



5 Year Plan

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Exec Summary

- ONE Kegworth is a group of likeminded individuals who are based in Kegworth who have an aspiration to grow a legacy of a community **acting as ONE**.
- Our aspiration is to create a legacy for all clubs, organisations and businesses to have a social cohesion and stimulate a stickiness as a village to have FUN

Legal status

Currently Unincorporated

Back ground and history

One Kegworth is a group of like-minded people who want to bring Kegworth together as one. The committee is made up of village residents, business owners, professionals and University students who are all passionate about where they live. We aim to organise a variety of events throughout the year including the Christmas in the Market Place, Easter Charter Market, One Kegworth event in June and a Picnic in the Park in the summer. By working with each other we can bring the community together to have fun and try new things. We also want to attract visitors to the village and show them all we have to offer. One of our main aims is to support local businesses, clubs and societies to showcase the wide range of activities we have available in Kegworth. Our events are FREE , accessible and fun for everyone and are not to be missed!

VOLUNTEERS

we are a team of 14 volunteers who are all residents of Kegworth. We are mix of 4 students from nearby Sutton Bonington Campus of University of Nottingham, 4 under 35 and the balance somewhat older.

Financial data

available on request

Unique factors

- events are free
- held within the village of Kegworth
- aim to emulate the void left by the Carnival
- have a robust team who share responsibility
- have a network within the locality to share and receive best practise

Mission Statement

THE ONE KEGWORTH MISSION

Our mission is to bring the community in Kegworth together as one and to showcase all we have to offer in our diverse village. Recent surveys demonstrate that there is a perceived lack of community spirit in Kegworth and we aim to address this by providing a range of fun, family-friendly and accessible events throughout the year.

Aims

To facilitate a range of seasonal events and by 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. This proved to be a winning formula and our new **Family Fun Day and Food Festival** attracted **5000 visitors** (mainly from surrounding villages) as well as other events such as Tribute Nights, Easter markets etc. We regularly promote our efforts via MacMillan Coffee Mornings, Village Litter Picks, University of Nottingham Sutton Bonington Farmers Market

Objectives

We want to support local businesses and encourage visitors to the village whilst creating a positive sense of community spirit. To create a stickiness that allows all to share as ONE

Some key facts:

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 - 1 mile 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 the village centre Spring 2019
 - 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 our sky's of Kegworth)
 - HS2 will run through the Village
 - In all over 21,000 will work within the curtain of the airport!
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- 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!

Org chart

under new construction to align with the CIO application

Resources-

Where and where we meet:

We meet every other week at the Yew Lodge Hotel during the 3 months prior to an event as a courtesy of the Hotel Management

Equipment we own:

Generous funding has allowed to purchase and own:

12 x 9m Marquee- stored courtesy of the Phil and John Mellors at Bridge Farm

Promotional Banners for:

- 3 x Family Fun Day and Food Festival
- 3 x One Kegworth generic
- 3 x Easter Charter Market
- 3 x Christmas market
- 3 frames for the above

Kaggi Costume

Set of Stocks

Insurances we hold

PLI for one year from Event Insurances

(add copy)

Policies we have adopted

(add copies)

- H&S
- Volunteering
- Equality and Diversity
- Complaints
- Finance
- Incident and Accident

Previous Track record

- see Impact Report 2016 added copy
- draft 2017 Impact report

How do we promote

- Web
- FB
- Twitter
- Word of Mouth
- KPC
- Village FB pages
- Local papers
- Radio

Monitoring and evaluation:

1. how do we measure success?
 - Attendee numbers
 - Attendee feedback
 - Stall holders feedback
 - Monies raised by all for groups and charities
 - 1.2.1 feedback at events
 - where people travel from
2. how do we collect it
 - FB
 - 1.2.1.
 - Open Evening and coffee morning
 - Survey Monkey with prize for info
3. Who will do it?
 - Communications lead
 - any member
4. who and how will analysis it
 - analysis meeting post event
 - Team analyses and reviews at minutes meetings

Project Plan- (to be populated once Business Plan agreed)

1. Change financial Status to CIO
2. Open Evening - feedback and new opportunities to be considered
3. Promotion of future events
4. Engagement process for Volunteers
5. Fundraising activities

Potential Funders identified:

- Kegworth Parish Council
- North West Leicestershire District Council
- East Midlands Airport

Fundraising Activity needed/identified:

- Pub Quiz
- ONE KEGWORTH events- e.g. Christmas Market
- Tribute Evenings- 2 Abba nights, 1 x 80's night

Action Plan

to follow

SWOT analysis

Strengths

Good spread of age and skills
Support of local business and authorities
Financially Underwritten for 3 years by Charitable Trust in Kegworth
Finalist in RCC Community Engagement awards 2017
Most of our events are free

Weaknesses

Difficulty in obtaining volunteers for events
Apathy in attracting choir and orchestra
Lack of commitment from the Village to volunteer
Lack of public car parking

Opportunities

Succession planning for future proofing
Best Practise sharing
CIO application to help with grant funders
Engage the village as never before

Threats

Inability to fund raise and reliance on grant funders
Weather risk for outdoor events- drop in stalls and visitors, drop in revenue
Other events on the same day/area- traffic issue
Parking - lack of