

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 January 2017 to 31 March 2017	Number and age of people benefiting from the project	N/A
Introduction			
<p><i>This communications report covers Big Warsop activity for the last quarter of the financial year which is the period 1 January to 31 March 2017. Further enhancements have been made to the website, promotional posters and website banners created and shared online, and twelve news stories added to the Big Warsop 'What's Changed' blog. I also attended the review meeting at The Shed on 15 March.</i></p>			
Activities undertaken during reporting period			
Website			
<p><i>Further enhancements have been made to the Big Warsop website, including the creation of landing pages for both Warsop Youth Club and The Shed. These pages are now live as sub-pages of bigwarsop.com and banners and links to both of the new pages have been added to bigwarsop.com's homepage. These banner links have added some extra colour and interest to the home page and aim to encourage users of the site to check out news of The Shed and Warsop Youth Club.</i></p> <p><i>During this quarter, regular website updates have been made to the site for news stories, promotion of planned activities, minutes and reports.</i></p>			

Promotion

Promotional posters and website banners have been created for use on the website, and for print and social media for:

- *Creative Warsop activity programme.*
- *The latest round of RoLo/Community Chest funding.*
- *First Aid and Food Safety training opportunities.*
- *Security training.*

The MailChimp account has been used twice this quarter. The first occasion was on 31 January 2017 to 163 subscribers to promote the launch of a new RoLo/Community Chest funding round. The open rate for these emails was 43.4%. The second MailChimp campaign was sent on Friday 17 February 2017 to promote Big Warsop training opportunities for 2017-18. The open rate for this campaign was 34.8%.

Artwork has been created for and items sourced for pull-up stands, A1 posters and A Board, compliment slips and cards and Perspex displays. These have not yet been ordered as we are awaiting final approval from the Partnership Group. Once approved, the items will be ordered and delivered so that they can be used to promote Big Warsop at the Town Hall and at events and conferences.

News stories

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

- *Time for reflection and review*
- *Creative empowerment in Warsop*
- *Security Training*
- *Would you like to join the Warsop Jigsaw Group?*
- *First aid skills for parents*
- *Christmas memories of trip to Chatsworth*
- *Training Opportunities 2017-2018*
- *The long term, positive impact of training*
- *Reminiscing does you good*
- *Christmas Fayre at The Shed*
- *Are you a budding crafter?*
- *New round of RoLo/Community Chest funding*

Social media activity

Social media activity for Big Warsop since 1 January 2017 includes:

- *48 Tweets or retweets*

- 223 Twitter followers (16 new since 1 January 2017)
- 52 new Facebook posts or shares since last report
- 638 Facebook Page Likes (34 new since 1 January 2017)

The post with the biggest reach this quarter was the promotion of the Security Training, which was posted on 10 March and had a reach of 2.7k (with 190 post clicks and 54 reactions, comments and shares). Next was the poster about the Shaping Little Stars group, which had a reach of 2.1k (with 194 post clicks and 49 reactions, comments and shares).

Outcomes the project has contributed to

Communication updates have helped to promote the stories of change, as well as activities and training opportunities such as security training, food safety and first aid training, and the Creative Warsop workshops.

Plans for next reporting period

The current SLA for Communication has now come to an end and Big Warsop will need to advise whether or not it would like Guidemark Publishing to continue to deliver communication services on its behalf. It is also worth considering whether the plan is to continue with the same strategy for communication, or whether Big Warsop would prefer to adopt a different approach in the longer term.