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- Gillian Squires
- Graham Whitehead
- Nathan Shearman
- Kegworth Parish Council
- Shepshed Charnwood Rotary
- Kegworth Plan Group
- Soar Valley Twinning Association
- University of Nottingham School of Veterinary Medicine
- University of Nottingham
- Woodies Wings Bird Rescue
- Lion Learners
- East Midlands Airport
- Uniper Power Station
- Kegworth Rainbows, Brownies and Guides
- Hollands Group Events
- Yew Lodge Hotel
- Air Ambulance
- Nottingham Ukrainian Youth Orchestra and Singers
- Loughborough and District Canine Society
- RBS
- IGEM
- ISA Ltd



## WHAT THEY SAID

Some comments from the ONE KEGWORTH Facebook page highlight this :

*"Fantastic day at One Kegworth weekend, we thoroughly enjoyed it and there was something there for everyone - looking forward to next years. And great turn out for the duck race too - thank you"*

*Hello :-)) I attended the show today as a member of Harvey`s Army and we had a stall, I have to say on behalf of the Charity I felt it was so very well organised and professionally done, this has got to be one of the best local shows we have done this year so far, everyone was lovely, helpful and having a great time. Thank You for having us and we very much look forward to returning again next year."*



## KEY SPONSORS



And thanks to all our prize sponsors



## IMPACT REPORT 2017

"BRINGING THE COMMUNITY TOGETHER AS ONE"

ONEKEGWORTH.co.uk



# ONE KEGWORTH IMPACT REPORT 2017

Kegworth has a growing dominance as the gateway to North West Leicestershire with the emergence and growth of the many prime organisations. Strategic Rail Freight Interchange (SRFI) - 1m away and associated workforce of up to 7000, with a major impact on our road network and creation of the long overdue bypass around the village- taking HGV traffic out the village centre by Autumn 2018. East Midlands Airport just 3.5 miles away has seen increased attention and pressure on Kegworth. Serving approx 4 million passengers who use East Midlands Airport every year to over 80 destinations and supports over 6000 jobs. DHL is the UK's number one provider of pure freight airport managing approximately 300,000 tonnes a year... (over the sky's of Kegworth). HS2 will run through the Village. We are a hub location for 3 key cities sitting at the heart of Nottinghamshire, Leicestershire and Derbyshire and have always been well placed in the centre of a web of roads and infrastructure leading to most of the principal towns and cities in the Midlands and UK and the World. We are a village of 3500+ residents with 20% attending or working at the nearby

University of Nottingham at Sutton Bonington. We have a rich heritage dating back to the early 12th C when Coggeswold was founded by the red bearded Kaggi - hence Kegworth!. A consultation in 2009 identified a perceived lack of community spirit in Kegworth with lots of groups acting in isolation. More recently the Parish Council undertook a village consultation and identified the need for more cohesion. ONE Kegworth aims to address this by embracing sub groups, promoting collective events with contributions and events from local businesses and volunteers, to improve the profile of the growing village and allow people to explore all it has to offer. Inspiration for the first ONE Weekend in Kegworth event in 2016 was partially taken from the previous success of the Kegworth Carnival, which grew to attract 6,000 people by 1957. The last Kegworth Carnival was held in July, 1989.

## 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 and the 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 continue to live well into future years!!
- Changing our name in Spring 2017 to **ONE KEGWORTH** has allowed us to become more sustainable and give us greater freedom to spread our wings over the seasons.

## 2 AIMS

(WHAT EFFECT DID WE WANT?)

### What are our short term aims?

- To organise and create as much participation as possible by finding a formula.
- To build on the success of 2016 to create a greater sense of a stronger community of Kegworth.
- Reintroduce 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?

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

## 3 ACTIVITIES

(HOW WAS THIS DONE)

### What activities did we carry out to achieve our aims?

- Gather feedback from 2016 events and build on the winning formula.
- Continue to explore the art of the possible.
- Build the profile and bandwidth of independent voluntary steering group made up of local students and business professionals.

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

- A core organising team coordinated the events for the year.
- 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.
- Successful award from the Big Lottery for the Summer Family Fun Day.
- With the generosity of participants and sponsors, both monetarily and in kind, the years programme of events unfolded. This ranged from the Christmas Market with over 500 attending; Abba Sensation Tribute Night (sell out); Easter Charter Market - passed on to One Kegworth from the Kegworth Village Association and Museum, the Duck Race so nostalgically remembered (over 1000 ducks sold) to the main Event of the Summer. Free Family Fun day and Food Festival. Over 5000 people visited over 80 stalls and 6 performances, a Dog Show along with fairground rides and an organ on Sideley Park; Ceilidh and hog roast, focusing on students, sold out with over 120 attending.

**Well over £5000 was donated to a variety of charities.**

## 4 RESULTS

(DID IT WORK?)

### What outcomes and impact are we achieving against our aims?

The numbers of people, businesses and groups involved in the events over the last 12 months is a testament to how **ONE KEGWORTH** has galvanised the community; a wide range of activities means there is something for everyone. All sections of the diverse community have worked together to create a mutual respect through the village.

The major change that has been witnessed by the One Kegworth team is the regeneration of the Sideley Rec to **Sideley Park**.

Feedback in 2016 was lots of times "How big and lovely the recreation ground is" and "How good it was to see it used as it should". This came from all quarters including long-time residents and those new to the village.

As a result of the ONE Weekend Event held on Sideley Park in 2016, the Parish Council set about forming a working party in order to bring about improvements to the Park. Two members of the ONE Event team further volunteered as part of this working party. By July 2017, £74,000 worth of improvements have been carried out to the Park which benefits the whole community and makes the revived space a Park for all to enjoy. Had it not have been for the ONE Event in 2016, it is probably the case that these improvement works wouldn't have taken place in the way that they have or within the timescale, as the majority of works needed to have been completed before the ONE Event in June 2017.

## 5 EVIDENCE

### What impact are we achieving against the change sought?

- Effects reported include: 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.



### 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 **MORE REGULAR events**. There is plenty of evidence of a groundswell of people to engage as a community.
- Stickiness is now happening.
- Handbell ringers have NOW reformed!!
- **We won the Leicestershire and Rutland Rural Achievement Community Engagement Award!!**

### 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.
- We have created a best practise sharing group with neighbouring villages who host events and creation of a procurement platform for the future.

### Are we seeking feedback review and input?

- This is ongoing. The Facebook page, and other village Facebook pages still buzzing with encouraging comments. Our website social media section is full of great encouragement 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 Kegworth has proved the art of the possible: a new belief that anything is possible, if we want it to be!

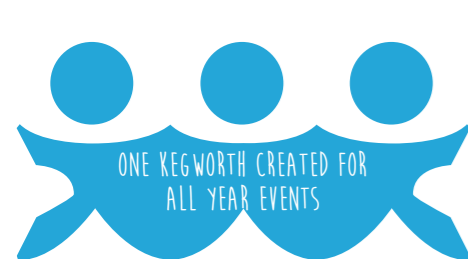
### What worked?

- 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.
- More and more people are stepping up to join in. New activities such as planting of 2000 bulbs, Guerrilla gardens and MacMillan Coffee mornings are springing up.
- Investment into professional PA system and use of a celebrated voice.

### What might we do differently next time?

- Carefully assess the mix of stalls for the Summer Fair.
- Increase volunteering activity well ahead of the events.
- Increase activity on the new Sideley Park for summer events.
- Consideration to traffic management /short road closure as a result of feedback on ad hoc parking on Sideley.

We wanted but could not have hoped for so much positivity across the board- the genie is well and truly out of the bottle!



ONE KEGWORTH CONTINUES TO RECEIVE OVERWHELMING SUPPORT FROM VILLAGE RESIDENTS, LOCAL BUSINESSES AND UNIVERSITY STUDENTS, WITH SUPPORT AND SPONSORSHIP FROM THOSE INCLUDING NORTH WEST LEICESTERSHIRE COUNCIL, KEGWORTH PARISH COUNCIL, EAST MIDLANDS AIRPORT, HAYDN GREEN FOUNDATION, UNIPER, AND THE UNIVERSITY OF NOTTINGHAM. HAND BELLS - REFORMED! • EASTER BONNETS 40 ENTRANTS • NWLDC - QUALITY OUTREACH • EAST MIDLANDS AIRPORT- QUALITY OUTREACH • RAINBOWS AND BROWNIES - 17 INVOLVED • MUSEUM VISITORS - 34 • BOOKMARK COMPETITION WINNERS IN 3 SECTIONS • BOWLS CLUB MEMBERS UP BY 20%  
 EXAMPLES OF INCOME TO CHARITIES: AIR AMBULANCE £350 • KEGWORTH VILLAGE ASSOCIATION AND MUSEUM £350 • ROTARY FROM DUCK RACE £2000 • NEIGHBORHOOD WATCH • DOG SHOW £87 • BROWNIES £21 • FIRST RESPONDERS £50 • WOOLIES WINGS £50 • HARVEYS ARMY £50 • DARWIN DOGS £50 • VETS IN THE COMMUNITY £50