

# 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.

1. Health and Well-Being Legacy – Improving Health and Reducing Inequalities				
Action	Lead	Timescale / KPI's	Partner(s) / Strategic Links	Funding
<b>Health Improvement</b>				
<b>1.1 Health Improvement Awards</b> Celebrate the diversity and quality of work by organisations, businesses and individuals involved in improving the health and well-being of communities across Wiltshire.	Wiltshire Council	2013 - 15	Sponsors	Wiltshire Council - Public Health
<b>1.2 Walking (Inspiremark)</b> Implement the 'Get Wiltshire Walking' Programme across the county increasing both participants and volunteers to ensure sustainability.	Wiltshire Council	2012 – 2014 150 new participants per year 20 new volunteers per year	Big Lottery, Age UK, Housing Associations	£133k over 3 years
<b>1.3 Active Health programme (Inspiremark – S/B)</b> Provide a physical activity on referral scheme to enable individuals with specified medical conditions to access and benefit from a range of physical activity opportunities including exercise after stroke, cardiac rehabilitation and strength/balance classes.	NHS Wiltshire / Wiltshire Council	2011 - 2014	D C Leisure, Health Care Professionals, Downton, Calne and Cricklade Leisure Centres	Public Health Wiltshire Council
<b>1.4 Health Trainers</b> Commission a 3-5 year lifestyle intervention service through Health Trainers to improve the long-term health inequalities profile of Wiltshire.	Wiltshire Council	2013 - 15	<b>Kay - please complete</b>	Public Health Wiltshire Council

<b>1. Health and Well-Being Legacy – Improving Health and Reducing Inequalities</b>				
<b>Action</b>	<b>Lead</b>	<b>Timescale / KPI's</b>	<b>Partner(s) / Strategic Links</b>	<b>Funding</b>
<b>1.5 Health Information and Support Service</b> To provide HISS in Wiltshire libraries to support patients, families and carers with a range of information and guidance on cancer, cardiovascular disease and healthy living.	Wiltshire Council	2013 - 15	Libraries	Public Health Wiltshire Council
<b>1.6 Bike It Plus</b> Implement Bike It Plus in Wiltshire.	NHS Wiltshire	2011 - 2013	Sustrans, Wiltshire Council	Public Health
<b>1.7 Targeted Free Swimming</b> Implement a free swimming scheme in Wiltshire, targeted at those most in need (linked to MEND).	Wiltshire Council / NHS Wiltshire	2012 - 2013	D C Leisure	Public Health
<b>1.8 MEND</b> Implement MEND (Mind Exercise Nutrition Do!) targeted at children and families. Develop in-house obesity programme for young people.	NHS Wiltshire / Wiltshire Council	2012 - 2013	DC Leisure	Public Health
<b>1.9 Active Wiltshire Website</b> Develop and implement a one-stop shop for physical activity and health and well-being.	Wiltshire Council	2013 - 2015	Public Health	Public Health

2. Olympic Legacy - Increasing Participation and Inspiring People to Get Involved				
Action	Lead	Timescale / KPI's	Partner(s) / Strategic Links	Funding
<b>Participation</b>				
<b>2.1 Return to Sport (Inspiremark)</b> Support Return to Sport opportunities enabling more adults to take up regular sport and physical activity.	Wiltshire Council	2012 – 15 500 new participants per year	National Governing Bodies of Sport, Sports Clubs, Community Groups	Wiltshire Council - £4,000
<b>2.2 Workplace Activity</b> Support workplace activity enabling more adults ( <b>500</b> ) to take up regular physical activity.	Wiltshire Council	2012-2015 50 new participants per year	NHS Wiltshire	£2k per year
<b>2.3 Sports Stars</b> Provide the Sports Stars' programme ( <b>300</b> ) across the county enabling more young people to take part in sport and physical activity out of school.	Wiltshire Council	2012-2015 300 new participants per year	National Governing Bodies of Sports Sports Clubs Schools	£4,000
<b>2.4 Running</b> Implement the Run England Activator Programme across the county increasing both participants and volunteers.	Wiltshire Council	2012 – 2105 300 new participants per year 20 new Run Leaders per year	UK Athletics, WASP, Swindon Borough Council	£38,500 total partner funding per year £4k per year – Wiltshire Council
<b>2.5 Cycling</b> Implement British Cycling Local Skyrides programme across the county increasing both participants and cycle leaders.	Wiltshire Council	2012 - 2015	British Cycling	£30k per year
<b>2.6 Wiltshire Challenge</b> Implement an annual sports and physical activity 'Challenge' across the county.	Wiltshire Council	2012 – 2015 750 participants per year	DC Leisure, Calne, Cricklade and Downton LC's	£5k per year

<b>2. Olympic Legacy - Increasing Participation and Inspiring People to Get Involved</b>				
<b>Action</b>	<b>Lead</b>	<b>Timescale / KPI's</b>	<b>Partner(s) / Strategic Links</b>	<b>Funding</b>
<b>2.7 Wiltshire Iconic Walks</b> Work with the volunteer walk leaders to establish a series of iconic walks across Wiltshire culminating with a Walking Festival at Stourhead.	Wiltshire Council	2012 - 15	National Trust English Heritage	Wiltshire Council
<b>2.8 Sportivate</b> Develop the 'Sportivate' Programme over the next four years, giving 14 – 25 year olds access to six week courses in a range of sports.	WASP	2012-2015 66% retention rate	Wiltshire Council Sports Clubs Schools and Colleges	£12,000 per year into the Sports Development Budget – based on successful application to WASP – secured for 2012/13
<b>2.9 Kick it Out</b> Implement the Kick it Out project for 15/16 year olds (Football) and investigate similar offer with Bath Rugby.	Wiltshire Council	2012 – 15 150 participants per year	Wilts FA Swindon Town FitC Swindon Borough Council	£3k per year from Sports Development Budget
<b>2.10 Rugby 7's</b> Implement a rugby 7's project for Year 10 students in conjunction with Wilts and Dorset RFU and Bath Rugby Club.	Wiltshire Council	2012 – 15 150 participants per year	Bath Rugby Club RFU	£3k per year from Sports Development Budget
<b>2.11 Free Swimming</b> Free Swimming for Under 16's during School Holidays.	Wiltshire Council	2012 - 2013	DC Leisure	Wiltshire Council
<b>2.12 Camp Activate</b> Provide a holiday programme for young people based at the Leisure Centres:	Wiltshire Council	Feb 2013 March 2013 July 2013	All in-house leisure centres	Wiltshire Council

2. Olympic Legacy - Increasing Participation and Inspiring People to Get Involved				
Action	Lead	Timescale / KPI's	Partner(s) / Strategic Links	Funding
<b>Funding</b>				
<b>2.13 Funding Future Olympians</b> Provide awards to talented young athletes to support their development within their sport.	Wiltshire Council	Annually		Funding Future Olympian grant £5,000
<b>2.14 Free Facility Use</b> Provide real help for athletes competing at GB / National age group level by granting them free use of the fitness suites and swimming pools during public sessions at all 20 leisure centres owned and managed either directly or indirectly by the council.	Wiltshire Council	Annual	DC Leisure	Free access to facilities
<b>Events</b>				
<b>2.15 Major Events</b> Encourage <b>(1)</b> major televised sporting event to come to Wiltshire.	Wiltshire Council	2014-2015 Annual Event	British Cycling	£50k budget approx. required
<b>2.16 Events - Cycling</b> Hold an annual community cycle ride 'The Wiltshire Ride'.	Wiltshire Council	2013-2014 600 participants	Bike Events	£10k per year
<b>2.17 Urban Orienteering</b> Work with Sarum Orienteers to deliver the county's first Urban Orienteering Event in Salisbury.	Sarum Orienteers	2/3 November 2013	Wiltshire Council British Orienteering Federation	Wiltshire Council
<b>2.18 School Games</b> Support the organisation of a county 'School Games'.	WASP	2012-2015 1000 participants per year	Wiltshire Council School Games Organisers	N/A



<b>2. Olympic Legacy - Increasing Participation and Inspiring People to Get Involved</b>				
<b>Action</b>	<b>Lead</b>	<b>Timescale / KPI's</b>	<b>Partner(s) / Strategic Links</b>	<b>Funding</b>
<p><b>2.19 Sports Dinner</b> Support the Events Sub-Group with the Sports Dinner ensuring links with talented athletes</p>	Wiltshire Council	2013	Local Business's	Events Sub Group
<p><b>2.20 Going for Goals (Inspiremark)</b> Implement a coaching and competitive event for local primary schools in the Tisbury Catchment. Going for Goals is a football programme that has been run for children in Tisbury in 2010 &amp; 2012. Building on its success and taking the London 2012 lead of inspiring a generation, the programme is being rolled out to other rurally isolated areas of the county . The programme is for children aged between 11-12 years old and will give the children the opportunity to learn new football and life skills while taking part in physical activity. Working in partnership with Wiltshire council, Chelsea FC Foundation, Wiltshire Fire &amp; Rescue Service, Wiltshire Police Wilts FA, and the Brazilian Soccer School the project is taking place over 5 days. The tournament has 40 teams entered in the local tournaments at Pewsey sports centre, Tisbury Sports Centre, Durrington Swimming and fitness centre and 5 rivers. With the top two from each centre going on to play in a grand final tournament.</p>	Wiltshire Council	2013		Wiltshire Council

<b>2. Olympic Legacy - Increasing Participation and Inspiring People to Get Involved</b>				
<b>Action</b>	<b>Lead</b>	<b>Timescale / KPI's</b>	<b>Partner(s) / Strategic Links</b>	<b>Funding</b>
<b>2.21 Aquathon</b>  <b>Darren – please complete</b>	Green Coaching UK	March 2013	Wiltshire Council/Durrington Leisure Centre	
<b>2.22 Events</b> Enable a range of regional and national sports events to take place in Wiltshire: Karate Gradings Archery Judo Taekwondo Regional Swimming Gala			NGB's	Hirers
<b>2.23 Comic Relief</b> Support the organisation and delivery of a range of Comic Relief Fun Runs across the county	Wiltshire Council	2014	Comic Relief Town and Parish Council's Running Groups	Wiltshire Council Individual organisations budgets
<b>2.24 Race for Life</b> Support the delivery of Race for Life annually	Race for Life	2013 – 15 July	Wiltshire Council, Salisbury City Council, Scouts, Sea Cadets, Fire Service	Race for Life budget Sports and physical activity budget
<b>2.25 Gym Challenges</b> Organise a series of gym challenges across the Leisure Centres:	Wiltshire Council	Monthly challenges throughout 2013. XX participants per challenge	All in house leisure centres	Leisure centre budget

2. Olympic Legacy - Increasing Participation and Inspiring People to Get Involved				
Action	Lead	Timescale / KPI's	Partner(s) / Strategic Links	Funding
1000m row Isometric plank hold 1 mile run Half marathon (run half marathon in a week, record overall time taken) Two mile cycle Hanging hold <b>Mini-triathlon – 1k row, 3k bike, 2k run</b> <b>Two minute sit up test</b> 2k on cross trainer Swissball kneeling balance Body weight squat for max no of reps Static wall squat	Jan 2013 Feb 2013 March 2013 April 2013  May 2013  June 2013 July 2013 Aug 2013 Sept 2013 Oct 2013 Nov 2013 Dec 2013		<b>Darren/Tamzin – please discuss fit with 2013 Wiltshire Challenge</b>	
<b>2.26 Triathlon</b> <b>Darren – please complete</b>	No limits Fitness	June 2013	Wiltshire Council/Durrington Leisure Centre	
Campaigns				
<b>2.27 Campaign's</b> Provide a range of campaigns to encourage increased participation in sports and physical activity:  New year membership drive Over 50's Activities promotion	Wiltshire Council	Annual programme  January 2013 April 2013	All in-house leisure centres	Leisure centre budget

<b>2. Olympic Legacy - Increasing Participation and Inspiring People to Get Involved</b>				
<b>Action</b>	<b>Lead</b>	<b>Timescale / KPI's</b>	<b>Partner(s) / Strategic Links</b>	<b>Funding</b>
Shape up for summer campaign Member referral campaign Fit for Christmas campaign Corporate membership push		May 2013 September 2013 October 2013 November 2013		
<b>2.28 Join In Campaign</b> Promote the join in campaign to clubs and volunteers: 27 Jul – 9 Sept – matchmaker service linking volunteers to clubs 27/28 Jul – clubs open weekend	Wiltshire Council	2013 – 15 July – Sept 20 clubs engaged	NGB's, sports clubs	Sports and physical activity budget
<b>2.29 Public Health Campaigns</b>  <b>Kay – please complete</b>				
<b>2.30 WoW Fit (Inspiremark)</b> Deliver a campaign to encourage participation amongst women and girls.	Wiltshire Council	2013 - 15 Sept 2013	Media, Comm's, Clubs, Community Groups	Possible sponsorship
<b>2.31 Health Fair</b> Deliver a health fair at county hall to coincide with Duncan Selbie's visit to Wiltshire	Wiltshire Council	2013	Public Health, DC Leisure	£450 – Cardio-wall

<b>3. Paralympic Legacy - Increasing Participation for People with Disabilities</b>				
<b>Action</b>	<b>Lead</b>	<b>Timescale / KPI's</b>	<b>Partner(s) / Strategic Links</b>	<b>Funding</b>
<b>Ability Sports (NB: This section is disability specific, people with disabilities will also be able to engage in the other 3 themed areas)</b>				
<b>3.1 Ability Sports (Young People)</b> Support opportunities for <b>(100)</b> young people to participate in disability sports competitions and regular multi-sports clubs: Rising Stars Holiday Programmes 1-2-1 Swimming Football	Wiltshire Council	2012-2015  100 new participants per year	Mencap  Day Centres  Schools	£20k per year subject to Aiming High Funding – secured for 2012/13

3. Paralympic Legacy - Increasing Participation for People with Disabilities				
Action	Lead	Timescale / KPI's	Partner(s) / Strategic Links	Funding
Cricket Wheelchair Basketball County Development Squads Schools Coaching				
<b>3.2 Ability Sports (Adults)</b> Support opportunities for adults to participate in regular multi-sports clubs and competitions: Fit Club Ability Sports Club South Wilts Adult Disability Sports Day County Wide Adult Disability Sports Day.	Wiltshire Council	2012 – 2015 100 new participants	Mencap Day Centres Residential Homes	£5k per year
<b>3.3 SEN Games</b> Provide a competitive opportunity for young people in SEN Schools and School with special units as part of the school games.	WASP	2012 – 2013 100 participants	Wiltshire Council, schools, NGB's	

4. Gamesmaker Legacy – Supporting Volunteers and Empowering Communities				
Action	Lead	Timescale / KPI's	Partner(s) / Strategic Links	Funding
<b>Community Empowerment</b>				
<b>4.1 On Your Mark's (Inspiremark)</b> Develop and deliver the 'On Your Marks, Get Set, Go' club development and support programme enabling 150 clubs to access funding, improve	Wiltshire Council/WASP	2012-2015 150 clubs supported over 3 years	National Governing Bodies of Sport Sports Clubs Sport England	Projects delivered as part of 'On Your Marks' will be budgeted for on a project by project basis – funding from

## 4. Gamesmaker Legacy – Supporting Volunteers and Empowering Communities

Action	Lead	Timescale / KPI's	Partner(s) / Strategic Links	Funding
<p>accessibility and volunteer support and in particular:</p> <p>Provide a comprehensive coach education programme to develop 1,000 new and experienced coaches to skill level and knowledge.</p> <p>Support <b>(40)</b> Clubs to achieve accreditation through Clubmark or sport specific accreditation programmes.</p>		<p>Annual programme of 25 courses</p> <p>40 clubs supported over 3 years</p>		<p>Sports Development Budget and WASP Budget</p>
<p><b>4.2 Wiltshire and Swindon Sports Awards</b></p> <p>Recognise the achievements and commitment of <b>(100)</b> coaches, officials, volunteers and athletes through the Wiltshire and Swindon Sports Awards.</p>	Wiltshire Council	Annual	WASP/Swindon Borough Council/NHS Wiltshire/NHS Swindon	£15,000
<p><b>4.3 Places Funding</b></p> <p>Support local sports clubs and community organisations to seek funding to upgrade local sports clubs and facilities through Sport England's 'Places, People, Play' funding stream.</p>	Wiltshire Council	<p>2012-2015</p> <p>6 successful projects per year</p>	Town and Parish Council's Sports Clubs	N/A
<p><b>4.4 Clubs Database</b></p> <p>Provide an on-line Clubs Database to ensure sports opportunities are promoted widely <b>(250 additional clubs)</b></p>	Wiltshire Council	<p>2012-2015</p> <p>Increase of 100 clubs per year</p>	Sports Clubs	N/A
<p><b>4.5 Walking and Cycling Routes</b></p> <p>Work with Town and Parish councils to establish walking and cycling routes as</p>	Wiltshire Council	<p>2012-2015</p> <p>10 x 3,2,1 routes</p>	Town and Parish Council's	N/A

## 4. Gamesmaker Legacy – Supporting Volunteers and Empowering Communities

Action	Lead	Timescale / KPI's	Partner(s) / Strategic Links	Funding
well as fitness trails in their local area.		implemented over 3 years		
<b>4.6 Leadership</b> Develop a comprehensive leadership offer for young people aged 14+ that provides qualifications, training and opportunities to organise and lead community sporting activities across the county.	WASP	2012-2015 500 new volunteers per year	Wiltshire Council	N/A
<b>4.7 Community Games Toolkit</b> Develop a 'Community Games' Toolkit for Wiltshire.	Wiltshire Council/WASP	2012-2015 Toolkit produced	Community Groups	N/A
<b>4.8 Infrastructure Support</b> Actively support the voluntary and community sector so that community groups are genuinely involved in arranging inclusive events and "legacy" projects. These might include anything from new sports events to social activity groups.	Wiltshire Council	April – Sept 2012	VCS (Infrastructure Support) Public & Private Sector partners	From existing budgets
<b>4.9 Legacy Funding</b> Health & Wellbeing legacy: A small grants pot of £4k available to grassroots community groups to help them organise projects and demonstrate legacy for the community (excluding sports groups who can access other funding)	Wiltshire Council		"Develop" and other VCS infrastructure organisations to promote grant and target to small groups.	£4k to made available in small grants of up to £500



## 4. Gamesmaker Legacy – Supporting Volunteers and Empowering Communities

Action	Lead	Timescale / KPI's	Partner(s) / Strategic Links	Funding
<b>4.10 Health Improvement Awards</b> Celebrate the diversity and quality of work by organisations, businesses and individuals involved in improving the health and well-being of communities across Wiltshire.	Wiltshire Council	2013 - 15	Sponsors	Wiltshire Council - Public Health
<b>4.11 Walking (Inspiremark)</b> Provide training and support to enable community volunteers to lead the Get Wiltshire Walking groups to ensure sustainability.	Wiltshire Council	2012 – 2014 150 new participants per year 20 new volunteers per year	Big Lottery, Age UK, Housing Associations	£133k over 3 years
<b>4.11 Running</b> Provide training and support to enable community volunteers to lead the Run England Running groups to ensure sustainability.	NHS Wiltshire / Wiltshire Council	2011 - 2014	D C Leisure, Health Care Professionals, Downton, Calne and Cricklade Leisure Centres	Public Health Wiltshire Council

<b>5. Communications</b>				
<b>Action</b>	<b>Lead</b>	<b>Timescale / KPI</b>	<b>Partner(s) / Strategic Links</b>	<b>Funding</b>
<p><b>Co-ordination</b></p> <p>5.1. Set up a Health, Well-Being, Sport and Physical Activity 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	Public Health, Facilities, Community Groups	None required
<p><b>Utilisation of key communications channels</b></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><b>Media relations</b></p> <p>5.13. Issue press releases, hold media briefings and deal with press enquiries as appropriate</p>	Wiltshire Council	June 2010 June 2010 onwards	All partners	None required
<p><b>Events and sponsorship</b></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