

Meeting	Community Development Committee
Date	1 st April 2025
Report Title	Proposal for Haydon Wick Parish Council: Promoting Celebrated Days and Awareness Campaigns
Agenda Reference	13
Author	Councillor L Stevenson

Councillor's Recommendations

- To note the report and consider promoting nationally celebrated days and awareness campaigns.

Proposer: Cllr Leanne Stevenson

Seconder: Cllr Bose Patrick-Okoh

Introduction

This proposal sets out a plan to highlight important awareness days and campaigns throughout the year. It will help keep our community informed and involved. By linking these campaigns to the work of Haydon Wick Parish Council, we can raise awareness of local issues and the council's ongoing efforts.

We want to engage more because a well-informed and active community brings people together and strengthens local pride. By increasing engagement, we can build stronger connections between the council and residents, encourage more participation in parish activities, and support positive change.

The aim is to inspire residents to take part, strengthening our sense of community. We'll use social media to show the council's work, celebrate our achievements, and support our partners. We'll also share useful resources to inform and involve our residents.

Key Points of the Proposal

We will promote key awareness days each month. Where possible, each item will link to our community-led action plan and current community development aims and events. This list is not exhaustive, items can be added or removed based on how they fit with our plans.

January:

- *New Year's Day*
- *Big Schools Birdwatch*
- *Big Garden Birdwatch*

February:

- *Valentine's Day*

March:

- *World Wildlife Day*
- *International Women's Day*
- *World Book Day*
- *Earth Hour*
- *The Great British Spring Clean*
- *Global Recycling Day*
- *International Day of Forests*
- *World Water Day*



April:

- *Earth Day*
- *Art Day*
- *Garden Day*
- *London Marathon*

May:

- *Walk to School Week*
- *Water Saving Week*
- *National Children's Gardening Week*
- *World Bee Day*

June:

- *Let It Bloom June*
- *World Environment Day*
- *Great Big Green Week*
- *Bike Week*
- *Clean Air Day*
- *World Refill Day*
- *Armed Forces Day*

July:

- *Plastic Free July*
- *International Friendship Day*
- *Love Parks Week*

August:

- *National Wellness Month*
- *Happiness Happens Month*
- *National Book Lovers Day*
- *International Youth Day*
- *World Humanitarian Day*
- *Pride Day*

September:

- *Second hand September*
- *International Day of Peace*
- *World Car Free Day*
- *Seed Gathering Season*
- *British Tidy Up Week*
- *World Clean Up Day*
- *Harvest Festival*

October:

- *International Walk to School Month*
- *No Disposable Cup Day*
- *Recycle Week*
- *Halloween*

November:

- *Bonfire Night*
- *National Tree Week*
- *Remembrance Sunday*

December:

- *World Soil Day*



Engagement for Councillors

Councillors will choose campaigns they want to support. A list will be shared once approved. Councillors can support their campaigns by:

- Recording 30-second video clips to promote key messages.
- Sharing data and insights on the council's related work.
- Promoting their campaigns through social media and community discussions.

This won't reinvent the wheel. It will highlight ongoing work and support campaigns that align with council goals.

Community Engagement

This plan will show residents what the council has achieved and what's happening now. It will highlight the importance of community involvement and collective impact. It will also align with our community-led action plan and current community development aims and events.

We want to increase engagement to:

- Build stronger community connections
- Encourage more residents to take part in council initiatives
- Raise awareness of local and national issues
- Support positive changes in the parish

Collaboration and Conservation Efforts

We can work with local partners like Wiltshire Wildlife Trust (WWT) to host events. For example, we could plan a bee walk for World Bee Day at Moulton Hill or Seven Fields Nature Reserve. This supports biodiversity and offers volunteering opportunities.

These walks could also support the Bumblebee Conservation's National BeeWalk Survey Scheme. The monthly walks (March to October) usually involve up to six volunteers, helping to monitor bee populations and support wider conservation efforts.

Alignment with Council Goals

This plan supports Swindon Borough Council's (SBC) climate change campaign, "Be the Change." It also aligns with Haydon Wick Parish Council's climate change initiatives and wider community development goals.

Budget and Resources

Most campaigns will use existing resources like social media and newsletters. Some events may need small budgets for materials or logistics. We'll assess these needs as we plan each event.

Measuring Success

We'll track engagement through:

- Social media interactions (likes, shares, comments).
- Event attendance and volunteer numbers.
- Resident feedback and involvement in campaigns.