



Summer Extravaganza '24 –

Recommendations:

To note the post event audit for the Haydon Wick
Summer Extravaganza & '20-day' Events



Background



The Haydon Wick Parish Council organised the Annual Summer Extravaganza 2024 as a comprehensive community event designed to foster local spirit and engagement. Running from July 29th to August 17th, this 20-day celebration aims to bring together residents of the parish in North Swindon, Wiltshire, through a diverse range of activities and events.

The extended duration of the summer extravaganza allows for a wide variety of programming, catering to different interests and age groups. Activities such as pebble painting, seed planting, and nature walks encourage environmental awareness and creativity, while Olympic-style sporting events promote physical activity and healthy competition. By showcasing local community groups, the event also serves to highlight and strengthen existing community networks.

The culmination of the Extravaganza is the Community Fun Day on August 17th at Haydonleigh Primary School. This event was structured to be inclusive and accessible, with a mix of paid and free activities to accommodate varying family sizes and budgets. The £7.50 wristband for children provides access to numerous attractions, while free offerings ensure that all families can participate regardless of financial constraints.

Local business sponsorship demonstrates community support and helps to offset costs, making the event more sustainable. The inclusion of an Open Mic session and a dog show adds elements of local talent showcase and pet-friendly entertainment, further broadening the event's appeal.

Overall, the Summer Extravaganza 2024 was designed as a multifaceted celebration that not only provides entertainment but also strengthens community bonds, supports local businesses, and creates lasting memories for residents of Haydon Wick. By offering something for everyone, from music enthusiasts to families and pet owners, the event aimed to reinvigorate community spirit and foster a sense of belonging among all participants.

Re-Discover Your Community in 20-days Challenge - Events



Events:

Alongside our regular groups we also delivered:

1. 20-Day QR coded challenge
2. Olympic Style Multi Sports Event - Heaton Close MUGA
3. Pop in and Paint a Pebble Event
4. Staff Parkrun
5. Discover Seven Fields Nature Reserve with Marilyn Beale
6. Family Trip to Weston Super Mare
7. Cirencester Bus Trip
8. 'Revamped Rounders' Trent Field Play Park. SN25 3NG
9. Olympic Style Multi Sports Event - Havisham Drive MUGA
10. WWT Evening Nature Walk at Mouldon Hill Country Park
11. Pop by and Plant Event - Old Blunsdon Road.
12. Revolution Performing Arts - FREE Taster Session. Parish Office
13. Summer Extravaganza - Community Fun Day

Reach:

- **59** parishioners took part in the three organised sports events
- **50** parishioners enjoyed a trip to WSM
- **38** took part in the paint a pebble
- **12** residents enjoyed a minibus trip to Cirencester
- **25** families took part in the 20-Day QR Coded Challenge
- **16** residents discovered biodiversity in our nature reserve and country park.
- **34** parishioners took wildflower seed packets with **9** children staying to plant peas at the pop by and plant event
- **4** team members discovered the parkrun and finally...
- at 3.30pm on Saturday 17th August **560** residents were clicked by security as attending the Community Fun Day. With an estimated total visitors in excess of a thousand.



Budget Information

Budget awarded
£4,000

Income:

Sponsorship:	£2,250.00
Stalls:	£ 380.00
Bar:	£1,170.00
Wrist bands:	£1,278.50

Total income	£5,078.50
Budget awarded	£4,000.00

Total Funds	£9,078.50
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Expenses TBC:

Entertainment:	£2,149.49
Consumables:	£ 683.25
Infrastructure:	£1,272.72
Safe & Secure:	£ 621.00
20 Day Events:	£ 492.19
Bar Costs:	£ 778.38

Total expenses	£5,997.03
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Budget Under Spend: £3,081.47

Feedback Highlights: Community Fun Day 17th August 24

26 Event team/supplier feedback forms returned to date.

Location:

15 Excellent 10 Good 1 Fair

Organisation:

18 Excellent 7 Good

Variety of activities:

14 Excellent 10 Good

Wristbands:

13 agreed good value

Activities/entertainment:

Music, farm and wristbands were most popular

Common recommendations for next event:

- More directional signage
- Consolidate all areas into one arena
- Separate cashier desks for Bar and Pay to Play bands. And bar tokens for block purchase
- VIP Parking agreed for some e.g. entertainers, first aiders
- More activities for teens/young adults
- Another toilet
- More help especially car parking and stewarding
- Parish council stand more prominent / near exit/entrance
- Announcer on main stage/Welcome/Thanks
- Timings: earlier start, finish at 6pm
- General access for dogs

WHAT WENT WELL...

CHECK OUT THE
EVENT VIDEO
[HERE!](#)

The main arena activities and entertainment went down well:

- The mobile Farm was a popular attraction, allowing all ages enjoyment, and the information shared by the farm was very informative.
- 170 pay to play bands were sold - allowing children unlimited access to the Tea Cups, Inflatables, Circus Skills, free tattoos, Splat the rat and a bottle of water
- Free activities in the Craft zone for all ages was also popular, with a dementia friendly area also promoting the Memory and Companions Café offer.
- Live music – mix of professional and new talent worked well. We could potentially offer audience open mic opportunities too.
- Bar – having a licensed bar added to the inclusive offer.
- Arena picnic area - Promoting bring your own chairs and blankets worked well, allowed families to stay longer to enjoy the music and surrounding activities.

Marketing reach and increased social media engagement:

- View Marketing & Events October report for full details.

Partnering and Sponsorship:

- Successful sponsorship engagement and good return on their investment evidenced through print/digital and outdoor advertising/ brand placement.
- Income generation through pre booked stalls and food outlets.
- Working with Haydonleigh School to provide a local venue with easy access, central to the parish and good footfall. Building on this to develop partnership working for future events.

The school are happy to have us back!

What didn't go so well



Brand Ownership and Council Stand Positioning. Having a school grounds as the venue blurred the lines between who was hosting the event. Unfortunately, due to the separate arenas the council stand merged with other stall holders and didn't stand out as the hosts. This needs to be considered at future events. Positioning at main entrance/exit with bold branding at stage will help with this.



Sporting Activities - Haydon Vale Football Club cancelled at last minute. The large MUGA area then became hard to engage people back to due to it's location. A sports session was relocated to the Dog Show arena after the dog show, but still hard to engage community in activity.



Logistics – Consider **parking permit** for traders and entertainers. **Consistent messaging from Security** (see Dog Show). Request total through gate as well as tracking numbers on site, to understand total number of visitors. **Signage** – due to lack of time in the morning not all signage was put up. More directional signage needed. Prints of programme give out at the entrance would help this. Don't rely on digital communications to share all information.



General access to Dogs and Dog Show - School policy dictates that this wasn't something they could allow to the general public. Working with the head a manageable area was designated to the dog show, with no general access to the entire site. Dog show numbers were impacted, with only 7 entries in the end. The majority of negative feedback was regarding general access for dog owners. Mis communication at the dog show entrance from security staff also made some feel unwelcome. Consider general access at future venues.



Announcements - Ensure announcements can be heard across all areas of the venue. Finale – stick to timings, as parishioners arriving from 5.30/6pm were witness to dismantling, this would give the wrong impression and Live Music was booked till 7pm.

PROPOSAL FOR SUMMER EXTRAVAGANZA '25



Proposed Venue: Trent Road Play Area.



Risk: not as central and would need to balance with an event in the Tawhill/Mouldon Hill area. Would also need to consider weekend security to allow for pre set up. And onsite parking for traders and entertainers, reducing need for neighbourhood parking.



This is at least twice the size of Haydonleigh School Field and would allow all activities and entertainment in one area.



Proposed Date: Saturday 16th August 2025