

Meeting	Community Development Committee
Date	4 th June 2024
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 2 months the Marketing and Events Co-ordinator has developed an engaging approach to POS Maintenance Schedules creating characters to reflect the content and key messaging. Again, a regular 'Stats'day campaign has been developed to support 23/24 Precept expenditures. A tailored approach to event ticketing is developing taking into consideration the target audience. Families and young people have embraced the Facebook/online booking systems. Whereas events specifically for memory café/over 60s has been a direct face to face approach to booking through our Memory Café and Community and Youth Co-ordinators.

The Marketing and Events Co-ordinator has been supporting the office team with branded posters and marketing assets. Attending some events to capture photography and offer support.

The Marketing and Events Co-ordinator is responsible for the organisation and marketing of the Summer Event and is currently in the process of building an online booking system with supporting marketing assets and engaging contractors and stall holders.

The Marketing and Events Co-ordinator is also responsible for the Living Magazine and this is currently at the design and artwork stage.

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

User Acquisitions comparing the last 60 days with the previous 60 days (last report):

You can see that we have an increase of 196 new users with an average engagement time of 1m 16s which is a decrease of 12.81% on last 60 days. Is could be because they have found the information more quickly.

First user prim...channel group) ▾ +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾
SHOW COMPARI...N DATE RANGE		2,541 vs. 2,345 ↑ 8.36%	2,189 vs. 2,181 ↑ 0.37%	57.93% vs. 61.66% ↓ -6.06%	0.80 vs. 0.90 ↓ -11.15%	1m 16s vs. 88.01 ↓ -12.81%	28,348 vs. 21,838 ↑ 29.81%
1	Organic Search	1,330	1,369	68.9%	0.99	1m 37s	12,118
2	Direct	663	601	51.54%	0.87	1m 37s	7,273
3	Organic Social	340	197	48.4%	0.57	32s	2,363
4	Email	5	3	60%	0.60	1m 48s	35
5	Referral	7	8	100%	1.14	1m 25s	49



User Behaviours – most popular pages

Again, the most popular pages and landing pages are the homepage and the Mouldon Hill Country Park page. As discussed at the previous Community Development Committee, the top entry for any search for Mouldon Hill Country Park. The Marketing & Events Co-Ordinator has added our newsfeed to this page to increase engagement, more development is required for this page to become an information hub to satisfy user expectations.

Page title and screen class +		↓ Views	Users	Views per user	Average engagement time	Event count All events +
SHOW COMPARI...N DATE RANGE						
		10,642 vs. 7,910 ↑ 34.54%	2,746 vs. 2,431 ↑ 12.96%	3.88 vs. 3.25 ↑ 19.11%	1m 16s vs. 88.01 ↓ -12.81%	28,348 vs. 21,838 ↑ 29.81%
1	Haydon Wick Parish Council Haydon Wick Community	1,339	587	2.28	40s	4,086
2	Mouldon Hill Country Park Haydon Wick Parish Council	605	444	1.36	33s	2,132
3	Haydon Wick Living Magazine Haydon Wick Parish Council	970	64	15.16	28s	1,151
4	What's On Calendar of Events Haydon Wick Parish Council	303	148	2.05	1m 07s	746
5	Contact Us Haydon Wick Parish Council Council Help & Advice	243	137	1.77	1m 50s	702
6	Councillors Councillors That Represent Haydon Wick Parish Council	254	150	1.69	1m 29s	738
7	Latest News Haydon Wick Parish Council Community News	235	111	2.12	55s	614
8	Council Meetings Haydon Wick Parish Council Calendar of Events	238	86	2.77	1m 58s	733
9	Maintenance Schedule	130	72	1.81	49s	353
10	Jobs Haydon Wick Parish Council Jobs for Haydon Wick Council	135	105	1.29	44s	393

User Behaviours – most popular landing pages

↓ Landing page +	↓ Sessions	Users	New users	Average engagement time per session
SHOW COMPARI...N DATE RANGE				
	3,779 vs. 3,537 ↑ 6.84%	2,746 vs. 2,431 ↑ 12.96%	2,541 vs. 2,345 ↑ 8.36%	55s vs. 60.49 ↓ -7.82%
1 /	893	529	460	1m 42s
2 /mouldon-hill-country-park	498	432	430	31s
3 (not set)	198	113	0	6s
4 /councillors	89	68	48	1m 00s
5 /maintenance-schedule	59	47	41	22s
6 /contact	68	59	45	1m 44s
7 /whats-on	51	29	21	56s
8 /vacancies	43	42	37	1m 09s
9 /memory-cafe	93	77	73	40s
10 /meeting/annual-easter-egg-hunt-wednesday-3rd-april-2024	155	118	113	59s



Monthly Bulletin Analytics



April Bulletin was sent out to 77 subscribers. 18.2% clicked the email 42% Opened the bulletin in their browser.

May Bulletin was sent to 171 Subscribers that's an increase of 97 subscribers since last report an increase of 131.08%.

Upcoming Social Media themes

The Co-ordinator has continued to develop a consistent approach to branding across social media. Using the branding guidelines, she is using different colours to reflect the Council's differing services e.g. Parks & Open Spaces (green), Community Engagement (pink). Developing a fun series of characters to support an otherwise dry subject of grounds maintenance. Engaging approach to statistics.

Regular schedules

Currently we have four regular good news posts: Monday: Haven Wednesday: Memory Café and Friday Parks & Open Spaces Maintenance Schedules, Saturday 'Stats'day.

Social Media Analytics

Reach

Social media is building its reach month on month. Facebook has increased by 47.6% over the last 60 days (last report was on 90 days, hence the numbers will look less, but report stats will now align with bimonthly meeting/report schedule) and Instagram by 80%. Personalised good news posts continue to reach and engage parishioners.



Facebook Interactions ⓘ 1.3K ↓ 23.9% Post interactions by period Top content by reach FB SK8ers Paradise at the Easter SK8JAM... 15 April 03:19 4.8K 24 1 7 Lace up for two great causes! Join our... 9 May 03:23 3.3K 11 0 12 Top posts by Interactions FB Two fabulous Easter events today! 3 April 07:57 73 57 9 6 Get ready for our biggest community... 16 May 04:56 61 45 3 19 Facebook followers ⓘ 2,535 Age & gender ⓘ <tr><td> Instagram Interactions ⓘ 86 ↑ 230.8% Post interactions by period Top content by reach Insta SK8JAM at Haydon Wick Skate... 10 April 05:48 45 2 0 1 Congratulations to South Swindon Paris... 10 April 03:17 41 6 0 0 Top posts by Interactions Insta Congratulations to South Swindon Paris... 10 April 03:17 6 6 0 0 Companions Café: New Group Starting... 5 May 07:00 4 4 0 0 Instagram followers ⓘ 194 Age & gender ⓘ </td></tr>	Instagram Interactions ⓘ 86 ↑ 230.8% Post interactions by period Top content by reach Insta SK8JAM at Haydon Wick Skate... 10 April 05:48 45 2 0 1 Congratulations to South Swindon Paris... 10 April 03:17 41 6 0 0 Top posts by Interactions Insta Congratulations to South Swindon Paris... 10 April 03:17 6 6 0 0 Companions Café: New Group Starting... 5 May 07:00 4 4 0 0 Instagram followers ⓘ 194 Age & gender ⓘ
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Followers

Previously studied statistics March 23 show that the Council's social media pages are most popular amongst females between the age ranges of 25 and 54 years. From the graphs shown above you can see that we are now starting to reach 65yrs + age range. However, it is clear through group feedback that more needs to be done to engage those who would benefit from hearing about the Community Choices project – Reducing Loneliness and Isolation- are not yet accessing the social media pages.

The CD team, continue using alternative mediums such as hard copy leaflets and posters in strategically placed locations within the parish (surgeries, libraries, clubs, shops and noticeboards) this audience is beginning to be reached. The mediums will be revisited to strengthen the brand and ensure current and appropriate.

Website Development

The Co-ordinator is working through the website to bring it up to date, with plans to develop the POS Maintenance Schedules and the Council's strategy - Community Led Action Plan pages with more interactive techniques to make the material more engaging.

Event Bookings

After trialling the free events option on Facebook to push users through to the online booking form. We have tailored the approach to event ticketing to take into consideration the target audience. Families and young people have embraced the Facebook/online booking systems. Whereas events specifically for memory café/over 60s has been a direct face to face approach to booking through our Memory Café and Community and Youth Co-ordinators.

Book Now!
FREE
Limited Places. Priority given to Haydon Wick Parish Residents

Haydon Wick Parish Council

May Half Term FREE Multi Sports Session

WEEK BEET: ON A BUDGET YOU

Thursday 30th May '24, 2:30pm - 4:30pm

At GLL Haydon Centre Sports Hall (SN25 1QQ)

Book your child's place today!

For more information contact Sean at: communityand youth@haydonwick.gov.uk 01793 722446

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TOMORROW AT 14:30

May Half Term FREE Multi Sports Session

Haydon Centre and Gym

Book Now!
£4 per session
or £18.00 for all six sessions

Haydon Wick Parish Council

Six Week Tai Chi Course
with Sunbird Tai Chi

Starting Wednesday, 15th May '24
11am - 12pm

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WEDNESDAY 15 MAY 2024 AT 11:00

Six Week Tai Chi Course

Thames Ave, SN25 1QQ Swindon, United Kingdom

Book Now!
£5 per person
Refreshments available

Haydon Wick Parish Council

Charity Quiz Night

Friday, 17th May '24
Doors open at 7pm

Venue: Haydon Wick Club
10 Blunsdon Road SN25 1UD

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FRIDAY 17 MAY 2024 AT 19:00

Charity Quiz Night

Haydon Wick Club Ltd

Internal Processes

There is now a process for marketing requests and sign off which will be rolled out across the team in April.

Brand Development



Create new posters to strengthen brand, again developing consistent approach to ensure the public quickly recognises all communication tools. Notice boards have been updated to ensure posters and notices are displayed better. Laminating event posters ensures that the remain legible for longer.

Haydon Wick Living Magazine

Covered under Agenda 13.