

Meeting	Community Development Committee
Date	3 rd June 2025
Report Title	Marketing & Events
Agenda Reference	14
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 supported produced marketing and digital communication to support our community cafes, youth events, community groups, APM and Councillor events. Organised the VE Day Celebrations and several of the Youth half term activities.

Website Updates

Marketing & Events Co-ordinator has worked with Officers on updating the Parks & Open Spaces Maintenance page. Updated the Youth Page and posted 21 news items. The Co Ordinator has also been uploading Council papers to the website and updating the meeting calendars to cover staff absence.

Analytics

The Co Ordinator will be working with Officers and Councillors to review the analysis and the best way to present six monthly to Council to measure success, this will be brought to Committee in October ahead of budget setting.

Monthly Bulletin Updates

May Bulletin was delivered to 377 subscriptions. 63.4% opened and looked at the email 15.6% people read the content and were compelled to click through to the target page.




News, Events and Updates

Welcome to our monthly bulletin with details of recent news, future events and Council meetings.

For even more up to date news follow us on social media Facebook and Instagram: @HaydonWickCouncil or our website at: haydonwick.gov.uk

Council Meetings in May & June

All of our meetings are open to the public and take place at our offices on Thames Avenue (opposite Morrisons). Members of the public and press are welcome to attend.

Click [here](#) to download the minutes and agendas for previous and future meetings.

- Tuesday 20th May, 7.30pm - Finance & Policy Committee Meeting
- Tuesday 27th May, 7.00pm - Planning & Highways Committee Meeting
- Tuesday 27th May, 7.30pm - Full Council Meeting
- Tuesday 3rd June, 7.30pm - Community Development Committee Meeting
- Tuesday 24th June, 7.00pm - Planning & Highways Committee Meeting
- Tuesday 24th June, 7.30pm - Full Council Committee Meeting

Parish Councillor Vacancy



Social Media Updates

Regular good news posts: Monday: Haven, Wednesday: Memory Café and Friday: Parks & Open Spaces Maintenance Updates. Other: Regular event posts such as VE Day Celebrations, Mental Health Week and Councillor Vacancy.

Councillor Events

Orbital Market

Supporting Councillor Monthly Market activity through shared marketing and comms from Liz at Sugar Shack/Orbital Market. Keeping event kit up to date and ready to go.

Mental Health Awareness Events

Created marketing comms, press release and regular social media posts for the Mental Health Awareness events. Ordered resources requested and prepared colouring sheets for children. Prepared event kit for the Sunday event at the Orbital Mental Health Awareness event to ensure everything was considered and easy to collect.

Annual Parish Meeting

Produced the annual report, PowerPoint slides, display boards and marketing to support the Annual Parish Meeting. Supported the meeting through set up and administered the PowerPoint presentation and take down.

Consultations

Co-Ordinator supported the following consultations through social marketing & magazine articles with online voting forms.

Community Choices (Feb & March)

Outdoor Gym (Feb & March)

Follow up good news marketing scheduled for early June with details for any associated events.

Haydon Wick Living Magazine

The Co Ordinator is now compiling the summer edition which is scheduled to go to print on June 13th.

VE Day Celebration Event

The event planning brought its difficulties because of restraints in the budget and a last-minute aspiration to celebrate the event. Being a new venue and location there was also a lot more to consider, and new maps and promotional materials needed to be developed. Preparing the risk assessments and event management plan. The event was successful and enjoyed by all who attended. Please note that the VE Day post event audit is available in Agenda 8.

Other Events

The Co Ordinator is a key part in the organisation and running of the Event Programme and Community Choices project planning. See Agenda 10 for more updates.

Working Towards

- Upholstering the meeting room chairs
- Marketing and Support - income generation pack
- Community Grant promotion
- Summer/Christmas Event provisional bookings
- Community & Youth Summer activities planning

Event Feedback & Analysis

Providing post event audits, each audit examines the planning, execution, and outcomes to ensure the event delivers on Parish strategic goals.