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|---|--|---|-----------------------|
| <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><br>94/2/11.5                             | <b>Communications</b> |
| <b>Project outcomes (from SLA)</b>  |  |   |                       |
| <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 April 2017 to</b><br><b>30 June 2017</b>                    | <b>Number and age of people benefiting from the project</b> | <b>N/A</b>            |
| <b>Introduction</b>   |  |   |                       |
| <p><i>This report covers Big Warsop communications activity for the quarter 1 April to 30 June 2017. During this period the Big Warsop website was down for around three weeks due to hosting issues, but updates have been backdated now the site is back up again. Ongoing news stories have been posted based on the quarterly reports received from delivery partners and updates from the Plan Co-ordinator.</i></p>   |  |   |                       |
| <b>Activities undertaken during reporting period</b>  |  |   |                       |
| <b>Website</b>  |  |   |                       |
| <p><i>Regular updates have been made including the addition of <a href="#">minutes</a>, the <a href="#">latest report from the Big Local Rep</a>, and some minor updates to the Warsop Youth page.</i></p> <p><i>I have continued to create website banners for the bigwarsop.com home page. These draw attention to the latest news stories or events and, as they are changed regularly, refresh the look of the home page.</i></p> <p><i>An infographic was created to illustrate usage of the community mini bus. This was included in a news story and linked to a home page banner aimed at raising awareness of the availability of the community</i></p>  |  |   |                       |

*mini bus.*

### **Mailchimp campaigns**

*Two email updates via MailChimp have gone out during this quarter: one to promote a dressmaking course being delivered in Warsop, and another to promote local opportunities to become a literacy volunteer.*

### **Print and promotional items**

*The promotional items agreed in the previous quarter were ordered and delivered, including pull-up stands, an A Board and A1 posters, compliment slips, cards and Perspex display holders. These will be used to promote Big Warsop at events such as the Warsop Carnival, and at Warsop Town Hall.*

*Artwork and written content for a generic A5 flyer were also designed, with the aim of providing general information about Big Local in Warsop. The artwork was approved and printed copies were ordered and delivered in time for the flyer to be used at Warsop Carnival.*

### **Meeting with Vibrant Warsop**

*On 17 May I attended a session to discuss Vibrant Warsop's comms and website and offer advice on layout and content. It was agreed that I will deliver further workshop sessions on communications to share skills and knowledge with Big Warsop and Vibrant Warsop volunteers on communication techniques such as writing news stories. These sessions will enable the communications for Big Warsop to eventually be taken on and delivered more locally within Warsop.*

### **News stories**

*Since the last report, six new website stories have been added. Please use the links below to read the posts:*

- [Community mini bus available for bookings](#)
- [Dressmaking course starts 20 June](#)
- [Growing stronger together](#)
- [Local groups benefit from RoLo/Community Chest awards](#)
- [Fantastic family engagement activities in Warsop](#)
- [New creative opportunities for the summer](#)




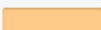

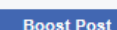





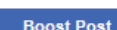










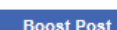




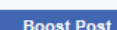
### **Social media activity**

*Social media activity for Big Warsop since 1 April 2017 includes:*

- 40 Tweets or retweets (319 total Tweets by Big Warsop to date)
- 228 Twitter followers (5 new since 31 March 2017)
- 46 new Facebook posts or shares since last report
- 643 Facebook Page Likes (5 new since 31 March 2017)

*The post with the biggest reach this quarter was the timeline poster promoting the Introduction to*

Teaching Assistant course, which was posted by Lesley on 12 April. This had a total reach of 1.3k (with 35 post clicks and 7 reactions, comments or shares). Next popular was the post about security recruiting opportunities posted on 28 June 2017 (577 reach, 29 post clicks and 6 reactions, comments or shares). Other 'top 5' posts in terms of reach are shown below.

| Published              | Post   | Type  | Targeting   | Reach   | Engagement  | Promote   |
|------------------------|--|---|---|---|---|---|
| 04/12/2017<br>2:05 pm  |  Timeline Photos  |  |  | 1.3K  | 35<br>7  |  |
| 06/28/2017<br>10:13 am |  Vaughan O'Sullivan has let us know that Meden Event Security,      |  |  | 577    | 29<br>6  |  |
| 06/02/2017<br>11:45 am |  Dressmaking course starts on Tuesday 20 June and runs for six      |  |  | 540    | 14<br>3  |  |
| 06/27/2017<br>10:31 am |  Volunteering opportunity... make a difference by helping to improv |  |  | 507    | 6<br>3   |  |
| 04/13/2017<br>11:45 am |  Crafting opportunities for a creative summer in Warsop Parish... # |  |  | 413    | 9<br>2   |  |

Big Warsop's Facebook page is receiving an increasing number of messages and requests to share information, which shows that this has become a well-known and useful communication channel within the Warsop Parish. By sharing events and news posted by other local groups and organisations, Big Warsop is able to contribute to the building and strengthening of community interest in local events. Big Warsop's Twitter page is less popular and has fewer followers, suggesting that (in general) the preferred social media channel for local residents is Facebook. I therefore aim to be responsive to any messages sent to the page and have shared information that is relevant and of interest to the community.

**Outcomes the project has contributed to**

Communication updates and promotional items such as the pull-up banners and flyers will help to continue to raise awareness of Big Local in Warsop. The promotion of the stories of change and the advertising of local events and training opportunities generate local interest and a wider understanding of how Big Warsop is investing funding locally.

**Plans for next reporting period**

I will be planning a series of workshop sessions for partnership group members and local residents who are interested in learning communication skills. Following conversations with members of the Big Warsop Partnership Group, the aim is to provide local people with the skills needed to take on more of the tasks involved in updating communications for Big Warsop, with a complete handover no later than the end of March 2018.