

Wiltshire Council

Cabinet

19 March 2013

Subject: A Legacy for Wiltshire

Cabinet member: Councillor Jane Scott, Leader of the Council

Key Decision: No

Executive Summary

Last year's events held to celebrate the Queen's Diamond Jubilee, the 2012 Olympic Games and the Olympic Torch's journey through the county had a major impact on Wiltshire. It united communities, encouraged people to take up sport and be more active, and as well as boosting the local economy, the county was showcased to a world-wide audience.

This report updates cabinet on the work of the Legacy Steering Board set up following the key events of last year. Its overarching goal is to create a lasting legacy for Wiltshire building on the success of last year and with a clear focus on;

- Boosting the local economy
- Bringing communities together
- Encouraging people to keep active and healthy, and;
- Supporting future Olympians and Paralympians

Proposal

This report asks cabinet to note the work of the Legacy Steering Board and the key diary dates for events this year.

Reason for Proposal

To update cabinet on the current activities of the Legacy Steering Board and to highlight the forthcoming events and initiatives.

Lead member: Jane Scott OBE, Leader Wiltshire Council and lead member for communication and reputation.

Author: Laurie Bell

Contact Details: laurie.bell@wiltshire.gov.uk

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Purpose of Report

1. Cabinet is asked to note the events, activities and initiatives which have taken place since the formation of the Legacy Steering Board in September 2012, and the programme of forthcoming activities as part of delivering A Legacy for Wiltshire.

Background

2. Thousands of people (the equivalent of more than half the population of the county) took part in community events last year as well as attending the Queen's visit to Salisbury, the Olympic torch route through sixteen towns, villages and the city of Salisbury, and the Festival of Celebration which was held to celebrate the Olympic flame's journey and overnight stay in Salisbury.

The events united communities, bringing people together to celebrate and showcase what Wiltshire has to offer. Many people, particularly our young people were encouraged to take up sport and to keep fit and healthy. Images of Wiltshire were broadcast to the world and the county's market towns and City of Salisbury saw a huge boost in the local economy.

The focus throughout was to ensure that the council, working with its partners and local communities, created a lasting legacy for the future.

This report updates cabinet on the work of the Legacy Steering Board since its formation in September 2012 to create a legacy that builds on the huge success of last year.

Main considerations for cabinet

3. Underpinning the work of the legacy board are the following aims:
 - a) boosting the local economy
 - b) bringing communities together
 - c) encouraging people to keep active and healthy, and;
 - d) supporting future Olympians and Paralympians

The Legacy Steering Board is made up of the following partners reflecting the positive and strong relationships established in 2012. The membership ensures a holistic and strategic approach to creating a legacy is adopted, sharing resources and avoiding duplication. Current membership includes representation from;

- Wiltshire Council (chaired by council leader, Jane Scott)
- Police
- MOD
- Public Health
- Visit Wiltshire
- Wessex and Salisbury Chambers of Commerce
- Communities
- Media – BBC, SpireFM, Wilts Times, Salisbury Journal
- Salisbury City Council
- Chippenham Town Council
- WFCAP

Events and initiatives delivered (October 2012 – February 2013)

a) Wiltshire Council at EXPO2012 – 2 October 2012

Businesses from across the south west were in Salisbury on 2 October to hear inspirational speakers, share ideas and talk about new initiatives at the annual South Wiltshire Business EXPO2012 success. We agreed to support this event by hosting a business breakfast at the Playhouse before spending the day offering advice and support to businesses and traders.

Council teams supported start up businesses and promoted how we are attracting new investment into the county. We also discussed how we are creating apprenticeships and promoting the use of local suppliers to keep our economy thriving.

b) The opening of new County Hall – 1 November 2012

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.

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 Celebration of London 2012 Olympics and Paralympics exhibition.

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.

c) Wealth of Wiltshire Christmas Market – 11 December 2012

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.

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.

d) Health Fair - February 2013

2012 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.

e) Business breakfast – 22 February 2013

Following on from the success of the business breakfasts held at Hudson's Field and at the Salisbury Playhouse, we offered to co-host the monthly Wessex Association of Chambers of Commerce business breakfast for February at County Hall. This breakfast was the first in a programme of business events for 2013 and beyond that will bring local businesses together in different venues and locations across the county to network and find out more about opportunities for boosting their business and the local economy.

More than 70 businesses attended and following breakfast participated in guided tours around the new building to see the facilities and find out more about our approach to flexible working.

f) Community Legacy Evenings – February 2013

Meetings were held in 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.

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.

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.

g) Funding Future Olympians – 5 March 2013

A key focus for the legacy work is recognising the need to support potential Olympic and Paralympic young athletes in Wiltshire with their training, competition and equipment expenses in readiness for the 2016 Olympic Games in Rio.

Wiltshire Olympic gold medallist Ed McKeever attended a grant funding awards evening to present awards to five local athletes; Hannah Grubb (Pole vault), Hannah Drewett (Triathlon), Joe Coombs (Canoe Slalom), Jemima Duxberry (Judo) and Laura Halford (Rhythmic Gymnastics). Each was awarded £1,000 to help towards the cost of achieving their dream.

Forthcoming events

h) Rugby 7's – March (25,26) and April (20) 2013

To keep young people active and engaged in sport local tournaments will take place in Warminster and Chippenham on 25 and 26 March with the grand finals on April 20 at Bath Rugby Club during half time in the game between Bath Rugby Club and Leicester Tigers. This is a partnership project in conjunction with the Bath Rugby Foundation and the Rugby Football Union to encourage Year 10 students to play Rugby 7's.

i) Salisbury Big Business Event - 23 – 25 April 2013

Last year we worked closely with Salisbury City Council and forged a strong and positive working relationship. We want to continue to work together to boost the economy in the City and bring communities together.

We have agreed to support and be a key partner at this year's Big Business Event which is a free event for more than 100 businesses to promote their services and products to other businesses and the public. Karen Brady (The Apprentice) will be the key note speaker.

j) Wealth of Wiltshire Market – Devizes – 15 May 2013

The next Wealth of Wiltshire Market will take place in Devizes on May 15. The market will include a range of local businesses. This is part of a series of markets which will take place across Wiltshire to promote and showcase small businesses and attract more people to our market towns.

k) Sporting Dinner – Autumn 2013

A sporting dinner to bring local businesses together with future Olympians or Paralympians and last year's medal winners to look at the opportunities to support their training in readiness for Rio in 2016. The idea is for local businesses to adopt future sporting stars.

l) Wiltshire Business Expo 2013 – 20 June 2013

A Wiltshire Business Expo 2013 will take place in Trowbridge. It will be a free one-day marketing and networking opportunity for Wiltshire businesses to promote their products or services to potential customers, businesses, and the media.

The event will include a main exhibition area, as well as a Wealth of Wiltshire zone for local food, arts and craft businesses.

Seminars will be delivered by business figures with the focus on importing and exporting with Rio in mind.

m) British Cycling Skyrides – May – September 2013

A programme of 25 cycle rides across Devizes, Trowbridge, Chippenham and Salisbury targeting recreational/novice cyclists from May to September will be scheduled to encourage more people to cycle and be active.

n) Wiltshire Iconic Walks – May – September 2013

As part of the Get Wiltshire Walking project a series of monthly walks at iconic Wiltshire venues throughout May will be co-ordinated, culminating in one large walking event in September.

o) 2013 Wiltshire Challenge – June – July 2013

This is a project to encourage increased participation in sport and physical activity. It will involve a series of three challenges over three different levels and target distances during June and July.

p) Triathlon - June 2013

This will be promoted as an ideal first triathlon (400m swim, 11 mile bike ride and 3 mile run) event for novices taking place at Durrington Leisure Centre.

q) WoW Fit – September 2013

A marketing and promotional campaign will encourage more women and girls to take part in sport and physical activity.

r) The Wiltshire Ride – date tbc.

An annual community cycle ride over a range of distances to encourage both the recreational cyclist and more serious cyclists. This event will be suitable for the whole family.

s) Wiltshire and Swindon Sports Awards – October 2013

These awards recognise the hard work and dedication of the county's volunteer coaches, officials, committee members and talented athletes

t) 50th Anniversary of Salisbury City Hall – 9,10 November 2013

An event to mark the 50th anniversary of City Hall will coincide with Remembrance Sunday and will appeal to all generations uniting young and older people.

u) A Wealth of Wiltshire Christmas Market – December 2013

This event will build on the success of last year's Christmas Market and will promote local small businesses in the Atrium at County Hall.

v) Going for Goals

Going for Goals is a football programme that has been run for children in Tisbury in 2010 & 2012. The programme is being rolled out to other rurally isolated areas of the county during March and April. 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. 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.

The above programme of events and activities is targeted to meet the aims of the Legacy Board; boosting the local economy; encouraging more people to get active and take part in activities; and, to bring communities together.

Last year inspired many people to be more healthy and active and to take up new sports or activities. This, as well as providing free swimming for the under 16s in the school holidays, which has led to more than 100,000 swims being taken up so far is helping to reduce the level of childhood obesity in our county.

The Legacy Steering Board is helping cut through the bureaucracy and access support to run and deliver events and activities. In 2012 we provided Toolkits that have been updated to include other events and activities. These have been distributed to communities and are available on our website.

The Legacy Steering Board is actively encouraging communities to take advantage of national events to use as a level to bring communities together; if one is needed. An example is the Big Lunch.

The Big Lunch is a very simple idea encouraging people to have lunch with their neighbours on one day a year. This year's Big Lunch will take place on 2 June 2013. A record 8.5 million people took part in Big Lunches last year.

Environmental and climate change considerations

4. Delivering the legacy will have a positive impact on the environment and our communities.

Equalities Impact of the Proposal

5. As part of the ongoing legacy work, free swimming will continue to be offered to all under 16's throughout the school holidays. There is also a wide range of events and activities that will encourage all ages and communities across Wiltshire.

Risk Assessment

6. The ongoing risk is to keep the momentum and success of last year going impact going. A legacy will only be delivered by working with communities, businesses and our partners to ensure we strengthen the local economy, enable our communities to continue to thrive and develop; and that we reflect a joined up approach in everything we deliver.

Financial Implications

7. £230,000 has been allocated in next year's (2013/14) budget to support the Legacy Board's work.

Legal Implications

8. There are no legal implications aligned to this report or the proposals

Laurie Bell
Service Director Communications

Report Authors: Laurie Bell and Anne Huggett

Director communications and Corporate Communications and Reputation
Manager

Date of report: 8 March 2013

Background Papers

The following unpublished documents have been relied on in the preparation of this report:

Either 'None' or specify the documents relied upon

Appendices

Appendix A: Cultural Olympiad Legacy Report
Appendix B: Legacy Strategy and Action Plan – economy
Appendix C: Legacy Strategy and Action Plan – communities
Appendix D: Legacy Strategy and Action Plan – sport and physical activity
Appendix E: Special Events Diary