

Meeting	Community Development Committee
Date	5 th August 2025
Report Title	Marketing & Events
Agenda Reference	15
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, and community groups and events. Delivered Craft & Connect sessions. Organised and produced Summer Living Magazine. Planning and organising Summer Extravaganza.

Website Updates

Updated the Youth Page with summer activities. Updated Summer Extravaganza pages and posted 5 (more this week) news items. The Co Ordinator has also been uploading Council papers to the website as required.

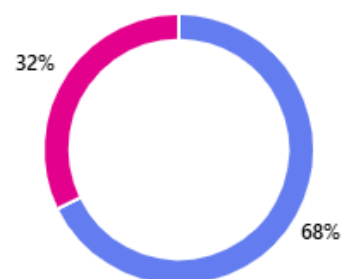
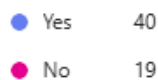
Analytics

The Co Ordinator organised a working party with Officers and Councillors to review the analysis and the best way to present six monthly to Council to measure success, a trial is shown below showing analytics against one community event.

Example: Family Picnic with Razzamatazz

Luna Play Park - Ticket Sales & Marketing Success Timeline

- Do you live in the Haydon Wick Parish (places allocated initially to Haydon Wick Parish residents)

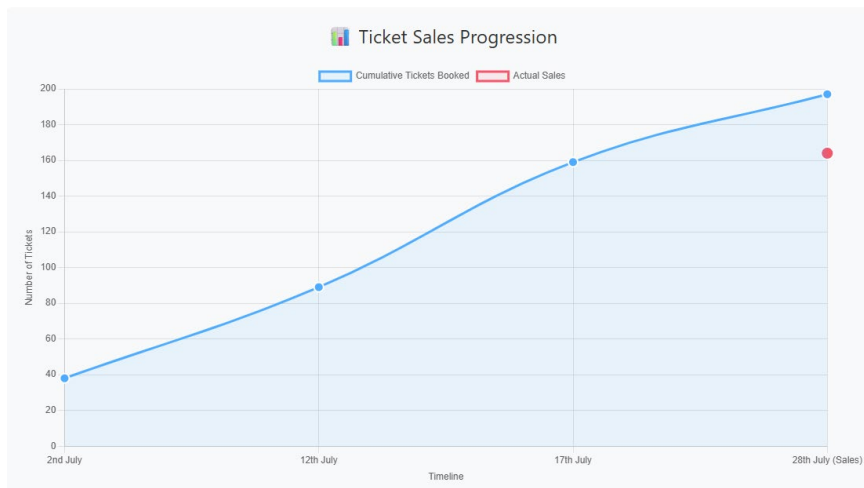


10,933+ Total Reach (Social + Print + Shares)	197 Tickets Initially Booked	164 Tickets Actually Sold	£164 Revenue Generated
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Marketing & Sales Timeline:

2nd July Event Launch - Facebook event setup - Initial interest: 43 people - Magazine feature scheduled 38 tickets booked	3rd July Magazine Distribution 9,500 magazines delivered - Printed poster included - Physical noticeboards posted - Wide local reach achieved	12th July Mid-Campaign Boost - Views: 1,194 - Reach: 717 - Link clicks: 20 - Strong engagement growth 89 tickets booked (cumulative)	17th July Summer Programme Push - Summer Programme post - Views: 1,249 - Reach: 716 - Links clicks: 2 - Shares: 10 (viral amplification) +70 additional tickets booked	28th July Final Sales Conversion From 197 booked tickets to 164 actual sales 83% conversion rate 164 tickets sold to 59 families
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Campaign Success Summary

10,933+ total reach → 197 bookings → 164 actual sales
 83% booking-to-sales conversion rate generating £164 revenue

Multi-channel campaign: 9,500 magazines + 1,433 social media reach + noticeboards + viral shares. Strong booking progression with 83% conversion to actual ticket sales across 59 families.

Monthly Bulletin Updates

May Bulletin was delivered to 447 subscriptions. 53.9% opened and looked at the email
 8.3% people read the content in browser and were compelled to click through to the target page.



Social Media Updates

Regular good news posts: Monday: Haven, Wednesday: Memory Café, Thursday: Companions Cafe and Friday: Parks & Open Spaces Maintenance Updates. Other: Regular event posts such as Summer Extravaganza, 20 day Community Development events and Councillor Vacancy. 97 social posts over the 2 month period.

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. Attending the July market to promote Summer Activities and Extravaganza. Advised as of 28th July that the Orbital monthly market has been cancelled.

Haydon Wick Living Magazine

Magazine produced and delivery is now complete. Printing and delivering over 9,500 copies. Total income from advertising income: £873.00

Other Items

- Upholstering the meeting room chairs – now complete
- Community Grant promotion
- Summer Extravaganza see separate report
- Community & Youth Summer activities planned and to facilitate some
- Sharing best practice meeting with Abi, South Swindon Parish Events Organiser

Working Towards

- Finalising Summer Extravaganza Event – 16th August
- Marketing and Support - income generation pack
- Christmas Event provisional bookings

Event Feedback & Analysis

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