



Summer Extravaganza '25 –

Recommendations:

To note the post event audit for the Haydon Wick
Summer Extravaganza & '20-day' Events



Background



Introduction

The WILDWICK '25 Summer Extravaganza successfully delivered an ambitious 20-day community celebration that brought together arts education and biodiversity awareness across Haydon Wick from 28th July to 16th August 2025. This event audit evaluates the impact, engagement, and outcomes of this innovative program that transformed the local community into a vibrant showcase of creativity while fostering environmental consciousness.

Event Overview

The Summer Extravaganza represented a significant community investment, building upon the proven success of the 2024 Discover Your Community 20-day programme. The 2025 iteration expanded the format to include popular returning events such as Sk8Jam activities and pop-in crafts as integral components of the 20-day programme. This strategic integration demonstrates the event's evolution and community responsiveness, with the program designed with inclusivity at its core, offering diverse activities that encouraged participation across all demographics and skill levels.

Community Response and Engagement

The event demonstrated exceptional community engagement, with notable successes including the highly popular Razamatazz family picnic with over 180 people attending an afternoon of magic, fun and games. The Batty Adventure at Mouldon Hill Country Park saw a huge increase on last years numbers from 12 to c50 participants, the addition of a story time from Swindon Story Shed added a fun start for children before commencing to the Bat walk. Also, the "Pop in and Craft" paint sessions that saw enthusiastic participation from children and parents alike. These sessions encouraged creative experimentation and skill-sharing, resulting in outdoor artworks created on temporary easels, recycled banner murals, and abstract canvases inspired by Jackson Pollock's techniques.

Background



Key Programme Highlights

The Thyme Close Play Area Revamp proved particularly successful, generating significant community interest with 13 consultation forms completed during the public consultation phase. This project, which received £1500 funding through the annual Community Choices consultation, exemplified the event's collaborative approach. Wood carver Rob's transformed ordinary wood slabs into wildlife-themed sculptures including snails, owls, and squirrels, while also rejuvenating existing play equipment. The temporary art installations were successfully installed extended the event's reach beyond traditional venues, with recycled plastic bottle flowers installed at Goodearl and Rose Walk Leisure gardens, while paper flowers from Craft and Connect sessions decorated the main summer event craft area.

Participation Analysis

While most activities achieved strong engagement, the program also provided valuable insights into community preferences. The yoga taster session, originally targeted at teenagers, revealed different demographic appeal, ultimately engaging adults in the 30-45 age bracket and father-daughter participants, highlighting the importance of flexible programming approaches.

Programme Impact

The Summer Extravaganza successfully achieved its dual objectives of promoting artistic expression and environmental awareness while strengthening community bonds. The integration of traditional crafts, contemporary art practices, and environmental themes created a unique platform for intergenerational learning and creative collaboration that will have lasting benefits for the Haydon Wick community.

This audit examines the detailed outcomes, challenges, and recommendations arising from this significant community initiative.

WILDWICK 20-day - Events

Events:

Alongside our regular groups we also delivered:

1. SK8Jam with ATBShop - Friday, 25th July
2. FREE Batty Adventure at Mouldon Hill – Tues 29th July
3. Fun Family Picnic with Razamatazz. Wednesday 30th July 2025, Luna Play Park, Oakhurst
4. Free Family pop in Craft Thursday's – 31st July
5. Family Yoga Taster - Friday 1st August 2025. Haydon Wick Parish Council
6. Parish Coach Trip to Bournemouth 1 Monday 4th August 2025
7. Capture the Wild – Seven Fields, 6th August
8. Free Family pop in Craft Thursday's – 7th August
9. Over 60s Tea Dance - Thursday 7th August 2025. Redhouse Community Ctr
10. Wood Carving At Thyme Close Play Area Tuesday 12th August 2025
11. Thyme Close Revival – Thursday 14th Aug
12. WILDWICK Summer Extravaganza '25 Saturday 16th August 2025
13. Parish Coach Trip to Bournemouth 2 18th August
14. Pop by and Paint – Thyme Close, 28th August

Reach:

- **72** parishioners enjoyed a trip to Bournemouth (80 booked)
- **80** took part in the pop in and craft sessions
- **13** families of Pembroke Park completed consultation forms with **60+** attended the 2 events at Thyme Close
- **30+** children and adults took part in our skating & yoga activities
- **180+** attended the Razamatazz family picnic
- **60+** residents discovered biodiversity in our Seven Fields Nature Reserve and Mouldon Hill Country Park.
- On Saturday 16th August **c1.5K+** residents attended the Community Fun Day.



Haydon Wick

Parish Council

Summer Extravaganza '25 –

Family Fun Day – Trent Road Playing Field



Budget Information

Budget awarded
£4,000

Income:

Sponsorship: £1,800.00

Stalls: £ 810.00

Total income £2,610.00

Budget awarded £2,500.00

VE Day Underspend
contingency £ 300.00

Total Funds £5,410.00

Expenses TBC:

Entertainment: £2,559.62

Consumables: £ 958.52

Infrastructure: £ 896.20

Safe & Secure: £ 623.04

Total expenses £5,037.38

Budget Under Spend: £372.62

Feedback Highlights: Community Fun Day 16th August 25

22 Event team/supplier feedback forms returned to date.

Location:

16 Excellent 5 Good 1 Fair

Organisation:

15 Excellent 6 Good 1 Fair

Variety of activities:

13 Excellent 9 Good

Variety of stalls:

15 Excellent 7 Good

Common recommendations for next event:

- More toilets (although 3 had been ordered, but 1 not delivered (BTH closed on Saturdays))
- Dog Show requested by 1.
- More community groups/performers
- More signage and stewards at Severn Ave entrance to support stall holder arrivals.
- Earlier timings, maybe 12-6pm
- On-site team meeting prior to the event to support set up organisation.

WHAT WENT
WELL...

CHECK OUT THE
EVENT VIDEO
HERE!

Most Popular Attractions

The Mobile Farm was clearly the standout success, repeatedly mentioned as a "huge hit with families young and old." Visitors loved the petting zoo experience, with one parent noting it "made her weekend." The farm provided both entertainment and educational value through informative presentations.

Free Activities & Craft Zones received excellent feedback, particularly appreciated by families. Craft activities were well-attended and created an inclusive atmosphere. The dementia-friendly area promoting the Memory and Companions Café was also well attended but also a lovely calm area to sit and relax.

Event Organisation & Atmosphere

The **central location** was praised, with people commenting positively on having an event in that area. The layout was described as "well thought out" - everything was visible and contained in one area while still feeling spacious.

Community spirit shone through, with volunteers noting the "nice network of people working together." The organisation was described as "brilliant" especially considering the modest budget.

Variety and inclusivity were key strengths - attractions catered to all age ranges and price points, with the play area integration being particularly well-received.

Entertainment

Live music was highly praised, with the mix of professional and new talent working well. John Bridgemen was highlighted as "perfect" and "just the host we needed."

The arena picnic area concept of encouraging people to bring chairs and blankets successfully kept families engaged longer.

Overall, the event successfully created an inclusive, family-friendly community celebration with strong volunteer collaboration and thoughtful planning within budget constraints.

Marketing reach and social media engagement:

- View marketing & events
October report for full details.

Partnering and sponsorship:

- Successful sponsorship engagement and good return on their investment evidenced through print/digital and outdoor advertising/ brand placement.
Also evidenced through returning sponsorship from Specsavers, Emerald Windows and D Matthews Construction.
- Income generation through pre booked stalls and food outlets.

SUGGESTIONS FOR NEXT YEAR

Based on the feedback provided, here are suggestions for next year's Summer Extravaganza Event:

Set Up Management: More meetings in the run up to the event with department leads to ensure clear understanding of the running and delivery of the on-day event. With final run through meeting for all event team on the day before the event.

Entertainment & Programming Enhancements Performance Display Area

- Create a central performance space for displays including:
 - Majorettes
 - Karate demonstrations
 - Dance displays
 - Martial arts exhibitions
- **Outdoor cinema** as an evening finale or separate event
- **Talent show/showcase programme** with proper Rock School or Councillor leadership
- **Open mic opportunities** for audience participation during music sessions
- Engage **videographer** for the event – A-level students?

Layout & Technical Improvements Sound System

- Ensure music coverage reaches the entire field

Stall Positioning

- Maintain the successful "avenue of traders" layout but optimize viewing angles

Timing & Structure Event Hours

- Consider earlier timing: 12pm-6pm rather than current schedule
- This may help with family attendance, and avoid the "drunk element" at the end

New Stall

Allotment stand run by leisure gardeners selling surplus fruit and vegetables

Budgeting Options

- Reintroduce **wristbands for funfair activities** to help families budget their day

Infrastructure Facilities

- **Additional toilet facilities** to meet demand (3 were ordered only 2 delivered)
- Maintain the marked-out areas for games, fair, and stalls
- Bring all HWPC activities together

Community Engagement

The feedback consistently praised the variety, event organisation, location, and community spirit. Building on these strengths while addressing the technical and logistical suggestions should make next year's event even more successful.

What didn't go so well



Set Up Team Direction:

Previous years have benefitted from a Friday infrastructure set up. It was clear this year that this slow start and day before opportunity to site visit approach had impact on the smooth set up this year. Although all team members were given brief direction of roles via email with the opportunity to ask questions. An opportunity to meet prior to the event on site would have been hugely beneficial to the funnel effect of questions and direction experienced on the day. Managing this became difficult and frustrating for many.



Sound System:

Music couldn't be heard at the far end of the field or from the sides closest to the stage under the marquees.

New provider used this year. Not experienced in outdoor large events but within budget.



Grounds preparation:

Cracks in the ground became challenging. Although marked up with line marking spray. A stall holder requested bark chippings. The grounds team took this on which then took them away from the general set up. Onsite meeting a couple of days prior to the event with POS Manager will rectify this next year.



Shuttle Bus:

A brilliant idea, in practice only a dozen parishioners used the 3 hour service. With the regular bus service running from Morrisons and along Thames Avenue it was suggested by one of the drivers that perhaps next year the public bus service would work as effectively.



Signage & Branding:

Although all signage required was available at each purple stand. These were overlooked in the set up of the event. Leaving some areas unclear and entrances unbranded. Again, an onsite meeting prior to the event with a walk through will ensure this is rectified next year.

PROPOSAL FOR SUMMER EXTRAVAGANZA '25



Proposed Venue: Trent Road Play Area.



Risk: Ensuring the event continues to be a FREE Haydon Wick Parish Community Event first!

Manging expectations for something bigger with more bells and whistles. Realistic impact on budget and workforce capacity.



This is a central location with good transport links and a clear flat open space. Attending residents now know where the playing field is located, attendance will grow. We now understand the complexities of this site. This will provide planning and, on the day, staff time and event delivery efficiencies.



Proposed Date: Saturday 15th August 2026