



IMPACT REPORT

10-13TH JUNE 2016

"BRINGING THE COMMUNITY TOGETHER AS ONE"



ONE WEEKEND IMPACT REPORT

Kegworth is a Gateway to the East Midlands and is a rapidly growing village with 3500 residents and many more homes to be built in the next 18/24 months. Industry growth is significant in the area due to its central location and road, rail and air infrastructure and it has an ambassadorial role to play in North West Leicestershire. It has a diverse population including long standing families, commuters to 3 nearby cities, and a significant number of students and staff from the nearby University of Nottingham campus.

Consultation of the Village in 2009 identified a perceived need to generate more community spirit. More recently The Parish Council undertook a village consultation which identified the need for more cohesion. Historically, Kegworth has not believed it has the capacity to have a single community, lots of groups acted in isolation. Commonly there seemed to be reasons why things could not happen.

1. PURPOSE

(WHAT DID WE WANT TO ACHIEVE?)

- We exist to create a greater community spirit and to improve the profile of the village, villagers and all our residents, local businesses, schools, university.
- The impact we are trying to achieve is to bring the diverse Community Together as One.
- To give the Kegworth community the sense of a single community.
- To show, by example, that joint activity has a greater effect than the sum of its parts. We wanted Kegworth to have the confidence to believe anything is possible with the goodwill of the community.
- Our stakeholders offered their support and want us to succeed and keep it sustainable and for it to live well beyond just this year!!

2 AIMS

(WHAT EFFECT DID WE WANT)

What are our short term aims?

- By finding a formula which enabled it to be tenable to organise and create as much participation as possible.
- To create a greater sense of a stronger community of Kegworth.
- Introduce ourselves to each other and our growing population by raising the profile of Kegworth.
- The events are targeted at being inclusive; the young, elderly and families. If you live or work here you are welcome and part of this community.

What are our long term aims?

- Showcased village resources that people were previously unaware of.
- To create a series of events on ONE weekend that allows people to explore all we have to offer.
- To allow people the opportunity try new things and to join the clubs, organisations and most importantly to have fun.
- To create a Legacy of Groups working together for the future.

3 ACTIVITIES

(HOW WAS THIS DONE)

What activities did we carry out to achieve our aims?

- Open public meetings to explore the art of the possible.
- Creation of an independent steering group made up of local students and business professionals.
- Harness all the events that currently happen in Kegworth.

What resources did we use? The skills & talent were there already, it was a matter of encouraging the village to come out to play together.

- A core organising team coordinated the events into a coherent whole, whilst each event covered its own organisation, insurances and work force.
- The central organisation facilitated by seeking permissions for the use of the public spaces, providing car parking, toilets, stewards, signage, publicity, raising sponsorship, inviting and encouraging and informing participants; and creation of the iconic character 'Kaggi'.
- With the generosity of participants and sponsors, both monetarily and in kind, a programme of events unfolded. This ranged from the revival of the Long Lane run (with over 200 entrants); the Duck Race so nostalgically remembered (900 ducks sold) to fairground rides and an organ in the recreation ground. The WI served tea and cakes to 375 people; over 100 people did a treasure hunt in the rain, and well over £7000 was donated to a variety of charities.

4 RESULTS

(DID IT WORK?)

What outcomes and impact are we achieving against our aims?

- It was commented lots of times "How big and lovely the recreation ground is" and "How good it was to see it used as it should." "We didn't know we had such an amazing Village Hall". This came from all quarters including long-time residents and those new to the village. The One weekend defined the proper use of our most publicly accessible green space not just for now but for the future.

What impact are we achieving against the change sought?

- Effects reported included: Substantial donations, expanded education, improved community engagement, new recruits and volunteers to Clubs and Charities; quantifiable local business growth; quality outreach; 2 way feedback; mutual awareness and support; increased networking. So yes impact has been achieved and much more than anyone dreamed possible.
- Sponsors, groups and individuals have already registered their support for future years. A growing number of requests for future guidance and ideas has been already received.

5 EVIDENCE

How do we know what we have achieved?

- Just read 'What they said' on the back page, look how many people, businesses and groups are credited in the community credits section, the footer shows the number and diversity of events... and how much was raised for Charities. There are many calls for it to be a regular event. There is plenty of evidence of a groundswell of people to engage as a community
- Stickiness is beginning to happen.

Are we sharing evidence to back up claims we make?

- We are using this Impact Report to let all participants know what they have achieved. It is hoped that this impact report will show the cohesive effect of the event and encourage waverers to join in next time. We are communicating what we have learned by the detail in this Impact Report. This statement showing the benefit to our village of such a wonderful joint enterprise can only serve to congratulate and show those involved what they have achieved and encourage further steps to integrate our community.

Are we seeking feedback review and input?

- This is ongoing. The Facebook page, and other village Facebook pages still buzzing with encouraging comments. Word of mouth reports support for further events. Some people are already preparing for a repeat performance.

6 LESSONS LEARNED

The success of the ONE weekend has proved the art of the possible: a new belief that anything is possible, if we want it to be!

What worked?

- Introduction of villagers to each other. A wide mix of ingredients appealing to all. What was particularly pleasing was the engagement of all sections of our diverse community. There is a growing mutual respect throughout the whole village and a desire to carry this atmosphere into the future. The event also served to prove that our public spaces have real potential as places to gather. They now belong to all of us for our use and mutual enjoyment.
- Grouping activity and events were good. It made it appealing to come down to one area where there was something for everyone. Friday - Long Lane, Saturday - Sideley recreation ground and Sunday - around the village hall and sports grounds.

What might we do differently next time?

- Consider changing our brand to enable inclusion of further opportunities over the year- e.g. Kegworth@ONE thus creating greater long term sustainability
- Re assess support facilities; a more robust timetable, integration of arena and stage; an improved PA system and MC more central on site; use of Kegworth Market Place as a showcase.



AIR AMBULANCE - NEW VOLUNTEERS • ARKA OPTOMETRIST- 7 EYE SESSIONS- PRIMARY CARE • LONG LANE RUN 200 PARTICIPANT • EQUESTRIAN EVENTS OVER 30 TOOK PART • SMALL LOCAL ENTERPRISES - NEW BUSINESS • WI- 375 CUSTOMERS • CHILDREN'S COOKIE DECORATION - 85 • ROTARY - 900+ DUCKS
YEW LODGE HOTEL - 2 WEDDING ENQUIRIES • KYNCH LOCAL BAND - 2 BOOKING ENQUIRIES • BIG BELLS - 2 NEW RINGERS • HAND BELLS - TO REFORM • FANCY DRESS - 11 ENTRANTS • NWLDC - QUALITY OUTREACH • EAST MIDLANDS AIRPORT - QUALITY OUTREACH • CUBS & SCOUTS - 19 TOOK PART
RAINBOWS AND BROWNIES- 17 INVOLVED • MUSEUM VISITORS - 34 • CHILDREN'S POETRY ENTRANTS - 12 • TREASURE HUNTERS (IN THE RAIN) - 125 • KWIRKY KEGWORTH VILLAGE WALK- 5

EXAMPLES OF INCOME TO CHARITIES: AIR AMBULANCE £500 • GUIDE DOGS £100 • ROTARY FROM DUCK RACE £1500 • WI REFRESHMENTS £360 • LIBRARY £115 • CUBS £137 • FLOWER FESTIVAL £3800 • ALLOTMENTS £50 • VETS IN THE COMMUNITY £170 • COTT TO FIRST RESPONDERS £300 • DOG SHOW £84 • BROWNIES £21

COMMUNITY CREDITS

- Julie Cooke
- Alistair Wright
- Beth Shearman
- Luke Groves
- Tom Hayes
- Martin Hawksworth
- Janet Butler
- Heather Thornton
- Hannah Wardropper
- Michael Holland
- Jerry Tseng
- Arthur & Ron Marshall
- Geoff Powell
- James and Christine McKay
- Kay Light
- Sheila Sharpe
- Bruno Amorim
- Gillian Squires
- Wendy May
- Goff Lewis
- Graham Whitehead
- Liz Johnson
- Mike Daly
- Cath James
- James Wilson
- Nathan Shearman
- Kegworth Parish Council
- Shepshed Charnwood Rotary
- St Andrews Parish Church
- Kegworth and District Garden and Allotment Holders Society
- Long Lane Equestrian
- Cott Beverages
- Kegworth Plan Group
- Arka Sightcare
- Soar Valley Twinning Association
- Kegworth Museum
- Kegworth Baptist Church
- University of Nottingham School of Bio Sciences
- University of Nottingham School of Veterinary Medicine
- NextGen Scientists
- University of Nottingham, Sutton Bonington Students Union Guild
- Woodies Wings Bird Rescue
- Pets As Therapy
- Lion Learners
- East Midlands Airport
- Uniper Power Station
- Kegworth Rainbows, Brownies and Guides
- Holland Group Events
- Sean McColgan
- Kegworth Cards
- Yew Lodge Hotel
- Air Ambulance
- Animal Ark
- Sutton Bonington Farmers Market
- Kegworth Cubs & Scouts
- Nottingham Ukrainian Youth Orchestra and Singers
- Leicester Cobras wheelchair basketball
- Baby Bundles
- Kim Carter, Kegworth Players Youth Arts and Friends
- Taekwondo , John Wagstaff
- Kegworth Football Clubs
- Dogs Trust
- Paw Prince Mobile Dog Hydro
- Kegworth Town Cricket Club
- Kegworth Bowls Club
- Kegworth Tennis Club
- Kegworth WI
- Kick Boxing
- Loughborough and District Canine Society
- Local band "Kynch"
- RBS
- IGEM
- ISA ltd
- Vicky Roe
- South Notts First Responders

WHAT THEY SAID

Kegworth veteran, 96 year Arthur Marshall drove in on his Vintage Tractor with 3 others joining. Arthur opened the show and commented that *"this is something he has long been waiting to see since the demise of the famous Kegworth Carnival".*.... *"We haven't seen anything like this for years".*... *"we certainly hope to see this great community event as a regular happening".*.... *"It's what Kegworth has been needing since the demise of the carnival, loved the organ, it brought back many happy memories".*.... *"People were so stoic about the rain and thoroughly enjoyed the days".*..... *"Huge congratulations to such an extremely well organised weekend".*..... *"We are delighted to have supported it all".*..... *"What a weekend, if I didn't know better I would say this has been running for years."* *The team has done a great job and we are pleased it has all come together for you all".*..... *"Inheritance for our children and grandchildren".*..... *"The genie is now out of the bottle, it is never going back in again."*

KEY SPONSORS



And thanks to all our prize sponsors and discount locations.