

Meeting	Community Development Committee
Date	7 th April 2026
Report Title	Marketing, Communications & Events
Agenda Reference	12
Author	Liz Matthews, Marketing & Events Co Ordinator

Officer's Recommendation

1. To note the report.
2. To consider an initial proposal to offer the Parish Council's meeting room as a venue for workshops and/or display space during the Swindon Open Studios fortnight in September 2026.

Background

Over the past two 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 Community Led Action Plan, New Councillor engagement campaign

Additionally, the Co Ordinator is supporting the Meetings Administrator with Annual Parish Meeting preparation, including creating the Annual Report, slides and completing the display boards. Created the Spring Living magazine, delivered three youth events and four craft and connect sessions.

Website Updates

Updated the Youth Page with Half term activities, White Eagle Outdoor Gym new page, Haydon Wick Heroes and Mouldon Hill Country Park with additional images. Election page redesigned and populated with information. Haven, Memory and Companion Cafes pages updated. Grounds maintenance page updated. Supporting

Marketing - Measuring Success

February

- Community Led Action Plan Campaign – 49 surveys completed to date
- Half Term Youth Activities – Fully booked

March

- Easter Youth Activities – Fully booked
- Craft and Connect appetite for more
- APM – Professional communication tools created to support this meeting.
- Haydon Wick Living Magazine Completed and delivered



Media coverage:

Swindon24



Youth skate event sees strong turnout in Haydon Wick

© 19 FEBRUARY 2026 10:38PM



New dog park unveiled at Goodearl Field in Haydon Wick

© 4 FEBRUARY 2026 11:00AM

Entertainment Swindon: Web News:



News

Haydon Wick Parish Council Plants Two Oak Trees to Commemorate 80th Anniversary of VE Day

mikebuss



News

New Community Dog Park at Goodearl Field

mikebuss



Swindon Advertiser

3 February 2026

New dog park opens after public vote and petition

The project was delivered by Haydon Wick Parish Council.



10 February 2026

Craft group delighted at new creative project

Haydon Wick Craft & Connect members gathered for a hands-on session, transforming fluffy wool fibres into felted creations.



26 February 2026

Annual art exhibition coming to Swindon venue

The Haydon Wick Parish Council offices will host the Tuesday Art Group's annual exhibition. Art Exhibition Week is set to take place from March 10 until March 14, 2026.



25 February 2026

Community roundabout to undergo makeover after grass fails to grow

Last year's safety works and initial seeding did not take hold, prompting Haydon Wick Council to revisit various options. Countrywide Grounds Maintenance is re-cultivating the area, introducing a low budget.



19 February 2026

Two oak trees planted to mark 80th anniversary of VE Day

The parish council manages open spaces across Haydon Wick and works to improve the quality of life for residents.



17 February 2026

Council marks its role in training next generation

Haydon Wick Parish Council has marked its role in National Apprenticeships Week.



12 February 2026

Parish council to host half term events to support children's wellbeing

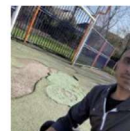
Haydon Wick Parish Council recognises the link between activity, creativity, and children's mental health.



7 March 2026

Repairs planned for popular play park after safety checks

The work at Queen Elizabeth Drive Multi Use Games Area (MUGA), confirmed by Haydon Wick Parish Council, comes after routine checks identified areas in need of maintenance.



5 March 2026

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

Read it online now through the Haydon Wick Parish Council website here: <https://haydonwick.gov.uk/haydon-wick-living-magazine/> The website that will be providing the magazine is <https://haydonwick.gov.uk/haydon-wick-living-magazine/>.



7 March 2026

Tickets selling fast for charity curry night

"Join Haydon Wick Parish Council Councillors for a special fundraising evening supporting The Kelly Foundation.



10 March 2026

Residents invited to come along to Haydon Wick meeting

The council said the meeting is an opportunity for residents to "hear what's been happening in Haydon Wick, celebrate local heroes, meet community groups, and help shape what comes next".



20 February 2026

Cream tea brings elderly community together

A cream tea event organised by Haydon Wick Council brought together the elderly community. The gathering for those aged over 60 years-old featured a spread of fresh sandwiches, cakes, and cream tea, served on bone china.



6 February 2026

Community bus trip hailed 'great success' by council

A bus trip for the community was a "real success", says Haydon Wick Council. Earlier this week the parish council arranged for residents to be taken to Dobbies Garden Centre.



3 February 2026

Curry night to support mental health services in Swindon

A spokesperson for Haydon Wick Parish Council said: "For just £30 per person, enjoy a delicious buffet dinner with a soft drink included, all while supporting vital mental health services across Haydon Wick and Swindon. "Why attend?..."



21 February 2026

Creativity and fun at half-term crafting session at Haydon Wick

Children and adults enjoyed a day of creativity and fun during a half-term crafting session with Haydon Wick Parish Council. The event saw participants creating a variety of art pieces, including pom-pom bugs and decorative string owls.



24 February 2026

Haydon Wick Haven offers coffee, conversation, and community spirit

Haydon Wick Haven offers a welcoming space for residents to enjoy a chat, a hot drink, and activities including word searches. Haydon Wick Council said in a post on social media: "Another lovely Monday morning at the Haydon Wick Haven."



6 March 2026

Haydon Wick Easter Bunny celebrates World Book Day

The post from Haydon Wick Council, reads: "The Haydon Wick Easter Bunny is celebrating World Book Day the best way he knows how - curled up under our tree with Charlie and the Chocolate Factory!..."



14 March 2026

Egg-citing Easter event announcement

Haydon Wick Council has announced the annual Easter egg hunt will take place on Wednesday, 1st April in two parks. Residents can sign up to the event at <https://haydonwick.gov.uk/youth-forum/>.



14 March 2026

Major work on park and open spaces in Abbey Meads complete

Haydon Wick Parish Council has announced the completion of major park and open space maintenance projects in Abbey Meads and elsewhere in the parish.



14 March 2026

Swindon council reveals plan to tackle litter mountain

Haydon Wick Parish Council will once again join Keep Britain Tidy's nationwide "army" of #LitterHeroes for the 10th Great British Spring Clean.



27 February 2026

Cafe 'buzzing with energy' after 'hilarious' gathering

The next session is scheduled for Wednesday, March 11, from 10.30am to 12.30pm at the Haydon Wick Bowls Club. For more information, Haydon Wick Parish Council can be reached for details.



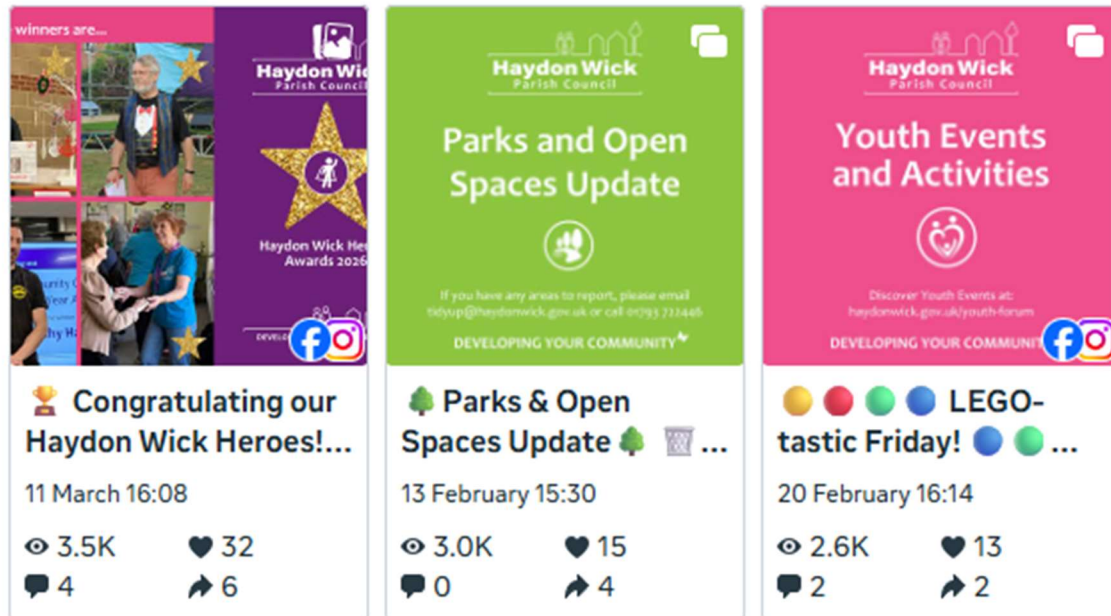


Social Media Updates

Pre-activity/event campaigns and marketing, brand awareness campaigns. During February & March we posted: 62 social posts,

Notable social media engagement data:

Top post during February and March:



Good news travels faster by shares – please be encouraged 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 is currently developing a branded tool kit for staff and councillors to use when communicating services externally and internally.

Councillor Events

Supported the Charity Curry Night. Now marketing the Charity Chocolate Bingo on the 10th April at the Shield and Dagger. A trial location due to the Haydon Wick Club being double-booked on this date.

Haydon Wick Living Magazine

The Haydon Wick Living magazine was completed and delivery commence early March. A prior meeting had been held with the distributor to confirm and understand parish boundaries. Unfortunately, a miss management of delivery rounds meant that 670 magazines were delivered out of parish. The distributor agreed to pay for additional copies which were then delivered. Due to this being the second time that magazines have been mis-delivered, it is sensible to look at alternative delivery solutions for the next edition. An update will come to June Full Council.

Swindon Open Studios

The Co-ordinator approached Swindon Open Studios (SOS) to present their 2026 programme at the Annual Parish Meeting in March. They regrettably declined due to other commitments but expressed a strong interest in exploring how we can work in partnership to support Haydon Wick Artists. The proposal is to use the Parish Council's meeting room as venue for workshops or display space during the SOS fortnight in September. The Co-ordinator can



continue to pursue this opportunity if the Committee agrees that this partnership would be beneficial to the Parish.

Working Towards

- Alternative delivery solutions for the Haydon Wick Living Magazine Summer edition
- Supporting strategy development from the Community Led Action Plan results.
- Mental Health Awareness week events development, marketing support and delivery.
- May half term programme
- Summer Events programme and engagement
- Sponsorship and partnering engagement
- Signage solutions for the office entrance awareness and vehicle livery