

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 2017 to 30 September 2017	Number and age of people benefiting from the project	N/A
Introduction			
<p><i>This report provides a Big Warsop communications update for the quarter 1 July to 30 September 2017. This main focus during this quarter has been to help Big Warsop promote local activities and projects using social media, the Big Warsop website and MailChimp email campaigns.</i></p>			
Activities undertaken during reporting period			
<i>Promotions/campaigns/website</i>			
<p><i>The next deadline for RoLo / Community Chest applications has been publicised using a combination of media. The website banner was updated and linked to the Community Chest page on the Big Warsop website, and artwork was created for a full page advert for Warsop & District News. A press release was also issued to the local press and an email was sent to the Big Warsop mailing list (via MailChimp) on 25 August to alert them of the upcoming deadline and encourage applications. A reminder was also included in a MailChimp campaign sent out on 27 September.</i></p> <p><i>A PowerPoint presentation was put together for a meeting with the local Mayoral Commission for Warsop Parish. This included an information summary and details of some of the activities delivered so</i></p>			

far through Big Warsop investment.

To help promote the AGM, a poster and website banner were designed and information shared on Big Warsop's Facebook and Twitter pages. Invitations to the AGM were sent out on 9 August via MailChimp, with a further reminder delivered on 12 September. An A4 double-sided Annual Review with a roundup of activities was also put together for printing and distribution to those attending the AGM.

A short write-up about Big Warsop with links to website and social media pages was compiled for Warsop Parish Council, who were in the process of developing a new website and had requested information about the Big Local programme so that it could be shared on their site.

A Big Warsop letterhead was put together for use by the Plan Co-ordinator and provided as a PDF and as a Word document for use with official letters from Big Warsop.

The Big Warsop training opportunity details were updated to reflect the addition of a health & safety session and a few changes to the first aid and food safety courses. The web page and promotional poster were revised and details shared on social media and via Mailchimp.

To support Vibrant Warsop, details of the Future Greens project were added to the Big Warsop website and shared on social media. I created a poster and website banner to go with the campaign and distributed details to the Big Warsop mailing list via MailChimp.

Other regular updates have been made to the Big Warsop website including the addition of [minutes](#), the [latest report from the Big Local Rep](#), and adding the Education and Training Bursary scheme application form to the site, along with an updated Community Chest application form.

News stories

Since the last report, five new blog updates have been added. Please use the links below to read the posts:

- [Volunteers needed for exciting environmental projects](#)
- [RoLo/Community Chest update](#)
- [Pop up Youth Roadshow is a hit with young people](#)
- [You are welcome to attend our AGM](#)
- [Baby yoga brings positive results](#)

Social media activity

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

- 36 Tweets or retweets (355 total Tweets by Big Warsop to date)
- 246 Twitter followers (18 new since 1 July 2017)
- 61 new Facebook posts or shares since last report
- 655 Facebook Page Likes (12 new since 1 July 2017)

The post with the biggest reach this quarter was a piece posted on 2 July on behalf of Rose Severn who was at the Warsop Carnival. This post reached 2,228 people, had 276 post clicks and 49 reactions,

comments or shares. Also popular was a post about the Youth Roadshow which was posted on 18 August. This had a total reach of 1,260, with 31 post clicks and 14 reactions, comments or shares. The banner about the RoLo/Community Chest deadline reached 1,541 people and had 32 post clicks and 12 reactions, comments or shares. The new training dates poster that was added to the Big Warsop Facebook page on 27 September has so far reached 1,079 people and had 11 post clicks and 8 reactions, comments or shares.

The Facebook page continues to grow its reach and is a successful communication tool for Big Warsop. Compared to other Big Local areas I work with, the Big Warsop Facebook page receives a higher number of interactions and has a much bigger community reach. The Twitter page is less popular in Warsop, so presumably local residents prefer Facebook to Twitter..

Outcomes the project has contributed to

Communication updates and promotions help to raise awareness of Big Local activities in Warsop. The sharing of other stories and posts from within the community also helps to build a stronger online community within the Warsop Parish.

Plans for next reporting period

A series of workshop sessions for partnership group members and local residents who are interested in learning communication skills has been drawn up, with a view to delivering these in the new year.

A Google Analytics account has been set up for Big Warsop, but there has been a glitch with the plug-in, so I am unable to report on website visits this quarter. Hopefully this will be resolved by the next report when I will be able to provide some insights into website usage for Big Warsop.