

Meeting	Community Development Committee
Date	4 th February 2025
Report Title	Marketing & Events
Agenda Reference	11
Author	Liz Matthews, Marketing & Events Co Ordinator

Officer's Recommendation

- To note the report.

Background

In the last two months, the Marketing and Events Co Ordinator has continued to develop social media posts through brand and video. Supporting the Council with various promotional materials and community events photography/filming. The Co Ordinator manages the administration and the artwork production of the Haydon Wick 'Living' Magazine. The Marketing & Events Co Ordinator has organised, marketed and delivered the Christmas Carnival.

Website Analytics – popular pages and trends over the last 60 days

User Acquisitions *comparing the last 60 days with the previous 60 days (23rd Nov – 24 Jan)*

In the week leading up to the Christmas Carnival, we observed a steady increase in new users, with 103 new users on December 6th, marking a 186% increase compared to the previous report. However, over the two reporting months, there was an overall decline in users. On a positive note, the average engagement time increased by 12%, indicating that users found the information engaging rather than merely clicking through.

First user prim...channel group) ▾ +		↓ Total users	New users	Returning users	Average engagement time per active user
↕ SHOW COMPARI...N DATE RANGE					
Total		2,345 vs. 3,010 ↓ -22.09%	2,205 vs. 2,868 ↓ -23.12%	425 vs. 461 ↓ -7.81%	1m 25s vs. 76.21 ↑ 12.08%
1	Organic Search	1,346	1,285	269	1m 27s
2	Direct	1,006	962	112	1m 13s
3	Organic Social	530	505	45	44s
4	Email	112	106	29	1m 27s
5	Referral	16	10	6	4m 43s

User Behaviours – most popular landing pages



The screens below illustrate a sustained trend in the popularity of pages such as Moulton Hill Country Park. Notably, there has been an increase in user engagement with events and interest in vacancies, contributing to a rise in targeted traffic.

User Behaviours – most popular pages

Page path and screen class ▾		↓ Views	Active users	Views per active user	Average engagement time per active user
SHOW COMPARISON DATE RANGE					
Total		6,826 vs. 9,906 ↓ -31.09%	2,321 vs. 2,981 ↓ -22.14%	2.94 vs. 3.32 ↓ -11.5%	1m 25s vs. 76.21 ↑ 12.08%
1	/	1,441	696	2.07	40s
2	/christmas-carnival-24/	338	175	1.93	1m 51s
3	/vacancies/	76	65	1.17	19s
4	/moulton-hill-country-park/	479	339	1.41	36s
5	/whats-on/	373	199	1.87	56s
6	/council-meetings/	322	71	4.54	1m 52s
7	/christmas-parcels/	256	80	3.20	2m 12s
8	/councillors/	168	123	1.37	1m 07s
9	/youth-forum/	794	348	2.28	1m 08s
10	/contact/	159	108	1.47	44s

% increase on last 60 days

Page path and screen class ▾		↓ Views	Active users	Views per active user	Average engagement time per active user
SHOW % CHANGE					
Total		6,826 vs. 9,906 ↓ -31.09%	2,321 vs. 2,981 ↓ -22.14%	2.94 vs. 3.32 ↓ -11.5%	1m 25s vs. 76.21 ↑ 12.08%
1	/	-9.58%	-5.89%	-3.92%	12.03%
2	/christmas-carnival-24/	55.33%	73.71%	-10.59%	-43.4%
3	/vacancies/	422.37%	244.62%	51.58%	188.97%
4	/moulton-hill-country-park/	-43.42%	-37.76%	-9.1%	9.7%
5	/whats-on/	-38.34%	-23.62%	-19.27%	-12.13%
6	/council-meetings/	-33.23%	-29.58%	-5.19%	10.57%
7	/christmas-parcels/	-20.31%	-66.25%	136.11%	333.79%
8	/councillors/	-2.38%	-11.38%	10.16%	9.12%
9	/youth-forum/	-80.73%	-81.61%	4.78%	49.6%
10	/contact/	-5.66%	-18.52%	15.78%	82.21%



Actual visits in the last 60 days

↓ Page path and screen class + ↻ SHOW PRIMARY DATE RANGE		↓ Views	Active users	Views per active user	Average engagement time per active user
Total		6,826 vs. 9,906 ↓ -31.09%	2,321 vs. 2,981 ↓ -22.14%	2.94 vs. 3.32 ↓ -11.5%	1m 25s vs. 76.21 ↑ 12.08%
1	/	1,303	655	1.99	44s
2	/christmas-carnival-24/	525	304	1.73	1m 03s
3	/vacancies/	397	224	1.77	57s
4	/mouldon-hill-country-park/	271	211	1.28	40s
5	/whats-on/	230	152	1.51	49s
6	/council-meetings/	215	50	4.30	2m 04s
7	/christmas-parcels/	204	27	7.56	9m 36s
8	/councillors/	164	109	1.50	1m 13s
9	/youth-forum/	153	64	2.39	1m 41s
10	/contact/	150	88	1.70	1m 21s

Monthly Bulletin Analytics

December bulletin was delivered to 310 email subscriptions. 59.7% opened and looked at the email 15.5% people read the content and were compelled to click through to the target page.

Upcoming Social Media themes and regular schedules

Regular good news posts: Monday: Haven Wednesday: Memory Café and Friday: Parks & Open Spaces Maintenance Updates. Saturday: Community Led Action Plan updates continued throughout December and January being replaced with precept regularly asked questions.

The Co Ordinator scheduled and maintained a social media presence throughout the Christmas shutdown ensuring key messaging was shared. Regular requests for volunteers have also been a focus since the last report and will continue potentially sharing case studies as evidenced. Regular event marketing was delivered to support the Christmas Carnival, and Fish and Chip Friday. Event marketing for youth and community have been scheduled and will begin to build interest for up-and-coming events for Easter and beyond.

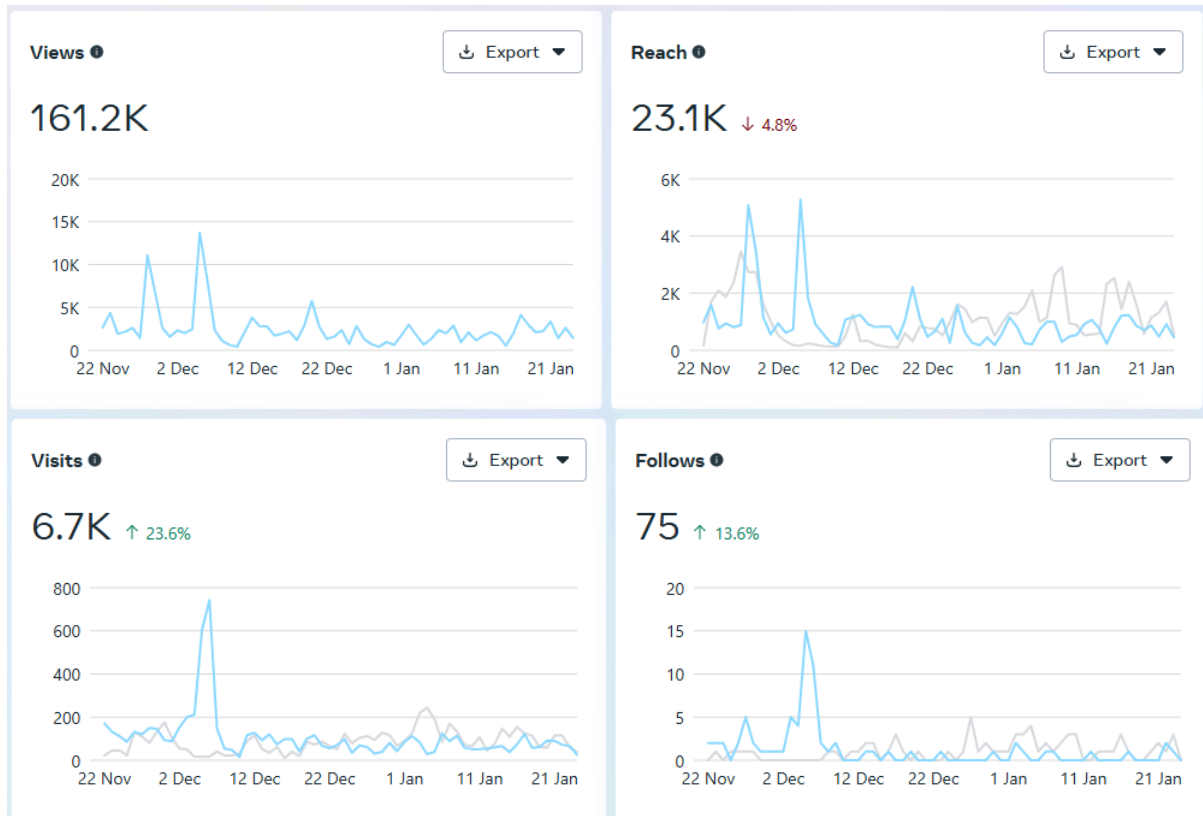


Social Media Analytics

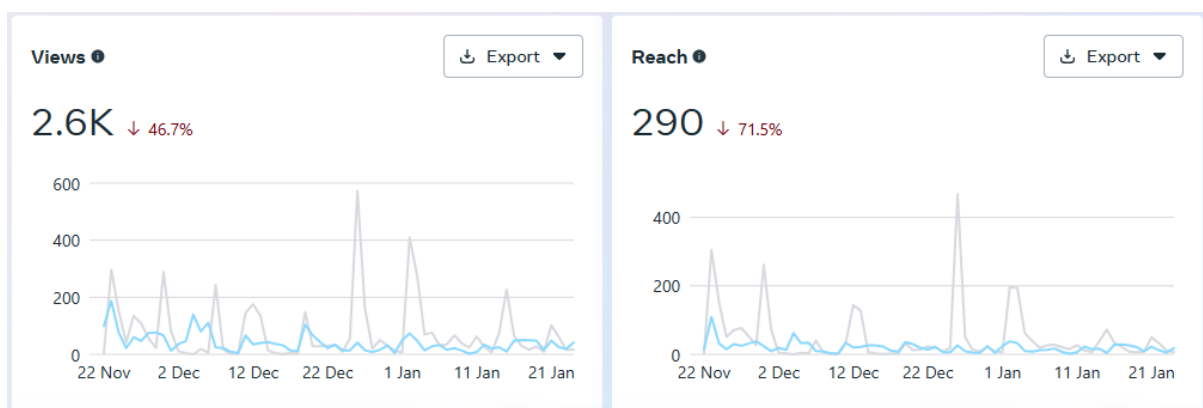
Reach

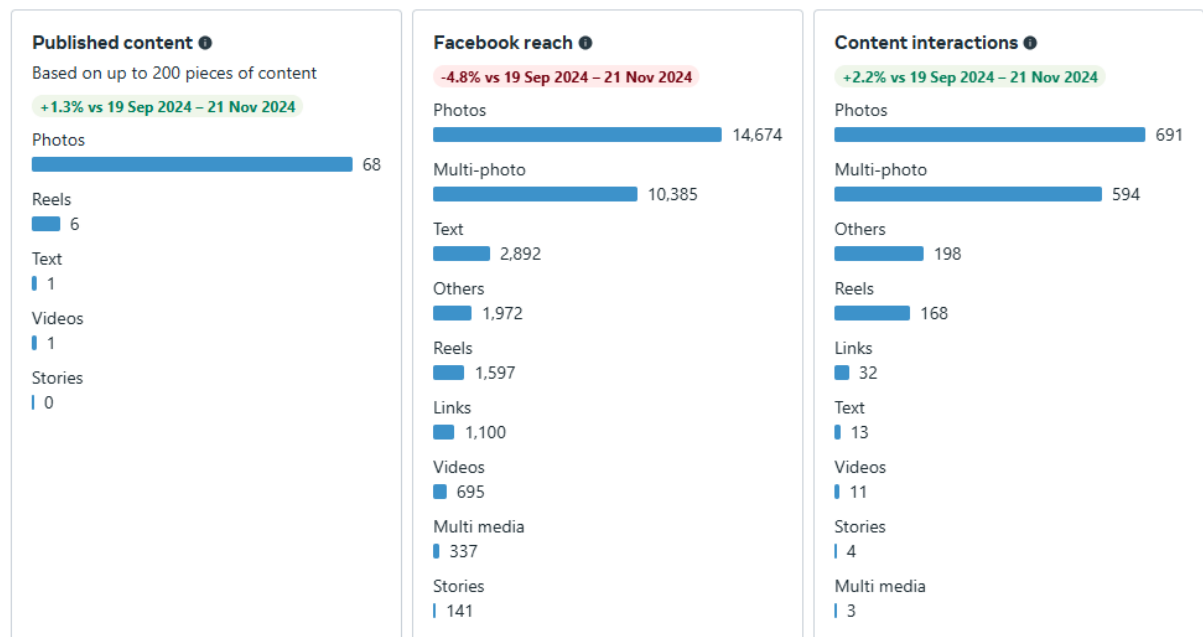
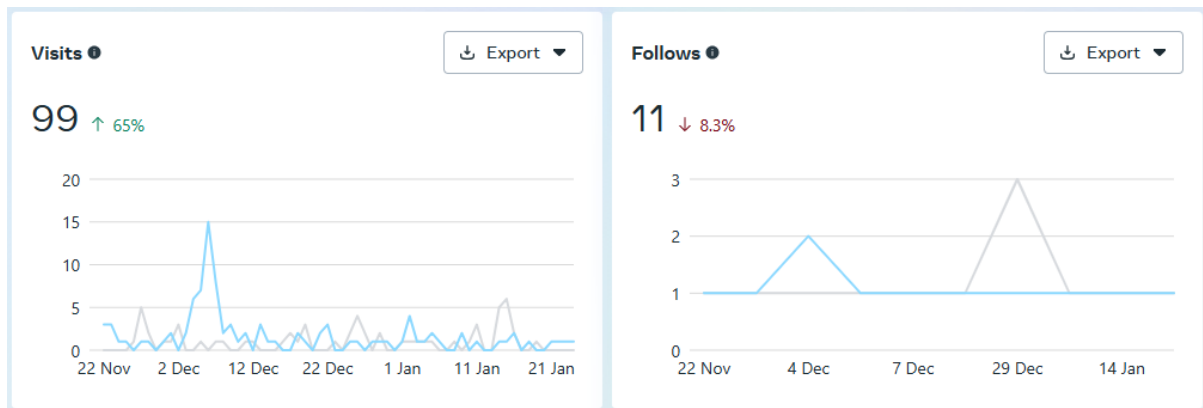
The reach remained steady since last report, levelling the spikes of Christmas Carnival and good news posts and the low times during Christmas shutdown.

Facebook

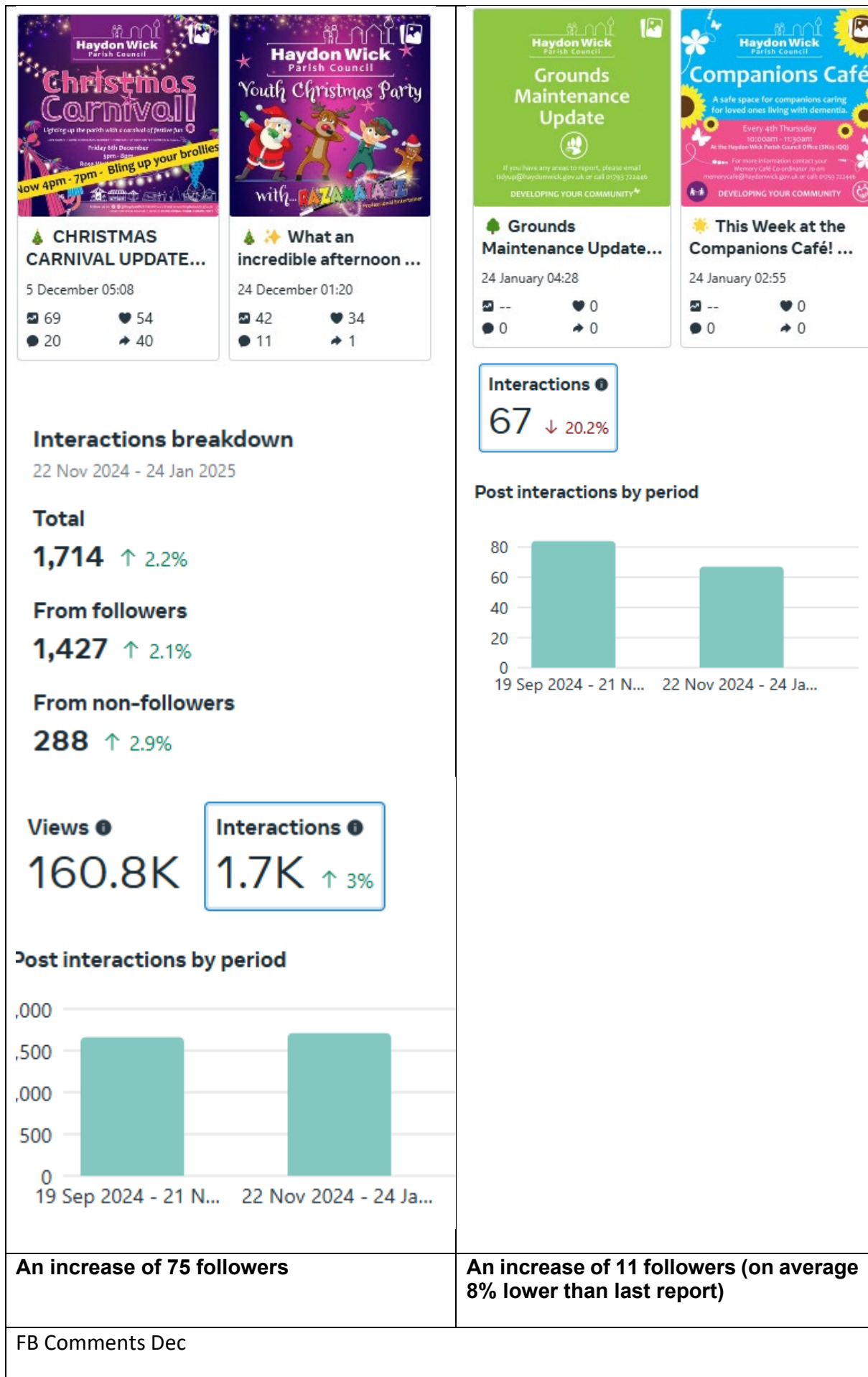


Instagram





Facebook	Instagram
Top content by views FB CHRISTMAS CARNIVAL UPDATE... 5 December 05:08 18.9K 54 20 40 The Companions Café is a safe, warm,... 28 November 09:00 8.7K 61 2 9	Top content by views Insta Haydon Wick Parish Council invites you t... 22 November 05:59 175 2 0 1 Thank you to everyone who has supported t... 3 December 03:10 120 5 0 1
Top posts by Interactions FB	Top posts by Interactions Insta





Delivering Christmas Cheer!

33 Likes, 4 Comments

Newest

Jean Page
Well done..

5w Like Reply Hide

Reply as Haydon Wick Council

Deana Hunt
Well done to you all. Happy Christmas and a Happy New Year xx 🎄❤️

5w Like Reply Hide

Eric Clark
Well done everyone 🙌

Christmas Tidy Up 'Out Of Hours' number below: 07598 403789

4 Likes, 3 Comments, 2 Shares

Newest

Eric Clark
Enjoy your break and thanks for all you do for us all

5w Love Reply Hide

Reply as Haydon Wick Council

Rich James
Merry Christmas to you all. See you in the new year

6w Love Reply Hide

Ian Cooke
Merry Christmas to you all 🎄

6w Love Reply Hide 3 Likes

Memory Café Christmas Post:

All comments

Sally Brewster
This memory cafe is amazing, thank you to Jo Newman & all the volunteers that help out to make this possible 🙌🙌

5w Love Reply Hide 4 Likes

Reply as Haydon Wick Council

Alzheimer's Society
What a wonderful festive gathering. Thank you for sharing your lovely photos. 🙌

5w Love Reply Hide 5 Likes

Paul Park
The parish is lucky to have such amazing volunteers 🙌

5w Love Reply Hide 8 Likes

Youth Christmas Party:

Newest

Lynn Wright
Laura McClean

4w Like Reply Hide

Laura McClean
Lynn Wright 🙌

4w Like Reply Hide

Reply as Haydon Wick Council

Lynn Wright
Thank you for a great party again this year . Merry Christmas 🎄

4w Like Reply Hide

Rebecca Luker
Brilliant! Thank you all 🙌🙌

4w Like Reply Hide

Karam Bhardwaj
Great fun..thank you...🙌

4w Like Reply Hide

Mike Gregory
Brilliant, well done HWPC 🙌🙌 Great fun day !!!

4w Like Reply Hide

Teresa Carter
Crikey Razzamatazz entertained my boys at this and they are 24 and 26 now!

Followers

We continue to grow our followers on Facebook. Instagram engagement has dropped off this could be because Instagram is a bit hit and miss as Instagram only allows 10 images and in a certain size format, the decision to post on Instagram is influenced by time verses type and size of post.



Introducing Stories & Reels into social media

As requested, the Co-ordinator has begun to change the format of some posts to increase engagement, use of film, gifs and animation where specific posts and time allows. The Co-ordinator will continue to develop the formats for social posts to reflect the event and audience.

Website Development

The 'What's On' calendar is currently being populated with CD events. During February the co-ordinator will organise a website audit to ensure content is current and links are working.

Community Led Action Plan – Marketing and Consultations

Social posts continued through December, promoting the actions already achieved and asking residents to get involved and share their thoughts for more improvements.

Brand Development

The Co Ordinator is organising a portable events kit suitable for pop up stands at the Orbital Market and other community events.

Orbital Market – Councillor Surgeries and Event Promotion.

The Orbital Market have agreed for Council presence at each monthly Market. Cllr Vinay Manro will compile a rota for councillors to attend. The Co Ordinator will organise a portable event kit for easy assembly and transportation.

Haydon Wick Living Magazine

During January and February, the Marketing and Events Co-ordinator managed and created the artwork for the Spring Edition ready for print. Deliveries are scheduled to start first week in March.

VE Day Celebration Planning:

The Co Ordinator is scoping the content and engaging of partners ready to share the event plan at a later date.

Working on:

- Marketing and Support - income generation pack.
- Community Led Action Plan evidence based social media campaign
- Spring edition of the Haydon Wick Living Magazine
- Preparing marketing for groups and events during Feb/March
- VE/Summer/Christmas Event provisional bookings