Community participation in National Armed Forces Day 2019 events

Aim:

The project's aim is to enable communities from around Wiltshire to engage with and participate in the activities around the National Armed Forces Day event in Salisbury in June 2019 and a request for funding from the Melksham Area Board.

Executive Summary:

The Community Engagement Manager, along with the Library Heritage and Arts Team, will work to deliver three projects that will require community involvement and provide a lasting legacy following the events.

- Social media photograph campaign as part of the event launch
- Community art tapestry project to be displayed at the event in June
- Human poppy world record attempt at the event in June

Funding will be requested from area boards to support each of the three projects as outlined below in this report.

Benefits:

This project directly addresses both Wiltshire Council's and the Melksham community area local priorities including:

- Combatting loneliness and isolation
- Improve our mental health
- Provide more activities for older people
- Provide positive activities for young people
- Improving affordable access to arts and cultural activities
- Increasing volunteering and providing skills
- Creating a lasting legacy for National Armed Forces Day 2019

Proposal:

- ***Social media photograph campaign as part of the launch of the National Armed Forces Day 2019***
  Community members will be encouraged to take pictures that show what the armed forces mean to them within Wiltshire, and to post them on social media sites such as Twitter, Instagram and Facebook using the hashtags #SalisburyNAFD and (e.g.) #Melksham
  Each community engagement manager will capture 5-10 images in their community area including a NAFD official flag.
  As well as promoting the event, the images will be used to create a collage for display at the events in June. The collage design will be something that represents the armed forces and the communities support for them.
- ***Community art tapestry project to be displayed at National Armed Forces Day 2019***

Wiltshire Council will commission an artistic lead to work with community groups in each of the 18 community areas, identified by Community Engagement Managers, to create a tapestry, which will be combined together to form one larger piece to be displayed at the event in June. This will create a lasting legacy for the event which can be displayed around the county at Libraries, Campuses and Hub and future events.

- ***Human poppy world record attempt***
  Community members will be encouraged to come to Salisbury on the Sunday of the weekend of events to participate in a "human poppy". This will be created by providing participants with a coloured poncho and arranging them into the shape of a poppy (see image below).
  The aim of this will be to break the World Record for the largest ever human poppy which is currently 2,567 people. We aim to get between 3,500 and 4,000 people to take part. This could involve providing transport from around the county by putting on coaches from each community area to ensure the event is inclusive and anyone can take part.
  In order to officially break the world record there is a significant amount of impartial monitoring required by Guinness. There will be costs involved in this and other parts of the attempt which are outlined below.

Funding:

Funding is requested from Melksham Area Board for aspects of the project as outlined in the table below.

Item	Amount
1/18th of the cost of commissioning artistic lead for the community art project and tapestry	£200.00
1/18th of the cost of 4,000 ponchos of various colours	£300.00
Cost of 1 x 28 seater coach from Melksham community area on Sunday 30 June 2019	£500.00
1/18th of the cost of equipment, resources and security to support participants of human poppy	£500.00
Total	**£1,500.00**

Broad Time scales:

The project will run from now until the weekend of Events around National Armed Forces Day on Saturday 29 June 2019. Below are broad timescales to complete the project

Task Name	Start Date	End Date
Agree funding from Community Area Boards	November 2018	February 2019
Social media photograph campaign		
Community photos taken and posted on SM	February 2019	March 2019
Collage created	April 2019	May 2019
Community Art project		
Commission artistic lead to work with Community Areas to create tapestry	December 2018	February 2019
Artistic lead work with communities to create tapestry	February 2018	May 2019
Human Poppy		
Promotion of event by CEMs/Communications team at Wiltshire Council	November 2018	June 2019
Logistics confirmed and booked – transport, ponchos, security arrangements etc	November 2018	May 2019

Recommendation:

That Melksham Area Board

    I.   Notes the report and supports the Community Participation in National Armed Forces Day 2019 events project as outlined above

    II.   Supports the proposal and considers contributing funding towards the costs of the local element of the project.