



CONNECTING YOU END OF CAMPAIGN REPORT

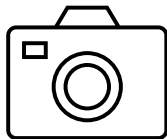
ACTIVITY OVERVIEW



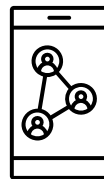
CREATED THE
CONNECTING YOU
BRAND



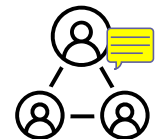
RESEARCHED, DRAFTED
AND ISSUED 11 PRESS
RELEASES TO LOCAL AND
REGIONAL MEDIA



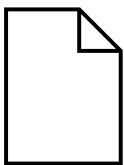
2 PHOTO CALLS ARRANGED
AND ATTENDED



RAN 2 SOCIAL MEDIA
ADVERTISING
CAMPAIGNS



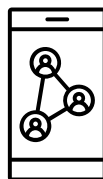
3 PARTNER PACKS
ISSUED TO PROMOTE
GRANT FUND



CREATED
PROMOTIONAL
ASSETS FOR EVENTS



CONTACTED 16 GRANT
RECEIPIENTS TO
DISCUSS COMMS
SUPPORT



ISSUED GRANT FUND
AND RECIPIENT SOCIAL
MEDIA CONTENT TO
DCC COMMS TEAM



ATTENDED 4 DELIVERY
PARTNER MEETINGS




RESEARCHED AND
DRAFTED 4 CASE STUDIES


PROJECT ACTIVITY

- Worked with Toco to develop the Connecting You brand
- Developed key messages for the project
- Ran a series of social media advertising campaigns to promote the grant fund
- Issued three press releases to local and regional media about the grant fund
- Created a suite of assets to promote the grant fund including: promotional partner pack, poster template, literature and display materials

DELIVERY PARTNER SUPPORT

- Issued press releases to media for Relaunch of the Chatty Bus scheme
- Arranged and attended two photo calls 
- Drafted and issued social media content for delivery partner events and share with DCC comms team
- Promoted the static chatty bus events at various locations across Devon
- Attended delivery partner meetings

GRANT RECIPIENT SUPPORT

- Contacted all recipients to discuss support
- All recipients have been sent the Connecting You pack  which includes:
 - CY logo
 - Pre-written social media copy
 - Poster template
- Researched, drafted and issued 7 press releases to local media for
 - Colyford and Colyton Memory Café
 - Mid Devon Mobility
 - Seachange – Blokes on Buses
 - Strawpatch
 - Honiton Carers support group
 - Ilfracombe CTA
 - Totnes Bike Hub



RESULTS

PR & PARTNER MARKETING

Total pieces of coverage / posts	Total circulation / following
148	4.3M

PR Highlights

			
2,796,510 Online Regional Coverage	186,000 Radio	104,640 Online Regional Coverage	20,970 Online Regional Coverage

Media Coverage Breakdown



1 Radio



25+ Online Articles



Over 865,000 Post Reach
(all social media)

COVERAGE EXAMPLES



DevonLive NEWS • DISCOVER DEVON EXETERLIVE TORBAYLIVE MORE

BUY A PHOTO PLANNING NOTICES JOBS BOOK AN AD BUY A PHOTO ADVERTISE WITH US MARKETPLACE DIRECTORY VOUCHER CODES GIVING NEWSLETTER SIGNUP

Get £25 towards exciting summer days out: What's on and where you can go
Student stabs teacher at South West school
Man arrested after crash leaves pedestrian seriously injured
People smuggling bid foiled after yacht spotted off coast
Tourists have made South West hotspot hell on earth

The Chatty Bus is heading to Tiverton

Multiple charities will attend, with the bus offering a place to warm up, a hot drink and space to chat.

By **Linda Clarke**
13:43 11 Nov 2022

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Day for your business. Sign up to save 50%

EXETER CHAMBER

DRIVING BUSINESS SUCCESS

ABOUT US INITIATIVES NEWS EVENTS

THE CONNECTING YOU COMMUNITY GRANT FUND IS NOW OPEN TO DEVON BASED COMMUNITY GROUPS & CHARITIES

By Exeter Chamber | November 3, 2022 | Member News & Updates, Transport



4:03 PM - Nov 2, 2022

1 Reply Share

Read more on Twitter

Devon County Council offers grants of up to £40,000 for transport projects to connect people

Devon County Council is seeking applications for grants to projects and organisations that tackle loneliness.

The fund is open for applications from projects that be applied for to fund specific transport projects that enable people to access activities that will help them.

Devon County Council have recently been awarded a grant from the Connecting You Community Grants Fund and a programme of transport schemes aimed to tackle loneliness.

Search

Home > Leisure and lifestyle > Community grants and support > Grants and Community > Weekly grants and community newsletter > 2022 > November > Grants and Community

Grants and Community News for 4 November 2022

04 November 2022

New Fund alert! - Coming soon - the NDC Community Warm Spaces Fund

The cost-of-living crisis is having an impact on individuals and communities in North Devon including those already in poverty, those just about making ends meet and other vulnerable groups.

North Devon Council is setting up a new Community Warm Spaces Fund launching next week.

If you are a North Devon community group, charity, church, CIC, voluntary group or Parish/Town Council and are putting on events to help people in the community you will be able to apply for funding to support your work in supporting communities located in the North Devon Council area through the cost-of-living crisis over the winter period.

Some examples may include providing a warm place for members of the community to meet and receive information and advice on budget saving tips, providing health and wellbeing support, or providing help with food.

Check back next week for launch date!



Colyton Memory Cafe group awarded new grant

8th November

CHARITY • COMMUNITY • PEOPLE

The Colyton and Colyford Memory Cafe members. Credit Geoff Barwell. (Image: Geoff Barwell)

By Adam Manning

Colyton and Colyford Memory Café has been awarded a grant from Devon County Council's Connecting You fund.

This Is Your Season



YOUR COMPLETE Home Renovation.

FROM PLANNING TO COMPLETION... FORDS IS WITH YOU EVERY STEP OF THE WAY

DevonLive NEWS • DISCOVER DEVON EXETERLIVE TORBAYLIVE MORE

Play All Or Nothing: match no numbers and win the jackpot
Future of popular land: Grants secured
North Devon calls for shake up of 'undermoderated' first past the post system
Devon's children's services 'among worst in England'
Safety fears over new housing plan for Devon

By **Ja Heald**
17:15 11 Nov 2022

New community travel fund to tackle loneliness with transport

Connecting You Community Grants Fund makes grants available to Devon organisations

Merici Maman Jewellery London

MOST READ

SOCIAL MEDIA ADVERTISING

FB/IG	Reach	Impressions	Total Ad Clicks	Frequency	CTR
28 th July – 30 th August	29,951	111,127	4,976	3.71	4.48%
14 th October – 14 th November	43,920	143,948	1,201	3.28	0.83%

- First advertising delivered a higher CTR than the second burst
- Second burst delivered a higher reach generating a higher reach across the county.
- The first campaign saw better performance on Facebook vs. second campaign which performed better on Instagram

SUMMARY

- The creation of Connecting You via the funding from the Department for Transport Tackling Loneliness project has brought support to many individuals through the initiatives and activities awarded to groups across Devon.
- Changing our approach to how we supported and communicated the projects Connecting You funded to a more grass roots PR-led hyper-local campaign allowed us to reach people in areas where activities were taking place to avoid wastage.
- The campaign reached deep into the communities via local media, taking the messages to the grass roots organisations and services users that needed to hear them.
- We delivered over 148 pieces of coverage across the county creating strong awareness for both the project and local groups and organisations. We would recommend this approach for any similar future projects.