

Royal Wootton Bassett & Cricklade Area Board

Creating a Legacy of 2012

Grant scheme application form

1. Group/Club name and contact details

Please include contact name, postal address, telephone number and email address

Chris Elias, Chairman, Royal Wootton Bassett Rugby Football Club, Ballards Ash Sports Ground, Malmesbury Road, Royal Wootton Bassett, Wiltshire, SN4 8DS.

01793 851425

chris@chriselias.plus.com

2. Your project/initiative

Please outline the details of your project here, including where and when it is intended to take place. Please be as specific as possible about how your project will deliver exceptional benefits to the community and contribute to a lasting legacy of 2012.

Project Name: Official Opening of New Clubhouse and Floodlights

Where it is taking place: There are three days of events being held across the town of Royal Wootton Bassett. Whilst the Black Tie Dinner and sporting elements of the celebrations will be held on site at the Rugby Club, there will also be a procession through the High Street, to bring the event to as many residents as possible across the course of the weekend. An open invitation has been extended to the whole community to come along for the weekend events.

When it is taking place: The event will be held over the weekend of 6th-8th of September 2013, beginning on the Friday evening (6th), and cumulating in a full day of Youth and Community events on Sunday 8th September 2013.

Community benefits: The event marks the completion of a project to upgrade the Rugby Club facilities, which cost £1.3 million. The Club can now offer excellent youth rugby services, a state-of-the-art new gym, plus floodlit matches in the evenings. The floodlights have already made it possible for two first class teams to visit the town and play against one another, with Bath Academy playing Leicester Academy as the first of an intended series of events. Having such teams play at the Club will inspire the younger generation, who will be able to witness first-hand the skill and ability of professionally trained players. The youth of the town will benefit from having access to such high quality facilities for years to come.

Legacy of 2012: It is hoped that, by providing state-of-the-art facilities, the legacy created by the 2012 summer of sport can develop and grow in Royal Wootton Bassett. By providing the opportunity for the younger generation to witness international and first-class rugby players in action, as well as giving them the chance to be coached in a professional quality environment themselves, the Rugby Club hopes that the inspiring scenes of 2012 can continue at a local level.

3. What is the desired outcome of this initiative and what legacy goal will it address?

Please refer to the guidance notes, in particular the 'What does Legacy of 2012 mean in practice?' and outline how your project will fulfil one or more of the goals listed.

Royal Wootton Bassett Rugby Football Club believe that the new facility initiative meets several of the legacy goals as below: -

Getting more people active through sports and leisure – The Rugby Club hope that the three-day event will encourage more people to get involved with sport and leisure, particularly those who may not usually engage in such activities. The event will not only showcase the fantastic new facilities on offer, but also the opportunities for young people to participate in sport - not just Rugby, but Football and Cricket too. The Rugby Club is keen to take forward the legacy of the London Paralympic Games, and is currently in the process of ensuring that the new facilities are used to provide disability Rugby coaching, therefore increasing the accessibility of the sport, showing that factors such as age and disability are no barrier to participation.

It is hoped that the positive atmosphere generated by inviting the community to take part in this three-day event will encourage increased participation in sporting activities. The event is positioned as a family event to capture even the youngest members of the family and inspire them to take up sport as a way of life.

Increasing access to sports and leisure activities for disabled people – The new sports facility will provide the opportunity for even the most disabled members of the community to enjoy sport. The new facility has a glass frontage, which allows for panoramic views of the pitches so that those in wheelchairs can view live winter sports in a comfortable environment. The Rugby Club is also seeking to provide coaching for disabled players.

Many disabled people find themselves isolated from the community and having to enjoy sports from their homes on TV, however the new facilities will help to overcome this isolation and the event will help to promote the existence and importance of this new facility.

Keeping the local economy invigorated - The addition of new floodlights has attracted first-class teams to play in the town, who would otherwise not have come to Royal Wootton Bassett. Showcase matches such as that between Bath Academy and Leicester Academy will also attract rugby fans from outside the town, who may then visit Royal Wootton Bassett's pubs, takeaways and restaurants, either before or after the evening matches. The Rugby Club have been working with the local Business Association on plans to run a procession from the High Street to the sports ground, so that the retail community can be involved in the day. Some High Street businesses are looking to theme their window displays for the day, to take advantage of this opportunity.

Bringing communities together through events and activities – The official opening celebrations will involve the community of Royal Wootton Bassett as a whole. On the Saturday, the procession through the High Street will bring the event right into the heart of the town, bringing the community together and creating a family friendly feel, very much as the Olympic Torch events did last year. The procession will publicise the rest of the events and activities, with an open invitation to all members of the community to attend. It is hoped that the Rugby Club event will have a similar atmosphere to Wiltshire Council's Hudson's Field event of 2012, which created an occasion that drew the community together, and that this event will similarly have the same effect in Royal Wootton Bassett.

Increasing participation in arts and cultural activities – The new clubhouse will be providing a facility that can accommodate 150 people and will as a matter of course be let to clubs and groups. If individuals from groups in the town such as the Arts Society, the Choral Society and so forth, are attracted to the community event they will also see the facility which is available for their use. There is already an established need for high quality community space in Royal Wootton Bassett, and there can be little doubt that promoting this to the community will encourage its use for arts and cultural activities that it has not previously been possible to fulfill.

Increasing volunteering – The ethos of the whole project has always been to encourage volunteers to help in the operation of the sporting facility at Ballards Ash. The new facilities will provide an opportunity to increase volunteer participation, as the number of teams that the Club can now run has increased with the improved facilities. Most of the coaches at the Club are volunteers, therefore an increased number of teams provides the opportunity for more people to get involved in a volunteering activity which is both enjoyable and of benefit to the community. The event will showcase the services that the Club can offer, as well as the ethos of volunteering that exists within the Club, which will hopefully increase the number of those volunteering in activities.

Promoting intergenerational activities – The Rugby Club has always sought to promote intergenerational activities, and currently hosts players of all ages – from age 6 up to senior and veteran level. The 3-day event will see the Under 18s side play alongside The Army Masters, a team made up of over 35s. The President's 15 Team hosts a range of ages, as well as some international players who will be returning to their home club. Their experience gives the youth teams something to aspire to and work towards – especially given that the International players present had trained at Royal Wootton Bassett Rugby Football Club in their younger days! This will also show what can be achieved when you have the support of your local club; and their presence will hopefully inspire those who may not have considered the sport, or those who lack sporting confidence.

The event has been designed to attract all ages, showing how sport can be enjoyed across the generations, unifying age groups in a shared enjoyment. The young can be inspired and encouraged to participate in sport, those playing learn about teamwork, comradeship and sportsmanship, whilst the older generation can enjoy spectating and passing on knowledge of the game to the youngsters. The event has been planned so that all ages can mix and enjoy the weekend activities together. The atmosphere at the Club will be family friendly, encouraging everyone to join in – from the grandchildren to the grandparents!

4. Who will project manage this initiative?

The Executive Committee of the Rugby Club are projecting managing the celebrations, with Alec Adams as the main point of contact for any correspondence.

5. Costs/quotes/ match funding?

Please provide a breakdown of how the funding is intended to be spent and details of any other project income, and please be prepared to produce quotes/estimates if requested)

PLEASE SEE ATTACHED COSTINGS SHEET

Description of item/activity	Cost
Total cost of project (A)	

Details of any income/funding (including in kind)	Cost

Total income (B)	
-------------------------	--

Amount applying for from the Area Board	£500 - £1000
--	---------------------

6. Monitoring and evaluation

Please tell us how you intend to monitor the outcomes of your project and please be prepared to feed this back to the Area Board at a later date. Ideas could include a report, photographs, video, diary, display or a news article on the [community blogsite](#)

A commemorative book will be produced to celebrate the event. This book will contain photographs and memories of the three days, and will be kept on site at the Rugby Club for posterity.

There will be a comprehensive photographic record of the event, with professional photographers in attendance from various media outlets, as well as more 'candid' style photographs available online on social media webpages such as Facebook. After the event, members of the public will be encouraged to share their photographs and memories of the event on Facebook and Twitter, so that a visual public record will be available for everyone to see. Residents will also be able to submit their feedback online in this way, so that the Executive Committee of the Rugby Club can evaluate the success of the event.

There will be a large media presence across the three days of activities. Television crews will cover the event, with the BBC and local news reporters present, as well as national and regional radio stations, Sky Sports, ITV, and Rugby World. All the coverage will be archived as part of the Club's history.

This extensive media coverage will produce various articles in local newspapers and on community webpages. The Rugby Club would be happy to present any feedback reports to the Area Board, and any other organisations that may be interested in hearing about the outcomes of the project.

7. Additional information

Please tell us anything else about your project which you feel is relevant

As well as raising awareness of the facilities available at the Rugby Club and celebrating the community of Royal Wootton Bassett, the event will raise funds for two charities – the Military Charity BLESMA (limbless veterans), and the Wooden Spoon, which is a children's charity partnered with the Rugby Community.

Please return your completed form by email to Penny Bell, Royal Wootton Bassett & Cricklade
Community Area Manager: penny.bell@wiltshire.gov.uk by **Wednesday 26 June 2013.**