

Meeting	Community Development Committee
Date	2 nd December 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 Half term Autumn Crafts at the Parish Office, Christmas Lantern Workshop and a Craft & Connect session. Completed the Winter Living Magazine. Planning and organising the Christmas Carnival. Developing Sponsorship Pack. Supported the opening of the Outdoor Gym, Councillor Charity Events, Remembrance Display.

Website Updates

Updated the Youth Page with Christmas activities. Vacancies Page with seasonal vacancy for POS. Updated Consultation page with latest Community Led Action Plan detail and posted over 13 news items.

Marketing - Measuring Success

October

- Autumn Crafts: Fully Booked (picked up by Swindon Advertiser)
- BEST Multi – Sports: Expected Numbers
- Tricks, treats & Pumpkins: Fully Booked
- Craft & Connect: Fully Booked

November

- Seasonal Vacancy – Good response with high standard of applicants
- Charity Bikeathon - Excellent social media engagement, picked up by Greatest Hits Radio, Shared by Entertainment Swindon. Reached over 22,113 over 12 posts

Media coverage:

Entertainment Swindon:

White Eagle Outdoor Gym Video [Report](#)

Web News:



christmas, Christmas Guide, News

Haydon Wick Council invite you and your family to a festive lantern workshop

mbmediaeditorialteam



News

Haydon Wick officially opens White Eagle Outdoor Gym with ribbon cutting ceremony

mikebuss



Health & Fitness, News, Sport & Leisure, Wellbeing

New Outdoor Gym Taking Shape at White Eagle Play Area, **Haydon Wick**

mikebuss

Swindon Advertiser:

29 October 2025

Parish council runs 'drop and Christmas shop' at North Swindon Library

A spokesperson for Haydon Wick Parish Council said: "Imagine: No 'I'm bored,' no 'Can we go yet?'—just you, your shopping list, and peace..."



18 October 2025

Council clears overgrown hedge and fallen tree from footpath

Haydon Wick Parish Council's Open Spaces Team responded to concerns from residents by clearing the fallen tree and trimming the overgrown hedge along White Eagle Road to keep the path free and the area safe.



1 October 2025

New walking trails launching this autumn in Swindon

The leaflet will also be available at Old Town Library, the Haydon Centre, Haydon Wick Parish Office, and Coate Water cafe. For those eager to start, the trail leaflets can be downloaded now from the Swindon Travel Choices website.



27 October 2025

Parish councillor shares his inspiring health transformation

The Haydon Wick Parish Councillor embarked on a positive path after noticing the need for change in 2021. Leigh Jackson decided to alter his work style and focus on his health and well-being after recognising a decline in mental health.



23 October 2025

Bingo and cookery school at autumn Memory Café gathering

The next gathering is planned for Wednesday 12th November, 10.30am - 12.30pm, at the Haydon Wick Bowls Club. The Memory Café is a regular event aimed at fostering community spirit and providing a social outlet for residents.



17 October 2025

Outdoor gym to be installed at Swindon play area

Haydon Wick Council has confirmed that work has begun on new fitness equipment at the White Eagle Play Area.



15 October 2025

Swindon and Cricklade Railway team update community on future plans

A spokesperson for Haydon Wick Parish Council said: "These are the people who preserve our history while creating new memories for families and railway enthusiasts alike."



24 October 2025

Poppies to line every entry point into Haydon Wick Parish

Hand-knitted poppies are available to buy from the Haydon Wick Parish Council Offices, with all donations going to the Royal British Legion.



30 October 2025

Dozens of people make 'adorable' creatures at craft afternoon

The fun doesn't stop here for children in Haydon Wick parish as the council has organised more half-term activities.



30 October 2025

Council issues thank you to 'brilliant' staff ahead of Halloween

Haydon Wick Parish Council issued a thank you to "brilliant" staff ahead of Halloween. People have been invited to participate in seasonal festivities, such as decorating, dressing up, and engaging in community activities.



6 November 2025

Maintenance facility handed over after years of planning

Haydon Wick Parish Council has received the keys to the new facility after years of planning, consultation, and collaboration.



25 November 2025

Urgent call for road safety in Haydon Wick area

A Swindon parish councillor is urging road users to stay alert following a catalogue of road collisions. Cllr Vinay Manro of Haydon Wick Parish Council has called on drivers in the town to "keep our parish safe on the roads..."



6 November 2025

Community marks Remembrance Day with poignant events

Residents and councillors in Haydon Wick will gather for local remembrance ceremonies to pay tribute to those who served in the Armed Forces.



11 November 2025

Police popped into Haydon Wick Haven for a chat with residents

Swindon and Wiltshire Police dropped in for a cup of tea and a chat at Haydon Wick Haven. Haydon Wick Council said their local community support officers spent time speaking to residents.



25 November 2025

More than £1,000 worth of damage after public bins set on fire

The spate of vandalism around Haydon Wick within the last week - including two bins on Pond Street and one on Trent Road - has led parish council leader Cllr Vinay Manro to issue a warning.



8 November 2025

Haydon Wick Council announces Remembrance Services arrangements

Haydon Wick Council has announced plans for a series of Remembrance Services. On Sunday, November 9, councillors will lay a wreath at 11am near the play area on Havisham Drive.



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14 November 2025

Anger over rising flood water as 'vital' underpass declared 'unusable'

Haydon Wick Parish Councillor Leigh Jackson claimed the underpass needs urgent attention as "both gullies have become blocked", and he immediately reported the issue to the council.



13 November 2025

Swindon memory cafe came alive with music and art

The Haydon Wick Council memory café provided a packed day of activities for its visitors.



11 November 2025

Plans to improve Swindon canal with interactive learning trails

Haydon Wick Council has already contributed woodchip to improve the towpath surface, making it safer and more accessible. Further plans include smoother paths, new seating, and clearer signage.



1 November 2025

Outdoor gym opens for business at community park

Haydon Wick Parish Council celebrated the official opening of the White Eagle Outdoor Gym along with representatives from Harlequin Playgrounds, local councillors, and officers.



11 November 2025

Flooded underpasses spark danger warning in Swindon

Haydon Wick Parish Councillor Leigh Jackson claims the underpass needs urgent attention after "both gullies have become blocked." On the other side of town, Bodiam Drive underpass, just off the Mannington Roundabout, has also become flooded.



8 November 2025

Christmas carnival set to return with 'magical wonderland'

The Haydon Wick Christmas Carnival is set to return this year with a grand celebration. Following last year's success, Haydon Wick Parish Council will host the carnival at Haydon Wick Leisure Centre on December 5.



25 November 2025

Council spreading festive cheer with special deliveries to older residents

Haydon Wick Council is once again organising its Christmas Parcels scheme, delivering Christmas parcels to residents aged 70 and over who live alone. Last year, the council delivered 153 parcels across the parish.



11 November 2025

Non-stop cycling for vital Kelly Foundation in Swindon

The pair will be joined by a team of fellow parish councillors and staff from the parish council. You can see the fundraiser here https://www.justgiving.com/page/haydon-wick-parish-council?utm_medium=Facebook&utm_source=CL...



22 November 2025

Swindon Carers and Haydon Wick unite for youth celebration

Haydon Wick Parish Council celebrated World Children's Day by providing a day of fun and relaxation for young carers.



14 November 2025

Christmas parcels to be delivered to elderly residents living alone

A local council is preparing to deliver Christmas parcels to elderly residents. Haydon Wick Parish Council hopes to spread festive cheer to senior residents living alone in the community.



25 November 2025

Truly wonderful poetry night held in Swindon

The event took place at Haydon Wick Parish Council offices on Friday and featured an open mic segment alongside the announcement of the local poetry competition winners.



Radio Interviews with Cllr Vinay Manro



BBC Wiltshire: Tea & Toast Tuesday
Greatest Hits: 24-Hour Bikeathon

Monthly Bulletin Updates

Due to the increase in reader subscriptions, we are now at a point where we either pay to increase the subscription level of Mailpoet or look at an alternative. The Marketing & Events Co-ordinator is to trial Microsoft Sway as an alternative. This also allows us to embed the newsletter into relevant news pages on the website creating a library of all communications.

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 October & November the Events Co-ordinator posted: 72 social posts.

Branding

New GMF signage and Play Area signage created to print ready artwork.

Councillor Events

Creating marketing collateral for the Quiz & Bingo Night including booking system and management of ticket sales. Production of quiz sheets, presentation of raffle prizes, purchasing of bingo resources and support on the night.

Marketing support for the Bikeathon, including social graphics, posts, web posts and background presentation.

Haydon Wick Living Magazine

The winter magazine was delivered during November. Dor2Dor transferred their contracts to Zip-a-round there have been teething problems with the new delivery service. Consistency in approach has been affected, where zip-a-round delivered to homes regardless of 'no junk mail' signage displayed. This has caused challenges regarding print quantity and 1 complaint from resident regarding attitude when approached regarding unwanted delivery. Co-ordinator to look at alternative providers in readiness for the Spring edition.

Other Items

- Income generation pack – Co-ordinator has created a sponsorship pack to support business to business engagement.

Working Towards

- Christmas Carnival
- Building a campaign to drive engagement for the Community Led Action Plan 2026-29
- Audio/Visual for the Annual Parish Meeting
- New style bulletin – Microsoft Sway
- Branded display of services for the North Swindon Library
- Inputting into 2026/27 Community Development Events Calendar