

<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 January to 31 March 2018</b>	<b>Number and age of people benefiting from the project</b>	<b>N/A</b>
<p><b>Introduction</b></p> <p><i>This report provides a Boston Big Local communications update for the quarter 1 January to 31 March 2018. This is the final quarterly report from Guidemark Publishing before handing over responsibility for Boston Big Local communications to Mark at gingersquirrel.com.</i></p> <p><i>As well as regular website and social media updates, I visited Boston on 22 February to meet with Mark to provide him with information about the communications service and details of how to access the website, social media and online tools used for Boston Big Local.</i></p>			
<p><b>Activities undertaken during reporting period</b></p> <p><i>Since the last report, 5 new posts and stories have been added to the BBL website. You can read each of these posts using the links below:</i></p> <ul style="list-style-type: none"> <li>• <a href="#">Boston Marathon 2018</a></li> <li>• <a href="#">Helping to 'give a lift' to Blackfriars Arts Centre</a></li> </ul>			

- [We're restructuring our Community Chest](#)
- [Halloween and Christmas themed multi sports days](#)
- [Helping you get to where you want to be](#)

### **Print and promotional items**

As well as the latest news updates, the winter edition of the BBL newsletter included a look back on 2017 to highlight some of the activities funded by BBL over the year. A budget/spend update was also included on the front cover of the newsletter.

The newsletter was distributed via MailChimp, added to the BBL website and social media pages, and printed copies were circulated via a distribution company within the BBL area. There were problems with the distribution, and BBL may want to consider contacting the Air Cadets to see if they would be willing to distribute future newsletters in exchange for a donation. This has worked well in other Big Local areas and would hopefully work in Boston.

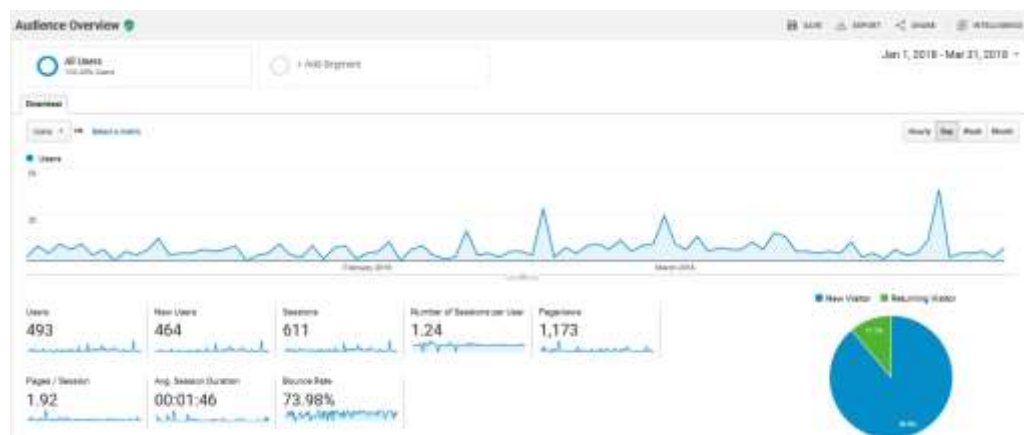
A supply of branded buckets and spades were reordered, ready for the Boston Beach event in the summer.

A 'sponsored by Boston Big Local' logo was provided to Rachel for use by organisations and delivery partners who are supported by Boston Big Local funding.

### **Website**

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

Using Google Analytics, I am able to report that the number of visits to [bostonbiglocal.co.uk](http://bostonbiglocal.co.uk) for the period 1 January to 31 March 2018 was: 611 visits to the website during the quarter, from 493 users. Each visitor stayed on the site for an average of 1 minute and 46 seconds.



Aside from the home page, the top three pages visited during the quarter were: 'The impact of events', 'community chest' and 'what's changed stories'. The top story ('The impact of events') was a piece of research by Bethany Lincoln for her university course, which was added to the site almost two years ago (on 29 March 2016). I am unsure why the page has had renewed interest recently.



The top ten page visits for the latest period are shown below.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	1,173 % of Total: 100.00% (1,173)	944 % of Total: 100.00% (944)	00:01:55 Avg for View: 00:01:55 (0.00%)	611 % of Total: 100.00% (611)	73.98% Avg for View: 73.98% (0.00%)
1. /	307 (26.17%)	260 (27.54%)	00:01:17	249 (40.76%)	67.47%
2. /the-impact-of-events/	111 (9.46%)	74 (7.84%)	00:03:00	73 (11.95%)	73.97%
3. /funding/community-chest/	82 (6.99%)	70 (7.42%)	00:03:58	41 (6.71%)	85.37%
4. /category/whats-changed/	49 (4.18%)	32 (3.39%)	00:00:18	5 (0.82%)	80.00%
5. /about/minutes/	44 (3.75%)	31 (3.28%)	00:04:46	20 (3.27%)	70.00%
6. /funding/	38 (3.24%)	29 (3.07%)	00:00:34	21 (3.44%)	14.29%
7. /helping-to-give-a-lift-to-blackfriars-arts-centre/	34 (2.90%)	33 (3.50%)	00:00:39	31 (5.07%)	93.55%
8. /contact/	32 (2.73%)	30 (3.18%)	00:01:11	9 (1.47%)	66.67%
9. /funding/community-events-grant/	29 (2.47%)	29 (3.07%)	00:06:38	8 (1.31%)	100.00%
10. /plan-2/	24 (2.05%)	23 (2.44%)	00:05:52	7 (1.15%)	100.00%

Google Analytics also provides an insight into the behaviour of website visitors, including the device they use to view the site. During this quarter, 68.76% of visitors to the site accessed it using a desktop computer, 23.94% of visits were through a mobile phone and 7.30% of visitors viewed the site via a tablet.

Device Category	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
	493 % of Total: 100.00% (493)	465 % of Total: 100.22% (464)	611 % of Total: 100.00% (611)	73.98% Avg for View: 73.98% (0.00%)
1. desktop	339 (68.76%)	321 (69.03%)	416 (68.09%)	74.28%
2. mobile	118 (23.94%)	114 (24.52%)	142 (23.24%)	75.35%
3. tablet	36 (7.30%)	30 (6.45%)	53 (8.67%)	67.92%

**Social media activity**

The following social media activity took place between 1 January and 31 March 2018:

- 204 Tweets or retweets by BBL (a total of 2141 BBL Tweets to date)
- 854 Twitter followers (26 new since last report)
- 74 new Facebook posts or shares by BBL
- 278 Facebook Page Likes (7 new since last report)

The top post on Facebook during this reporting period in terms of reach was ‘We’re pleased to have helped “give a lift” to Blackfriars Arts Centre’ which reached 728 people, had 34 post clicks and 23 Likes, Comments and Shares.

The other top performing post was ‘Still time to enter Boston Marathon UK’ which had a reach of 340; Post Clicks 5; Reactions, comments and shares 3.

**Outcomes the project has contributed to**

*The communications service has continued to support and promote Boston Big Local’s aims, objectives and priorities and, through regular social media postings and website stories of change, has continued to report on funded activities and record Big Local achievements in Boston.*

**Plans for next reporting period**

*This is the last report from me, as this is the final quarter that Guidemark Publishing will be delivering the communications service on behalf of Boston Big Local. I would like to take this opportunity to say what a pleasure it has been working with you all and I wish the BBL partnership all the very best for the future. Keep up the great work you are doing in Boston!*