

Meeting	Community Development Committee
Date	7 th July 2026
Report Title	Marketing, Communications & Events
Agenda Reference	11
Author	Liz Matthews, Marketing & Events Co Ordinator

Officer's Recommendation

1. To note the report.

Background

Over the past three months, the Marketing and Events Co Ordinator has delivered comprehensive marketing and digital communications support for the Council's events and campaigns aligned with democratic and governance strategic planning for 2026/29.

Key deliverables include Emergency Plan Engagement, Meetings Notifications, Elections and Community Choices.

Additionally, the Co Ordinator has created the Summer Living Magazine edition, delivered six youth events, two Mental Health Awareness events and five Craft and Connect sessions.

Website Updates

Updated the Youth Page with Half term activities, Election pages, Community Led Action Plan Page with new priorities, set up a new Community Hub page for 2026 consultations and continues to update Grounds maintenance, what's on and add news posts.

Marketing - Measuring Success

April

- Easter: fully booked Easter Wreath Making Workshop
- Volunteer engagement for Community Cafes and Emergency Plan

May

- Mental Health Awareness Week events – good engagement and attendance
- WWT Great Crested Newts events, increased engagement on previous events

June

- Summer Event: 33 stalls booked through direct & social marketing.

Media coverage:

During April, May & June we have successfully engaged

- Swindon24



Hospice receives interactive table from parish council



Paws for celebration at upcoming dog park dog show

- **Entertainment Swindon: Web News:**



Charity News, News

Haydon Wick Parish Council to donate Mobii Interactive Table to Prospect Hospice

mikebuss



News

Haydon Wick Grounds Maintenance Facility Celebrates Official Opening

mikebuss



Charity News, News

Haydon Wick Parish Council Announces CALM as Charity of the Year

mikebuss



Swindon Advertiser

30 May 2026

Group enjoys artistic session in the sunshine

Haydon Wick Council's Craft & Connect group took advantage of the sunny weather to sketch in Goodearl Leisure Gardens' sensory space.



7 May 2026

New knife amnesty bin installed in Haydon Wick

Residents are encouraged to make use of the bin to help create a safer environment for everyone in Haydon Wick. The parish council is located at Thames Avenue, SN25 1QQ.



5 March 2026

Haydon Wick Living Magazine - read it online or wait for home delivery

In a statement on social media, Haydon Wick Parish Council said the magazine contains community highlights, a breakdown of the annual Parish budget, and stories about Haydon Wick.



29 May 2026

Swindon children escape the heat at Lego day

Haydon Wick Council hosted a 'Lego Wednesday' event. The event was organised by the team at Abe's Brick Corner and began with following instructions, working together, and creating Lego models.



16 May 2026

Dog park to celebrate grand opening with first-ever dog show

Haydon Wick Parish Council has announced its first-ever dog show at Goodearl Dog Park. The event will take place on Sunday, May 24 from 1pm to 3pm.



28 May 2026

Residents gather for fun-filled community picnic in Haydon Wick

The picnic was organised by Haydon Wick Council and was part of a series of events planned for the summer.



25 May 2026

Event cancelled over hot weather sparks 'too soft' debate in town

Haydon Wick Parish Council has said it hopes to rearrange the dog show at a later date when conditions are safer.



19 May 2026

Parish council staff verbally abused and filmed by residents

Haydon Wick Council published a post about the way its staff are being treated.



13 May 2026

Great play park offers something for every child

During a recent visit, Cllr Stevenson addressed resident concerns by raising casework with Haydon Wick Parish Council. She has asked residents to share feedback and ideas for further improvements at the play area.



22 May 2026

Council donates technology to hospice after seeing little use in recent years

A spokesperson for Haydon Wick Parish Council said: "This donation reflects our commitment to community wellbeing."



19 May 2026

Skate event brings colour, creativity and community spirit

Haydon Wick Parish Council hosted the SK3jam at Haydon Wick Skate Park as the closing event for Mental Health Awareness Week. Despite the wet weather, the afternoon was packed with positive energy and fun activities.



24 May 2026

Swindon event cancelled amid 'exceptionally hot weather'

Haydon Wick Parish Council announced its first-ever dog show at Goodearl Dog Park earlier this month.



4 June 2026

Parish councillors begin new term with bus tour of key spots

A bus tour marked the start of the new term for Haydon Wick councillors. Haydon Wick Council's Parks and Open Spaces Committee took a bus tour as part of their induction process.



27 June 2026

Folk art craft session proves a hit with attendees

A spokesperson for Haydon Wick Council said: "There's something wonderfully calming about painting and colouring, especially when the weather outside is energy-zapping."



12 June 2026

Council trying to reunite lost school bag with owner

Haydon Wick Parish Council's Parks & Open Spaces Team discovered the coursework during one of its regular rounds across the Parish.



4 June 2026

Parish council names its charity of the year

A parish council has named a national suicide prevention charity as its Charity of the Year. Haydon Wick Parish Council will support the Campaign Against Living Miserably (CALM), a charity focused on suicide prevention and mental health.



9 June 2026

Parish council seeks stallholders for summer extravaganza

Haydon Wick Parish Council is seeking stall holders for its Wildwick Summer Extravaganza. The community event will be held on Saturday, August 8, from 2pm to 7pm.



6 June 2026

Parish council honours its volunteers with tea and cake

The council also issued a statement to extend its gratitude, saying: "As part of Volunteers' Week, we invited our volunteers to join us in celebrating the incredible contributions they make to Haydon Wick Parish."



4 June 2026

Fallen tree disrupts children's play area

The tree at Thyme Play area was discovered by Councillors Leanne Stevenson and Vinay Manro during a Haydon Wick Parish Council Parks and Open Spaces tour.



17 June 2026

Swindon skate park is more than a place to practise tricks

Leanne Stevenson, a councillor with Haydon Wick Council, said: "Haydon Wick Skate Park is a popular local facility and a dedicated space for children, young people, and families to enjoy outdoor activity."



5 June 2026

Parish council kicks off first Leisure Gardens social of the year

Haydon Wick Parish Council has kicked off its first Leisure Garden social of the year. Held at Ventnor Close, the event saw an evening of friendly community interaction among the attendees.



16 June 2026

Craft group creates floral designs from recycled materials

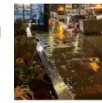
The Craft & Connect group, organised by Haydon Wick Council, recently held a session where participants made paper roses and crepe paper poppies in various colours, using old books and recycled papers.



10 June 2026

Parish council joins emergency scheme and is recruiting volunteers

Haydon Wick Parish Council has joined an emergency contact hub scheme and is seeking volunteers.



29 May 2026

Bingo and meals from Wiltshire Farm Foods bring smiles to memory café

A spokeswoman for Haydon Wick Parish Council said: "What a wonderful morning at the Memory Café."



28 May 2026

Vandals cause hundreds of pounds of damage with bin fires

Councillor Vinay Manro, chairman of Haydon Wick Parish Council, said: "This is public money that could otherwise be used to fund community events, repairs to play equipment, or other local improvements."...



4 June 2026

Spider-like webs on trees in Swindon called 'harmless'

Caterpillar nests on trees at Lyddon Way have been deemed harmless by Haydon Wick Parish Council. Haydon Wick Parish Council has confirmed that increased ermine moth caterpillar activity is affecting



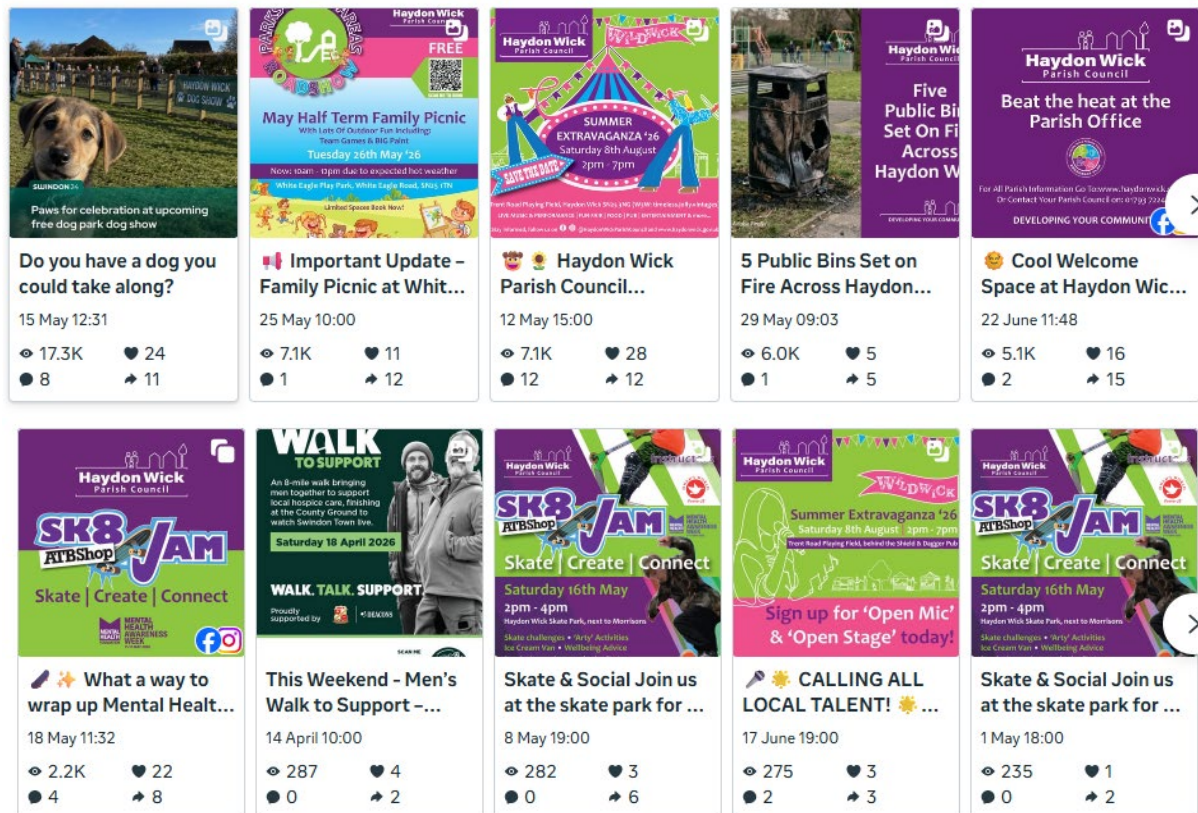
Social Media Updates



Pre-activity/event campaigns and marketing, Corporate Campaigns. During April, May & June we posted: 94 social posts,

Notable social media engagement data:

Top post during April/May/June:



Through collaboration and increased shares engagement across the past 3 months has increased considerably – please continue to share our posts through your feeds as it's clear that this increases our audience and engagement. Not all community groups allow us to post through their accounts, so we do need Councillors and parishioners to share on our behalf.

Branding

The Co Ordinator continues to develop a branded tool kit for staff and councillors to use when communicating services externally and internally. Working on revised 'kerb appeal' signage to increase awareness for the location of the Council Office and its entrance routes. Organised branded Hi Viz for Event Photographer. Branded meeting social graphics to improve engagement. Created 28 branded posters for events and communications to support other areas, including booking forms and social media where required.

Haydon Wick Living Magazine

The summer edition has gone to print, and the co-ordinator has met with the new distributor to go over delivery planning and mapping. The magazine is due to commence deliveries Monday 6th July and should complete within 2 weeks weather depending.

Working Towards

- Summer Events programme and engagement
- Sponsorship and partnering engagement
- Signage solutions for the office entrance awareness and vehicle livery
- Accessibility solutions for the website
- Christmas Panto