

Meeting	Community Development Committee
Date	3 rd December 2024
Report Title	Marketing & Events
Agenda Reference	9
Author	Liz Matthews, Marketing & Events Co Ordinator

Officer's Recommendation

1. 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 event photography/filming. The Co-ordinator manages the administration and the artwork production of the Haydon Wick 'Living' Magazine. The Marketing & Events Co-ordinator has been planning, resourcing and marketing the plans for Halloween/October Half Term and more recently the Christmas Carnival Event on 6th December.

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 levelled out. Showing only a slight increase in total and new users. We've had a decrease of 66 returning users. Those that have visited the website have stayed longer with an average of 1m 13s this is an increase of 5.86%.

The breakdown of how new users arrive at the website show 1,339 new users arrive organically, through search engines and 874 arrived directly using the website address. This indicates that search optimisation is successfully driving traffic together with social media weblinks.

First user prim...channel group) ▾ +		Total users	New users	Returning users	Average engagement time per active user
SHOW COMPARI...N DATE RANGE					
Total		2,828 vs. 2,800 ↑ 1%	2,693 vs. 2,645 ↑ 1.81%	435 vs. 501 ↓ -13.17%	1m 13s vs. 69.54 ↑ 5.86%
1	Organic Search	1,402	1,339	283	1m 17s
2	Direct	939	874	154	1m 03s
3	Organic Social	312	292	27	25s
4	Email	97	94	21	1m 35s
5	Referral	50	46	16	2m 50s

User Behaviours – most popular landing pages

The screens below show a continued trend in popular pages. Proving that increased traffic to popular pages is driven by news links and booking links. Youth Forum page has an increase



in 9,537.5% engagement, refreshed information and event booking has benefitted this page. Co-ordinator will look at promoting committee meetings in this way to increase engagement.

User Behaviours – most popular pages

Page title and screen class ▾ +		↓ Views	Active users	Views per active user	Average engagement time per active user
⇅ SHOW COMPARISON DATE RANGE					
Total		9,141 vs. 8,264 ↑ 10.61%	2,800 vs. 2,760 ↑ 1.45%	3.26 vs. 2.99 ↑ 9.03%	1m 13s vs. 69.54 ↑ 5.86%
1	Haydon Wick Living Magazine Haydon Wick Parish Council	502	51	9.84	46s
2	Haydon Wick Parish Council Haydon Wick Community	1,236	574	2.15	38s
3	Youth Forum Haydon Wick Parish Council	8	7	1.14	33s
4	Mouldon Hill Country Park Haydon Wick Parish Council	635	476	1.33	33s
5	What's On Calendar of Events Haydon Wick Parish Council	244	165	1.48	38s
6	Christmas Carnival'24 Haydon Wick Parish Council	0	0	0.00	0s
7	Council Meetings Haydon Wick Parish Council Calendar of Events	372	76	4.89	2m 04s
8	Allotments & Leisure Gardens Haydon Wick Parish Council	317	79	4.01	1m 22s
9	Summer Extravaganza '24 Haydon Wick Parish Council	1,917	801	2.39	1m 06s
10	Haydon Wick Parish Council Menopause Café	0	0	0.00	0s

% 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		9,141 vs. 8,264 ↑ 10.61%	2,800 vs. 2,760 ↑ 1.45%	3.26 vs. 2.99 ↑ 9.03%	1m 13s vs. 69.54 ↑ 5.86%
1	/	3%	11.7%	-7.79%	-5.4%
2	/youth-forum/	9,537.5%	4,785.71%	97.26%	92.45%
3	/mouldon-hill-country-park/	-28.5%	-33.4%	7.36%	12.74%
4	/whats-on/	44.67%	14.55%	26.3%	46.37%
5	/christmas-carnival-24/	0%	0%	0%	0%
6	/council-meetings/	-31.65%	-8.22%	-25.53%	-19.29%
7	/3d-flip-book/hw-magazine/17693/1	74.51%	90%	-8.15%	-28.87%
8	/menopause-cafe/	0%	0%	0%	0%
9	/haydon-wick-living-magazine/	67.68%	101.96%	-16.98%	-76.05%
10	/councillors/	1.97%	0.9%	1.06%	-14.89%

Actual visits in the last 60 days



↓ Page path and screen class ▾	+	↓ Views	Active users	Views per active user	Average engagement time per active user
SHOW PRIMARY DATE RANGE					
Total		9,141 vs. 8,264 ↑ 10.61%	2,800 vs. 2,760 ↑ 1.45%	3.26 vs. 2.99 ↑ 9.03%	1m 13s vs. 69.54 ↑ 5.86%
1 /		1,340	649	2.06	39s
2 /youth-forum/		771	342	2.25	1m 04s
3 /mouldon-hill-country-park/		454	317	1.43	37s
4 /whats-on/		353	189	1.87	56s
5 /christmas-carnival-24/		316	160	1.98	1m 56s
6 /council-meetings/		244	67	3.64	1m 39s
7 /3d-flip-book/hw-magazine/17693/1		178	95	1.87	4s
8 /menopause-cafe/		170	78	2.18	1m 00s
9 /haydon-wick-living-magazine/		166	103	1.61	7s
10 /councillors/		155	112	1.38	58s

Monthly Bulletin Analytics

As the November/December news bulletin was due to be circulated at the end of November, the update wasn't ready in time for writing the report. The Co-ordinator will update verbally how many this was sent to and how there has been an increase since the previous bulletin.

The Co-ordinator has approached SBC communications to request details of adding stories to their regular bulletin. Yet to receive a response.

The Co-ordinator has also assisted the Administration Officer with the news bulletin for the Leisure Garden plot holders.

Upcoming Social Media themes and regular schedules

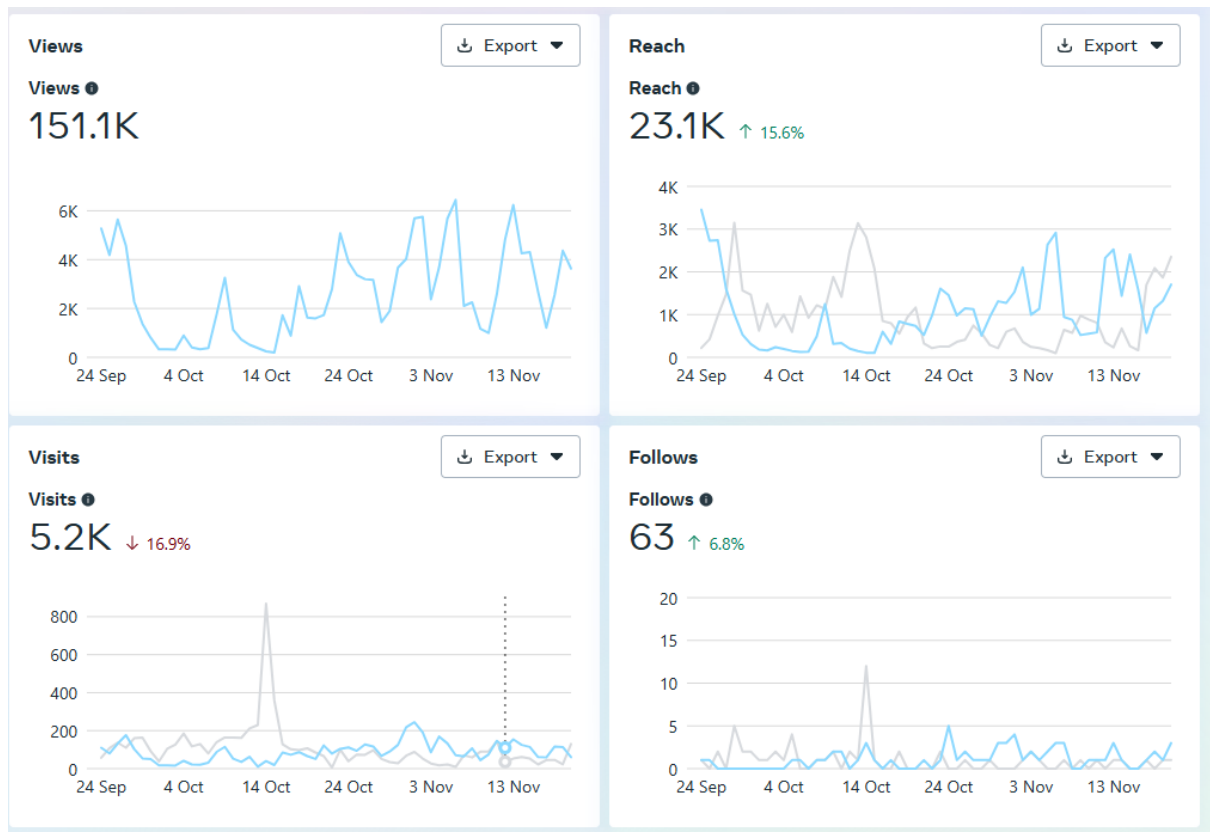
We now have three regular good news posts: Monday: Haven Wednesday: Memory Café and Friday: Parks & Open Spaces Maintenance Schedules with information shared at weekly Toolbox Talk meetings. Saturday's - Scheduled Community Led Action Plan updates as a replacement for 'Stats-Day', began Saturday 23rd December.

Social Media Analytics

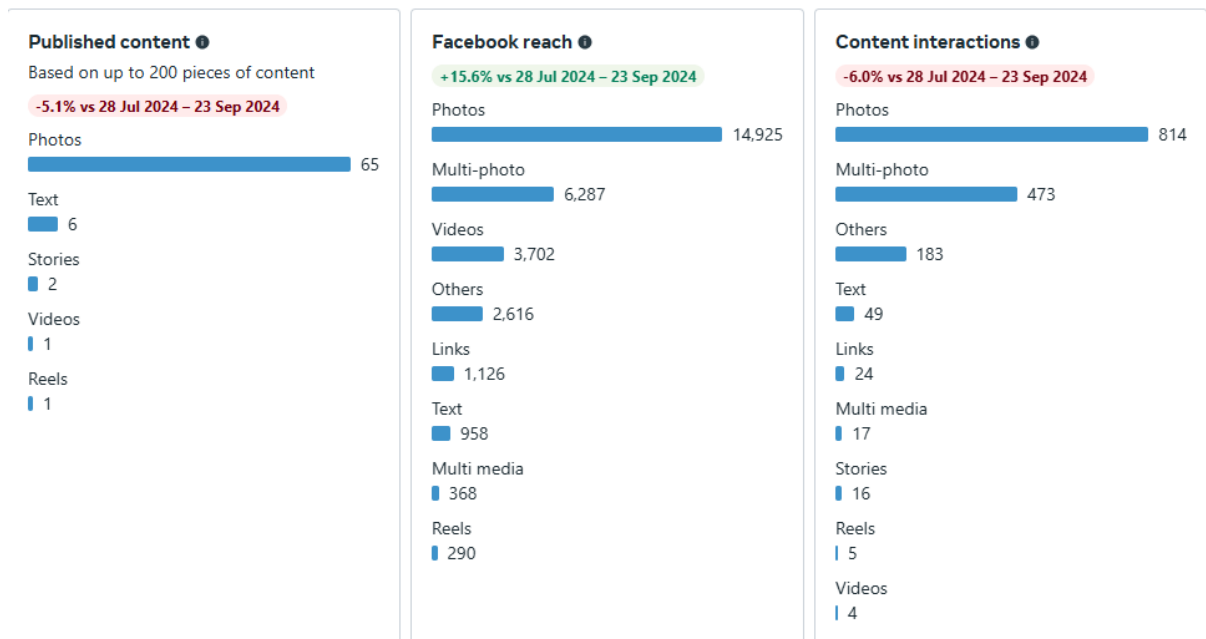
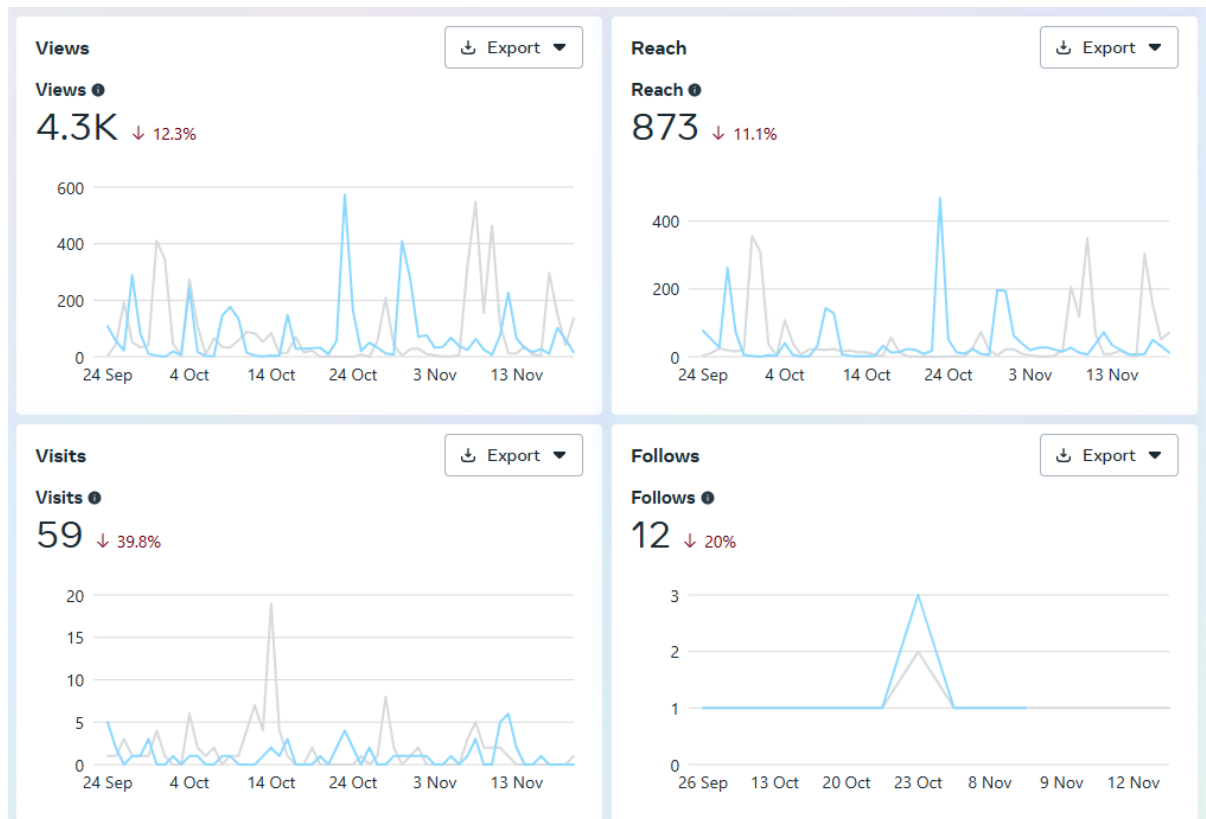
Reach

Social media is building its reach month on month. Facebook reach increased by 15.6% over the last 60 days, the summer event had a huge impact on reach in the last report, with an increase of over 15% in this reporting period it shows that regular news posts are still reaching further and engaging more residents, month on month. However, 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.

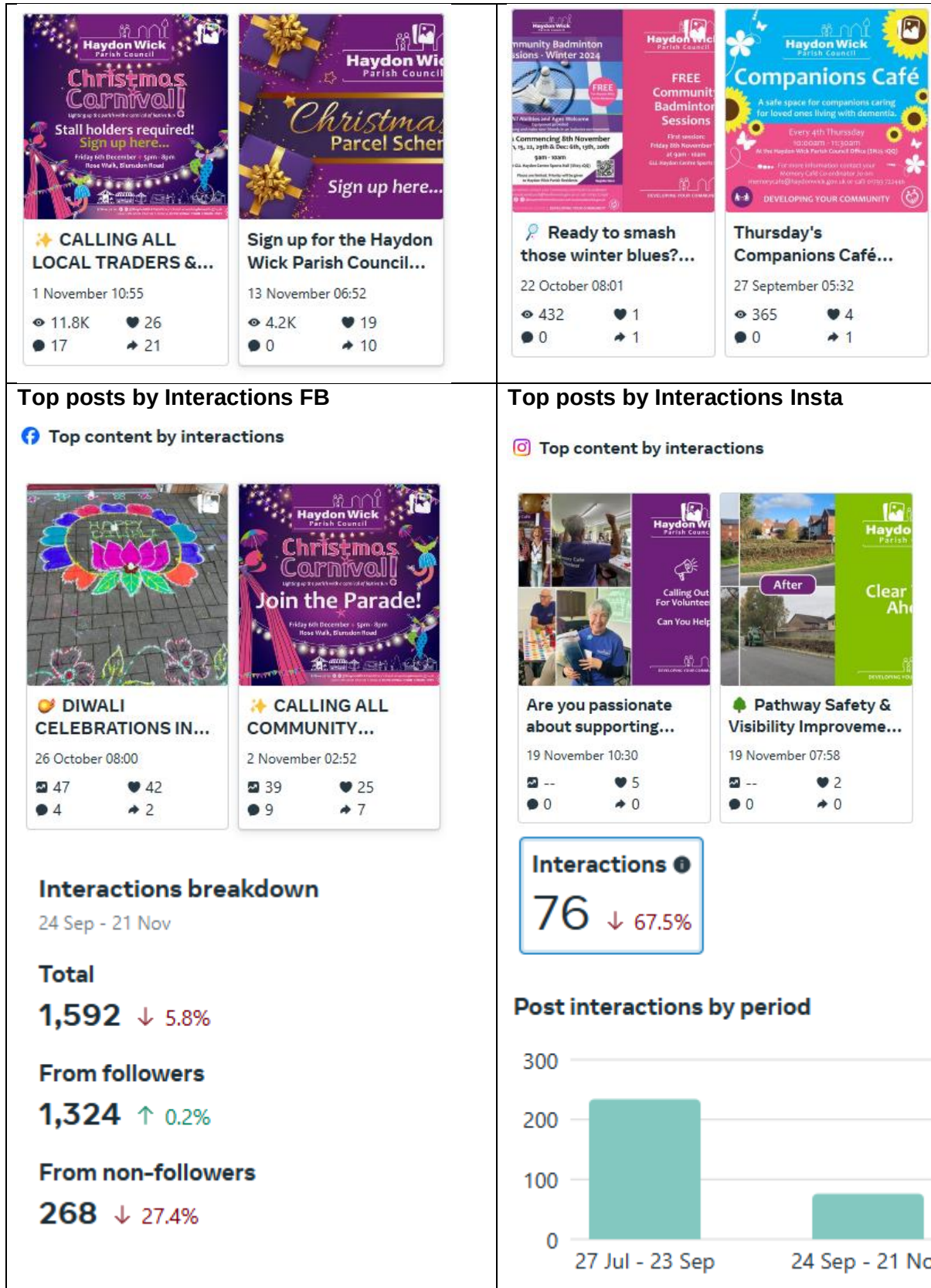
Facebook



Instagram



Facebook	Instagram
Top content by views FB	Top content by views Insta





Views ⓘ 151.5K Interactions ⓘ 1.6K ↓ 6.7% Post interactions by period <table border="1"> <caption>Post interactions by period</caption> <thead> <tr> <th>Period</th> <th>Interactions</th> </tr> </thead> <tbody> <tr> <td>27 Jul - 23 Sep</td> <td>~1,700</td> </tr> <tr> <td>24 Sep - 21 Nov</td> <td>~1,600</td> </tr> </tbody> </table>	Period	Interactions	27 Jul - 23 Sep	~1,700	24 Sep - 21 Nov	~1,600	
Period	Interactions						
27 Jul - 23 Sep	~1,700						
24 Sep - 21 Nov	~1,600						
An increase of 63 followers with 10 unfollows	An increase of 11 followers						
FB Comments Nov: Memory Cafe: “Absolutely amazing group of people, thank you for all your hard work and support. Bell Ringing – it was beautiful. Barn dance – Thank you for a great afternoon we all had a brilliant time”. Volunteer Bus Drivers: Thanks to Cllr VM for sharing web link on how to use the bus service. Badminton: Residents' concerns over cost to hire GLL, Cllr VM's informed response provided a positive final comment. Clear Views POST post: ‘Yes, you're doing your job good. Well done’.							

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.

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.

Website Development

Updating the Youth Forum Page for October half term and Christmas events proved beneficial in driving new audience/user to discover the website and interact in booking places for events.

Community Led Action Plan – Marketing and Consultations

The first introductory social post went live on Saturday 23rd November promoting the survey and on 25th November we have had 8 entries, see details below. We also promoted this initiative at the Orbital market and through the Living Magazine. Details of the survey can be found here: <https://haydonwick.gov.uk/consultation-hub/> Responses from the first post. See details below:



6/8 Heard about the survey through the social media post.
7/8 Hear about parish news through social media and 3/8 through the Living Magazine
2/8 Were dissatisfied referencing poor ground maintenance (some SBC responsibility)
2/8 Unhappy with Litter and Graffiti
1/8 Unhappy with Activities for Youth
Overall Happy / neither happy or unhappy to all other questions.

Brand Development

Continue to improve brand awareness and improve on existing. The Co-ordinator has created a new image for the dementia friendly cafes, initially for the volunteer t-shirts to sit alongside HWPC logo. Also supporting Seven Fields Nature Reserve in their request for stronger identity.



Orbital Market – Councillor Surgeries and Event Promotion.

The Co-ordinator was able to secure a free stall at the November Orbital Christmas Market. Cllrs Manro, Ross, Heyes, Stevenson, Park, Jackson, the Chief Officer and officers were in attendance throughout the day to engage with residents. This opportunity allowed promotion of the Christmas Carnival, the Christmas Parcel Scheme and Community Led Action Plan consultations. The Co-ordinator will liaise with the Orbital Market for a regular monthly slot from January.

Haydon Wick Living Magazine

During October, the Marketing and Events Co-ordinator completed the Winter magazine artwork and deliveries completed by 20th November. Residents in the Elborough and Purton Road areas of Moredon are now receiving copies (a resident gave feedback on this at the Haven). Advertising increased in this edition.

Working on:

- Marketing and Support - income generation pack.
- Plans for Community Development Calendar '25 with Deputy Clerk
- Orbital Market consultation opportunities
- Community Led Action Plan evidence based social media campaign
- Finalising Christmas Carnival Event Plan
- Preparing marketing for groups and events during Dec/Jan
- Summer Event provisional bookings
- Understanding marketing needs for the Well Church Youth Club at the Underground