

<b>Project</b>		<b>Communications for Big Warsop</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</b> 94/2/11.5	<b>Communications</b>
<p><b>Project outcomes (from SLA)</b></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"> <li>• Tell and inform residents and organisations about Big Warsop.</li> <li>• Listen and respond to what residents are telling Big Warsop.</li> <li>• Share successes and build community ownership and capacity.</li> </ul> <p>Communications activities will include:</p> <ul style="list-style-type: none"> <li>• Sharing stories of success from initiatives in the Big Warsop plan.</li> <li>• Sharing the work of the partnership.</li> <li>• 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.</li> </ul>			
<b>Reporting period dates</b>	<b>20 April 2016 to</b> <b>30 June 2016</b>	<b>Number and age of people benefiting from the project</b>	<b>N/A</b>
<p><b>Introduction</b></p> <p><i>This communications report covers the period 20 April to 30 June 2016.</i></p>			
<p><b>Activities undertaken during reporting period</b></p> <p><b>Website</b></p> <p><i>Website updates have continued for news stories, Big Local Rep blog entries, minutes and reports. Both bigwarsop.co.uk and bigwarsop.com have been updated during the quarter, but the hosting for bigwarsop.co.uk (arranged by ActionBay Media) expired on 27 June, so access to the .uk site is temporarily unavailable.</i></p> <p><b>Print and promotion</b></p> <p><i>The content and design of an 8 page A4 Annual Newsletter were finalised during this quarter and 5,000 copies were printed for distribution within the Warsop Parish. An electronic version of the newsletter was also uploaded to the Big Warsop website and shared via social media and email.</i></p> <p><i>The MailChimp account has now been verified and has been used for the first time to send out</i></p>			

invitations to the Annual General Meeting, and to share the online version of the Annual Newsletter. Now that this MailChimp account is live, it can be used regularly for promoting events and sharing information to key partners.

During this quarter I have created two sets of presentation slides: one for showing key achievements for Big Warsop; and another set of slides for use during the AGM.

#### **News stories**

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

- Exercise, laughter and companionship (short video).
- Children's choir hits just the right note.
- Activity round-up (short presentation video).
- Latest community chest awards announced.
- Community groups are invited to 'get on the bus'.
- Wheelie good gazebo.

#### **Social media activity**

Social media activity since 20 April 2016 includes:

- 17 Tweets or retweets
- 165 Twitter followers (14 new since 20 April 2016)
- 28 new Facebook posts or shares
- 565 Facebook Page Likes (33 new since 20 April 2016)

The Facebook post with the biggest reach during this reporting period was the story about the new Voices of the Vale children's choir, which was posted on 25 May. This reached 1,069 people, had 25 reactions, comments or shares.

As well as sharing Big Warsop news on Facebook and Twitter, the aim is to share the news, work and events delivered by partner organisations and community groups in the Warsop Parish.

#### **Outcomes the project has contributed to**

Communication updates are helping to support and promote the activities delivered by Big Warsop. Other community activities within the Warsop Parish are also being shared to help strengthen the community and spread the word about activities that are taking place in the area.

#### **Plans for next reporting period**

Once received, the quarterly reports due at the end of June from delivery partners will be uploaded to the Big Warsop website and used to report stories of change. A report will also be written about the Big Warsop AGM, which is taking place on 13 July. Now that the new Big Warsop Delivery Plan has been approved by Local Trust, this will be uploaded to the website and shared online.