

Meeting	Community Development Committee
Date	1 st April 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 animation. 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 Co Ordinator has organised, marketed and delivered February Half Term Recycled craft activities and is currently planning and organising Easter Youth activities and the VE Day Celebration event. The Co Ordinator is also supporting the Meetings Administrator with Marketing and literature for the Annual Parish Meeting.

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

User Acquisitions *comparing the last 60 days with the previous 60 days (25th Jan – 21st March)*

In the last 2 months we've seen a huge increase in new users. This could be due to online booking and voting links and POS Vacancies. 1,226 users are from search engines like Google.

First user prim...channel group) +		↓ Total users	New users	Returning users	Average engagement time per active user
SHOW COMPARISON DATE RANGE					
Total		4,475 vs. 2,403 ↑ 86.23%	4,328 vs. 2,268 ↑ 90.83%	456 vs. 436 ↑ 4.59%	45s vs. 1m 27s ↓ -48.22%
1	Direct	736 (30.63%)	696 (30.69%)	90 (20.64%)	1m 07s
2	Organic Search	1,287 (53.56%)	1,226 (54.06%)	289 (66.28%)	1m 50s
3	Organic Social	324 (13.48%)	295 (13.01%)	43 (9.86%)	33s
4	Email	46 (1.91%)	43 (1.9%)	12 (2.75%)	1m 49s
5	Unassigned	0 (0%)	0 (0%)	0 (0%)	0s
6	Referral	10 (0.42%)	8 (0.35%)	2 (0.46%)	4m 41s



Audience name +	↓ Total users	New users	Sessions
SHOW ALL ROWS			
Total	4,475 vs. 2,403 ↑ 86.23%	4,328 vs. 2,268 ↑ 90.83%	5,786 vs. 3,603 ↑ 60.59%
1 All Users			
25 Jan - 21 Mar 2025	4,475 (100%)	4,328 (100%)	5,786 (100%)
22 Nov 2024 - 24 Jan 2025	2,403 (100%)	2,268 (100%)	3,603 (100%)
% change	86.23%	90.83%	60.59%

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 and 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 COMPARISON DATE RANGE				
Total	10,500 vs. 7,114 ↑ 47.6%	4,454 vs. 2,382 ↑ 86.99%	2.36 vs. 2.99 ↓ -21.07%	45s vs. 1m 27s ↓ -48.22%
1 /	1,339 (18.82%)	674 (28.3%)	1.99	44s
2 /youth-forum/	171 (2.4%)	68 (2.85%)	2.51	1m 50s
3 /moulton-hill-country-park/	281 (3.95%)	219 (9.19%)	1.28	40s
4 /community-choices/	10 (0.14%)	8 (0.34%)	1.25	35s
5 /vacancies/	398 (5.59%)	224 (9.4%)	1.78	57s
6 /whats-on/	236 (3.32%)	154 (6.47%)	1.53	49s
7 /council-meetings/	224 (3.15%)	50 (2.1%)	4.48	2m 08s
8 /hwpc-easter-egg-hunt-2025-booking-form/	0 (0%)	0 (0%)	0.00	0s
9 /councillors/	170 (2.39%)	114 (4.79%)	1.49	1m 19s
10 /officers-staff/	152 (2.14%)	86 (3.61%)	1.77	56s



February Youth Events bulletin was delivered to a targeted 187 email subscriptions. 71.7% opened and looked at the email 5.3% people read the content and were compelled to click through to the target page.

March Bulletin was delivered to 378 subscriptions an increase of 68 recipients since December. 57.4% opened and looked at the email 10.1% 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. Weekend: Regular event posts, Vacancies, Haydon Wick Hero posts and reminders of what's on in the following week.

Notable dates, consultations on Community Grants and Outdoor Gym Equipment have run through February and March supporting

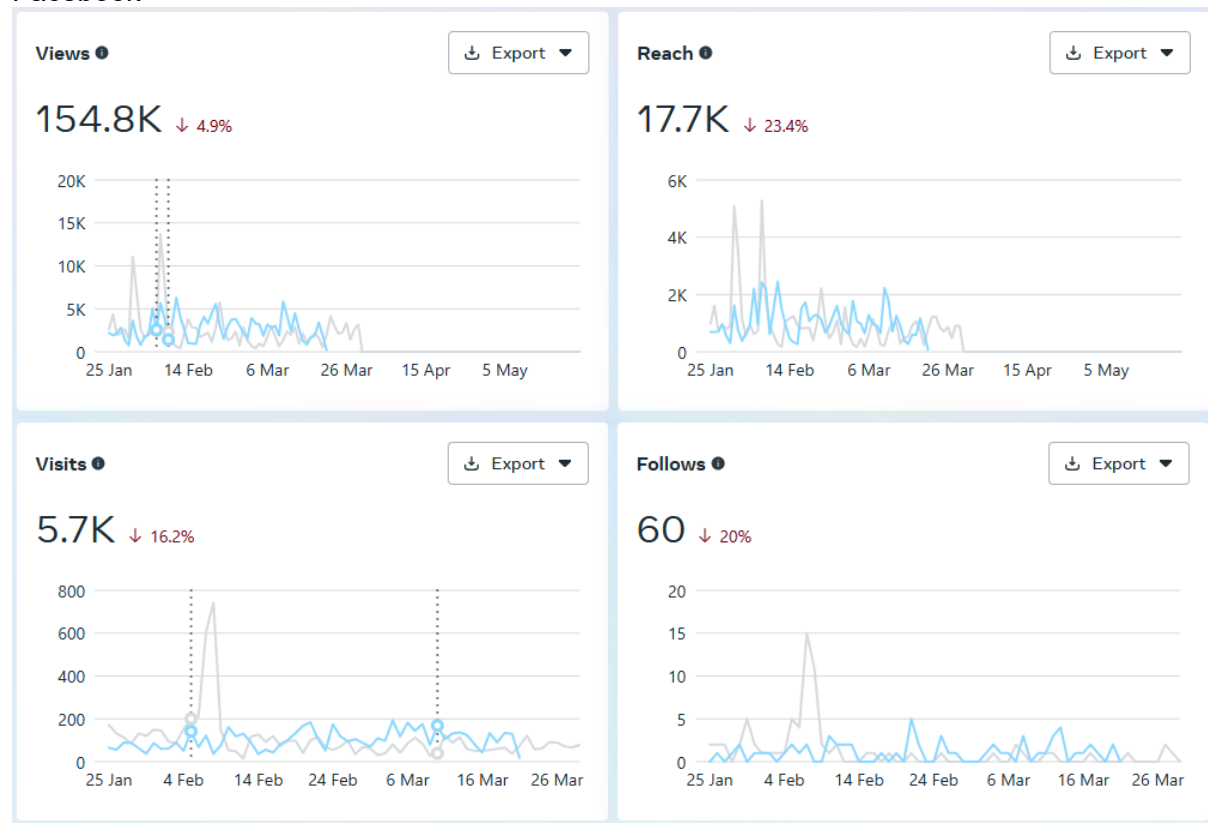


Social Media Analytics

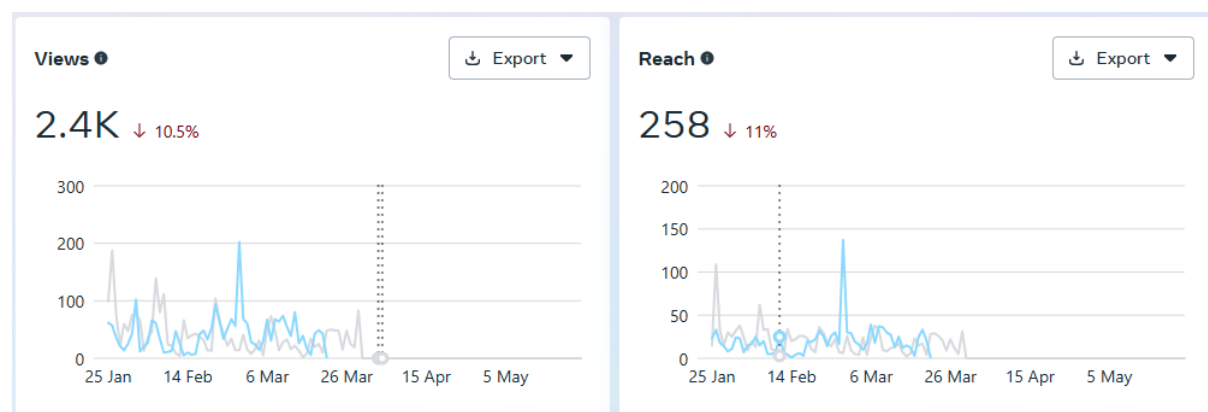
Reach

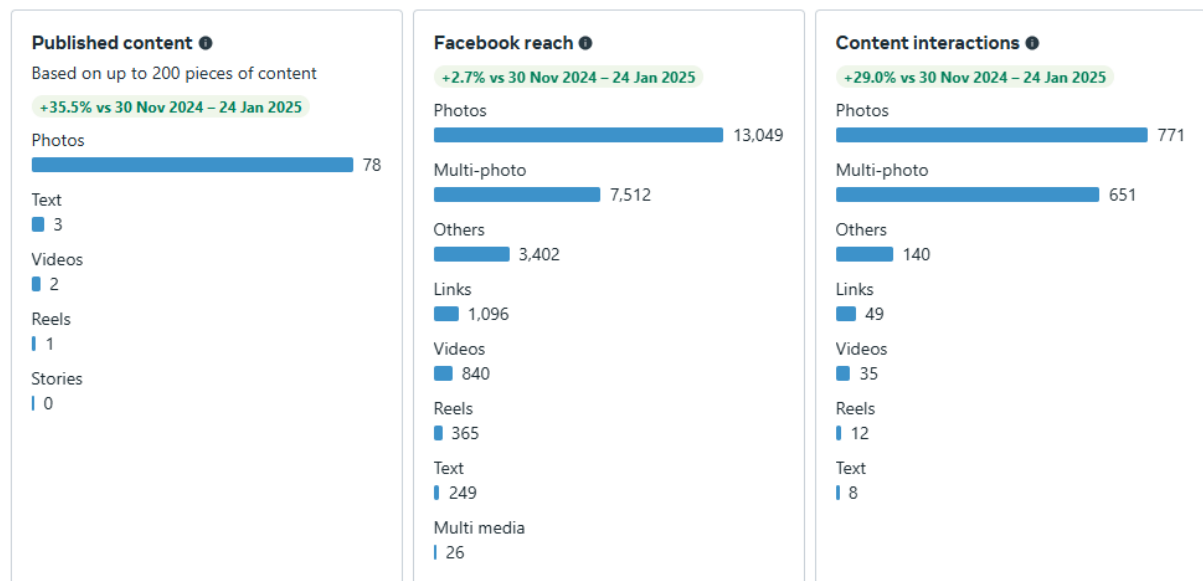
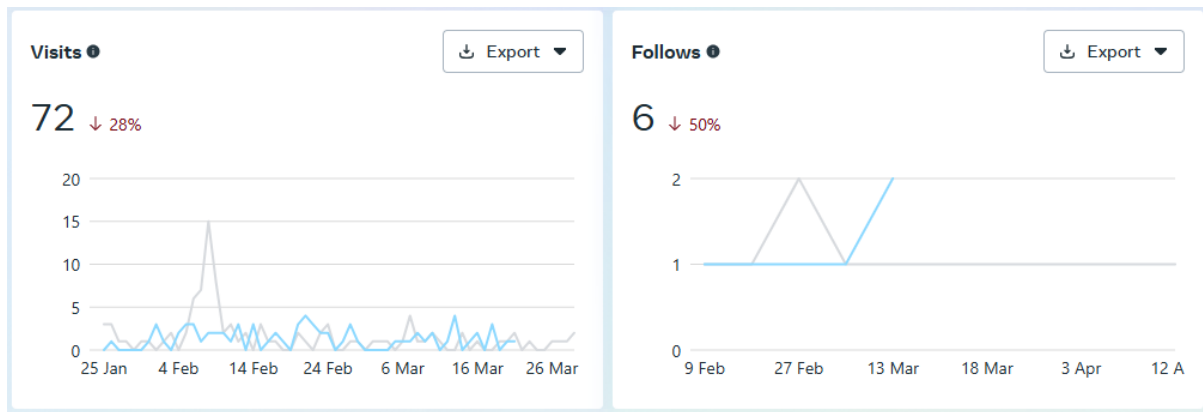
Although the reach has dropped since the last report you can see in the graphs below that overall, the figures are more regular. The high peaks in the previous report were around the time of the Christmas Carnival when we had particularly high engagement on social media.

Facebook



Instagram





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



 Haydon Wick Parish Council A message from the Chairman  Wray Morris Chairman of the Council A Messy Problem on Rose Walk I've notic... 11 March 05:50  43  50  11  8  Haydon Wick Parish Council Love was in the air at today's Memory Caf... Love was in the air at today's Memory Caf... 12 February 06:26  38  48  6  2	 Haydon Wick Parish Council Celebrating our team on... International Women's Day "Challenging Stereotypes and Limiting Beliefs" International Women's Day Post ☀️ Breakin... 8 March 01:30  5  5  0  0  Haydon Wick Parish Council Join us for a Twelve Week Yoga Course starting Mondays, 7th April to 7th July 2025 7.00pm - 8.30pm Join Our 12-Week Yoga Course with An... 18 March 03:14  2  1  0  0
Interactions breakdown 25 Jan - 21 Mar Total 1,665 ↑ 29% From followers 1,328 ↑ 21.8% From non-followers 338 ↑ 68.2% Views ⓘ 154.9K ↑ 19.6% Interactions ⓘ 1.7K ↑ 29.4% Post interactions by period 30 Nov 2024 - 24 Jan 2025 25 Jan - 21 Mar 1,300 1,700	Interactions ⓘ 34 ↓ 19% Post interactions by period 30 Nov 2024 - 24 Jan 2025 25 Jan - 21 Mar 40 35
An increase of 60 followers With a decrease of 13 unfollows	An increase of 6 followers with a decrease 2 unfollows
FB Comments from our Community:  Jean Page I have read the latest magazine on line.. very informative... 2w Love Reply Hide Edited 3   Message from the Chairman:	



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Dona Allen
Is there a way to set up temporary cameras so those offenders can be identified and action taken

1w Like Reply Hide

 Reply as Haydon Wick Council     
- 

Step Out Swindon Wellbeing Walks
Our Wellbeing walks use this path every week and it is always covered in mess and it is obviously the same big dog who is the culprit. Can the HWPC not put up a camera to find them?

1w Like Reply Hide

 Cllr Vinay Manro replied · 2 replies
- 

Steve Goddard
Can someone question the council on how it's costing £2000 to pick it up please. It doesn't sound very efficient and a waste of tax payers money.

1w Like Reply Hide

 Cllr Vinay Manro replied · 1 reply

Outdoor Gym

- 

Gillian Booth
At last, can't wait

1w Like Reply Hide

 Reply as Haydon Wick Council    
- 

Tina Keith
Great idea

1w Like Reply Hide
- 

Lucy Barrett
[Glennis Brown](#)

1w Like Reply Hide 
- 

Iain Inglis
Can you share the percentage of votes each suggestion received? Would be nice to see how others fared.

1w Like Reply Hide

Community Cafés Posts:

- 

Paul Cook
[Tru Delights](#) making community count. 🍌

1w Like Reply Hide 2  
- 

Right at Home Swindon · Follow
What a great day, thank you for having us!

5w Like Reply Hide

 Reply as Haydon Wick Council  
- 

Gloria Edwards
It was really good fun.

5w Love Reply Hide 2  
- 

Laura Parsons
Thank you for having us [SLP Independent Living](#) what a lovely group of people!

2w Like Reply Hide

Youth Posts:



Vicki Barrett
We had a great time, thank you x
3w Like Reply Hide

Reply as Haydon Wick Council

Georgina Morgan-Denn
Messy creativity right there! Fab session everyone 🥳🥳
4w Love Reply Hide

Becky Godfrey
We had a lovely time.. thank you 🥰🥰
4w Love Reply Hide

Jean Page
Creative ..
4w Love Reply Hide

Paul Park
Amazing creativity ❤️

Maria Fairchild
Such a great event.
4w Like Reply Hide

Reply as Haydon Wick Council

Amanda Pearce
Thank you so much for this! The kids loved it!
4w Like Reply Hide

Karam Bhardwaj
Many thanks to you all...the children had a great time 🙌

ATBShop
Thanks for having us! We had a wicked time 🦋🦋❤️
See you all again soon 😊

POS Posts:

Kayleigh Miller
Is there any more local tree planting happening, me and my team would love to volunteer if there is
3w Like Reply Hide

Haydon Wick Council
Thank you for your offer, if you email us at: admin@haydonwick.gov.uk we can keep you in the loop of any future tree planting events. In the meantime you could have a look on the WWT website for more conservation opportunities: <https://www.wiltshirewildlife.org/.../volunteering> We hope this helps.

WILTSHIREWILDLIFE.ORG
Volunteering with Wiltshire Wildlife Trust | Wiltshire...

3w Like Reply Remove Preview

Reply as Haydon Wick Council

Lynn Wright
Great job. Walked past there yesterday 🙌

Followers

We continue to grow our followers on Facebook and Instagram.



Website Development

The Co-ordinator is working on a new layout for the Grounds Maintenance Schedule. To improve the useability and ensure information is current.

Brand Development

The co-ordinator has spent time showing new starters the brand guidelines to ensure consistency and will monitor all new public facing branded literature.



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. Portable event kit has now been organised for future pop-up events. The co-ordinator has produced a build guide to help set up.

Haydon Wick Living Magazine

Deliveries were slightly delayed due to courier late delivery from the printers. However, deliveries are scheduled to be completed by end of March.

Income from advertising this edition: £889.12

VE Day Celebration Event:

To note VE Day Report

Other: The Marketing and Events Co-ordinator has completed Food Safety Level 2 Training. Enabling events/activities with food preparation included, such as youth activities, following clear food safety processes and best practice.

NSPCC Listen up, speak up Training delivered. Nine members of staff/councillors attended with 5 members of the public, which included 3 members of the South Swindon Parish Youth Club Team.

Working on:

- Marketing and Support - income generation pack.
- Community Led Action Plan evidence based social media campaign
- VE/Summer/Christmas Event provisional bookings
- Annual Report in preparation for the Annual Parish Meeting
- Lottery Funding application support
- Community & Youth Easter activities planning