

Area Board Project

1. What is the Initiative?

A Wiltshire celebration of Her Majesty the Queen's Diamond Jubilee, organised through the office of the Lord Lieutenant of Wiltshire, Mrs Sarah Troughton. To be attended by the Queen in person.

2. Where is the initiative taking place?

Salisbury Cathedral and Close

3. When will the initiative take place?

Tuesday 1st May 2012

4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?

The event will help to showcase the heritage and positive future of the Bradford on Avon community area. It will feature some of the creative talent of local people and will provide an excellent marketing opportunity to bring visitors into the town and wider area.

The event will therefore support ongoing efforts to promote tourism and the local economy through spending on goods, services and accommodation. It will also support the development of community spirit and networks and contribute to a calendar of events in 2012 in celebration of the Jubilee and the London Olympics.

5. What is the desired outcome of this initiative?

Mrs. Sarah Troughton, Lord Lieutenant for Wiltshire has stated:

“This will be a wonderful opportunity to showcase our heritage in Wiltshire and our communities today and to mark this magnificent landmark for our Queen and our country. A medieval atmosphere will be created in Salisbury with jousting tents and the backdrop of the Cathedral and Magna Carta. Each community in Wiltshire has been invited to participate.

With the historical significance of the Magna Carta and its location in Salisbury, this gives each community the opportunity to reflect their history and heritage. The tents will include historical features of Wiltshire’s towns as well as providing an opportunity to celebrate what is special or going on in the community area now. In this way this will showcase the town’s past and future, providing all communities with the opportunity to share collectively what makes Wiltshire the wonderful historic and vibrant County that it is today. In addition, established local businesses are being approached to invite them to contribute items to illustrate their association with employment in the town.

The medieval theme also lends itself to encouraging local groups who maintain traditions to become involved in the day too. Traditions such as maypole dancing, morris dancing, bands, drama groups, etc., are thriving in our communities across Wiltshire. These local groups will be invited to contribute to the day and a programme schedule will be drawn up to allow each group to give short individual performances in a ‘display area’.

I am sure that this Wiltshire celebration will be a lively and joyous celebration which will live in the memories of Wiltshire people for many years to come”

I am keen that the Bradford on Avon community area plays an active part in this event. The Working Group overseeing this project has provisionally reserved one of the larger jousting tents and has approached a few key exhibitors. It is currently envisaged that this will include arts, crafts and manufacturers from the ‘Made in Bradford on Avon’ collective, the Millennium Embroidery provided by the Bradford on Avon Museum, musicians provided by the Wiltshire Music Centre and promotion of the area, accommodation and events provided by the Bradford on Avon Tourist Information Centre. The jousting tent will celebrate the ‘past, present and future’ of the whole of the community area, not just the town.

An idea being explored is to take the opportunity to present a ‘hamper’ to the Queen of ‘Made in Bradford on Avon’ items.

One aspect of the day is an educational project for school children, themed around the Magna Carta and the themes of freedom, democracy and liberty. St Laurence School has been invited to participate in this project.

6. Who will Project Manage this initiative?

Project managed by Kevin McGuire, reporting to the Bradford on Avon Olympic Torch and Jubilee Working Group.

7. Costs/quotes/ match funding? (total cost £5k require 1 quote, total cost £5k-25k require 3 quotes)

Jousting Tent and power supply £ 2,000
Van hire, fuel, food, consumables, expenses £ 500

Total £ 2, 500

In kind contributions – time given by all exhibitors and Working Group members

8. Additional information

A grant application has been made by Wiltshire Council, corporately, to the Armed Forces Community Covenant Grant Scheme to cover the costs of the event. The bid covers the cost of tent hire, power supplies, security, signage etc, as well as various venue hire charges and the educational project resource packs. The bid outcome will be known by the end of March.

This application to the Area Board is a contingency bid in the event that the above bid fails. Should the application be successful the Area Board grant will be rescinded.