

<b>Project</b>		<b>Communications for Boston Big Local</b>	
<b>Delivery partner</b>		<b>Ginger Squirrel – Mark Baker Graphic Design</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 July to 30 September 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 July to 30 September 2018. This is the second quarterly report for Boston Big Local communications from Mark at gingersquirrel.com.</i></p> <p><i>As well as regular website and social media updates, I attend meetings and events in BBL area.</i></p> <p><i>The main aim of this second quarter was to develop the BBL message and communications strategy and begin to update our collateral.</i></p>			
<p><b>Activities undertaken during reporting period</b></p> <p><i>Since the last report, 6 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="#">New Lawnmower for Fydel House</a></li> <li>• <a href="#">Community Chest Cheque Presentations</a></li> <li>• <a href="#">How things are run in Boston Big Local</a></li> </ul>			



- [Big Local Rep's Review – April to June 2018](#)

**Print and promotional items**

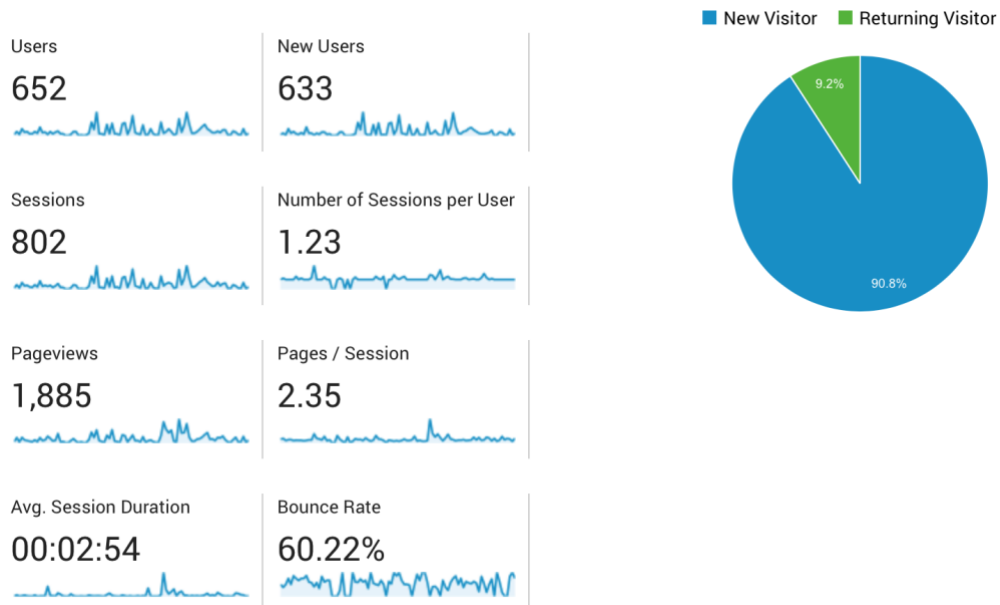
As well as the latest news updates, the summer edition of the BBL has been created and is being printed ready for distribution. The newsletter will also be distributed via MailChimp and added to the BBL website and social media pages.

Using the 'Funded by the residents at Boston Big Local' logo I created weatherproof stickers to raise the profile of BBL.

**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 July to 30 September 2018 was: 690 visits to the website during the quarter, an increase from 611 users last quarter. Each visitor stayed on the site for an average of 2 minutes and 54 seconds and increase of 2 minute and 19 seconds from last quarter.



Aside from the home page, the top three pages visited during the quarter were: 'Community Chest', 'Contact' and 'Funding'.

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



Page	Pageviews	% Pageviews
1. /	762	40.42%
2. /funding/community-chest/	186	9.87%
3. /home4/	103	5.46%
4. /contact/	94	4.99%
5. /funding/	74	3.93%
6. /funding/community-events-grant/	51	2.71%
7. /area/	36	1.91%
8. /category/whats-changed/	33	1.75%
9. /newsletter/	33	1.75%
10. /about/minutes/	32	1.70%

Google Analytics also provides an insight into the behaviour of website visitors, including the device they use to view the site. During this quarter, 57.06% of visitors to the site accessed it using a Windows Computer, 2.91% of visits were through an Apple Mac, 15.18% of visitors viewed the site iOS and 10.12% device on an Android device.

Operating System	Users	% Users
1. Windows	372	57.06%
2. iOS	99	15.18%
3. (not set)	88	13.50%
4. Android	66	10.12%
5. Macintosh	19	2.91%
6. Chrome OS	3	0.46%
7. Linux	3	0.46%
8. BlackBerry	1	0.15%
9. Windows Phone	1	0.15%

**Social media activity**

The following social media activity took place between 1 April and 30 June 2018:

**Twitter**

- 17.9k Impressions
- 47 Tweets by BBL (a total of 2169 BBL Tweets to date)
- 912 Twitter followers (32 new since last report)
- 85 Retweets / Likes.



Our top tweets:

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Boston Big Local</b> @bostonbiglocal · Sep 13	Yesterday residents from @bostonbiglocal presented @Nacro, @Blackfriarsbox & @ct_boston with their Community Chest Funding cheques. If you would like to apply for our next funding cycle in November please fill-in our simple 5 minute funding form at - <a href="http://bostonbiglocal.co.uk/funding/commun...">bostonbiglocal.co.uk/funding/commun...</a> <a href="https://pic.twitter.com/sF7yxn0cM">pic.twitter.com/sF7yxn0cM</a>		943	26	2.8%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	<b>Boston Big Local</b> @bostonbiglocal · Sep 12	If you are a resident in the @bostonbiglocal area & would like to help us spend £1million in your community. Please come to our meeting tomorrow evening @LenMedlockVoIC at 6pm. Just pop us a quick message to let us know you are attending & see you there -> <a href="http://bostonbiglocal.co.uk/contact/">bostonbiglocal.co.uk/contact/</a> <a href="https://pic.twitter.com/E5K29KIHXt">pic.twitter.com/E5K29KIHXt</a>		497	19	3.8%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	<b>Boston Big Local</b> @bostonbiglocal · Sep 20	A huge congratulations to all involved with @bostoninbloom for their 4th gold award! An amazing achievement that is truly deserved. <a href="https://pic.twitter.com/0bHGKcmV3M">pic.twitter.com/0bHGKcmV3M</a>		313	10	3.2%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	<b>Boston Big Local</b> @bostonbiglocal · Sep 18	Today the residents of @bostonbiglocal donated a brand new @STIHL_GB lawnmower to the brilliant volunteers who keep @FydellHouse's garden looking so great. This new electric mower will be lighter and hold much more grass than their old petrol one which is on its last legs! <a href="https://pic.twitter.com/dCRan7CkdB">pic.twitter.com/dCRan7CkdB</a>		272	19	7.0%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>

Facebook

- 41 new Facebook posts or shares by BBL
- 328 Facebook Page Likes (43 new since last report)
- 320 followers (44 new since last report)

The top two post on Facebook during this reporting period were:

1. 'If you are a resident in the Boston Big Local area & would like to help us spend £1million in your community. Please come to our meeting tomorrow evening at The Len Medlock Voluntary Centre at 6pm. Just pop us a quick message to let us know you are attending & we will see you there -> <http://bostonbiglocal.co.uk/contact/>' which reached 2210 people, had 341 post clicks and 28 Likes, Comments and Shares.
2. 'Try our NEW '5 Minute Funding Form' for the Community Chest. You can get up to £1500 for you, your group or charity. It's never been easier or quicker to get funding. Closing date for this round of funding is



the 12th November 2018 -> <http://bostonbiglocal.co.uk/funding/community-chest/> which reached 2344 people, had 72 post clicks and 16 Likes, Comments and Shares.

**Boston Big Local**  
Published by Mark Baker [?] · 12 September at 09:18

If you are a resident in the Boston Big Local area & would like to help us spend £1million in your community. Please come to our meeting tomorrow evening at The Len Medlock Voluntary Centre at 6pm. Just pop us a quick message to let us know you are attending & we will see you there -> <http://bostonbiglocal.co.uk/contact/>

**Performance for your post**

**2,210** People Reached

**28** Reactions, comments & shares

7 Like	2 On post	5 On shares
1 Love	0 On post	1 On shares
13 Comments	2 On Post	11 On Shares
7 Shares	7 On Post	0 On Shares

**341** Post Clicks

62 Photo views	9 Link clicks	270 Other Clicks
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**NEGATIVE FEEDBACK**

1 Hide Post      0 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

**Boston Big Local**  
Published by Mark Baker [?] · 6 September at 09:08

Try our NEW '5 Minute Funding Form' for the Community Chest. You can get up to £1500 for you, your group or charity. It's never been easier or quicker to get funding. Closing date for this round of funding is the 12th November 2018 -> <http://bostonbiglocal.co.uk/funding/community-chest/>

**Performance for your post**

**2,344** People Reached

**17** Likes, Comments & Shares

8 Likes	3 On Post	5 On Shares
4 Comments	3 On Post	1 On Shares
5 Shares	5 On Post	0 On Shares

**72** Post Clicks

6 Photo views	9 Link clicks	57 Other Clicks
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**NEGATIVE FEEDBACK**

1 Hide Post      0 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

**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. Some of the jobs I have carried out are:*

**July**

- Added Bike Night Story*
- Added Reports*
- Filled in Questionnaire for Oliver Hickman*
- Sorted Sticker*
- Tries and Tried to get quote for Billboard*

**August**

- Letter for Thistle*
- Stickers on Park equipment.*
- Funded by Posters*
- Add minutes*
- Add and Maintain Events Calendar*
- Quick Application Form for Community Chest*
- Media Trust Meeting*

**September**

- Updating Website Home Page.*
- Added posts to website.*
- Leadership Meeting/Conference.*
- BBL Newsletter*

**Plans for next reporting period**

*The next period I aim to carry on implementing the media trust communication strategy.*