

<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>
<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 January 2018 to</b> <b>31 March 2018</b>	<b>Number and age of people benefiting from the project</b>	<b>N/A</b>
<b>Introduction</b>			
<p><i>This report provides a Big Warsop communications update for the quarter 1 January to 31 March 2018. This is the last quarter that Guidemark Publishing will be delivering the communications service for Big Warsop, so the focus has been on getting everything up to date and providing a handover, as well as producing posters, making routine website updates, and adding blog stories.</i></p>			
<b>Activities undertaken during reporting period</b>			
<b>Promotions/campaigns/website</b>			
<p><i>A poster has been designed to promote the Fit Together activities at The Shed. This was distributed as a poster (for print), shared on Facebook and Twitter, and distributed in a MailChimp campaign. Following the success of the pilot sessions, the poster was updated and readvertised on Big Warsop and Vibrant Warsop Facebook pages to promote this as an ongoing activity at The Shed.</i></p> <p><i>A poster was also designed to promote a series of six trial pilates sessions at The Shed. This was distributed as a print poster, and shared on social media. It was also included as part of a MailChimp campaign which was sent to the Big Warsop mailing list. Again, the pilot sessions proved to be popular,</i></p>			

*so the poster was updated and shared to promote the fact that the sessions are now available on an ongoing basis at The Shed.*

*In addition, the following promotional items have been designed for Big Warsop during the quarter:*

- *A poster to promote a Healthy Lifestyle course organised by Warsop Infotech.*
- *Powerpoint slides for the Rotary RoLo/Community Chest celebration event.*
- *A Health and Safety poster, including a MailChimp campaign.*
- *A poster to promote the Creative Warsop exhibition. Details of the exhibition were distributed to the Big Warsop mailing list via MailChimp and shared on social media.*
- *Advice was also provided to Warsop Infotech on the design layout of their course booklet.*
- *Three options for a poster to promote the 2018 Christmas Fair at The Shed in December have been produced. The design files and print ready PDFs for these have been uploaded to Dropbox so that they can be accessed when they are needed.*
- *An editable PowerPoint version of the First Aid / Food Safety poster has been created and sent to Lesley so that she can amend it (and save as a PDF) once the dates for upcoming courses have been finalised.*
- *An updated poster for Warsop Judo Club to advertise the sessions that take place at The Shed, based on a similar design to the other activity posters. This has been shared via Big Warsop's Facebook and Twitter pages.*

*I interviewed Paul Sears from Care Trainers about how Big Warsop funded activities prompted him to develop Mansfield First Aid. The resulting article was used on the Big Warsop blog and issued as a press release, which featured on page 6 of the [March edition of the Warsop & District News](#).*

*I uploaded the new RoLo Community Chest application form to the website and added a new RoLo/Community Chest banner to the [bigwarsop.com](#) home page. Details of the latest round of funding were sent out via MailChimp and shared on Facebook on Twitter.*

*I have prepared artwork for signage for The Shed. This included recreating the Warsop Youth logo and redrawing The Shed logo to make them big enough for use on large format print.*

*I created an advert for a Sessional Youth Worker for Vibrant and shared this on Big Warsop's Facebook and Twitter pages and Vibrant's Facebook page and website. Details of the job opportunity were also sent out by MailChimp to the Big Warsop mailing list.*

*A service and person specification was written for the communications service. I have also created an advert and for the Communications Worker. This has been shared on Facebook and Twitter (both Big Warsop and Vibrant pages), and the vacancy has been added to the jobs page on the Vibrant Warsop site. The opportunity was distributed to the Big Warsop mailing list via MailChimp on 28 March, along with a reminder about the RoLo/Community Chest deadline.*

*Artwork has been created to promote and feature Future Greens. This will take the form of an eBook and has been possible thanks to Rebecca Hollis, who has shared her Future Greens activity diary with Big Warsop and gathered comments from the young people involved. This will be added to the Big*

Warsop website once a photograph for the front page has been taken.

I spent time on 16 March at Warsop Town Hall with Maddy Pritchard and Ben Melling to go through a handover process for the Big Warsop communications function, including passwords and a run through on the Wordpress site, MailChimp and Facebook and Twitter.

### **News stories**

Since the last report, 8 new blog updates have been added. You can use the links below to read the posts:

[Help us to tell the Big Warsop story](#)

[Exhibiting Warsop's creativity](#)

[Pilates sessions now available weekly](#)

[The impact of Big Warsop funding](#)

[A chance to learn about health and safety and risk assessment](#)

[Mindfulness in Meden Vale with the Children's Centre](#)

[Another magical Christmas Fair at The Shed](#)

[Creative activities in the heart of Warsop](#)

### **Social media activity**

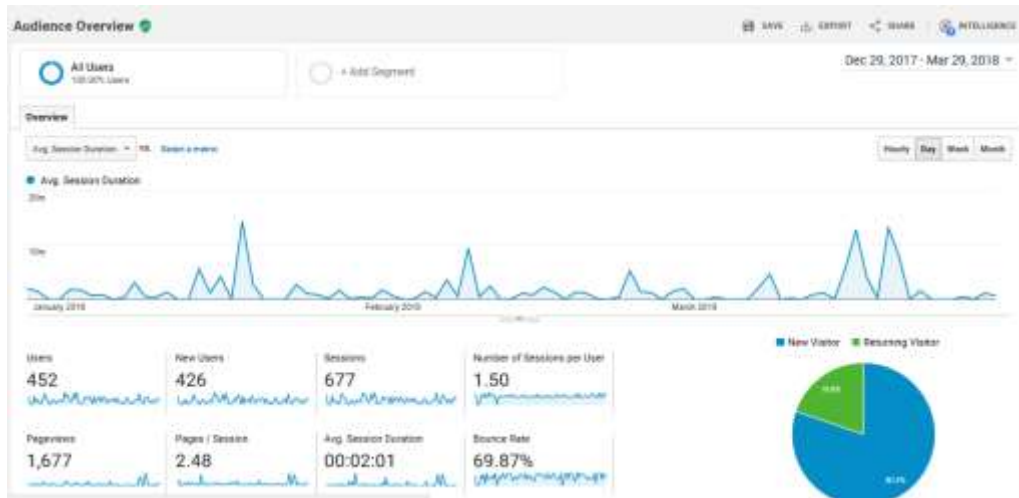
Social media activity for Big Warsop since 1 January 2018 includes:

- 68 Tweets or retweets (487 total Tweets by Big Warsop to date)
- 262 Twitter followers (8 new since 1 January 2018)
- 79 new Facebook posts or shares since last report
- 690 Facebook Page Likes (24 new since 1 January 2018)

The Facebook post with the biggest reach this quarter was the promotion of the Creative Warsop Exhibition, which was posted on 15 March. It had a reach of 2.2k, with 162 clicks and 60 reactions, comments or shares. Next was the posting about the weekly pilates sessions, which had a reach of 1.6k, with 106 clicks and 24 reactions, comments or shares.

Using Google Analytics, I can report that the number of visits to the Big Warsop website for the period 29 December to 29 March was:

677 visits from 452 users and the average length of time spent on the sight by each visitor was 2 minutes and 1 second.



The top visited pages were as follows:

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	1,677 <small>% of Total: 100.00% (1,677)</small>	1,283 <small>% of Total: 100.00% (1,283)</small>	00:01:22 <small>Avg for View: 00:01:22 (0.00%)</small>	677 <small>% of Total: 100.00% (677)</small>	69.87% <small>Avg for View: 69.87% (0.00%)</small>	40.37% <small>Avg for View: 40.37% (0.00%)</small>
1. /	219 (13.06%)	162 (12.63%)	00:00:36	135 (19.94%)	42.96%	32.42%
2. /the-shed/	190 (11.33%)	172 (13.41%)	00:03:24	160 (23.63%)	84.38%	82.11%
3. /warsop-mush-cut/	108 (6.44%)	93 (7.23%)	00:02:05	80 (11.82%)	82.50%	75.93%
4. /creative-activities-in-the-heart-of-warsop/	50 (2.98%)	43 (3.32%)	00:03:22	33 (4.87%)	87.88%	74.00%
5. /wp-admin/	44 (2.62%)	31 (2.42%)	00:00:16	24 (3.53%)	4.17%	2.27%
6. /category/whats-changed/	42 (2.51%)	26 (2.03%)	00:00:36	0 (0.00%)	0.00%	4.76%
7. /the-impact-of-big-warsop-funding/	36 (2.15%)	29 (2.25%)	00:02:56	19 (2.81%)	73.68%	61.11%
8. /wp-admin/edit.php?post_type=page/	31 (1.85%)	8 (0.62%)	00:00:13	0 (0.00%)	0.00%	0.00%
9. /exhibiting-creative-warsop/	28 (1.67%)	25 (1.95%)	00:04:10	18 (2.66%)	84.44%	71.43%
10. /christmas-fair-2017/	27 (1.61%)	23 (1.79%)	00:03:41	15 (2.22%)	93.33%	86.67%

48.67% of visitors accessed the site using a mobile phone, 39.82% used a desktop PC and 11.50% used a tablet (see figures below).

Device Category	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	452 <small>% of Total: 100.00% (452)</small>	426 <small>% of Total: 100.00% (426)</small>	677 <small>% of Total: 100.00% (677)</small>	69.87% <small>Avg for View: 69.87% (0.00%)</small>	2.48 <small>Avg for View: 2.48 (0.00%)</small>	00:02:01 <small>Avg for View: 00:02:01 (0.00%)</small>
1. mobile	220 (48.67%)	208 (48.83%)	298 (44.02%)	77.18%	1.42	00:00:46
2. desktop	180 (39.82%)	170 (39.91%)	314 (46.38%)	62.10%	3.57	00:03:18
3. tablet	52 (11.50%)	48 (11.27%)	65 (9.60%)	73.85%	2.02	00:01:35

**Outcomes the project has contributed to**

Communication updates and promotions have continued to help raise awareness of Big Warsop funded activities as well as other local activities and events in the Warsop Parish.

*This is the last report from me as this is the final quarter that Guidemark Publishing will be delivering the communications service on behalf of Big Warsop. I would like to take this opportunity to thank you for the opportunity of working with you and wish you all the very best for the future.*

**Plans for next reporting period**

*The Future Greens Diary will be uploaded to the Big Warsop site once the front cover image has been provided by Andy Hollis.*

*A new communications provider is being sought from within the Warsop Parish to continue the work of promoting and reporting on Big Warsop activities.*