

Be Inspired, Be Involved,

Communities Action Plan

1. Introduction

Following the announcement that the 2012 Olympic and Paralympic Games was coming to London, strategies, legacy action plans and programmes were developed and rolled out to ensure the UK maximised the opportunities the games offered. They were led by the London Organising Committee of the Olympic Games (LOCOG). One of the games objectives was to transform people's lives and revitalise communities.

2. Strategic context

A South West regional strategy was published in 2007 under the title 'Team South West'. The guiding principle was that strategic activity would be focussed around five strategic 'flames', namely:

- Business development
- Tourism and regional image
- Sporting opportunity
- Cultural celebration
- Community Engagement.

The vision of Team South West was to deliver:

'A lasting and discernable community legacy from the 2012 games'

Legacy is the product of what is left behind after the games are over. It is a mixture of intangible benefits such as the inspirational impact that the games had and the tangible benefits such as improved infrastructure, new partnerships and increased levels of participation in sport and physical activity and therefore improved health and well-being. These two elements had to be delivered in parallel to maximise the opportunities that the games offered. Only by taking a co-ordinated and holistic approach to delivery were the long term benefits of the London 2012 Games likely to be achieved.

Legacy in the South West means:

- a generation of people whose lives were changed by London 2012 Olympic Games
- a region that is genuinely inclusive and embracing of its diversity
- businesses that grow in productivity and competitiveness
- increased and sustainable levels of overseas visitors
- increased levels of spend in the visitor economy
- an increase in grass roots sports and recreational participation
- a new generation of elite athletes training and competing in the South West
- an increased number of active, well trained volunteers
- an increased number of sporting and cultural events of regional significance
- improved sporting and cultural facility provision.

3. The Wiltshire context

Wiltshire readily recognised the potential local legacy benefits such as increased participation in sports which has typically resulted from previous games. 2012 represented an opportunity for the county to take advantage of achieving wider reaching positive impacts. The county can encourage and support local people through volunteering and community empowerment as well as being inspired by both successful and aspiring participants from across the county. For Wiltshire the Olympic/Paralympic Games has been a catalytic opportunity to pull together its communities. This surely represents a true 2012/Olympic legacy for the county.

2012 – A year of celebration – a good investment.

Wiltshire Council supported its local communities to celebrate and embrace the spirit of this unique year.

2012 presented a unique opportunity to bring communities together, to showcase what makes them special and to reinvigorate the local economy. Wiltshire invested significantly in 2012 and provided a



staff resource to enable, manage and deliver the year's programme of events. The initial evaluation for the key events to celebrate the Queen's Diamond Jubilee and the Olympic Torch Relay highlights that approximately 225,000 spectators (equivalent to half the population of the county) lined the streets to see the Queen when she visited Salisbury City and to see the Olympic Torch as it visited fifteen towns in Wiltshire in May and July.

The value of the publicity resulting from these once in a lifetime events has been estimated at more than £4 million, with a circulation of 350 million people seeing or hearing about Wiltshire and what it has to offer.

The economic impact was substantial and at the point of writing this strategy has still to be calculated but the additional spend in the county on the five event days was over £1 million and that does not include the accommodation bookings in the Salisbury area and the ongoing visitor interest.

The impact of 2012 represented a seven-fold return on the council's total investment of £290,000 and the cost per head of the population seeing and participating in the key events for the Jubilee and the Torch is approximately £1.28 per person.

This return does not include the lasting legacy and memories that will stay with many of the people including thousands of school children who participated at these events. 2012 will last for many years to come.

To ensure that Wiltshire maximises this opportunity, it is vital that we develop our own legacy framework to enable us to co-ordinate these inspirational health, sporting and physical activity programmes and initiatives at a county level and deliver a long lasting legacy.

The key tasks will be to identify and focus on those activities which have the greatest impact. There are interested stakeholders in all sections of the community including:

- Schools
- Further Education (FE) and Higher Education (HE) colleges
- Local communities, including hard to reach groups
- Health sector
- Voluntary sector
- All council services
- Sport and leisure sector
- Central government

Given this range, an approach is required which involves and engages all local, regional and national stakeholders. This is crucial to ensure that the 2012 health, well-being, sport and physical activity legacy strategy and action plan is appropriate, proportionate and fit for purpose.



Aims and objectives of the legacy strategy

The aim of this strategy is to add value to existing activity by using the 2012 Celebrations/Olympic Games as a brand; as well as building on the enthusiasm of local communities, sports clubs and community organisations generated during 2012, to develop new ideas, and create opportunities that would otherwise have not happened.

The Wiltshire Legacy will not arrive on its own, but will need to be worked at across the council and with many organisations which are in a position to make a difference. It needs to be linked in, to support existing public health, entertainment, sport and physical activity strategies and plans and not stand in isolation.

The Aim of the Strategy is:

- To ensure that everyone in Wiltshire can access and participate in a Legacy event, or activity

The objectives are:

- To contribute to the health improvement and reduction in inequalities
- To increase participation in community sport and recreational activity
- To develop a strong sporting infrastructure to improve the health, well being and skills of people and community
- To identify opportunities that will inspire people to take part in sport, active recreation and health activities
- To identify opportunities to increase the volunteering workforce



Strategic direction

The Strategy Action Plans have been structured into four thematic areas to ensure clarity and a link between the 2012/Olympic year and the Legacy as we move forwards. They are:

- **Health and Well Being Legacy:** Improving Health and Reducing Inequalities
- **Olympic Legacy:** Increasing Participation and Inspiring People to get Involved
- **Paralympic Legacy:** Increasing Participation for People with a Disability
- **Gamesmaker Legacy:** Supporting Volunteers and Empowering Communities

The actions contained within each thematic area are closely aligned with key strategic documents including the Joint Strategic Assessment 2013/14, Public Health Outcomes Framework and Leisure Services Strategies.



Creating appropriate communication, action and co-ordination networks will be critical to aligning resources and establishing effective delivery within Wiltshire. The Health, Well-Being, Sport and Physical Activity Sub-Group will pull all relevant information and partners together to maximising the health, sport and leisure opportunities, to deliver a lasting legacy.

Involvement and engagement mechanisms

The Health, Well-Being, Sport and Physical Activity Sub-Group will review the effectiveness of this strategy and action plan on an annual basis, and will monitor and review any actions, ensuring that the plan evolves on the basis of progress, achievement and emerging opportunity. The Sub-Group will report on a monthly basis to the Legacy Delivery Group, which in turn will report to the Legacy Steering Group and the Legacy Board.

Appendix I – Action Plans

| Community Events | | | | |
|---|-------------------|-----------------|------------------------------|-----------|
| Action | Lead | | Partner(s) / Strategic Links | Funding |
| Community engagement | | | | |
| | | | | |
| <p>1.1 The Opening of new County Hall</p> <p>On 1 November Wiltshire's Olympic medal winners, Torchbearers and Games makers officially opened the newly refurbished County Hall building. Live demonstrations by rhythmic gymnast, Francesca Fox and the Judo U63kg British number one, Jemima Duxberry showcased our support for our local athletes. The event was a celebration of 2012 and it recognised those who had made last year such a unique and outstanding one for the county.</p> <p>Ed McKeever, gold medallist in Sprint Kayaking joined Baroness Hanham, Parliamentary Under-Secretary of State for the Department for Communities and Local Government (DCLG) in opening the state-of-the-art public building and the Wiltshire</p> | Wiltshire Council | 1 November 2012 | | Sponsored |

| Community Events | | | | |
|--|-------------------|---------------|------------------------------|--------------|
| Action | Lead | | Partner(s) / Strategic Links | Funding |
| <p>Celebration of London 2012 Olympics and Paralympics exhibition.</p> <p>This included a gallery of Wiltshire's Torchbearers and photos of the Olympic Torch route and Festival of Celebration at Hudson's Field in Salisbury.</p> | | | | |
| <p>1.2 Wealth of Wiltshire Christmas Market</p> <p>Building on the extremely successful wealth of Wiltshire marquee at Hudson's field Festival of Celebration last July, the first Christmas wealth of Wiltshire market was held in the atrium at County Hall. More than twenty local businesses took part promoting local foods, crafts and produce.</p> <p>The event, supported by Wiltshire Council and the Wessex Chamber of Commerce, was intended to promote small local suppliers and boost their businesses. The market was extremely well attended and 90% of the stall holders sold out of produce by end of the day.</p> | Wiltshire Council | December 2012 | Chamber of Commerce | Self Funding |

| Community Events | | | | |
|--|-------------------|---------------|---------------------------------|------------------------------------|
| Action | Lead | | Partner(s) / Strategic Links | Funding |
| <p>1.3 Health Fair</p> <p>Last year inspired many more people to get more active. Building on this success, a health fair took place in the Atrium in County Hall in February. More than 500 people attended the event which focused on health issues including giving up smoking, healthy eating and alcohol awareness. More than 120 people had their blood pressure taken and 149 cholesterol checks took place which resulted in 43 people being referred to their GPs.</p> | Wiltshire Council | February 2013 | Public Health DC Leisure | Public Health Wiltshire Council |
| <p>1.4 Community Legacy Evenings</p> <p>Trowbridge, Chippenham, Salisbury and Devizes to discuss how local communities can continue to bring people together and boost their local economy through a programme of events and activities and keep the momentum and energy of last year alive.</p> | Wiltshire Council | February 2013 | None | |

| Community Events | | | | |
|---|------|--|------------------------------|---------|
| Action | Lead | | Partner(s) / Strategic Links | Funding |
| <p>Last year's events were steered by our communities and it is vital that the legacy continues to be shaped by local people and businesses. Communities were proud of their local athletes. One of the many examples of this is the recent news that Paralympic athlete Stephanie Millward who won five medals at the Games, has been given the Freedom of Corsham.</p> <p>What became apparent from the meetings was the high level of energy and commitment in local communities to keep the momentum of last year going and already a calendar of events and activities is being planned for this year. These events are being collated and captured in one events diary (Appendix 1) to provide a picture for Wiltshire for this year.</p> | | | | |
| <p>1.5 Hudsons Field</p> <p>24 August 2-10pm Hudson's Field Building on the success of last years free</p> | | | | |

| Community Events | | | | |
|---|-------------------|--|-----------------------------------|---------|
| Action | Lead | | Partner(s) / Strategic Links | Funding |
| <p>family events at Hudsobns Field, Salisbury City Council have agreed a large free family event in august for the next three years.</p> <p>The event will be similar to a large village fete with the following:</p> <p>Large music acts showcasing local bands and performers including a headline Queen tribute act in the evening.</p> <p>A large arena with displays, re-enactments etc throughout the day.</p> <p>A large craft village for local cottage industries to showcase and sell their goods.</p> <p>A large business village for the business community to showcase and sell their goods.</p> <p>There will also be a large funfair, beer tents and lots more.</p> <p>Wiltshire Council have been asked to assist in a number of ways with this event including waste collection, licensing and traffic assistance, in return Wiltshire will be allocated a large space for a wealth of Wiltshire marquee</p> | | | | |
| 1.5 Community Event Calendar | Wiltshire Council | | Communities | None |
| 1.6 Toolkits | Wiltshire Council | | Live on Wiltshire Council Website | None |

| Community Events | | | | |
|---|-------------------|--|------------------------------|--------------|
| Action | Lead | | Partner(s) / Strategic Links | Funding |
| This are to assist and give advise to communities when putting on events large or small. | | | | |
| <p>1.7 Salisbury City Hall 50 years celebrations. 2013 sees the 50th anniversary of the opening of the City Hall as a public facility following its conversion from a cinema. The purchase of the building was made possible by the use of a public memorial fund raised to honour those citizens of Salisbury who had given their lives during the Second World War. A series of free and ticketed events are being planned to mark this historic occasion and to link into the councils plans for legacy events leading on from the highly successful events of 2012.</p> <p>Official Birthday Evening of Celebration 30 January 2013 Birthday celebration for invited guests Budgetary requirements: met through City Hall budget</p> <p>The Golden Era of the 1960s – Musical History at City Hall during the decade Exhibition and illustrated talk by local authors Frogg Moody and Richard Nash. Exact details TBC but is anticipated to take the form of a ticketed talk in the Alamein Suite alongside an exhibition of materials from the era.</p> | Wiltshire Council | | | Self Funding |

| Community Events | | | | |
|---|------|--|------------------------------|---------|
| Action | Lead | | Partner(s) / Strategic Links | Funding |
| <p>FREE to attend Proposed Date 15 June to coincide with anniversary of appearance by the Beatles in Salisbury in June 1963. Budgetary requirement: free use of space to organisers.</p> <p>Photographic Exhibition City Hall Foyer featuring photographs from across the years. FREE to attend Proposed Exhibition Dates Monday 30 September – Monday 23 December Budgetary requirements: met through City Hall budget.</p> <p>Salisbury City Hall Through the Looking Glass Book Launch and Signing To celebrate the publication of a high quality 200 page self published book by local author and former employee James McCarraher tracing the history of the City Hall from 1937 to present day. 6pm reception at City Hall for members and invited guests Proposed Dates 27 September to coincide with concert by 50/60s legend Duane Eddie. Other book signings and media events will take place supported by City Hall.</p> | | | | |

| Community Events | | | | |
|--|------|--|------------------------------|---------|
| Action | Lead | | Partner(s) / Strategic Links | Funding |
| <p>November Weekend of Celebration (9 – 10 November)</p> <p>Shine for Wiltshire As per 2012 event. To be promoted by Wiltshire Council Events Team with City Hall Event Date Saturday 9 November Budgetary requirements £tbc</p> <p>Afternoon Tea Dance Sticky Toffee Jazz and Salisbury Big Band Event Date Sunday 10 November Proposed Times 2pm – 4pm Current suggested Ticket Price £8 - £10 to include tea and cakes Budgetary requirements: £ 2000</p> <p>Joint Birthday Party event with Spire FM Christmas Snow Ball Ideas will be discussed at event planning meeting on 15 March and details will be available after that date, in essence the event will be a party night with a Christmas theme, of a similar style to the Big 80s Night Out successfully co promoted with Spire FM to mark the stations 20th birthday in November 2012.. Event Date Friday 6 December Ticketed Event Ticket Price £ tbc Budgetary requirements: Funded through</p> | | | | |

| Community Events | | | | |
|---|------|--|------------------------------|---------|
| Action | Lead | | Partner(s) / Strategic Links | Funding |
| <p>ticket sales as a co-promotion with Spire FM.</p> <p>Music Event for Youth Market (14-25) Established concert promoters Metropolis Music, SJM Concerts and PVC have been approached with the opportunity for one of them to work in partnership with Wiltshire Council to stage a concert featuring a headline musical act as part of a UK tour. It is envisaged that the concert would feature an artist who would normally be financially precluded from appearing at City Hall due to the venues limited capacity. However the recent success of the concert featuring Enter Shikari at the venue has demonstrated that a market exists for the right kind of act. Due to the anticipated costs associated with securing a suitably high profile act it is proposed that the council provides financial support to the successful promoter to enable a sufficient offer to be made to agents of suitable and available artists. Discussions are ongoing with each promoter as touring plans for autumn 2012 become known.</p> <p>Event Date: September – December</p> <p>Budgetary requirements: £7000 - £8000.</p> | | | | |

| 5. Communications | | | | |
|--|-------------------|-----------------|------------------------------|---------------|
| Action | Lead | Timescale / KPI | Partner(s) / Strategic Links | Funding |
| <p>Co-ordination</p> <p>5.1. Set up a Delivery Group that will meet every month.</p> <p>5.2. Present and update communications activity calendar to Wiltshire Legacy Board, Steering Group and Delivery Group</p> | Wiltshire Council | December 2012 | All sub group leads | None required |
| <p>Utilisation of key communications channels</p> <p>5.3. Regular utilisation of agreed channels to promote objectives of the strategy</p> | Wiltshire Council | November 2012 | All partners | None required |
| <p>Media relations</p> <p>5.13. Issue press releases, hold media briefings and deal with press enquiries as appropriate</p> | Wiltshire Council | | All partners | None required |
| <p>Events and sponsorship</p> <p>5.15. Develop calendar of events for inclusion in Corporate calendar</p> <p>5.18. Seek sponsorship for events where appropriate</p> | Wiltshire Council | December 2012 | All Partners | Sponsorship |