

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)			
<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 July 2016 to 30 September 2016	Number and age of people benefiting from the project	N/A
Introduction			
<i>This communications report covers the period 1 July to 30 September 2016.</i>			
Activities undertaken during reporting period			
Website			
<p><i>New pages have been created and amended under the Themes/Activities section of the website to reflect the five new themes in the latest Big Warsop plan. The new pages describe the agreed activities for each theme, and include details of the budget that has been allocated. The new Big Warsop Plan for April 2016 to March 2018 has also been uploaded to the website.</i></p> <p><i>Regular website updates have continued during this quarter for news stories, Big Local Rep blog entries, minutes and reports. We have been checking and waiting for the bigwarsop.co.uk domain name to become available so that it can be purchased by Big Warsop. However, as at the end of September, the bigwarsop.co.uk domain name was still unavailable. As soon as it does become available, I will alert the Plan Co-ordinator so that it can be secured for Big Warsop.</i></p>			

Promotion

The MailChimp account is now set up and has been used on five occasions during this reporting period:

- *An invitation to the AGM*
- *AGM reminder*
- *Summer fun activities for young people*
- *Celebrate fund*
- *Reminder of Community Chest deadline*

This facility provides an effective way of quickly sharing key messages with Big Warsop stakeholders and local residents, and can be used further to promote things such as events within the community and other relevant funding opportunities that may be of interest to people on the Big Warsop mailing list.

I was pleased to attend the Big Warsop AGM on 13 July and have the opportunity to meet some of the residents involved with Big Local in the Warsop area.

News stories

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

- *Community Chest application deadline is looming (reminder for potential applicants)*
- *A fun packed August (report on the summer activities for young people).*
- *Summer course was sew good (Community Chest feedback story).*
- *Free summer activities in August (to promote activity programme for young people).*
- *Another successful year for Warsop Carnival (write up of the carnival event).*
- *Measuring impact (report on how Big Warsop was involved in Local Trust research).*
- *Strong support from community at AGM (a report on the AGM event).*
- *Our latest plan is approved (summary of the key points in the new plan).*
- *Check out our Annual Newsletter (eBook).*

Social media activity

Social media activity since 1 July 2016 includes:

- *26 Tweets or retweets*
- *182 Twitter followers (17 new since 1 July 2016)*
- *39 new Facebook posts or shares since last report*
- *583 Facebook Page Likes (18 new since 1 July 2016)*

The posts with by far the biggest reach this quarter have been the posters about the Christmas Fair (and the poster inviting people to a meeting to discuss the event). Both of these posters (posted by Lesley) reached over 1,200 people. The call for anyone interested in seeing the Christmas event back in Warsop, which was posted on 13 September, reached 1,232 people, had 72 post clicks and 40 reactions. This just goes to show how strongly people feel about Christmas, and how it can draw communities together to take positive action.

Lesley and I will continue to use the Big Warsop Facebook page to share the news, work and events delivered by partner organisations and community groups within the Warsop Parish.

Outcomes the project has contributed to

Communication updates are continuing to promote the range of activities delivered by Big Warsop. The MailChimp account will enable key messages to be delivered more effectively and directly.

Plans for next reporting period

More quarterly reports are due from delivery partners and, as well as being uploaded to the Big Warsop website, these reports will be used to report the stories of change that are happening in the area. A report is due soon regarding the Community Chest funding that was awarded in the last round of funding, and this will hopefully throw up some interesting stories for reporting.

Members of the Big Warsop partnership group are encouraged to share information and good news stories with me and I will be happy to help promote and share these activities through Big Warsop.