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| 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 | Communications |
| Project outcomes (from SLA) | | | |
| <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 November 2015 to 26 January 2016 | Number and age of people benefiting from the project | N/A |
| Introduction | | | |
| <p><i>The initial focus in this first reporting period has been to update and restructure the website, and write up stories of success with the aim of creating a newsletter for publication in January.</i></p> | | | |
| Activities undertaken during reporting period | | | |
| <p>Website</p> <p><i>The structure of the website has been reviewed and revised and content has been updated to include news stories, minutes of meetings and reports, and funding opportunities such as the Community Chest and Community Events Grant Scheme. This has involved writing stories, uploading downloadable forms, and adding photographs and banners to enhance the visual appeal of the site.</i></p> <p><i>The home page banners have been changed on the website, Twitter and Facebook to reflect the winter logo. The Big Lottery logo has also been added to the home page, as this is a requirement of funding.</i></p> <p><i>A MailChimp account has been set up, which website users can sign up to from the home page. This will</i></p> | | | |

enable BBL to manage email communications for the distribution of the newsletter, or one-off updates.

News stories

Stories have been backdated on the website to ensure it accurately reflects the activities that have taken place and shows what has changed as a result of those activities. Stories have been written about:

- improvements at Central Park;
- Anya James' campaign to improve the area around Maud Foster drain;
- the Boston Beach event;
- the purchase of a street vacuum to clean up cigarette litter in Boston;
- sports taster days for young people;
- summer activities for older residents;
- creative sessions for residents with dementia (and their carers);
- news about the grants awarded for community events; and
- support from BBL for Boston Community Transport.

The Big Local Rep's blog report has also been added to the site.

Newsletter and pull-up stands

A four-page newsletter has been created covering a news round-up and an interview with BBL Chair, Richard Tory. The newsletter has been added to the website and distributed to email subscribers via MailChimp. Links to the newsletter have been posted on Twitter and Facebook. 250 copies of the newsletter have also been printed.

Artwork ideas for two pull-up banner stands have been created. The aim will be to use the banner stands at future events to promote Big Local, including funding opportunities.

Social media activity

Social media activity since 1 November 2015 includes:

- 36 Tweets or retweets
- 609 Twitter followers (37 new since 1 November 2015)
- 14 new Facebook posts or shares
- 34 Likes, Shares or Mentions on Facebook
- 181 Facebook Page Likes (9 new since 1 November 2015)

Outcomes the project has contributed to

Communication updates have helped to support and promote the activities being delivered by BBL.

Plans for next reporting period

Several good news story opportunities have been identified and will be written up for the website and for sharing on Twitter and Facebook, including Boston Town Team's Food for Thought event, the Boston Marathon, Boston in Bloom, and the New Hanse.