

Meeting	Community Development Committee
Date	1 st September 2026
Report Title	Marketing, Communications & Events
Agenda Reference	11
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. The Haydon Wick Living Magazine has been delivered to 9.5k households.

Key deliverables include Community Choices, GMF Opening Event, Goodearl Dog Show, Summer Extravaganza, Summer Roadshow Programme (4 sessions),

Website Updates

Regular updates to: Summer Extravaganza Pages, What's On Events, Latest News, Youth Forum

Marketing - Measuring Success

- **July: Goodearl Dog Park & Dog Show attendance, Community Choices Vote**
- **August: Summer Extravaganza, Summer Parks & Play Areas Programme attendance**

Media coverage during July & August:

- **Swindon24**

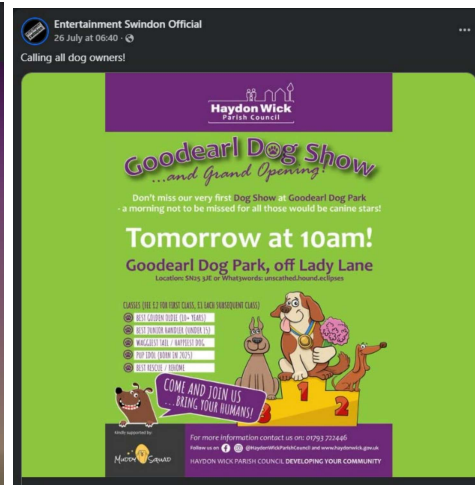
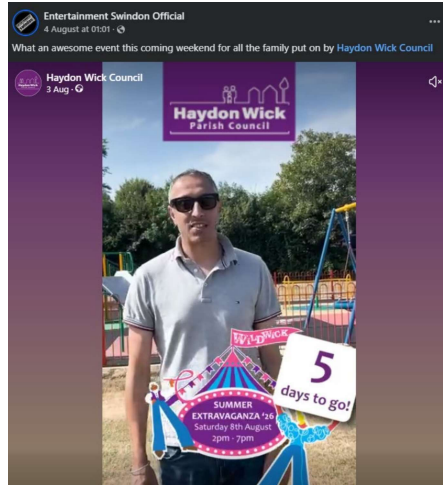


Haydon Wick opens new eco-friendly base for grounds maintenance team



We interview
@vin.ay.man.ro from ...

• **Entertainment Swindon: Social Shares:**





Swindon Advertiser

21 July 2026

Student gains firsthand experience in local government

Haydon Wick Parish Council said: "Connor has brought fantastic energy, enthusiasm and curiosity to every aspect of parish life, keen to learn what makes Haydon Wick Parish tick."



17 July 2026

Residents invited to meeting on planning matters

The meeting will be held at the parish council offices on Thames Avenue, Haydon Wick. Residents will be welcome to attend and take part in the meeting.



14 July 2026

Fifteen crafters gather in Haydon Wick

A spokesperson for the parish council said: "This week marked our final Haydon Wick Craft & Connect session before we break for the summer, and what a fantastic evening it was!..."



15 July 2026

Parish council thanks student after week-long work placement

Haydon Wick Parish Council said: "We hope Sebastian enjoyed his work experience placement with us as much as we enjoyed having him on the team."...



29 July 2026

New dog park officially opens with community dog show

The event, organised by Haydon Wick Parish Council, included a community dog show judged by Janet Garrett of Janet's Puppy Skool.



16 July 2026

Councillor's query over Morrisons land leads to confirmation of ownership

The land was confirmed to be privately owned, meaning Haydon Wick Parish Council was unable to carry out maintenance itself.



10 July 2026

World Cup singalong brings cheer at Swindon event

The popular event is organised by Haydon Wick Council and held at Haydon Wick Bowls Club. It was filled with music, conversation and community support, with both regular attendees and newcomers enjoying the atmosphere.



2 July 2026

Community litter pick event taking place in Greenmeadow

Haydon Wick Parish Council has organised the event for Wednesday, July 8, from 5pm to 6.30pm, meeting outside Greenmeadow Stores on Thames Avenue.



21 July 2026

Council parks and open spaces team praised for work during heatwave

Haydon Wick Parish Council has expressed gratitude to the team for their hard work this summer.



31 July 2026

Summer camp making big impact on children and families

Draycott Sports Camp, supported by Haydon Wick Council, recently received a £500 top-up grant to expand its summer activities for young people.



10 July 2026

Swindon team shows community spirit with outdoor tidy and litter pick

Haydon Wick Council said: "A huge thank you to Sharon and the Nationwide Social Investment Team for their fantastic support."



16 July 2026

Swindon councillor dismayed after information boards covered in graffiti

Haydon Wick Parish councillor Nathan Bradley shared his frustration in a post on social media. In the post, he said: "We are so lucky to have such amazing natural spaces on our doorstep as Seven Fields and Mouldon Hill."



14 July 2026

Swindon play area upgrade delayed by hot weather

Haydon Wick Parish Council announced that the installation of a new safety surface beneath the climbing unit has been postponed as the current conditions are unsuitable for laying the wet pour surface.



10 July 2026

Woman wins sweets guessing competition at school fete

She collected her prize earliest this from Haydon Wick Council. The jar competition was part of the Greenmeadow School Fete last week.



6 August 2026

Future of Swindon play area discussed in recent meeting

A spokesperson for Haydon Wick Parish Council said: "A huge thank you to the Councillors who attended the Play Area Working Party meeting today and contributed to such a positive and constructive discussion led by the Parks & Projects Lead Operative..."



1 August 2026

Swindon summer event to feature funfair and live music

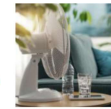
The WILDWICK Summer Extravaganza, organised by Haydon Wick Parish Council, will take place on Saturday, August 8, from 2pm to 7pm at Trent Road Playing Field in Haydon Wick.



12 August 2026

Free 'cool space' offers refuge from heat wave in Swindon

A spokesman for Haydon Wick Council said: "Please do drop in if you need somewhere to cool down during the hottest part of the day." With temperatures rising again this week.



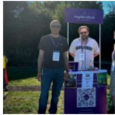
7 August 2026

Council moves forward with plans for inclusive play space

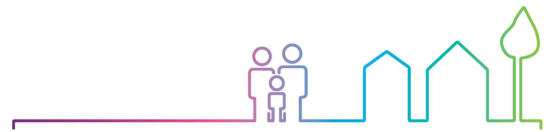
Haydon Wick Parish Council said the project aims to support residents with learning disabilities, autism, and additional needs by providing an accessible environment for play and movement.





30 July 2026 Parish council celebrates opening of new grounds maintenance facility A parish council officially opened its new grounds maintenance facility in front of dozens of guests. Haydon Wick Parish Council celebrated the completion of the facility on Tuesday, July 28.		14 August 2026 Residents enjoyed perfect sunny day at the seaside Haydon Wick residents enjoyed a community trip to Weymouth Beach. Organised by Haydon Wick Parish Council, the day-trippers experienced a day filled with sunshine and sea breeze.	
11 July 2026 Residents and councillors join forces for community litter pick in Swindon The council also extended special thanks to Fish and Chips on Thames Avenue and Greenmeadow Stores, who provided refreshments at the end of the evening. Haydon Wick Parish Council is encouraging more residents to participate in future events.		12 August 2026 Parish council warns over improper disposal of garden waste Haydon Wick Parish Council advised against leaving branches and hedge trimmings in hedgerows and brooks, warning that it can harm wildlife, encourage invasive species, and pose a fire risk.	
15 July 2026 Haydon Wick residents urged to stay safe during heatwave Haydon Wick Parish Council said in a post on social media: "Rob also shared helpful guidance on staying safe and comfortable during the heatwave."		8 August 2026 Around 30 young skaters took part in fun-filled event Haydon Wick Parish Council described the event as being a brilliant afternoon "filled with smiles, fun, and community spirit".	
9 July 2026 Swindon councillors run stalls to support two school summer fetes Haydon Wick Parish Council supported two local school summer fetes, raising funds for mental health support.		12 August 2026 Haydon Wick residents introduced to 'Message in a Bottle' scheme Haydon Wick residents have been introduced to the "Message in a Bottle" scheme. The initiative allows individuals to store their medical history and medication details in a small plastic bottle in their fridge.	
24 July 2026 Parish council calls out 'mindless vandalism' after bin damaged A parish council has called out "mindless vandalism" after a litter bin was vandalised. Haydon Wick Parish Council had to spend time and money repairing or replacing a vandalised bin, taking resources away from other services.		13 August 2026 Summer fun day raises over £900 for mental health charity She said: "What a fantastic Haydon Wick Summer Extravaganza. "It was wonderful to see so many residents come along, make an afternoon of it and enjoy everything the day had to offer."	
4 July 2026 Council praises staff for work during hot weather A council has praised its workers for their efforts during the recent spell of hot weather. Haydon Wick Council's Parks and Open Spaces Team has been managing various tasks across the parish, ensuring services continue as normal.			
25 July 2026 Council update on works completed across several parks and green spaces In a social media post, Haydon Wick Parish Council explained low-level shrub work has wrapped up in Woodhall Park and is now moving on to Greenmeadow and Haydon Wick. The authority said they are also making progress with resident requests.			
9 July 2026 Youngsters praised for helping keep community clean Haydon Wick Council said: "Activities like litter picking help develop a sense of responsibility, respect for the environment and community spirit from an early age."			

Radio: Swindon 105.5Community Radio:
Host at the Summer Extravaganza, Recorded for Radio



Social Media Updates

Pre-activity/event campaigns and marketing, Corporate Campaigns. Between 1st July and 16th August (at time of report writing) we posted: 99 social posts,

Notable social media engagement data:

Top post during July/August:

Facebook



Instagram:



Over the past two months, social media performance has continued to strengthen through increased collaboration, post sharing and community engagement. This activity has generated an additional 4,800 website users, demonstrating the value of extending the reach of Council communications through partner organisations, councillors and residents.



During this period, Facebook views increased by 19%, while Instagram views rose by 40%, reflecting growing audience engagement across both platforms. These results highlight the positive impact of shared content and community advocacy in reaching a wider audience.

We would encourage Councillors and parishioners to continue sharing Council posts through their own networks and community groups. While some local groups do not permit direct posting from Council accounts, sharing content through personal and community channels remains an effective way of increasing visibility, engagement and awareness of Council activities and events.

Haydon Wick Living Magazine Magazine Distribution Update

The new distribution provider received the printed magazines on 6 July 2026 and completed the main distribution programme by 24 July 2026. Following the completion of the delivery, it was identified that Severn Avenue had been missed during the initial distribution. Remaining magazine stock was subsequently used to complete deliveries to this area on 7 August 2026. The Marketing and Events Coordinator met with the distribution company on 18 August 2026 to review the delivery process, assess overall performance, and identify opportunities for improvement ahead of the winter magazine distribution.

Key discussion points included:

- Whether an increased print run should be considered for future editions.
- Identification of any roads or locations that were particularly difficult to access or distribute to.
- Opportunities to improve internal processes and support provided to the distributor.
- Lessons learned from the summer distribution programme to inform planning for the winter delivery.

A further review of recommendations will be undertaken to ensure future distributions are delivered as efficiently and comprehensively as possible.

Magazine Feedback:

No resident reports of missed magazine deliveries. This is a significant improvement of previous editions.

Christmas Pantomime Event Update Event Overview

The Christmas pantomime has now been booked for Saturday 12 December and will be delivered by M&M Theatrical Productions.

Event Details

- **Production:** *Peter Pan*
- **Date:** Saturday 12 December
- **Theatre Company Arrival:** 1:30pm
- **Performance Start Time:** 3:30pm
- **Performance End Time:** 5:00pm
- **Venue Clearance Complete By:** 6:30pm

An AI-generated image has been created to support marketing activity for the event and will be linked to library promotional materials.

Production Information

M&M Theatrical Productions will present *Peter Pan*, a magical family pantomime following the adventures of Peter Pan and Wendy as they journey to Neverland. The production features familiar characters including Captain Hook and the ticking crocodile, while exploring themes of growing up, leadership and taking risks.

The performance includes:



- Interactive songs and dances
- Traditional slapstick comedy
- A Makaton section to promote accessibility and inclusion

Production Features

M&M Theatrical Productions have advised that the show includes:

- Four professional live actors
- Up to 15 different characters portrayed throughout the production
- Stage-quality costumes and props
- Hand-painted, adaptable scenery designed to suit varying hall sizes
- Rotating set pieces to enable seamless scene changes
- Professional singers, dancers and children's entertainers
- Special effects, including smoke machines and handheld pyrotechnics
- A 60-minute set-up time
- A 65-minute running time

The theatre company recommends planning for approximately **90 minutes**, allowing for an interval during the performance.

There are no limits on audience numbers, although the company requests a minimum performance space of five metres.

Ticket Pricing and Financial Considerations

Proposed ticket prices are:

Ticket Type	Price
Adult/Standard Ticket	£10
Child Ticket (Concession)	£8
Family Ticket (4 People)	£30

Pricing Comparison

For context, ticket prices for comparable pantomime productions at the Wyvern Theatre range from approximately £21 per person to over £100, with family special offers available on selected performances at £35.50.

Financial Assumptions

The proposed pricing structure is based on sales of approximately 150 tickets and will be supplemented by the existing £600 annual Youth Budget Party Allowance.

At the lowest family ticket rate, this equates to approximately 37 family bookings.

Opportunities for sponsorship are being explored to help reduce ticket prices further and improve accessibility for families.

Event Logistics

The following operational considerations are currently being explored:

- Potential chair hire requirements
- Recruitment and coordination of event stewards
- Charity tuck shop during the interval
- Meet-and-greet opportunities with performers following the show
- Discussions with local businesses regarding post-show promotional offers and discount vouchers for nearby cafés and public houses

Toilet Facilities

Toilet provision will be available through:

- Existing facilities within the library
- Additional facilities located across the road at the Orbital Office Block

A wristband or hand-stamp system may be required to facilitate re-entry to the event.

Next Steps



A meeting is scheduled at North Swindon Library on 1 September to discuss operational arrangements and event logistics in more detail. A verbal update will be provided at the next meeting following this discussion.

Summary

The booking of M&M Theatrical Productions for their performance of *Peter Pan* represents an exciting opportunity to deliver an accessible and affordable family Christmas event. Current planning is focused on finalising logistics, securing potential sponsorship opportunities, and developing supporting marketing activity to maximise attendance and community engagement.

Branding

The Co Ordinator continues to strengthen brand awareness through all aspects of business. For example, the new stage backdrop implements at the Summer Extravaganza gave strong ownership of the event. Working on revised 'kerb appeal' signage to increase awareness for the location of the Council Office and its entrance routes.

Working Towards

- Winter Living Magazine
- Sponsorship and partnering engagement
- Signage solutions for the office entrance awareness and vehicle livery
- Accessibility solutions for the website
- October Half Term Activity Programme. Christmas Events: Christmas Carnival, Christmas Family Theatre – Peter Pan