

Meeting	Community Development Committee
Date	7 th July 2026
Report Title	Summer Event Outline
Agenda Reference	13
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WILDWICK Summer Extravaganza '26

Overview	Theme: <i>Healthy, Inclusive Community with Yea-Ha Moments</i> Date: Saturday, 8th August 2026 Time: 2:00pm – 7:00pm Venue: Trent Road Playing Field WILDWICK Summer Extravaganza '26 builds on last year's success, bringing the community together through a vibrant, accessible and engaging celebration. This year's event introduces a playful "Yea-Ha" twist, blending country-inspired fun and popular culture influences (including Toy Story themes) with a strong focus on wellbeing, inclusivity and environmental awareness. The event is designed to create fun, memorable experiences ("Yea-Ha moments") for all ages while celebrating local talent, supporting community connections, and promoting healthy, sustainable living. An Events Working Party was held on 30th June 2026 at 6pm to share ideas and themes for this event.
	Main Performance Area – Creating Yea-Ha Moments The main stage will act as the heart of the event, encouraging participation, celebration and shared experiences. • Main stage with relaxed haybale seating to create a welcoming, informal atmosphere • Professional compere maintaining energy and inclusive audience engagement • Performances showcasing local talent alongside professional acts • Live country music set to reinforce the "Yea-Ha" theme • Line dancing demonstrations and interactive lessons encouraging all ages to take part • Family-friendly comedy and entertainment



	This programme is designed to balance entertainment with participation—ensuring everyone feels invited to join in.
Supporting Activity Zones – Inclusive and Interactive	Animal Interaction & Environmental Learning Promoting healthy connections with nature and biodiversity: • Petting zoo (subject to partnership with Dinky Ponies) • Educational sessions linking animals to local biodiversity (Wiltshire Wildlife, Seven Fields) • Mini Dog Show featuring a “Best Tricks” competition – encouraging community participation
	Creative Zones – Play, Learn, Create Spaces designed for imagination and inclusive participation: • Abe’s Brick Corner (LEGO play area) • Swindon Story Shed activities • Toy Story–inspired crafts for children • Face painting and temporary tattoos • Large-scale collaborative community art installation (for post-event display) • Drop-in mini workshops for all ages and abilities
	Wellbeing & Community Learning Encouraging healthy living, skills-sharing and awareness: • Leisure Gardens interactive area with fun fruit-machine-style game • St John Ambulance CPR demonstrations • Cross Street Garage EV maintenance demonstrations • Memory Café quiet zone featuring calm entertainment (Good Afternoon Choir, Tony M, etc.) • Educational stalls: WWT, Thamesdown Vets, Farms2Ewe, Seven Fields These areas balance fun with practical, real-life skills and wellbeing support.
	Commercial & Community Marketplace Celebrating local enterprise and sustainable choices: • Artisan stalls featuring handmade goods



	• Food vendors prioritising local and sustainable produce • Family-friendly funfair attractions (including country-themed elements such as rifle range) • Biodiversity and conservation information stands Currently, 34 pitches are booked, spanning food, bar, artisans, charities and community organisations.
Venue and Logistics	Why Trent Road Playing Field • Proven site (second year) improving operational efficiency • Larger, flatter terrain supporting expanded activities • Central, walkable location supporting accessibility • Improved visibility of all zones • Capacity for inclusive layout and safe footfall flow Accessibility & Inclusion Accessibility remains a core principle: • Clearly spaced pathways across all zones • Steward support for navigation • Accessible toilet provision • Quiet Memory Café zone • Inclusive activity design for all ages and abilities Transport & Parking (Sustainable Focus) • Main parking: The Shield and Dagger • Blue Badge parking: Cross Street Garage • Shuttle minibus (bookable to improve efficiency) • Promotion of walking and cycling in marketing materials
	Extended Entertainment – Community Continuity • After-party from 7pm at The Shield and Dagger • Smooth transition from daytime family event to evening social setting • Opportunity to deepen community connections



Community Engagement Strategy	Pre-Event (from May 2026) • Weekly community bulletins • Social media showcasing performers, crafts and contributors • Intergenerational collaborations (e.g. art and storytelling) • Sponsorship opportunities for local businesses During the Event • Coordinated volunteers ensuring smooth and friendly delivery • Real-time social media highlights • Interactive voting for favourite acts/activities • Encouragement of spontaneous participation Post-Event Legacy • Permanent installation of community artwork • Event documentation celebrating community impact • Feedback collection to inform future improvements
Budget Considerations and Sponsorship Opportunities	Revenue Streams • Activity sponsorship from local businesses • Vendor pitch fees • Partnership contributions Cost Control • Volunteer-led delivery model (leisure gardens, memory café, craft areas) to bolster the Councillor deployment • Partner-supported equipment/services (staging, demos etc) • Phased implementation for flexibility
Risk Management	• Covered areas for sun/rain protection • Capacity managed through staggered programming • Multiple zones to distribute crowds • First aid and emergency procedures in place • Ground condition monitoring leading up to the event



Outcomes – Delivering the Theme	Community Impact • Strengthened community cohesion • Increased confidence through performance opportunities • Intergenerational connections • Celebration of local culture and creativity Health & Wellbeing • Active participation (dance, play, interaction) • Calm spaces (Memory Café) • Practical health knowledge (CPR training) Environmental Awareness • Biodiversity education through interactive experiences • Sustainable materials encouraged in activities • Increased understanding of local ecosystems
Conclusion	WILDWICK Summer Extravaganza '26 will deliver a vibrant, inclusive and memorable community experience. By combining creativity, wellbeing, environmental awareness and playful “Yea-Ha” moments, the event celebrates the unique spirit of Haydon Wick while creating a platform for connection, learning and joy. Strong partnerships, growing engagement and thoughtful planning continue to position WILDWICK as a flagship community celebration.
Other updates	Working party held 30th June at Trent Road Playing Field. To outline the suggested layout, walking the venue and describing what we've learned from last year's event, the theme and content for this year's event. Types of support needed in the run up to the event and on the day. Ran through list of trades and entertainers already secured. With some points to discuss around 'local' traders. The Working Party agreed that all traders and exhibitors have local links where possible. We also discussed inviting all Haydon Wick Parish churches to ensure balanced offer. The Working Party were happy with the theme and revised event layout shown below.

