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

Project outcomes (from SLA)

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:

- 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.

Communications activities will include:

- 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 November 2015 to 31 January 2016	Number and age of people benefiting from the project	N/A

Introduction

The initial focus in this first reporting period has been on updating and restructuring the website, and writing up some of the stories of success achieved so far.

Activities undertaken during reporting period

Website

The structure of the website has been reviewed and revised and content has been updated to include news stories, minutes of meetings, some of the management reports and SLAs, and details of the regular activities. This has involved writing stories, uploading documents and forms, and adding photographs and banners to enhance the visual appeal of the site. The Big Warsop film, which was commissioned in the early stages of the project, has been converted to a smaller file and now features on the home page.

A MailChimp account has been set up, which website users can sign up to from the home page. This will enable Big Warsop to manage email communications to distribute newsletters, or one-off updates.

Jane has also been helping to liaise to get the hosting and domain name transferred to Big Warsop.

There are still a number of Service Level Agreements and Management Reports that need to be uploaded to the site. These will be added as and when they are made available.

News stories

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

- *supporting Warsop Carnival;*
- *employment opportunities through SIA training;*
- *chair-based exercises for older residents through Jigsaw;*
- *an update on progress at the community hub;*
- *a report on the annual review of the plan;*
- *how defibrillators are making Warsop Parish a safer place to live;*

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

Community Event and Conversation

Pens and postcards have been sourced and ordered for use at the Community Event and Conversation, and at other events in the future.

Jane has worked with Andrew, Michael and Lesley on creating Powerpoint slides for the event, including a slide show which provides an overview of some of the recent stories of success.

Jane will attend the event and will use the opportunity to take photographs, talk to members of Big Warsop and the local community, and create a write-up on the event for the Big Warsop website and social media sites.

Social media activity

Social media activity since 1 November 2015 includes:

- *16 Tweets or retweets*
- *136 Twitter followers (11 new since 1 November 2015)*
- *21 new Facebook posts or shares*
- *509 Facebook Page Likes (20 new since 1 November 2015)*

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

News stories will include a report on the Community Event, the funding of a community bus, and the first activities delivered at the community hub. Further work will be done to upload content to the website once this is available.