

Meeting	Community Development Committee
Date	3 rd February 2026
Report Title	Marketing & Events
Agenda Reference	17
Author	Liz Matthews, Marketing & Events Co Ordinator

Officer's Recommendation

1. To note the report.

Background

Over the past two months, the Marketing and Events Co Ordinator has delivered comprehensive marketing and digital communications support for the Council's events and campaigns aligned with democratic and governance strategic planning for 2026/29. Key deliverables include:

The Co Ordinator successfully delivered the Christmas Wreath Making Workshop at the Parish Office and provided end-to-end marketing and event planning for the Christmas Carnival. This was complemented by marketing, administration, and event support for the Youth Christmas Party, alongside ongoing promotion of Craft & Connect sessions.

The White Eagle Outdoor Gym Launch was planned and executed, encompassing all marketing and event co-ordination. Current projects include production of the Spring Living Magazine, development of the CLAP campaign and associated promotional materials, and collaboration with the Community Administrator on the Sponsorship Pack rollout.

Additionally, the Co Ordinator is supporting the Meetings Administrator with Annual Parish Meeting planning, including work on the Annual Report. Further support has been provided to Cllr Rebecca Ross for the Charity Curry Night marketing campaign, as well as marketing and delivery of half-term youth activities.

Website Updates

Updated the Youth Page with Half term activities, White Eagle Outdoor Gym new page, Haydon Wick Heroes and Mouldon Hill Country Park with additional images.

Marketing - Measuring Success

December

- Community Led Action Plan Campaign – 30 surveys completed to date
- Christmas Wreath Making Workshop – Fully Booked
- Christmas Carnival – Despite weather conditions the event saw a consistent good footfall throughout the event
- Christmas Parcel Scheme – increase of 8% applications on last year
- Youth Christmas Party – 100+ tickets sold

January

- White Eagle Outdoor Gym – engagement



Media coverage:

Swindon24



Residents brave the cold to launch Haydon Wick's free gym

© 11 JANUARY 2026 1.31PM

Entertainment Swindon: Web News:



News

Can you help? **Haydon Wick** Council are looking for a 'Community Bus Driver'

mikebuss



christmas, Christmas Guide, News

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

mbmediaeditorialteam



Communities, Wellbeing

NEW YEAR, NEW YOU: WHITE EAGLE OUTDOOR GYM LAUNCH

mikebuss

Swindon Advertiser (where reference to Haydon Wick Parish Council is included, but not all content is owned by Haydon Wick Parish Council)

6 December 2025

Swindon council seeking bikes for children in need this Christmas

At this month's Full Council meeting a motion that Haydon Wick Parish Council support The Bike Shed Christmas Bicycle Scheme for 2025 was approved unanimously.



12 December 2025

Memory cafe hold Christmas party with festive favourites

A spokesperson for Haydon Wick Parish Council said in a Facebook post: "These precious moments of connection and community are what it's all about..."



23 December 2025

Council considering changes after tragic death of dog

In the wake of the incident, Haydon Wick Parish Council has announced it is considering introducing a number of changes to improve safety at Mouldon Hill.



2 December 2025

Call for bike donations in Swindon as part of Christmas charity push

Haydon Wick Parish Council has backed a motion to officially support The Bike Shed's 2025 campaign, led by Cllr Stevenson and seconded by Cllr Vinay Marro. The motion was passed unanimously.



16 December 2025

Parish council gives update on its parks and open spaces

Other updates included ongoing equipment repairs at the Gaynor Close Play Area and new Christmas lights at the Haydon Wick Parish Council offices.



18 December 2025

Swindon play area closed until further notice due to safety issues

Haydon Wick Parish Council does not own or lease this land. Swindon Borough Council doesn't either. Both parties are currently awaiting confirmation from the landowner.



10 December 2025

Festive fun as community comes together for Christmas Carnival

A Haydon Wick Council spokesperson said: "Even the heaviest of rain showers couldn't dampen the Christmas spirit on Friday as our community came together to make the Christmas Carnival truly magical."



17 December 2025

Festive fun at Haydon Wick Memory Cafe

The event, organised by Haydon Wick Council, included a visit from Santa and music from singer Nikki. Haydon Wick Council said: "What a wonderful time at the special Christmas Memory Cafe today."



18 December 2025

Pedestrian safety under the spotlight in Haydon Wick

A local council is seeking feedback to improve safety for pedestrians in Haydon Wick. Residents are being asked to share their experiences regarding areas they feel unsafe, whether it's during the day or night.





12 December 2025

Swindon youngster wins Christmas card competition

Benjamin topped the Haydon Wick Council's Christmas card competition with his design, chosen from 20 entries. During the selection process, the council's councillors had the tough task of picking a winner from eight shortlisted designs.



23 January 2026

Fun crafting event opens to Haydon Wick families

The event will take place at Haydon Wick Parish Council offices, Thames Avenue, promising a day filled with 'bugtastic' and bird-themed creativity.



16 January 2026

Lost property alert issued after council recovers cuddly toys

A lost property alert has been issued by Haydon Wick Council. The Parks & Open Spaces Team has recovered a range of items across the Haydon Wick Parish this week.



23 January 2026

Half term fun for Lego lovers in Haydon Wick

Haydon Wick Parish Council is hosting its first-ever Half Term LEGO event.



13 January 2026

Long-serving Swindon councillor dies as tributes paid

On Monday, Haydon Wick Council's chairman shared the sad news that Cllr John Fuller passed away on the morning of January 8, 2026. Cllr Vinay Manro said: "John was a long-standing and highly valued Member of Haydon Wick Parish Council."



23 January 2026

Swindon art group to host upcoming exhibition this spring

The Tuesday Art Group Haydon Wick will display a collection of work in a variety of media at the ground floor meeting room of Haydon Wick Parish Council Offices on Thames Avenue in Swindon.



13 January 2026

New outdoor gym facility officially opens

According to Haydon Wick Council, there was a significant turnout at the gym's launch despite the less-than-pleasant weather.



10 January 2026

Warm and Welcoming Spaces for anyone feeling the chill this winter

The Haydon Wick Parish Council Offices and Community Centre are regularly open as a warm hub, whilst St Andrew's Church in North Swindon offers seating alongside refreshments.



14 January 2026

Repairs to deteriorating footbridges to take place

A statement released by Haydon Wick Council said: "We would like to bring to your attention some maintenance works that will be taking place shortly at two footbridges in Haydon Wick."



1 January 2026

'Gear up this winter' event set to take place at Orbital Centre

The event, which has been organised by Swindon Travel Choices in collaboration with British Land, Swindon Police, and Haydon Wick Parish Councillors. It will take place on Friday 2 January, between 12pm and 3pm outside the Everlast Gym.



3 January 2026

Eagle Outdoor Gym to get new outdoor gym equipment

Haydon Wick Parish Council is set to introduce new outdoor gym equipment. A Facebook post from the council invited local fitness enthusiasts to the event at White Eagle Outdoor Gym.



16 January 2026

Haydon Wick Memory Café holds first session of the year

Haydon Wick residents enjoyed the first Memory Café of 2026 with a stimulating drumming session. Organised by Haydon Wick Council, the gathering featured Nikki, a drumming expert.



7 January 2026

Haven attendees catch up after Christmas break

A spokesperson for Haydon Wick Parish Council said: "What a wonderful start to the New Year at the Haydon Wick Haven. "Everyone had a lovely time reuniting after the Christmas break for New Year themed wordsearches and great conversation!..."



23 January 2026

Concerns graffiti is becoming more common in parts of town

Councillor Vinay Manro has highlighted growing problems in the Priory Vale and Haydon Wick areas. Cllr Manro said: "Graffiti is increasing again in Priory Vale and Haydon Wick."



13 January 2026

Abandoned bikes and sacks of litter found at country park

She urged anyone who comes across litter or abandoned items to please report them to Haydon Wick Parish Tidy Up team using <https://form.jotform.com/251343243383048>. "Every report



22 January 2026

Council urges people to take part in RSPB's Big Garden Birdwatch

Haydon Wick Council reminded people Birdwatch Week is an opportunity to appreciate the area's natural amenities and mark RSPB Big Garden Birdwatch Week.



23 December 2025

Council considering changes after tragic death of dog

In the wake of the incident, Haydon Wick Parish Council has announced it is considering introducing a number of changes to improve safety at Mouldon Hill.



9 January 2026

Mouldon Hill's canal is being transformed through restoration projects

As part of a project proposed through Haydon Wick Parish Council, QR code walking routes are being established across Mouldon Hill this year.



2 January 2026

Cycling event held in Swindon

"This event is especially timely following the successful bike donation project at Haydon Wick Council, where 16 bikes were donated and gifted to new owners over Christmas."



17 January 2026

Councillor praises nature scheme for children

Haydon Wick Parish Councillor Leanne Stevenson visited Dobbies Garden Centre last week to learn more about its Little Seedlings Club, an educational programme designed to engage children with the natural world through hands-on, seasonal learning.



Radio Interviews with Cllr Vinay Manro

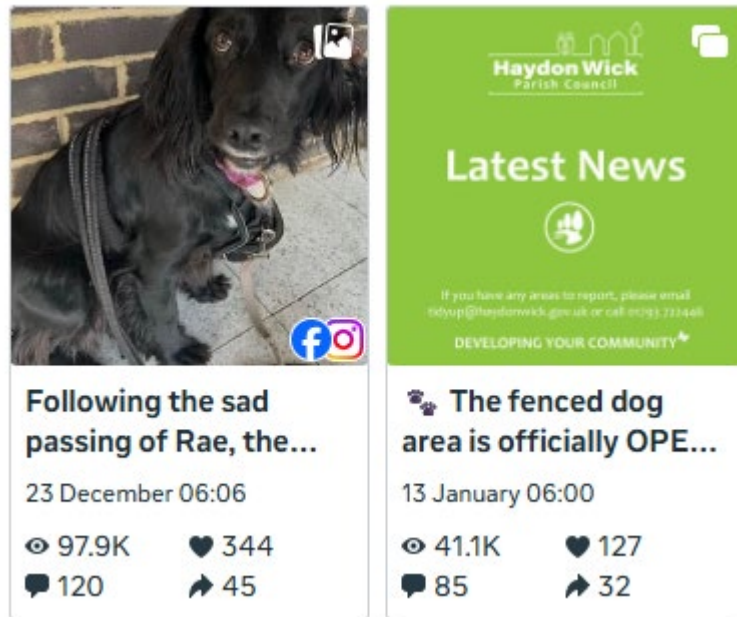
Swindon 24/7: shared with Swindon FM 105.5 – White Eagle Outdoor Gym Launch

Social Media Updates

Pre-activity/event campaigns and marketing, brand awareness campaigns. During December & January we posted: 72 social posts, 7 reels.

Notable social media engagement data:

Top post during December and January:



The figure prove that our community is deeply invested in animal welfare and local quality-of-life issues. Rae's passing showed they'll mobilise around tragedy, but the dog park proves they're equally engaged with positive developments they've been anticipating. Both hit 20-40x our normal engagement because they're about things people genuinely care about and have emotional stakes in.

Councillor Engagement Plan - Social Media Results

Month	Event	Councillor	Facebook	Instagram
July	Plastic Free	OM	-	-
September	Emergency Services Day	LS	Reach 876 Likes 15 Shares 3	Reach 81 Likes 0
October	Hospice Week	LJ	Reach 5.2k Likes 17 Comments 3 Shares 8	Reach 25 Likes 1
October	Halloween	LJ & PP	Reach 526 Like 15	Reach 54 Likes 5
November	Remembrance	LS	Reach 2.5k Likes 62 Comments 4 Shares 7	Reach 61 Likes 4
November	National Tree Week	LS	Reach 988 Likes 11 Comments 1 Shares 1	Reach 49 Likes 2 Shares 1
January	Big Garden Bird Watch	LS	Reach 726 Likes 11 Shares 15	
Any	Potholes	SH & JJ	-	-
October	Dog Mess	VM	Reach 2.1K Likes 17 Comments 4 Shares 4	Reach 69 Likes 2
October - Halloween	Dog Mess	VM	Reach 738 Like 9	



			Shares 8	
Additional posts shared				
November	Road Safety Week	VM	Reach 418 Likes 9 Shares 2	Reach 18 Likes 1
November	Vandalism / Budget Impact	VM	Reach 1.6K Likes 13 Comments 3 Shares 4	Reach 71 Likes 2
January	Christmas Tree Collection	VM	Reach 2.1K Likes 1 Comments 3 Shares 1	Reach 45

This report summarises the results of our Councillor Engagement Plan on social media from July 2024 to January 2025.

Four councillors actively took part in twelve campaigns covering local events and community issues, posting content on Facebook and Instagram. Topics ranged from national awareness days like Emergency Services Day and Remembrance, to local concerns such as dog mess, potholes, and vandalism.

Facebook achieved better results than Instagram overall. The most successful posts were about Remembrance (reaching 2,500 people), dog mess, and Christmas tree collection (both reaching over 2,000 people). The results show which topics our community engages with most and will help us improve future social media campaigns.

Community Led Action Plan Campaign:

As part of the current campaign, a targeted social media approach has been introduced to promote the parish survey, with posts focusing on individual themes. Engagement has been strongest on posts relating to **community safety** and **dog fouling**, with these topics reaching over **1,000 people** during the course of the campaign.

To date, **32 surveys** have been completed. In addition to online promotion, physical engagement opportunities remain in place, with a display and printed copies of the survey available at both the **main parish office entrance** and **North Swindon Library**.

The Parish Council is now refocusing its approach and exploring additional methods to encourage greater participation from parishioners. This includes maintaining a consistent and structured approach to collecting, recording, and analysing data to ensure feedback can be effectively used to inform future decision-making.

The survey forms part of a wider engagement programme, which also includes promotion through the **Spring Magazine**, the **Annual Parish Meeting**, **drop-in consultation sessions**, and a **leaflet drop** across the parish. A letter has also been sent out to invite Primary & Secondary school students to be part of the consultation process.

Current survey feedback shows the following:

Headline snapshot

- **Total responses:** 32
- **Areas represented most:** Haydon Wick Village, followed by Oakhurst and Abbey Meads
- **Length of residence:** Most respondents have lived in the parish for more than ten years
- **Age profile:** The largest group is aged 45–64, followed by 25–44 and residents aged 65 and over



Satisfaction and community sentiment

- **Cleanliness and upkeep:** Just over half of respondents are satisfied or very satisfied, while around a third are dissatisfied
- **Sense of community:** Most residents feel somewhat connected to the local community, though a notable minority feel not very connected
- **Environmental priorities:** A clear majority consider environmental and sustainability initiatives important or very important
- **Safety:** Most residents feel safe living in Haydon Wick, with a smaller group feeling neutral and a small minority feeling unsafe

Key priorities raised by residents

Most requested improvements

- Better weed control and verge maintenance
- Cleaner streets and gutters
- Improved footpaths and pavements
- Increased park patrols
- More litter and dog bins

Focus areas for the next three years

- Mental health and wellbeing activities
- Youth and family support
- Accessible community spaces and events
- Services for older residents
- Support for volunteers and carers

What would help people feel safer

- More visible police or community patrols
- CCTV in key locations
- Improved street lighting
- Youth outreach and diversionary projects
- Road safety measures such as speed humps and safer crossings

Branding

New GMF signage and Play Area signage now installed.

North Swindon Library Display – initial CLAP display installed, Co-ordinator will return to increase information shared before the end of January.

Councillor Events

Creating marketing collateral for the Charity Curry Night including booking system.

Haydon Wick Living Magazine

The coordinator has been looking into an alternative delivery service, to compare against the service offered by Zip-a-round due to a few teething challenges when delivering the Winter edition, which was their first on handover from dor2dor. The co-ordinator suggests to allow them to deliver the Spring edition and monitor changes discussed and allow them to implement these whilst more prices are obtained from other providers to compare for future deliveries.

The Royal Mail offer a basic door to door service which is a post coded delivery service. For example, to deliver to SN25 1 this would be a total of 3,379 homes the cost would be £260 + VAT. As the boundary of the parish cuts through several postcodes a bespoke service would be required. The coordinator is currently requesting a price for this.



Working Towards

- Completion of the Haydon Wick Living Magazine Spring edition – which include generation of content for events between March and end of June. Precept graphics.
- Community Led Action Plan Campaign goals
- Building a campaign to drive engagement for the Community Led Action Plan 2026-29
- APM Informative Materials
- Bulletin solution
- Inputting into 2026/27 Community Development Events Calendar
- Precept campaign and PR