

Project		Communications for Big Warsop	
Delivery partner		Guidemark Publishing Limited	
Theme	Communications	Priority	
Activity	Promoting the project and communicating good news stories	Budget code 94/2/11.5	Communications
<p>Project outcomes (from SLA)</p> <p>Big Warsop’s communications approach is based on the need to identify those people, organisations and communications vehicles and pathways that can help them reach their goals. Big Warsop aims to:</p> <ul style="list-style-type: none"> • Tell and inform residents and organisations about Big Warsop. • Listen and respond to what residents are telling Big Warsop. • Share successes and build community ownership and capacity. <p>Communications activities will include:</p> <ul style="list-style-type: none"> • Sharing stories of success from initiatives in the Big Warsop plan. • Sharing the work of the partnership. • Building community interest through letting people know about events such as the carnival; letting people know what’s been agreed in the Big Warsop Plan; encouraging people to take part and get involved in Big Warsop; encouraging people to volunteer in other ways across Warsop. 			
Reporting period dates	1 February 2016 to 19 April 2016	Number and age of people benefiting from the project	N/A
<p>Introduction</p> <p><i>This communications report covers the period 1 February to 19 April 2016, during which development of news stories and website updates has been ongoing.</i></p>			
<p>Activities undertaken during reporting period</p> <p>Website</p> <p><i>The website has been updated with news stories, minutes, Big Local Rep blog entries and quarterly reports – all of which have been added as soon as they are available. Since the last report, the Service Level Agreements and Management Reports have also been added to the site to ensure that information is accessible and transparent.</i></p> <p><i>Support has been provided regarding the issue of the website domain and hosting. Despite several attempts to get the bigwarsop.co.uk domain transferred, its current registrant has not co-operated. As a contingency, a back-up duplicate website bigwarsop.com has been created on a new hosting which is owned by Big Warsop. Until the question of the co.uk domain can be resolved, website updates are being completed on both co.uk and .com sites.</i></p>			

Print and promotion

Text for an advert has been agreed, which will be included in the Warsop Carnival programme. The deadline for the copy is the end of April, but the information will be submitted soon after 20 April once the final figures are known for community chest spend.

A draft Annual Review has also been designed and this is with the Chair for checking. Once the content has been finalised and approved, print copies will be ordered if required. Prices for print have been provided to the Plan Co-ordinator and the Chair.

News stories

Since the last report, additional website stories have been added as follows:

- *The Funday at the Adam Eastwood Community Hub.*
- *Warsop Footpaths & Countryside Group's celebration of the 200th anniversary of the 1816 Perambulation of the Manor of Warsop.*
- *A report on the Community Chest funding awarded to Warsop Parish Centre, who have used the money to purchase new furniture.*
- *A story about how Community Chest funding has helped Hetty's Charity Shop.*
- *How Big Warsop has supported the CAB Outreach in Warsop.*
- *Details of a new lunch club for older residents, which is being delivered by Jigsaw.*
- *A news item to promote the launch of a new round of Community Chest funding.*
- *A report on the Big Warsop Community Celebration and Conversation, including the sharing of the presentation slides shown on the evening.*

The Big Local Rep's blog report has also been added to the site and a press release has been written about the purchase of the community mini-bus, which is with Meden School for approval.

Social media activity

Social media activity since 1 February 2016 includes:

- *25 Tweets or retweets*
- *151 Twitter followers (15 new since 31 January 2016)*
- *31 new Facebook posts or shares*
- *532 Facebook Page Likes (23 new since 31 January 2016)*

The post with the biggest reach during this reporting period was the post about Warsop Youth Club's free funday, which was posted on 21 March. This reached 1,547 people, had 19 'Likes' and 28 'Shares'.

I have also sent a request to join the Warsop Community Discussion Group on Facebook. This is a closed group and only accessible to members who have been approved. Despite trying a few times, my request to join the group is still pending and, until I am a member, I am unable to post news items to the page.

Outcomes the project has contributed to

Communication updates are helping to support and promote the activities delivered by Big Warsop.

Plans for next reporting period

Upcoming news stories will include the delivery of the community bus, the submission to Local Trust of the latest Big Warsop budget, and details of the AGM.