

<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>1 October 2016 to</b> <b>31 December 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 Big Warsop activity for the period 1 October to 31 December 2016.</i></p>			
<p><b>Activities undertaken during reporting period</b></p> <p><b>Website</b></p> <p><i>A new Wordpress theme was applied to the bigwarsop.com website between Christmas and New Year. In response to feedback received so far, additional changes will be made to further enhance the look of the site to make it more appealing to young people and reflective of the diverse activities that are taking place in Warsop. This will include a link to Warsop Youth Club, and a page for The Shed to help promote the facility to increase usage within the community. Please let me have further feedback or suggestions for additional links or information so that these can be incorporated into the site.</i></p> <p><i>Regular website updates have been made during this quarter for news stories, Big Local Rep blog entries, minutes and reports.</i></p>			

### **Promotion**

*I was asked to help Meden Vale Community Centre by developing some logo ideas and a draft flyer for them to use to promote the centre and encourage more people to use it. The logo ideas and draft flyer designs have been sent to Jessica Jepson who is currently seeking feedback from the 'Meden Vale The Future' group.*

*In November I arranged for branded garments to be produced for Big Warsop, sourced from NDK Promotions in Warsop. Artwork was sent to them for polo shirts and hoodies and NDK turned the order around very quickly to ensure that the items were completed and available for Big Warsop members to wear at the Christmas event at The Shed on 9 December.*

*I also put together a series of A3 posters to promote Big Warsop and its activities at the Christmas event, along with a set of Powerpoint slides, with music, to display on a continuous loop at the event.*

*The MailChimp account has not been used this quarter. I'd strongly encourage Big Warsop to make more of this facility as it is a cost free way of circulating information quickly and effectively, especially about upcoming events within the community. I am happy to send out messages for Big Warsop – simply email the details to [info@guidemarkbooks.co.uk](mailto:info@guidemarkbooks.co.uk) and I will arrange this.*

### **News stories**

*Since the last report, four new website stories have been added as follows:*

- *Successful start for Community Minibus.*
- *RoLo / Community Chest help for The Oaklands.*
- *Seven more first aiders in Big Warsop.*
- *New equipment for 2<sup>nd</sup> Warsop Scout Group.*

*There have been very few reports received this quarter. To maintain a good flow of news and updates, it is important to keep me in the loop regarding upcoming activities, events, and funding agreements. Partnership members can give me a call or email a quick overview of the details to me, or put me in touch with someone who can provide further details so that I can write up and promote the story and share it as widely as possible.*

### **Social media activity**

*Social media activity for Big Warsop since 1 October 2016 includes:*

- *46 Tweets or retweets*
- *207 Twitter followers (25 new since 1 October 2016)*
- *41 new Facebook posts or shares since last report*
- *604 Facebook Page Likes (21 new since 1 October 2016)*

*The post with the biggest reach this quarter was the reminder to go along to the Christmas Fair, which was posted on 9 December and had a reach of 485 (with 5 likes, comments and shares). The photo published after the Christmas event received the highest number of engagements (363 people reached, 41 post clicks, 5 likes and 1 share).*

**Outcomes the project has contributed to**

*Communication updates are helping to promote the range of activities delivered by Big Warsop, although Big Warsop is not currently making the most of the communication service they have available to them. However, end of year reports from delivery partners are due in January, and these will be used as the basis for news stories to ensure the continuous recording of Big Warsop's achievements.*

**Plans for next reporting period**

*I met with Jimi Ball on 6 January to discuss how to develop communication and improve links for the Strengthening the Community theme.*

*In the first quarter of 2017, it is hoped to agree some branding solutions for Big Warsop, such as pull-up stands and banners that can be used at the Town Hall and at events.*

*Partnership Group members are encouraged to send details of any news items or upcoming events to [info@guidemarkbooks.co.uk](mailto:info@guidemarkbooks.co.uk) so that these can be shared on bigwarsop.com, on Big Warsop's social media pages and email updates. I am here to help promote Big Warsop funded projects and activities and help spread the word about Big Local funding in the Warsop community, so please get in touch if you need help.*