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Meeting	Community Development Committee
Date	3rd November 2026
Report Title	Marketing, Communications & Events
Agenda Reference	15
Author	Liz Matthews, Marketing & Events Co Ordinator

Recommendation
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 Winter edition of the Haydon Wick Living Magazine has been created, printed and deliveries commenced to 9.5k households.

Key deliverables include:
1 x 48 printed page Magazine
72 x Social Posts
24 x Web Posts
1 x Bulletin
3 x Charity Events
12 x Event posters and supporting social graphics
1 x Consultation Event support
3 x Craft & Connect sessions delivered
3 x Youth Events delivered
5 x Community surveys created

Website Updates
Regular updates to: What's On Events, Latest News, Community pages

Between 1 September and 21 October the Council's website attracted approximately 4,000 active users, including 3,900 new visitors. Direct visits remained the largest source of traffic, demonstrating strong awareness of the Council's website, whilst search engines generated over 1,500 sessions. Facebook continued to support website visits through social media referrals. Users generated more than 23,000 interactions across the site, with the Homepage, Haydon Wick Living, Vacancies, Mouldon Hill Country Park and community event pages proving particularly popular. Recruitment content performed especially well during the period, reflecting successful promotion of employment opportunities. Overall, the website continues to serve as an important source of information for residents and a key destination for Council communications.

Marketing - Measuring Success

September: Sell out Charity Events: Charity Curry Evening, Chocolate Bingo
October: Sell out Halloween Activity

Media coverage during September & October:

BBC Website:



Warm welcome: Inspired by ideas shared by Greenmeadow Primary School pupils, a newly transformed bus shelter at Greenmeadow Shops now celebrates Haydon Wick's wildlife, heritage and community spirit, creating a vibrant welcome to the parish.

Swindon24:

Children's ideas transform vandalised Haydon Wick bus shelter

A vandalised bus shelter in Haydon Wick has been transformed with a colourful mural inspired by local schoolchildren.



Swindon Link:

Children's ideas inspire Greenmeadow bus shelter transformation



Parish council strengthens commitment to Armed Forces community



Parish council seeks views on accessible space for people with SEND



Entertainment Swindon:



News, Family

Haydon Wick Parish Council Seeks Views on Accessible Outdoor Space for Teenagers and Adults with SEND

mikebuss



News

Haydon Wick Parish Council Strengthens Its Commitment to the Armed Forces Community

mikebuss

Swindon Advertiser:

4 September 2026

Haydon Wick Parish Council signs Armed Forces Covenant and wins bronze recognition

A parish council has publicly pledged its support to the Armed Forces community. Haydon Wick Parish Council signed the Armed Forces Covenant, with Cllr Vinay Manro and Cllr Leanne Stevenson putting pen to paper.



6 October 2026

Chocolate bingo returns to Haydon Wick to raise funds for suicide prevention

Organised by Haydon Wick Council, the event promises an evening of fun with chocolate-themed bingo, raffle prizes and a licensed bar.



20 October 2026

Council hiring three permanent roles managing Swindon open spaces

Haydon Wick Parish Council in north Swindon is looking to fill the positions of deputy parks and open spaces manager and two parks and open spaces operatives.



9 October 2026

Haydon Wick explores SEND-inclusive outdoor activity space for teenagers and adults



3 September 2026

Haydon Wick Parish Council offers free thermal imaging camera hire

Haydon Wick Parish Council is running the scheme, which allows residents to borrow a thermal imaging camera for one week to spot heat loss.



10 September 2026

Here's how you can have your say on a dedicated space for people with SEND

Haydon Wick Parish Council is exploring the idea and has launched a community consultation to understand whether there is demand for such a facility.



12 September 2026

Swindon bus shelter transformed with colourful artwork from local schools

In Swindon, a brick bus shelter in Haydon Wick has been transformed into a colourful space showcasing artwork from local schools, thanks to a project backed by Haydon Wick Council.



4 October 2026

Swindon cyclists and e-biker riders told they must know this Highway Code rule

Haydon Wick Parish Council is urging pathway users to travel considerately as darker evenings set in.



hool-artwork/

16 October 2026

Haydon Wick memory café praised for uplifting quiz and live music session

A council-run memory café has been praised for its uplifting activities. Haydon Wick Council organised the event, which took place at Haydon Wick Bowls Club.



13 October 2026

Chocolate bingo night raises £1,220 for suicide prevention charity

Haydon Wick Council said in a post on social media: "It made for a truly memorable evening.



23 September 2026

Volunteers collect 11 bags of rubbish in Swindon clean-up

The clean-up took place in Abbey Meads on Sunday, as part of World Cleanup Day and was organised by Haydon Wick Parish Council.



26 September 2026

Music and movement bring Haydon Wick Memory Café group together

The Haydon Wick Memory Café recently welcomed a guest named Ben for his first visit, where he led the group in a singalong. A spokesperson for Haydon Wick Council said in a post on social media: "He soon had the whole room joining in.



14 October 2026

Haydon Wick Council advertises three permanent parks and open spaces jobs

Three permanent job vacancies have been announced in Haydon Wick. Haydon Wick Council is offering opportunities to join its parks and open spaces team, including one deputy manager and two operative positions.



28 September 2026

Public health warning after rotting meat dumped near Swindon school

According to a statement from Haydon Wick Council, Wiltshire Police responded to reports of a foul smell near Catherine Wayte Primary School on September 27.



2 September 2026

Parish councillor cleans graffiti and removes glued poster from bus shelter

Haydon Wick parish councillor Leigh Jackson recently cleaned graffiti from a bus shelter and removed a heavily glued event poster from the shelter along Thames Avenue.



19 September 2026

Consultation to explore outdoor play for youngsters with SEND

Haydon Wick Council is holding the consultation morning on Wednesday, October 7 from 9am to 11am.



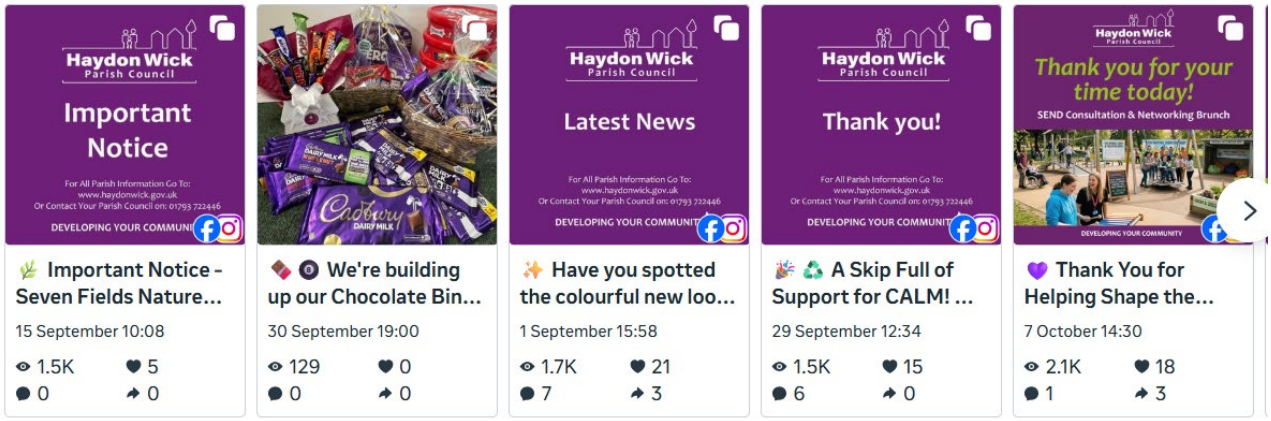
Social Media Updates
Pre-activity/event campaigns and marketing, Corporate Campaigns. Between 1st September and 21st October (at time of report writing) we posted: 72 social posts,

Notable social media engagement data:
Top post during September/October:

Facebook:



Instagram:



From 1st September to 21st October, our social media channels achieved more than 176,000 views without the use of paid advertising. Facebook continues to be our strongest platform, generating over 171,000 views and reaching an increasing number of residents despite a small reduction in overall impressions. Engagement remains healthy, demonstrating continued interest in community news, events and local initiatives. Instagram performance was lower during the period, with decreases in both reach and interactions, highlighting an opportunity to review content formats and posting activity. Overall, the figures demonstrate strong organic visibility and continued success in connecting with the local community through digital communications. Video content saw a significant reduction in both views and watch time, presenting an opportunity to review future video strategy.

We would encourage Councillors and parishioners to continue sharing Council posts through their own networks and community groups.

Haydon Wick Living Magazine

The Winter 2026 edition of *Haydon Wick Living Magazine* was sent to print on 15th October and delivered to the distribution contractor on 22nd October. Door-to-door delivery to residents is scheduled to commence from 26th October.

During preparations for this edition, it came to light that the magazine's previous printer had entered administration. This information was not communicated directly to the Council and was only identified through independent research in early October. As a result, an urgent review of alternative printing arrangements was required to ensure production deadlines could still be met. The co-ordinator sought quotations from several large-capacity and local printing companies, and a Working Party was convened to review the options available. The group considered factors including production timescales, reliability, quality, previous experience, and the ability of suppliers to meet the magazine's publication schedule.

Following discussion, it was agreed that a supplier with an established track record of supporting the magazine and other Parish Council printing projects offered the most reliable option for the Winter edition. Although this represented a small increase against the allocated printing budget, the Working Party considered the additional cost proportionate when balanced against the need to secure continuity of production and minimise risk to publication deadlines.

To note:

- Note the actions taken to secure printing arrangements following the unexpected loss of the previous supplier.
- Support the continued use of a proven and reliable printing provider while longer-term options are reviewed.
- Undertake a benchmarking exercise before the next edition to review advertising rates and identify opportunities to increase income.
- Review printing and production arrangements ahead of future editions to ensure best value and long-term sustainability of the magazine.

This approach ensured that publication of the Winter edition remained on schedule, with no impact on residents receiving their magazine.

Consultations and Campaigns:

The coordinator has been actively supporting the SEND Play Area Consultation, leading a targeted engagement campaign to encourage resident participation and feedback. This has included the creation of a suite of branded consultation materials, both digital and printed, as well as presentation resources for the SEND Consultation Brunch.

To support wider community engagement, the coordinator has also developed a Community Led Action Plan Engagement Toolkit for councillors to use when speaking with residents. The toolkit includes bespoke surveys for three targeted areas, alongside a parish-wide survey to gather broader feedback. Additional resources include a doorstep conversation guide, QR code survey cards on lanyards for quick and easy access, and a "How Are We Doing?" thumbs-up feedback station in the Parish Office reception area.

Next Steps

- Order branded beer mat giveaways featuring QR-coded links to feedback surveys.
- Relaunch the popular "How Are We Doing?" campaign in a Stats & Facts format, sharing key updates alongside opportunities for residents to provide feedback and shape future priorities.



Events: See Agenda Item 14 – Christmas Activities

Branding: See Agenda Item 16 – Branding Update

Working Towards

- Developing a long-term magazine printing strategy.
- Attracting sponsorship and partnership opportunities.
- Completing Council branding and vehicle livery projects.
- Improving website accessibility.
- Strengthening media and press engagement processes.
- Expanding community feedback campaigns.
- Delivering Christmas and seasonal events.
- Launching future resident engagement initiatives, including the Haydon Wick Hero campaign.