

Meeting	Community Development Committee
Date	7 th October 2025
Report Title	Marketing & Events
Agenda Reference	15
Author	Liz Matthews, Marketing & Events Co Ordinator

Officer's Recommendation

1. To note the report.

Background

In the last two months, the Marketing and Events Co Ordinator has produced marketing and digital communication to support Community Development team events & activities. Delivered a Pop in and craft at the Parish Office, The Summer Extravaganza, 2 x Thyme Close Play Area events and a Craft & Connect session. Organised and is currently producing the Winter Living Magazine. Planning and organising October Half term Activities and marketing and commencing plans for the Christmas Carnival.

Website Updates

Updated the Youth Page with October activities. Updated dates and images on Haven, Memory & Companion Cafes pages. Updated Christmas Parcels dates and posted 12 news items.

Marketing - Measuring Success

August

- Pop in and Craft: significant engagement
- Thyme Close Consultation: engagement and interest and extra Pop in and paint
- Vintage Swing Tea Dance: online sales first time for MC
- Craft & Connect: engagement age range

Summer Extravaganza see event audit [here](#)

Trent Road Play Area - Pitch Sales & Marketing Success Timeline

17,497 Total Reach (Social + Print + Shares)	42 Pitches Initially Booked	34 Pitches Actually Sold	£500 Revenue Generated
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Marketing & Sales Timeline

4th June Event Launch – save the date post: Reach: 4,443 Direct marketing: to all previous stall	Calling all Stall Holders Post 18th June • Facebook reach 1,353 with 8 clicks to	23rd July Banners & Lamp post posters up • Summer Programme post	3rd August Magazine Distribution • 9,500 magazines delivered • Printed poster	28th July Final figure 42 stalls booked + Charity/Info stalls
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holders sharing link. 13 stalls booked by 17th June	the booking page Additional 19 stalls booked by next post 12th July	• Views: 1,249 • Reach: 716 • Links clicks: 2 • Shares: 10 (viral amplification)	included	
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Campaign Success Summary

17,497+ total reach → 50 pitch bookings → 42 chargeable → 34 actual sales
83.33% booking-to-sales conversion rate generating £500 revenue

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

This above detail shows how we successfully engaged stall holders this year. It also shows the reach for general resident engagement with a calculated attendance of 1500 residents this event had a 50% increased attendance on last year.

Monthly Bulletin Updates

August Bulletin was delivered to 441 subscriptions. 73.2% opened and looked at the email 12.9% 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 are now organised by the Receptionist/Administration Assistant. Giving the Marketing & Events Co-ordinator more time to focus on Pre-activity/event campaigns and marketing, brand awareness campaigns. During August & September the Events Co-ordinator posted: 62 social posts.

The Marketing & Events Co Ordinator is also providing in-house training to the Receptionist/Administrator for some of the regular update posts and developing the communications schedule to include Councillor engagement posts and consultation campaigns.



Councillor Events

Haydon Wick Living Magazine

The winter magazine is currently in production with final proof date of 10th October. Printing and delivering over 9,500 copies. Total income from advertising income: £812.00. Inside front cover advertising space donated to The Kelly Foundation for this edition.

Other Items

- Thyme Close Revamp – Organising the Wood Carver and supporting him whilst onsite with regular visits throughout the day.

Working Towards

- Winter edition of the Haydon Wick Living Magazine
- Christmas Carnival planning
- Marketing and Support - income generation pack

Event Feedback & Analysis

Providing post event audits, each audit examines the planning, execution, and outcomes to ensure the event delivers on Parish strategic goals. Feedback for the Summer Extravaganza was low suggesting many attendees were happy with the event and content.