsletter this period included infographics developed to illustrate the results of the survey carried out by BBL at the Boston Beach event in August.</i></p> <p><i>I attended the BBL legacy event on 9 November and a report from the event was also included in the autumn edition of the BBL newsletter.</i></p>			
<p><b>Activities undertaken during reporting period</b></p> <p><b><i>Print and promotional items</i></b></p> <p><i>As well as a quarterly news round-up, the autumn edition of the BBL newsletter included a write-up of the Legacy event and a report on the Boston Big Local survey carried out at the Boston Beach event. The latter included commentary from the BBL Chair and an infographic to summarise the key findings from the research. The newsletter was distributed via MailChimp, added to the BBL website and social media pages, and 250 copies were provided in print format – copies of which were sent to those who attended the legacy event.</i></p>			

**Website**

Following changes to the Local Events Grant Scheme, I have updated the relevant page on the BBL website, updated the revised application and guidance forms and reset the download links.

Ongoing maintenance of the website has continued, including uploading the latest management reports, minutes and blog stories, Big Local rep report and changing the seasonal banner.

Now that Google Analytics is tracking visits to the site, I am able to report on the number of visits to [bostonbiglocal.co.uk](http://bostonbiglocal.co.uk) for the period 1 October to 28 December 2017. The stats show that there have been 544 visits to the website during the quarter, from 399 users. Each visitor stayed on the site for an average of 2 minutes and 10 seconds.



Aside from the home page, the top three pages visited between 1 October and 29 December were: ‘Community Events Grant Scheme’, ‘BBL Plan’ and ‘minutes’. The top ten page visits for the period are shown below.

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	1,178 <small>% of Total: 100.00% (1,178)</small>	952 <small>% of Total: 100.00% (952)</small>	00:01:51 <small>Avg for / (New: 00:01:20) (0.33%)</small>
1. /	385 (32.84%)	301 (31.62%)	00:01:07
2. /funding/community-events-grant/	47 (3.99%)	36 (3.78%)	00:07:05
3. /plan-2/	43 (3.65%)	37 (3.89%)	00:03:53
4. /about/minutes/	42 (3.57%)	38 (3.99%)	00:04:30
5. /funding/community-chest/	42 (3.57%)	39 (4.10%)	00:01:22
6. /categories/whats-changed/	41 (3.48%)	32 (3.36%)	00:00:33
7. /funding/	32 (2.72%)	27 (2.84%)	00:00:30
8. /events-grant-update-2017/	30 (2.55%)	27 (2.84%)	00:02:45
9. /newsletter/	27 (2.29%)	22 (2.31%)	00:03:10
10. /about/	24 (2.04%)	19 (2.00%)	00:01:12

## Sessions by device



Oct 1, 2017 - Dec 29, 2017 → MOBILE OVERVIEW

Google Analytics also provides an insight into the behaviour of website visitors, including the device they use to view the site.

During this quarter, 70.1% of visitors to the site accessed it using a desktop computer, 19.8% of visits were through a mobile phone and 10.1% of visitors viewed the site via a tablet.

**News stories**

This quarter 14 blog posts have been written up and added to the website and shared via social media:

- [More memories from Memory Lane](#)
- [Float yourself fit](#)
- [Adult triathlon raises money for St Barnabas Hospice](#)
- [Local Event Grants Scheme update](#)
- [Thinking about legacy](#)
- [Opening of art deco garden](#)
- [Support for local events through our Grants Scheme](#)
- [Survey results for 2017](#)
- [Helping isolated residents get out and about](#)
- [Summer sports fun](#)
- [Free bag dispensers for dog owners](#)
- [Memories are made of this](#)
- [A busy summer for Boston Hanse](#)
- [Extra £105k for all Big Local areas](#)

In addition, the Big Local Rep's review for the period July to September was added to the site on 11 November.

**Social media activity**

The following social media activity took place between 1 October and 29 December 2017:

- 174 Tweets or retweets by BBL (a total of 1937 BBL Tweets to date)
- 828 Twitter followers (23 new since last report)
- 62 new Facebook posts or shares by BBL
- 271 Facebook Page Likes (4 new since last report)

The top post on Facebook during this reporting period in terms of reach was 'Lincolnshire Reporters post about the news that dog owners were to be given free dog poo bags' (post shared by BBL) which reached 299 people.



*The top performing posts in terms of reactions, comments and shares were a post about 'Float yourself fit' which had a reach of 116; Post Clicks 8; Reactions, comments and shares 3, plus the 'Local Events Grant Scheme update' which had a reach of 92; Post Clicks 4; Reactions, comments and shares 4.*

**Outcomes the project has contributed to**

*The communication updates and promotions continue to promote and support local events and record the achievements and activities funded by Boston Big Local. The inclusion of management reports, minutes and updates on the website ensure transparency and allows visitors to the site to access a comprehensive range of information about the BBL project.*

**Plans for next reporting period**

*There will be further quarterly reports to add to the website and these will also be used as the basis for stories of what has changed as a result of BBL activities. A winter newsletter is planned for later in January which will be distributed across the BBL area.*