

Meeting	Community Development Committee
Date	1 st October 2024
Report Title	Marketing & Events
Agenda Reference	9
Author	Liz Matthews, Marketing & Events Co Ordinator

Officer's Recommendation

1. To note the report.
2. Increase Magazine quantity to 9,500 file copies as areas of Moredon had been missed previously.

Background

In the last 2 months the Marketing and Events Co Ordinator has continued to develop social media posts through brand and video. Supporting the Community Development with promotional materials and at event photography/filming.

The Co Ordinator manages the administration of and the artwork production of the Winter Haydon Wick 'Living' Magazine. Artwork is currently in production with print deadline of 16th October.

During August the Co Ordinator continued to manage and develop Summer Event webpages and 20 Day Challenge online registering system with community wide markers and working on the production and delivery of the Summer Event. Supporting the 20-day event programme with relevant marketing and press release and community events such as the pop in & paint session and supporting colleagues with the delivery and marketing of the annual Macmillan Coffee Morning.

During September the Co Ordinator organised the transfer of the haydonwick.gov.uk domain name hosting across to EasySpace.

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

User Acquisitions comparing the last 60 days with the previous 60 days.

You can see that total users have increased by 12.04% equating to an additional 323 users. We've also had a 33.41% (= 61 users) increase on returning users with an average engagement time of 1m 10s which is a decrease of 14.45% on last 60 days.

The breakdown of how new users arrive at the website show 1,388 new users arrive organically, through search engines and 813 arrived directly using the website address. This indicates that search optimisation is successfully driving traffic and possibly where any marketing communications share the website address this is also having a successful impact on website engagement.



First user prim...channel group) ▾ +		↓ Total users	New users	Returning users	Average engagement time per active user
↕ SHOW COMPARI...N DATE RANGE					
Total		3,006 vs. 2,683 ↑ 12.04%	2,840 vs. 2,548 ↑ 11.46%	551 vs. 413 ↑ 33.41%	1m 10s vs. 87.95 ↓ -19.89%
1	Organic Search	1,448	1,388	278	1m 17s
2	Direct	862	813	103	1m 59s
3	Organic Social	323	301	20	33s
4	Email	30	29	6	1m 12s
5	Referral	20	17	6	5m 24s

User Behaviours – most popular pages

↓ Page title and screen class ▾ +		↓ Views	Active users	Views per active user	Average engagement time per active user
↕ SHOW COMPARI...N DATE RANGE					
Total		8,908 vs. 8,539 ↑ 4.32%	2,964 vs. 2,664 ↑ 11.26%	3.01 vs. 3.21 ↓ -6.24%	1m 10s vs. 87.95 ↓ -19.89%
1	Summer Extravaganza '24 Haydon Wick Parish Council	1,488	492	3.02	1m 33s
2	Haydon Wick Parish Council Haydon Wick Community	1,263	586	2.16	39s
3	Mouldon Hill Country Park Haydon Wick Parish Council	726	546	1.33	27s
4	Haydon Wick Living Magazine Haydon Wick Parish Council	698	56	12.46	32s
5	Council Meetings Haydon Wick Parish Council Calendar of Events	269	60	4.48	1m 50s
6	Allotments & Leisure Gardens Haydon Wick Parish Council	115	72	1.60	1m 24s
7	Play Areas Haydon Wick Parish Council Play Areas in Haydon Wick	72	36	2.00	1m 09s
8	What's On Calendar of Events Haydon Wick Parish Council	242	155	1.56	47s
9	Contact Us Haydon Wick Parish Council Council Help & Advice	324	178	1.82	1m 28s
10	Councillors Councillors That Represent Haydon Wick Parish Council	183	127	1.44	1m 06s

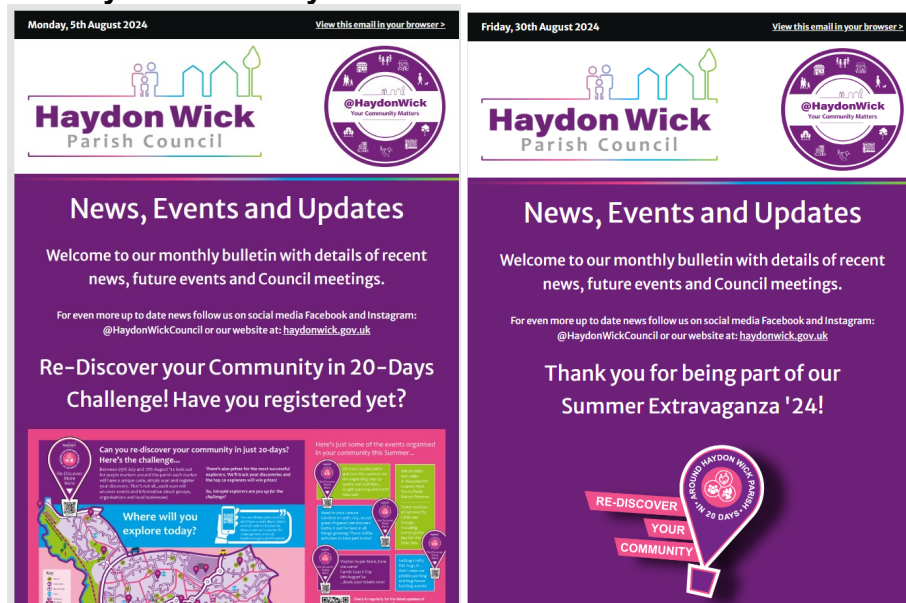
User Behaviours – most popular landing pages

Again, this report shows the summer extravaganza events had a huge impact on driving traffic to the website. Followed closely by Mouldon Hill. Seasonal events should help increase general interest in other areas of the website.



Landing page		↓ Sessions	Active users	New users	Average engagement time per session
SHOW COMPARI...N DATE RANGE					
Total		4,390 vs. 3,909 ↑ 12.3%	2,964 vs. 2,664 ↑ 11.26%	2,840 vs. 2,548 ↑ 11.46%	47s vs. 59.94 ↓ -20.64%
1	/	838	536	481	1m 34s
2	/summer-extravaganza-2024	418	307	291	59s
3	/mouldon-hill-country-park	592	528	522	27s
4	(not set)	219	142	0	5s
5	/play-areas	17	13	10	55s
6	/hwexplorer	11	10	9	52s
7	/summer-extravaganza-2024/re-discover-your-community-in-20-days	31	22	16	1m 13s
8	/council-meetings	66	22	6	27s
9	/police-information	56	52	51	17s
10	/leisure-gardens-competition-winners-2024-announced 🌿	0	0	0	0s

Monthly Bulletin Analytics



July Bulletin was sent out to 313 subscribers. an increase of 135 subscribers (including Leisure Garden newsletter subscribers with this edition) on the June bulletin. 10.2% clicked the email 51.4% Opened the bulletin in their browser.

August Bulletin was sent out to 307 subscribers. a decrease of 6 subscribers the July bulletin. 23.8% clicked the email 58% Opened the bulletin in their browser.

Upcoming Social Media themes and regular schedules

We now have three regular good news posts: Monday: Haven Wednesday: Memory Café and Friday Parks & Open Spaces Maintenance Schedules, Saturday's - we plan to schedule Community Led Action Plan updates as a replacement for 'Stats-Day', this will commence during October.

Social Media Analytics

Reach



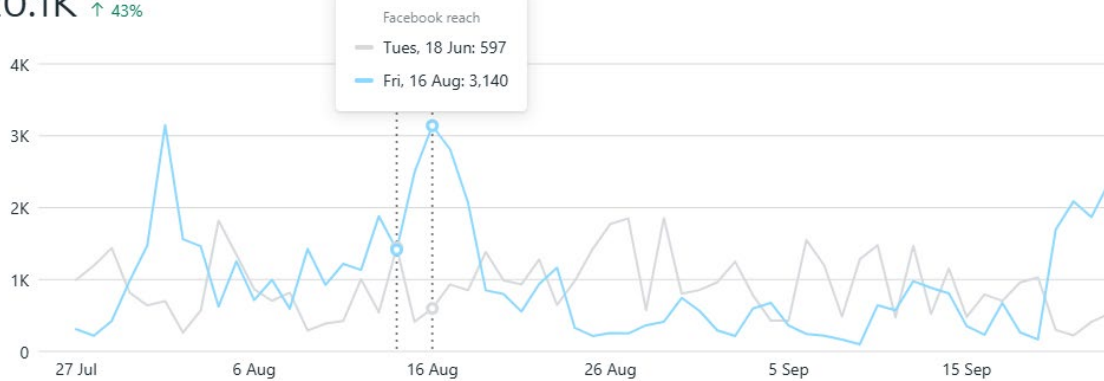
Social media is building its reach month on month. Facebook reach increased by 43% over the last 60 days, the summer event had a huge impact on this. With an increase of 2,543 visits on previous period. Instagram reach has increased by 39.6%. Personalised good news posts continue to reach and engage parishioners.

Reach

Export

Facebook reach ⓘ

20.1K ↑ 43%

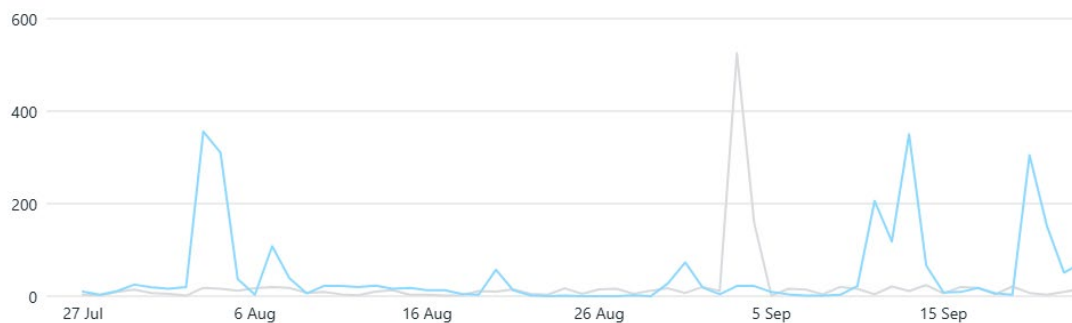


Reach

Export

Instagram reach ⓘ

983 ↑ 39.6%

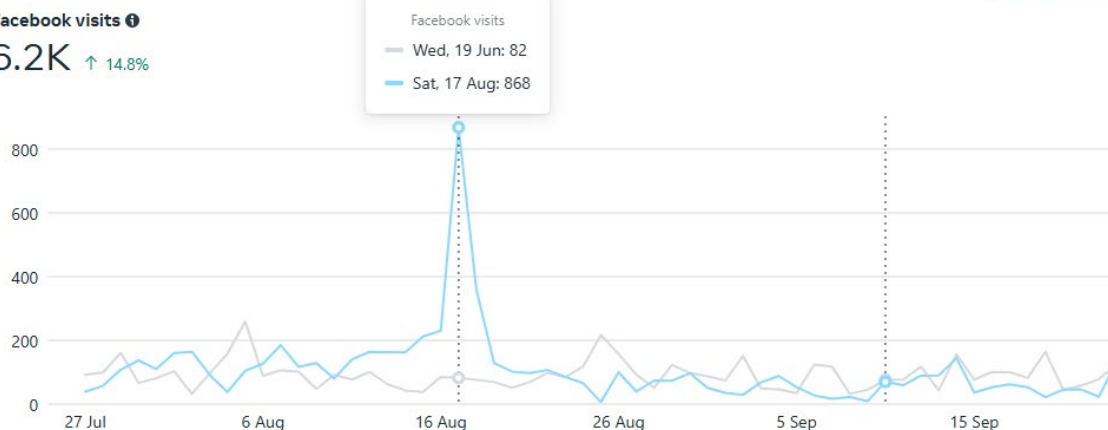


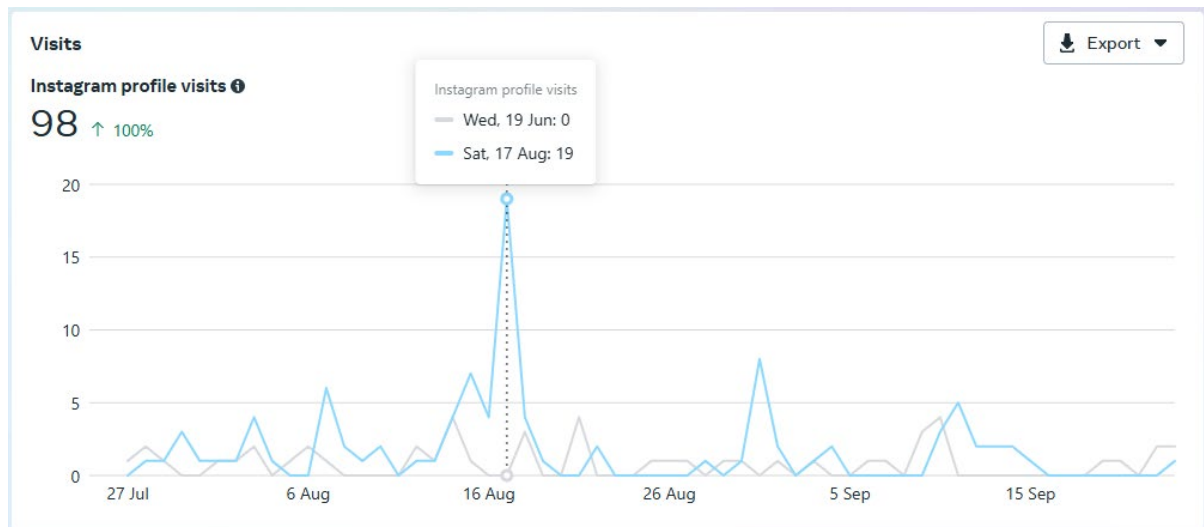
Visits

Export

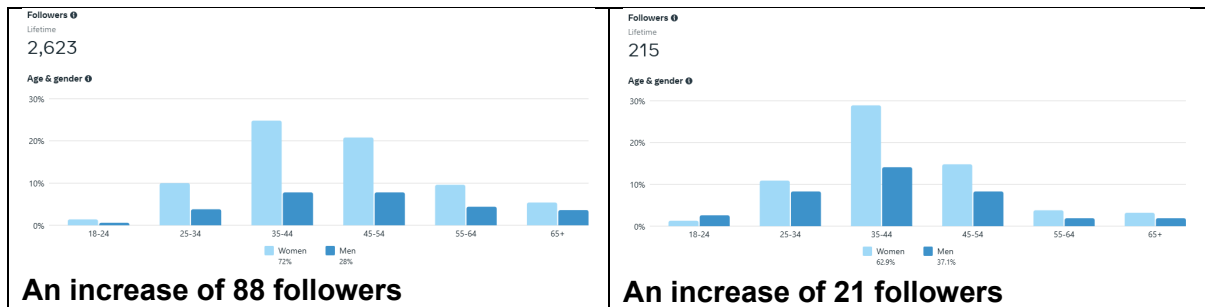
Facebook visits ⓘ

6.2K ↑ 14.8%





Facebook Interactions ⓘ 1.7K ↑ 11.3% Post interactions by period <table border="1"><thead><tr><th>Period</th><th>Interactions</th></tr></thead><tbody><tr><td>29 May - 26 Jul</td><td>~1,500</td></tr><tr><td>27 Jul - 23 Sep</td><td>~1,500</td></tr></tbody></table>	Period	Interactions	29 May - 26 Jul	~1,500	27 Jul - 23 Sep	~1,500	Instagram Interactions ⓘ 234 0% Post interactions by period <table border="1"><thead><tr><th>Period</th><th>Interactions</th></tr></thead><tbody><tr><td>29 May - 26 Jul</td><td>~200</td></tr><tr><td>27 Jul - 23 Sep</td><td>~200</td></tr></tbody></table>	Period	Interactions	29 May - 26 Jul	~200	27 Jul - 23 Sep	~200
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Top content by reach FB Going live at 2pm tomorrow... Summer Extravaganza '24 Community Fun Day 1pm - 7pm at: Haydonleigh Primary School st25 1JP @haydonwickparishcouncil Haydonwick parish council 01293 110448 DEVELOPING YOUR COMMUNITY™ It's here!!!!..join us tomorrow at 2pm fo... 16 August 09:53 ↗ 3.7K ❤ 42 💬 18 ➦ 21 Summer Extravaganza '24 Event Programme Sunday 18th August 10am - 4pm at: Haydonleigh Primary School st25 1JP @haydonwickparishcouncil Haydonwick parish council 01293 110448 DEVELOPING YOUR COMMUNITY™ SUMMER EXTRAVAGANZA '2... 14 August 10:23 ↗ 2.7K ❤ 36 💬 2 ➦ 17	Top content by reach Insta Charity Q and A Friday, 13th September Venue: Haydon Wick Community Centre All funds raised donated to the charity. DEVELOPING YOUR COMMUNITY™ Don't miss out! This Friday night is... 10 September 04:16 ↗ 377 ❤ 4 💬 0 ➦ 1 Summer Extravaganza '24 Community Fun Day From 1pm to 7pm at: Haydonleigh Primary School st25 1JP @haydonwickparishcouncil Haydonwick parish council 01293 110448 DEVELOPING YOUR COMMUNITY™ Where will you explore today? 🌳 Will yo... 3 August 01:50 ↗ 371 ❤ 3 💬 0 ➦ 1												
Top posts by Interactions FB Fantastic turnout We're still here until... 17 August 09:16 ↗ 76 ❤ 66 💬 13 ➦ 1 Thank you to everyone who came down to t... 18 August 01:32 ↗ 46 ❤ 34 💬 11 ➦ 3	Top posts by Interactions Insta Memory Café & Over 60's Fish 'n' Chips Friday 20th September 2024 DEVELOPING YOUR COMMUNITY™ What a fin-tastic Friday! 🎵 Our Fis... 23 September 04:48 ↗ -- ❤ 2 💬 0 ➦ 0 Thank you to the 7th Swindon Scout... 23 September 04:11 ↗ -- ❤ 1 💬 0 ➦ 0												

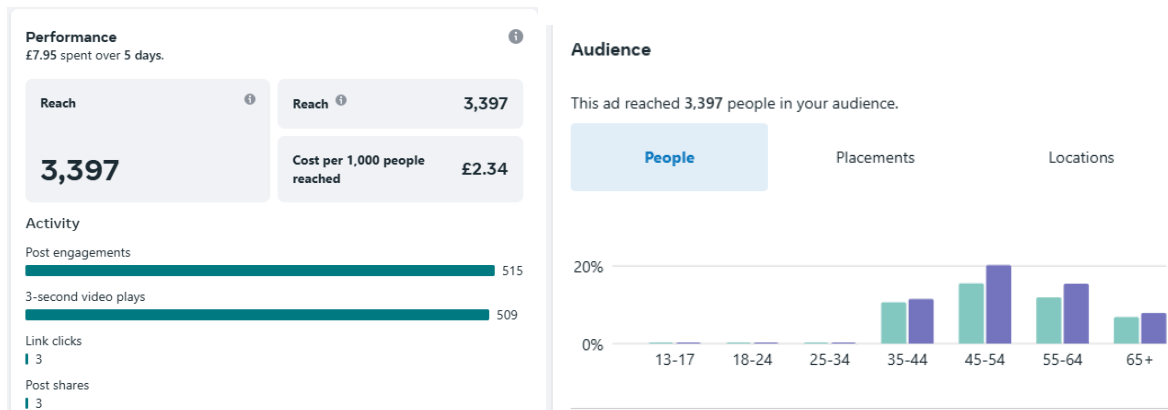


Followers

We have seen an increase in followers on both platforms. However, potentially there is still a long way to go to engage with all demographics within our community.

Paid for advertising

The Co Ordinator has trialled a week of paid for advertising to increase engagement in the Companions Café offer.



Website Development

The Co-ordinator continues to work through the website to bring it up to date.

Internal Processes

Organised the transfer of haydonwick.gov.uk domain to Easyspace as Fasthosts no longer support .gov domains. Easyspace is actually less expensive making approximate savings of £10 / year.

Brand Development

Event pull up banners have been produced for Event Feedback and Community Led Action Plan Link.

Haydon Wick Living Magazine

The Co Ordinator is currently producing the magazine artwork ready to go to print on the 16th October. Delivery is scheduled to commence 28th October. It had been regularly noted that some residents in the Elborough and Purton Road areas of Moredon were not receiving copies. The Co Ordinator met with the delivery service to discuss this and issued them with a map of the parish to show all parish boundaries. The areas mention had been omitted by the delivery company when copying a map for delivery team, this also impacts print quantity. This has now increased the quantity required to 9,500 copies, an increase of £36.00.