

**2012**  
**Shropshire, Telford and Wrekin**

**ACTION PLAN**  
April 2008 – August 2009

**An Evolving Action Plan**

To use the London 2012 Olympic and Paralympic Games to ensure a lasting legacy in terms of culture, health, sport, business and tourism within Shropshire and Telford & Wrekin

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## THE ACTION PLAN

This Action Plan:

- Covers Shropshire, Telford and Wrekin (STW)
- Includes both the Olympics and Paralympic Games
- Focuses on actions from April 2008 to July 2009
- Includes business, cultural, sporting and tourism opportunities
- Builds on the 2012 Feasibility Study published in May 2007.

Our overall aim is to use the London 2012 Olympic and Paralympic Games to ensure a lasting legacy in terms of culture, health, sport, business and tourism within Shropshire and Telford and Wrekin

This Action Plan has been produced by VAGA working with the 2012 STW Co-ordinating Group with input from the thematic groups and partners .

**All partners are asked to play their part and to contribute to the success of this Action Plan. For further information please contact, RosemarySmith, our 2012 Co-ordinator by email ([rosemary.smith@shropshire.gov.uk](mailto:rosemary.smith@shropshire.gov.uk)) or telephone 01743 255072.**

## THE GREATEST SHOW ON EARTH

The Games will be held over a period of six weeks during the summer of 2012 (27 July – 9 September). Over 200 nations will compete in 26 Olympic sports and 130 nations in the 19 Paralympic sports, supported by 70,000 volunteers. The Games have the potential at one level to change the lives of individuals whilst at another level to generate significant additional economic wealth through business and tourism opportunities. The spirit of bringing together all countries from around the World offers the opportunity to celebrate cultural diversity and to help bring local communities from different cultures closer together.

## REALISING THE DREAM

Dr Penny Brookes inspired the vision of the modern Olympics in the Shropshire Town of Much Wenlock. Staging them within the UK brings the focus of the World's attention to our doorstep. The Olympics and Paralympic Games hold the power to ignite passion and inspire. Three aspirations underpin this Action Plan:

- Identify facilities and partners capable of hosting significant national sporting events to contribute to the sub regional economy and events strategy
- Offer a high quality visitor experience and support infrastructure development in Much Wenlock, Ironbridge/Severn Valley and Ludlow to enhance the tourism offer of this gateway to the Region
- Increase access to cultural opportunities, promote cultural diversity and improve the health of people living within the sub region.

## OUR OFFER – 5 GEMS

Our offer is based on five unique gems:

- Unesco World Heritage Site - Ironbridge Gorge Museum within the Severn Valley
- World class facilities – six potential 2012 training sites
- International hosts – Lilleshall, Telford International Centre & Welti Tennis
- Trailblazing coaching support - the Telford Sport Learning and Enterprise Community model
- Much Wenlock – home of the modern Olympics

Above all we have a 'can do' attitude to make sure the package is right for everyone visiting and living in Shropshire, Telford and Wrekin.

## TIMELINE

Significant opportunities between April 2008–September 2009

2008	
Month	Opportunity
April 08	<ul style="list-style-type: none"> <li>• Appoint 2012 co-ordinator</li> <li>• Agree/approve the 2012 Action Plan</li> <li>• 'Welcome Host' pilot in Much Wenlock for wider roll out</li> <li>• Connections / events calendar</li> <li>• Articulate the 'offer'</li> <li>• Bid for an increased number of sporting events in Telford/County</li> <li>• Market research starts to assess the demand for Much Wenlock</li> <li>• Commence international networking</li> <li>• UK Coaching Summit – Ricoh Arena</li> </ul>
May 08	<ul style="list-style-type: none"> <li>• TSLEC funding decision</li> <li>• Plan promotional events that link into 24 August 2008 Party</li> <li>• 'It's a knock out' Telford Town park</li> </ul>
June 08	<ul style="list-style-type: none"> <li>• Attract regional/national sports bases</li> <li>• Shropshire Chamber of Commerce Olympic Dinner for Business</li> <li>• Lilleshall way forward/future identified</li> <li>• Shropshire Youth Games</li> <li>• Ludlow Festival (Theatre/Arts Festival)</li> </ul>
July 08	<ul style="list-style-type: none"> <li>• Telford Culture Zone Final Celebration Event</li> <li>• 40 years of Telford</li> <li>• Launch of the Telford Events Calendar</li> <li>• Launch of the Summer Reading Challenge for Young People</li> <li>• Telford Brook Award announcement – young people's selection</li> <li>• Wenlock Olympian Games</li> <li>• National schools sports week</li> <li>• Church Stretton Food Festival</li> <li>• SPLASH event Telford Town Centre</li> <li>• Active Families Open Day – Madeley Court Sports Centre</li> </ul>
August 08	<ul style="list-style-type: none"> <li>• Bid made for Wenlock Olympian Society Archive to Lottery</li> <li>• Much Wenlock: improvements to museum; agreement on the infrastructure to be developed, the 'benefits' to partners, the design of new school, the legacy for Munch Wenlock and the package for William Penny Brookes Anniversary</li> <li>• Libraries summer reading challenge</li> <li>• Childrens festival at Oldbury Wells and Bridgnorth weekend</li> <li>• Big Party in Shrewsbury Library</li> <li>• Beijing handover - big screen link event (24 August)</li> <li>• Telford Town Park Event weekend: Olympian Theme</li> </ul>

This list illustrates the range of events taking place across the area. It is not comprehensive. A key role for the 2012 Co-ordinator is to share information on events taking place that build up the 'offer' available for local people and to attract visitors.

2008	
Month	Opportunity
September 08	<ul style="list-style-type: none"> <li>• Launch of Cultural Olympiad</li> <li>• Commence Playground to Podium Programme for disabled children</li> <li>• Commence Extending Activities Programme (sports 5 hour offer) encouraging children who participate already to do more</li> <li>• Three new school sports competition managers start</li> <li>• Agree national sports contracts</li> <li>• Attract national figures (political, national, performers, historical)</li> <li>• Ludlow Food Festival</li> <li>• 2012 5 Rings Festival in Telford Town Park Arena</li> <li>• Women's Top 100 Tennis Event – Welti Centre</li> <li>• Severn Project</li> <li>• Opening of sports facilities at Shortwood Primary School</li> <li>• Opening of Oakengates Nrgize Junior Gym facility</li> <li>• Telford Snowboard &amp; Ski Centre Open Weekend</li> </ul>
October 08	<ul style="list-style-type: none"> <li>• Elite sports events</li> </ul>
November 08	<ul style="list-style-type: none"> <li>• Commence new build for William Brookes School</li> </ul>
December 08	<ul style="list-style-type: none"> <li>• Final preparations for the Anniversary Year</li> </ul>
2009	
Season	Opportunity
Winter	<ul style="list-style-type: none"> <li>• Start of the Anniversary Year</li> <li>• Landscape of Inspiration 2009 bi-centenary year of anniversaries <ul style="list-style-type: none"> <li>- Brookes</li> <li>- Boulton</li> <li>- Darwin</li> <li>- Houseman</li> <li>- Wedgewood</li> </ul> </li> <li>• Museum &amp; Library Exhibition touring region (William Brookes's Birth)</li> <li>• Charles Darwin festival commences</li> </ul>
Spring	<ul style="list-style-type: none"> <li>• Improvement to Much Wenlock museum</li> <li>• Theatre Seven opening</li> <li>• Re-development of TCAT Campus</li> </ul>
Summer	<ul style="list-style-type: none"> <li>• Shropshire Youth Games</li> <li>• William Brookes School – building starts on site</li> <li>• Wenlock Olympian Games</li> <li>• William Penny Brookes Anniversary – A cultural legend</li> <li>• Birthday celebrations (x five)</li> <li>• Church Stretton Food Festival</li> <li>• Opening of Madeley Academy</li> <li>• Ludlow Food Festival</li> </ul>

2009, the Anniversary Year, provides an immediate focus for taking a collaborative approach to promote the 'offer' and market the whole area (Shropshire, Telford and Wrekin).

## KEY MESSAGES

*To promote within and beyond Shropshire, Telford and Wrekin*

### GUIDING PRINCIPLES

To maximise impact it is critical that:

- Key messages are simple, focussed and targeted (not complex and diluted)
- The 'offer' is agreed, articulated and well understood
- There is a 'bank' of shared resources, contacts and media 'presenters' who are good at getting the messages across
- Promotional materials have impact and consistently reinforce the messages and the 'offer'
- Partners work to compliment each other (and do not operate in competition)
- Existing networks are used, shared and extended to good effect.

### SUGGESTED MESSAGES

- **Realising the dream** – this is our big chance to inspire mass participation in sport and culture to benefit everyone who lives or works here or visits us
- **Proven benefits** – regular participation definitely helps to improve health and well being
- **Supporting our own** – raising awareness and support for potential 2012 performers living in Shropshire, Telford and Wrekin
- **Celebrating our heritage** – our culture, our achievements and our diversity
- **Our 5 gems** – these our unique offer for attracting athletes and visitors
- **Building a sustainable legacy** for future generations – this is our ultimate goal.

### REGIONAL AND NATIONAL INITIATIVES

It is likely that Shropshire and Much Wenlock will feature in and will benefit from 2012 developments being planned by the West Midlands Regional agencies and national events. It's important to have the capacity to link into such opportunities. We will 'piggy back' local examples on national stories to attract media attention and profile.

### PHASING

Making sure the right messages reach the right target audience at the appropriate time is critical. We will 'drip feed' the good news stories and demonstrate progress and positive impact to maintain interest and motivation whilst ensuring there is not overload or 2012 fatigue at any stage.

During the next 18 months the key actions for communication are:

By August 2008:

- Establishing a robust communication system with all partners via a member access web site and monthly newsletters
- Commissioning PR consultants to co-ordinate the campaign
- Producing resources that articulate and reinforce the 'offer'
- Mapping out and connecting with existing networks.

By January 2009:

- Having a clear PR plan to 'test drive' in 2009 – the Anniversary Year.

The 2012 Co-ordinating Group will take the lead for communication and will support each of the thematic groups to disseminate messages and resources through their networks.

## STW 2012 CO-ORDINATING GROUP – ASPIRATIONS AND ROLE

*Providing strong leadership, co-ordination and an extensive network of partners  
Chaired by Mark Donovan, Telford and Wrekin Council*

### Aim

To use the London 2012 Olympic and Paralympic Games to ensure a lasting legacy in terms of culture, health, sport, business and tourism within Shropshire and Telford & Wrekin

### Outcomes

- 1 To use the 2012 Olympic and Paralympic Games as a means to identify facilities and partners within Shropshire, Telford and Wrekin capable of hosting significant national governing body sporting events (including pre Games training camps) which could then contribute to a regional event strategy.
- 2 To ensure that Much Wenlock, as the birthplace of the modern Olympics, offers a high quality visitor experience and supports the further infrastructure development within the Shrewsbury/Ironbridge/Severn Valley and Ludlow destination to enhance the tourism offer of this gateway to the region.
- 3 To utilise the Olympic message to inspire increased access to cultural opportunities, cultural diversity and improving health within Shropshire, Telford and Wrekin.

### Purpose

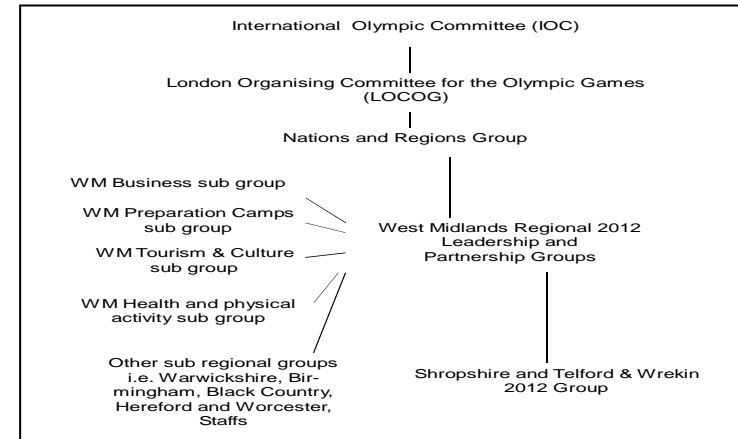
The 2012 Co-ordinating Group has been established to:

- Lead and champion the development of opportunities linked to 2012
- Co-ordinate plans across the full range of partners and organisations within Shropshire, Telford and Wrekin and enable synergy of activities so that benefits can be maximised
- Present a unified image of the sub region within the regional, national and international communities
- Provide a structured communication link between local Shropshire, Telford and Wrekin communities and the official London 2012 organising infrastructure
- Support 2012 thematic groups and monitor progress.

### Structure

The original structure nationally for the thematic groups is illustrated in the diagram. Within Shropshire, Telford and Wrekin these groups have been used to develop this Action Plan. It is proposed that the following groups continue to exist with the remit of implementing their element of this Action Plan:

- Business (focus on 2012 Training Camps)
- Culture
- Tourism
- Sports (including Physical Activity)
- Much Wenlock 2012 Legacy Group



One representative from each group will work with the 2012 Co-ordinator to take an overview and ensure there are strong connections between the Shared Themes.

## SHARED BENEFITS AND THEMES

*That have emerged from the different thematic groups, workshops and consultation with key partners*

### BENEFITS

Partners perceive 2012 offers the following benefits:

- Raise the profile of Much Wenlock, Shropshire, arts, culture and sport
- Increase participation in culture in arts, culture and sport and in performance pathways
- Increase tourism expenditure in Shropshire without damaging the environment or its special features
- Increase the number and quality of volunteers and coaches
- Increase the links between schools, communities and businesses
- Generate economic growth
- Improve health and wellbeing
- Increase community cohesion and inclusion
- Create a lasting legacy



### EMERGING THEMES

The following table summarises the themes that have emerged as priorities by the different thematic groups and key contributors within the sectors. Once the themes have been agreed the 2012 Co-ordinating Group can identify which projects within the themes should be submitted for national recognition under the 'inspired' branding of the London Olympic Games Organising Committee (LOGOC) that best reflect the values of the Cultural Olympiad, which are to: welcome the world; inspire and involve young people; and leave a lasting and positive legacy

Shared Themes	Business	Culture	Sport & Physical Activity	Tourism
<ul style="list-style-type: none"> <li>• Festival and events</li> <li>• 26 Mile Marathon radius of Much Wenlock</li> <li>• 2012 champions</li> <li>• Olympic challenge fund</li> <li>• Torch relay</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of business opportunities</li> <li>• International connections</li> <li>• World class welcome</li> <li>• The whole STW package</li> <li>• Fit and active at work</li> </ul>	<ul style="list-style-type: none"> <li>• Cultural trails</li> <li>• Visual and arts projects</li> </ul>	<ul style="list-style-type: none"> <li>• Education &amp; lifelong learning (leaders, volunteers, coaches and teacher training)</li> <li>• School club links</li> <li>• Business 2012 partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Interpretation and visitor experience</li> <li>• Press relations and marketing</li> <li>• Making the offer accessible</li> <li>• Supporting the tourism business sector</li> </ul>

### MUCH WENLOCK FOCUS

Much Wenlock features throughout this Action Plan. It is important that the demands made on Much Wenlock are well managed. The immediate priorities for Much Wenlock are:

- Preparing for the impact of 2012
- Securing a long term legacy for those living in the Town.

The remainder of this Action Plan outlines the proposed actions for delivering each of these themes.

## SHARED THEMES

Lead Agency: 2012 Co-ordinator, Rosemary Smith, to establish task and finish groups with a representative from each of the Thematic Groups

### Desired Benefits

Raise the profile of Shropshire as a destination  
More visitor spending in Shropshire  
Co-ordinated tourism 'offer' to maximise economic legacy whilst respecting the environment  
Raise the interest in sport and physical activity  
More people participating more often

### Key messages

- Realising the dream
- Proven benefits – regular participation definitely helps improve health and well being
- Supporting our own
- Time to celebrate – our heritage, our achievements and our diversity
- Building a sustainable legacy for future generations

Actions/Milestones	Link to 2012 Objectives	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
<b>Shared Theme 1: Festivals and Events – Culture Group to Lead</b>						
Audit/collate an on-going programme of events and festivals.	3	All partners	Input into audit	Officer time	By June 2008	Culture Group 2012 Co-ordinator
Produce a quarterly programme of events: <ul style="list-style-type: none"> <li>• September -December 2008</li> <li>• January - April 2009</li> <li>• May - August 2009</li> <li>• September – December 2009</li> </ul>	3	All partners Sports Group Tourism Group	Check accuracy Distribute & promote	£5,000 approx	August 2008 As specified	Culture Group 2012 Co-ordinator
Post on web 2012 web site with links to partner web sites. This includes the T&W information to Shropshire Council publication – Shropshire and also Shropshire events into Insight, T&W Council magazine.	3	2012 Co-ordinator	Promote	Time	August 2008	Culture Group 2012 Co-ordinator
Consider 2012 or STW branding of events (such as the London Summer of Sport programme)	3	Thematic Groups	Events Group	TBA	March 2009	Culture Group 2012 Co-ordinator
<b>Shared Theme 2: 26 Mile Marathon of Much Wenlock – Culture Group to Lead</b>						
Commission and support research consultant	2 & 3	Tourism Group	Input into map	£10k approx	June 2008	Culture Group
Agree and produce map	2 & 3	Tourism Group	Promote	Time	Autumn 2008	Culture Group
Post on web 2012 web site with links to partner web sites	2 & 3	2012 Co-ordinator	Promote	Time	December 2008	2012 Co-ordinator
Promote map	2 & 3	All partners	Promote	Time	January 2009 Onwards	Tourism Group/BDC
<b>Shared Theme 3: 2012 Champions – Sports Group to Lead</b>						
Identify all potential 2012 Champions including: past	1 & 3	All partners	Share knowledge &	Time	July 2008	Sports Group

Actions/Milestones	Link to 2012 Objectives	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
and future potential Olympians/Paralympians			contacts			
Hold a workshop for potential future Olympians to identify: <ul style="list-style-type: none"> <li>• Support that they need</li> <li>• Contribution they can give</li> </ul>	1 & 3	Identified partners	All groups to send a representative to attend the workshop	£2k	Autumn 2008	Sports Group
Develop proposals for supporting future champions and explore partner contributions for: business sponsorship; financial support, access to facilities and services and help to address practical challenges	1 & 3	Identified partners	Consultation with other relevant groups	TBA	March 2009	Sports Group
Make personal contact with all past STW Olympians to explore how they can promote the sub regional	1 & 3	Identified partners	Inform	Time	Autumn 2008	2012 Co-ordinating Group
Develop proposals for using 2012 Champions	1 & 3	All partners	Promote	TBA	March 2009	Sports Group
<b>Shared Theme 4: Olympic Challenge Fund*</b>						
Secure resources needed to implement this Action Plan	1, 2 & 3	Key funding partners	Inform	TBA	ongoing	2012 Co-ordinating Group
Develop Challenge Fund proposals and programme	1, 2 & 3	All partners	Consultation	TBA	ongoing	2012 Co-ordinating Group
<b>Shared Theme 5: Torch Relay*</b>						
Keep informed of emerging developments	1, 2 & 3	All partners	Gain intelligence	Time	On-going	2012 Co-ordinator
Promote Much Wenlock links and STW and use collective intelligence to influence decision makers	1, 2 & 3	All partners	Encourage all to influence	Time	On-going	2012 Co-ordinator

\* It is anticipated that little will happen on this front before September 2009 (i.e. the period of this Action Plan)

## BUSINESS THEMES

Lead: Transforming Telford, Anne Taylor

Group will meet up as necessary and will feed into other groups

**Success measure: Attracting one nation (to come and train Shropshire, Telford and Wrekin)**

### Desired Benefits

Economic generation and business growth – 2012 contracts and supplier chains  
 Inward investment – increased tourism and expenditure  
 International profile and relationships – 2012 training camps and international events

### Key messages

- World class welcome
- Winning contracts
- Sponsor potential winners

Health and well being of employees – encouraging participation  
Business sponsorship and investment – to 2012 and future STW Champions

- Support a fit and healthy workforce

### 2012 Selected Venues

AFC Telford United Stadium	Football
Harper Adams College	Archery
Lilleshall National Sports Centre	Archery; Artistic Gymnastics; Badminton; Fencing; Football; Hockey; Indoor Volleyball; Rhythmic Gymnastics; Trampoline; Weightlifting
Oakengates Athletics Stadium, Telford	Athletics
Shrewsbury School	Archery; fencing
Shrewsbury Sports Village	Badminton; Basketball
Telford College of Art and Technology	Badminton; Basketball

Action/Milestones	Link to 2012 Objectives	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
<b>Business Theme 1: World Class Welcome</b>						
Identify international contacts, events (within STW or WM) and champions through which we can market sub region as a venue for training camps and events	1	Business networks	Sports – deployment and support to 2012 Champions	Time	May 2008	STW 2012 Co-ordinating Group
Write to NOC's and NGB's to promote sub region as 'birthplace of modern Olympics' and a place where they can be assured of an 'World Class' welcome (BOA listed as a partner in doing this through Don Anthony, Head of Education)	1	2012 Champions	Inform	Time	May 2008	STW 2012 Co-ordinating Group
Develop what we mean by the whole package - sports facilities, accommodation, relaxation, friendly/welcoming communities, history	1	Tourism & other Groups	Consult with other groups	TBA	May 2008	2012 Training Camp Group
Produce collateral promoting the whole STW package - sub region as a potential venue for training camps and events	1	Tourism & other Groups	Inform	TBA	August 2008	Transforming Telford
Consider the potential for an international sales mission and / or STW welcome conference to selected international sports representatives (and the budget for either of these activities)	1	Business networks	Inform	TBA	Autumn 2008	STW 2012 Co-ordinating Group
<b>Business Theme 2: Winning Contracts</b>						
STW 2012 conference/network meeting to raise awareness of opportunities for 2012 contracts and to provide tips on how to succeed	Overall aim	All partners	Request contacts & promote	£2k	Autumn 2008	AWM, Business Link, Transforming Telford
Establish and maintain links to relevant web sites	Overall aim	All partners	Inform	Time	Autumn	AWM, Business

Action/Milestones	Link to 2012 Objectives	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
					2008	Link, Transforming Telford
Promote new opportunities especially relevant to STW	Overall aim	All partners	Promote	Time	Autumn 2008	AWM, Business Link, Transforming Telford
<b>Business Theme 3: Sponsor Winners</b>						
Linked to Shared Theme 3: 2012 Champions Attend 2012 Champions workshop	3	Sports Group	Identify members to attend 2012 Champions conference	Time	Autumn 2008	Chamber of Commerce
Consider how Business can contribute to the support needs identified by the workshop for future champions especially those with 2012 potential	3	Sports Group	Request contacts & promote	Time	Autumn 2008	Chamber of Commerce
Linked to Shared Theme 3: 2012 Champions Attend 2012 Champions workshop	3	Sports Group	Identify members to attend 2012 Champions conference	Time	Autumn 2008	Chamber of Commerce
Consider how Business can contribute to the support needs identified by the workshop for future champions especially those with 2012 potential	3	Sports Group	Request contacts & promote	Time	Autumn 2008	Chamber of Commerce
<b>Business Theme 4: Fit and Healthy Workforce</b>						
Research and explore a demand for a Fit and Healthy Workforce Programme and scope options for design and piloting in 2009 and roll out in 2010	3	Chamber of commerce Transforming Telford	Consult with other Groups	Time	July 2009	Energize STW

## CULTURE THEMES

Develop Much Wenlock Museum as a starting point for journeys of discovery

Lead Agency: Shropshire County Council, Contact: George Candler (01743 255 003 / [george.candler@shropshire-cc.gov.uk](mailto:george.candler@shropshire-cc.gov.uk))

Group established with target of producing Action Plans by 30 April 2008

### Culture Objectives

- 1 Promoting cultural tourism in the region
- 2 Increasing participation in the cultural offer

### Key messages

- 'Citius, Altius, Fortis'
- Get 'faster', aim 'higher', get 'stronger'

- 3 Engaging young people
- 4 Using the Cultural Olympiad to foster community cohesion

#### Desired Benefits

Increased participation  
Increased health and wellbeing  
Increased community cohesion and inclusion  
Lasting legacy

- Walking is fun, free and can be done anywhere
- It's never too late to start
- Build it into your daily routine
- Start at your own level
- Listen to your body
- Keep active and keep the benefits
- 'Live here and love it'
- Young People as drivers for the future

Actions/Milestones	Link to 2012 Objective	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
<b>Theme 1: Cultural Trails – Countryside Focus, Neil Wilcox to Lead</b>						
<b>Develop the importance of Much Wenlock for Olympian walking, riding and cycling activities and William Penny Brooks as an advocate for healthy living by developing the town as a starting point for journeys of discovery into the countryside; roll out this model to key locations within a 26 mile marathon distance from Much Wenlock.</b>						
<u>Phase 1</u> Develop the importance of Much Wenlock for Olympian walking, riding and cycling activities and William Penny Brookes as an advocate for healthy living by developing the town as a starting point for journeys of discovery into the countryside	2 & 3	Ironbridge Museums Shropshire Tourism Officers Group Sports, Much Wenlock, Tourism Consultation	Consultation	£55,000 inc project officer and surveying and negotiation costs		Cultural Group
Develop detailed project proposals and funding applications to support the development and implementation of the above projects	2 & 3	Identified partners	Consultation	0		Cultural Group
Upgrade and improve signage, infrastructure and the surface along the <b>Shropshire Way</b> from Wenlock Edge (Wilderhope) to Much Wenlock and Much Wenlock to Ironbridge (links with the Severn way and Jack Mytton Way). Easy access infrastructure upgrade in 9 surrounding parishes @ 150km	2 & 3	Identified partners	Promotion	£128,500		Cultural Group
Develop a "flag ship project to create a "disabled/family friendly/cycling accessibility trail extending the existing Olympian trail at Much Wenlock	2 & 3	Identified partners	Promotion	£12,000		Cultural Group
Establish short, medium and longer "Olympic distance" 'easy access' circular walking trails from the Shropshire Way using Much Wenlock and Broseley		Identified partners	Consultation Active engagement	0		Cultural Group
Design and produce new logos and dedicated waymarkers for the project	2 & 3	Identified partners	Promotion	£5000		Cultural Group
Promote improved routes – Shropshire Way, old railway line trail, family friendly circular routes, geocaches and Walking for Health routes – within guides, leaflets and	2 & 3	Identified partners	Promotion	£25,000		Cultural Group

Actions/Milestones	Link to 2012 Objective	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
PDFs on the activity web sites.						
Establish and promote a series of geo-caches based on the original sports undertaken in the Olympics with geocoins linked to the Olympics & Penny Brookes	2 & 3	Identified partners	Consultation Active engagement	£4,000		Cultural Group
Establish Walking for Health entry level 1 walks (less than 30 minutes) at two locations	2 & 3	Identified partners	Promotion	0		Cultural Group
Provide support for improving existing local promoted routes - 'Walking for health' graded routes, National Trust routes on Wenlock Edge, Olympian Trail, etc-	2 & 3	Identified partners	Inform	0		Cultural Group
Promote level 1 Walking for Health walks and co-ordinate promotion of existing Much Wenlock strollers and striders (level 2 and 3 walks)	2 & 3	Identified partners	Promotion	£3,000		Cultural Group
Tell local stories by the creation of an interpreted "sculpture trail" along the old railway line between Much Wenlock and Ironbridge and / or elsewhere	2 & 3	Identified partners	Promotion	£30,000		Cultural Group
Launch improved routes with associated marketing activity	2 & 3	Identified partners	Input/consultation	£2,500		Cultural Group
Develop a guided walking programme / walking festival to promote geology, culture and landscape	2 & 3	Identified partners	Promotion	£3,000		Cultural Group
Develop local volunteers to support the development of walking trails and encourage people to actively volunteer as part of the Walking for Health campaign	2 & 3	Identified partners	Promotion	£1,000		Cultural Group
<b>Project contingency</b>				£24,000		
<b>Project total</b>				£293,000		
<b>Phase 2</b> <b>Roll out Much Wenlock inspired model to key locations within a 26 mile marathon radius of Much Wenlock, for example Market Drayton, Wem, Whitchurch, Bayston Hill, etc</b>	2 & 3	Identified partners	Promotion	TBA		Cultural Group

**Theme 1: Cultural Trails – Emma Kate Lanyon leading**

Developing the Museum; developing events and activities and exhibitions linked to the William Penny Brookes 2009 anniversary including a themed Museum on the Move tour. Funding has already been secured from Renaissance in the Regions for the Museum on the Move tour; a Your heritage application has been submitted to support the Celebrating Shropshire's Olympian Legacy project; and a Heritage Lottery application will be submitted to support the future development of the museum.

<b>Museum-on-the-Move: It's Your Games too</b> An interactive exhibition with supporting resources on board three mobile museums. These vehicles will tour the West Midlands with versions bespoke for their locality. The exhibition will look at the history of the	2&3	Wenlock Olympian Society Herefordshire Museum Service Worcestershire	Promotion Active Engagement	£196,000	2009	Cultural Group
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Cultural Olympiad and the Olympic Movement from the life and work of William Penny Brookes, through our local heroes past and present to how people in the region can get involved.		Museum Service Warwickshire Museum Service Staffordshire Museum Service Wolverhampton Museum Service & Partners Renaissance in the Regions				
<b>Celebrating Shropshire's Olympian Legacy Project</b> Project Officer to broker partnerships, work with stakeholders and co-ordinate events, activities and outreach services based at Much Wenlock Museum during 2009. Phase One of the application has been approved.	2&3	Wenlock Olympian Society	Promotion	£12,000	2009	Cultural Group
<b>Celebrating Shropshire's Olympian Legacy Project</b> Redisplay of the story of William Penny Brookes and the Wenlock Olympian Games at Much Wenlock Museum	2&3	Wenlock Olympian Society Wenlock Town Council	Promotion, Tourism,	£33,000	2009	Cultural Group
<b>Celebrating Shropshire's Olympian Legacy Project</b> A touring version of the Much Wenlock Museum exhibition to visit venues within Shropshire during 2009 to mark the bicentenary of WPB's birth.	2&3	Wenlock Olympian Society Wenlock Town Council	Promotion, Tourism,	£15,000	2009	Cultural Group
<b>Celebrating Shropshire's Olympian Legacy Project</b> Conservation, cataloguing and digitisation of key artefacts associated with the Wenlock Olympian Society.	2&3	Wenlock Olympian Society Wenlock Town Council	Promotion, Tourism,	£6,000	2009	Cultural Group
<b>Celebrating Shropshire's Olympian Legacy Project</b> Guided Walks programme to mark the bicentenary of Brookes' birth	2&3	Wenlock Olympian Society National Trust	Promotion, Tourism	£1,000	2009	Cultural Group
<b>Celebrating Shropshire's Olympian Legacy Project</b> A storytelling performance during Festival on the Edge to celebrate the bicentenaries of William Penny Brookes and Charles Darwin.	2&3	Wenlock Olympian Society Festival on the Edge	Promotion, Tourism	£3,500	2009	Cultural Group
<b>Celebrating Shropshire's Olympian Legacy Project</b> A youth dance project and performance in Much Wenlock to celebrate Brookes' legacy for the arts and sport in Shropshire. .	2&3	Wenlock Olympian Society	Promotion, Tourism	£3,500	2009	Cultural Group

<p><b>Celebrating Shropshire's Olympian Legacy</b> This project will be fully evaluated and recorded to inform future redevelopment of Much Wenlock Museum's facilities and services and associated events (see below).</p>	2&3	Wenlock Olympian Society	Consultation	£7,000	December 2009	Cultural Group
<p><b>Building Sustainability and Community Involvement at Much Wenlock Museum</b> This project will ensure that the museum provides a high quality facility of visitors whilst remaining a community resource and focus for local heritage activity. An integrated approach to marketing Much Wenlock's attractions will be developed based loosely upon Brookes' ideals to provide cultural and physical development opportunities for all. It will be focused upon the museum with journeys out from this 'hub' encouraging people to take exercise and visit sites connected with the Olympian story.</p>	2&3	Wenlock Olympian Society  Wenlock Town Council	Promotion, Tourism and Community Engagement	£548,000	October 2010-April 2011	Cultural Group

Theme 1: Cultural Trails – Arts, Heritage, Libraries and Culture Zone Focus

<b>Library Services</b>						
Continue and build on the 2008 Summer Reading Challenge "Team Read" - developing activities to promote the value of reading and the value of sport and its benefits to health.	2	Shropshire and T&W Libraries Shropshire and T&W Sports Development Services	Promotion	Staff time; some activity costs e.g. for visiting athletes or authors	July 2008 to July 2012	Shropshire and T&W Libraries
Storytelling – work with Heritage Services on the MLA funded "Setting the pace" storytelling initiative and future storytelling projects based on the Much Wenlock collections	2	Shropshire Heritage and Library Services T&W Libraries Festival on the Edge	Promotion	TBA	2008 - 2012	Heritage and Library Services
Literary walks – use the example of the existing Wenlock Edge Literary Walk to develop a series of Literary Walks connected to Much Wenlock	2	Shropshire and T&W Libraries		TBA	2008 - 2012	Shropshire and T&W Libraries

Theme 2: Arts Projects (Events, Culture, Exhibitions & Films)

Severn Project 2008 two spectacular outdoor events linked to the national launch of the Cultural Olympiad UK. Attracting new audiences from the West Midlands.	3	Arts Council Young People Community Groups Voluntary sector	Tourism	£180k	Oct 2008	SCC
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<p><b>Light up and Open up event</b></p> <p>Severn Project 2009 large scale performance based on Darwin's work on 'Origin of Species' in Shrewsbury and Bridgnorth.</p>		Artists and creative industries		£365k	Autumn 2009	
<p><b>Dance Outdoors Project</b></p> <p>Large scale outdoor dance performances linked to the Cultural Olympiad legacy trust.</p> <ul style="list-style-type: none"> <li>Telford Town Park 2009/10 (this project will hopefully be expanded through the Severn Project in future years)</li> </ul>	3	Legacy Trust Arts Council Trusts and Foundations Sport England Local Authority Partners	Tourism & Sport	£50,000	2009	TWC
<p>Darwin Festival 2009 including arts events and public art projects that will attract international audiences to the County. Annual</p>	3	Arts Council Young People Community Groups Voluntary sector Artists and creative industries	Tourism & Sport	£500,000	2009 & ongoing	SABC
<p>Ironbridge Gorge Museum Trust</p> <p>Olympic Posters exhibition Sept. 2008 <b>Light up and Open up event</b></p> <p>World Heritage Festival Annual</p>	3	Young People Community Groups Voluntary sector Artists and creative industries	Tourism Sport	n/a	2008  ongoing	Ironbridge Gorge Museum Trust
<p>Abraham Darby 2009 Celebration event</p>	3	Young People Community Groups Voluntary sector Artists and creative industries	Tourism	n/a	2009	Ironbridge Gorge Museum Trust
<p>Summer Season Arts Festival</p>	3	Young People Community Groups Voluntary sector Artists and creative industries	Tourism	£40,000	annual	SABC

Shrewsbury Folk Festival	3	Young People Community Groups Voluntary sector Artists and creative industries	Tourism	N/A	annual	SABC
Shrewsbury Cartoon Festival	3	Young People Community Groups Voluntary sector Artists and creative industries	Tourism	£10,000	Annual	SABC
William Penny Brookes Bi centenary to be held the weekend before the 13 <sup>th</sup> August (actual B/D)	2,3	Much Wenlock Legacy Group	Tourism	n/a	2009	Wenlock Olympian Society
Launch of 3 year Find Your Talent' Cultural Pilot in Telford – looking at extended cultural activities plan for children and young people both in and out of schools.	2,3	DCFS Arts Council MLA Telford & Wrekin Council Cultural Partners Schools	Sports	£2m funded	2008 To 2011	TWC
Dance Festival in Telford – hosted at The Place	2,3	Telford & Wrekin Council Telford Culture Zone	Sport	£20,000 Annually	Feb 2009 and then annually	TWC
Telford & Wrekin CultureFest – annual arts, sport and leisure community event in Telford town park	2,3	Telford & Wrekin Council	Tourism Business	£20,000 annually	Summer 2008 Annually	TWC
Young Curators visual arts project, children and young people submit art work which is curated by young people and exhibited at The Place.	3	Arts Council		£21,000	2008-2012	TWC
Visual Arts installation linking Much Wenlock with Ironbridge and Madeley. A theme could be to link landscape features such as the River Severn and Telford Town park into Much Wenlock.	2,3	Telford & Wrekin Council Shropshire County Council Find your Talent and Culture Zone partners Arts Council Ironbridge Gorge Museum	Tourism Sport Business	£50,000	2011	TWC/SCC

## SPORTING THEMES

Lead Agency: Energize STW Core Team: Chris Child (01743 255073 [Chris.Child@shropshire.gov.uk](mailto:Chris.Child@shropshire.gov.uk))

Cross reference: Shared Themes: Festivals and Events; 26 Mile Marathon Radius of Much Wenlock; Olympic Challenge Fund; Torch Relay; Business Engagement & Support

### Sporting Objectives

Use this once in a lifetime opportunity to building a sustainable sporting Building a sustainable legacy for future generations.

### Desired Benefits

Raise interest and profile to increase and sustain participation in sport and the player pathway  
Increase the number of school children into club environments (linked to the 5 hour offer)  
Increase the number of coaches and volunteers to delivery sporting opportunities  
Increased investment in coach education, practice and mentoring to increase the number and quality of coaches.

### Key messages

- Building a sustainable legacy for future generations
- More active more often – to realise the health benefits
- Support our future sporting stars and volunteers
- Celebrate success

### Context

Energize STW is the lead strategic body for the development of sport and physical activity for the sub region. It has a Detailed Action Plan for April 2008 – March 2009. One of its five themes is *London 2012 Legacy*. The actions listed below, once approved, will form part of the Energize STW overall Action Plan

Actions/Milestones	Link to 2012 Objectives	Partners Involved	Links to other 2012 sub-groups	Cost/ Resources	Timeline	Lead Organisation
<b>Theme 1: Education and Lifelong Learning (Leadership, Volunteers, Coaches, Teacher Training)</b>						
<b>Use the increased interest and profile generated by the London 2012 to gain support and resources for</b>						
Developing a Volunteer Recruitment & Management Strategy	1 & 3	NGBs/LAs/SSPs All thematic groups	Consult	Time	Autumn 2008	Energize STW
Explore links between the Step into Sport Programme and the 5 hour 'Youth Offer'	1 & 3	NGBs/LAs/ SSPs All thematic groups	Inform	Time	Autumn 2008	Energize STW
Audit of coaches to identify their issues relating to: getting started; achieving qualifications or further developing themselves	1 & 3	NGBs/LAs/SSPs All thematic groups inc Business Link	Inform	Time	Autumn 2008	Energize STW
<b>Theme 2: School-Club Links</b>						
Develop a comprehensive club and events database accessible on the web site	1 & 3	NGBs/LAs/SSPs All thematic groups	Information	Time	Autumn 2008	Energize STW
Market clubs and events database (linked to Shared Theme 1: Festivals and Events)	1 & 3	NGBs/LAs/SSPs All thematic groups	Promote	Time	Autumn 2008	Energize STW
Explore viability of a Shropshire Sporting Champions Scheme (linked to Shared Theme 3: 2012 Champions)	1 & 3	NGBs/LAs/SSPs All thematic groups	Consult	Time	Autumn 2008	Energize STW
Create an 'extended activities' plan to increase take up of the '5 hour offer'	1 & 3	NGBs/LAs/SSPs	Consult	Time	Autumn 2008	Energize STW
Engage local clubs in the co-location of sporting and community facilities in the current and future Building	1 & 3	NGBs/LAs/SSPs	Much Wenlock Legacy - consult	Time and external	Ongoing	Energize STW

Actions/Milestones	Link to 2012 Objectives	Partners Involved	Links to other 2012 sub-groups	Cost/ Resources	Timeline	Lead Organisation
Schools for the Future projects				funding		
<b>Theme 3: Business 2012 Partnerships</b>						
Research and find 'model' of Business Partnerships (e.g. Cadbury's / YST (and local) that fits the club model	3	NGBs/LAs/SSPs Business Group	Information & support	Partnership learning	December 2008	Energize STW
Explore findings with the Business thematic group and develop proposals for Club 2012 should it be considered worth pursuing	3	NGBs/LAs/SSPs Business Group	Consultation	Time	March 2009	Energize STW
<b>Sports Contribution to Shared Theme 1: Festivals and Events</b>						
Audit existing sports and physical activity events	1, 2 & 3	NGBs/LAs/SSPs All thematic groups	Input	Existing Resources	Summer 2008	2012 Co-ordinator
Appoint Competition Managers	1, 2 & 3	NGBs/LAs/SSPs All thematic groups	Inform	Existing Resources	Summer 2008	SSP
Review competition/events structures	1, 2 & 3	NGBs/LAs SSPs All thematic groups	Inform	Time	Autumn 2008	Competition Managers
Develop innovative participation events that can be piloted in CSN areas linked to 2012 e.g. Village Games	1, 2 & 3	NGBs/LAs/SSPs All thematic groups	Consult	TBA	March 2009	Energize STW
Work with Wenlock Olympians and WM Legacy plans to promote model and concept of Community Olympian Games	1, 2 & 3	NGBs/LAs/SSPs Much Wenlock	Input and support	Time	Spring 2008 – ongoing	2012 Co-ordinator
Explore branding of existing events and consider mechanisms to promote Wenlock Olympian heritage and messages	1, 2 & 3	NGBs/LAs/SSPs Much Wenlock	Input and support	TBA	Spring 2008 – ongoing	2012 Co-ordinator
Development of disability sport events and activities which encompass talent identification and promotion of local clubs and activities.	1, 2 & 3	SSP's/NGB's/PCT's	Culture	TBA	Sept 2008 - ongoing	Energize STW

## TOURISM THEMES

**Tourism Objective:** to capitalise on the tourism opportunities presented by the 2012 games for the benefit of the local economy and local community and to enhance the visitor experience and understanding of the Olympic connection with Shropshire.

Lead Agency: Bob Braddock (Bridgnorth District Council 01746 713146

[bbraddock@bridgnorth-dc.gov.uk](mailto:bbraddock@bridgnorth-dc.gov.uk))

### Desired Benefits

Raise the profile of Shropshire as a destination  
More visitor spending in Shropshire  
More high spending visitors to Shropshire (domestic & overseas)  
Co-ordinated tourism 'offer' to maximise economic legacy whilst respecting the environment

### Key messages

- 5 gems – these our unique offer for attracting athletes and visitors
- World class welcome
- Come and see where it all began

Actions/Milestones	Link to 2012 Objectives	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
<b>Theme 1: Interpretation and Visitor Experience</b>						
Audit existing provision & assess areas for improvement	2	2012 Co-ordinator Much Wenlock	Inform	£5k (consultant)	Summer 20020088	BDC
Agree priorities and 3 year improvement plan for interpretation of tourism facilities/attractions	2	2012 Co-ordinator Much Wenlock DMP	Influence	Time	Autumn	Tourism Group
Improve infrastructure (signage, parking) – covered in the Much Wenlock Focus section of the Action Plan	2	Much Wenlock and Tourism	Input	TBA		SCC Highways
<b>Theme 2: Press Relations and Marketing</b>						
Commission a marketing consultant to develop and manage a press campaign	2	2012 Co-ordinator	Inform	DMP/LAs	Spring 2008	Tourism Group
Develop a press pack and organise press trips	2	2012 Co-ordinator	Inform	DMP/LAs	Autumn 2008	Tourism Group
Commission a photographer and build up a library of images	2	2012 Co-ordinator	Input; identify photo opportunities	DMP/LAs	Spring 2008	Tourism Group
Commission media training for residents/local coordinators/ ambassadors to ensure the 'sell the story'	2	2012 Co-ordinator	Seek interest	DMP/LAs	Summer 2008	Tourism Group
<b>Theme 3: Making the 'Offer' Accessible (On Line Bookings)</b>						
Agree scoping and content of on-line Olympic related product including: <ul style="list-style-type: none"> <li>• Menu options</li> <li>• Self packaging information input</li> <li>• Linking accommodation and attraction packages together to encourage longer stays within STW</li> <li>• Hand held delivery options</li> </ul>	2	Shropshire Towns & Villages	Consult	TBA	April 2009	SCC

Actions/Milestones	Link to 2012 Objectives	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
Review of current promotion of Much Wenlock Olympics on brochures, web sites and agree images, copy, logo and key messages to be used by all	2	Much Wenlock	Consult	Time	August 2008	SCC/BDC
<b>Theme 3 : Supporting the Tourism Business Sector</b>						
Raise awareness within the tourism business sector and identify the support needs of the sector to handle domestic and overseas visitors	2	BDC, CoC 2012 Coordinator	Consult	£2k	Summer 2008	Business Link
Identify training needs support such as: <ul style="list-style-type: none"> <li>• Guide training</li> <li>• Language training for business &amp; information providers</li> <li>• Skills improvement to the quality of welcome</li> <li>• Customer service</li> </ul>	2	BDC, CoC 2012 Coordinator, MW	Consult	Existing budgets	Autumn 2008	Business Link
Produce Tourism Business Support Action Plan	2	BDC, CoC 2012 Coordinator, MW,	Consult	Existing budgets	Autumn 2008	Business Link

## MUCH WENLOCK FOCUS

Lead Agency: Much Wenlock 2012 Legacy Group

Supported by the 2012 Co-ordinator

To be confirmed.

Contacts: Mike Grace / Liz Thomas ([Elizabeth.thomas0@btinternet.com](mailto:Elizabeth.thomas0@btinternet.com))

### Desired Benefits

Long term legacy (more than short term events)

Improve the local infrastructure

Successfully manage the demand and pressure points

Raise awareness and understanding of the message/study of William Brookes and the Olympics

Creating partnerships between School, Town and Wenlock Olympian Society

### Much Wenlock 'Product and Offer'

Ideas being explored:

- Wenlock Trail Development
- Media Pack – created on Much Wenlock Olympian Connection
- Museum Improvements
- Wenlock Festival (biennial arts festival in 2010); Cultural Olympiad
- Wenlock Olympian Society education project "Accessing the Dream"
- School – Town – William Penny Brooks Relationship
- Priory Ruins and Events
- Wenlock Edge/ Environment
- Key attractions: church, museum, High Street, Gaskell and Raven hotels, Windmill on Windmill Hill
- Staging of a play about the life of Dr. William Penny Brookes in MW as part of the bicentennial celebration.

Actions/Milestones	Link to MW Objectives	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
<b>Theme 1: Preparing for the Impact of 2012</b>						
<b>Draft and agree brief for Market Research</b>						
• Commission consultants	2	Much Wenlock Tourism Group 2012 Co-ordinator	Inform	Tbc	May 08	BDC/SCC
• Market Research to inform the offer	2	Much Wenlock Tourism Group 2012 Co-ordinator	Input	Time	August 08	BDC/SCC
• Action planning to implement the offer	2	All theme leads/ 2012 Co-ordinator	Input/influence	Time	December 08	Much Wenlock
• Decide on transport signage, routes & parking	2	Much Wenlock Tourism/Business/ Culture Groups	Inform	Tbc	March 09	SCC Highways
Analyse Tourism Research – now complete	2	DMP/ Tourism/ Business/Culture Groups 2012 Co-ordinator	Consider	Time	April 08	Much Wenlock

Actions/Milestones	Link to MW Objectives	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
Involve business sector	2	DMP/ Business Links/ Tourism Group	Involve/input	Time	May 08	Much Wenlock
Agree aspirations for 'Product and Offer'	2	DMP/Tourism/ Business/Culture Groups 2012 Co-ordinator	Input/Influence	Time	May 08	Much Wenlock
Agree and implement action plan	2	DMP/Business Links/Tourism/ Business/Culture Groups 2012 Co-ordinator	Consult	£25k Agreed	June 08	Much Wenlock
<b>Theme 2: Securing a Long Term Legacy for the Town</b>						
National/international communication/awareness and build links with 2012 Games/parliamentary relations	2	2012 Co-ordinating Group 2012 Co-ordinator	Support	TBC	Aug 08	Much Wenlock
Secure funding for improvements to the Much Wenlock Museum and Penny Brookes Archive improvements and implement proposals	2 & 3	Much Wenlock	Support	TBC	January/ July 09	SCC
Secure long term Olympian Games Annual Event	3	Energize STW/ BDC/SCC	Support	TBC	Sept 09	Much Wenlock
Creating a Trust for the Town	3	2012 Co-ordinator BDC/SCC	Advise	Time	Apr 09	Much Wenlock
Agree and develop sporting and cultural facility proposals	3	WB School Energize STW Sport/Culture Groups	Support	TBC	Sept 08	Much Wenlock
Develop a marketing plan that includes: <ul style="list-style-type: none"> <li>Internet/web site development as part of Virtual Shropshire</li> <li>Identify and exploit networks (e.g. academic, arts – commission plays etc.)</li> </ul>	2 & 3	DMP BDC/SCC Tourism Group	Support	TBC	July 08	Much Wenlock
Secure capacity / expertise for supporting the Much Wenlock 2012 Legacy Group to develop and pursue actions	2 & 3	2012 Co-ordinating Group 2012 Co-ordinator	Support	TBC	July 08	Much Wenlock
In order to deliver all above:- Explore long term funding options including income streams from: public sector, government, large corporate companies and	2 & 3	All partners 2012 Co-ordinator	Support	Time	April 09	Much Wenlock

Actions/Milestones	Link to MW Objectives	Partners Involved	Links to other 2012 sub-groups	Cost	Timeline	Lead Organisation
LOCOG/ODA						

## RISK MANAGEMENT

Energize STW

The key risks identified and how best to minimise them are summarised in the table below:

Risk	Tactics to Minimise Risk
<b>Theme leaders</b> - not fulfilling their roles or getting partners motivated and on board	Support for theme champions through the Management Group
<b>2012 fatigue</b> – getting tired or overplaying the Olympic/Paralympic themes	Managed roll out programme spreading the load/emphasis
<b>Sceptics</b> – negative images and opinions influencing partners and public perceptions	Regular releases of good news stories aimed at key targets
<b>Diverting focus</b> – from the fundamental needs of sport and physical activity in the sub region	Have community sport as a principal theme in the Action Plan
<b>Demands on Much Wenlock</b> – too high expectations	Undertake and use market penetration survey and support volunteers; co-planning with the regional forum

## FINANCIAL IMPLICATIONS

Approach is:

- For lead agency to secure funds from mainstream funds wherever possible
- To have a basic budget to cover seminars, conferences, publicity and small scale commissions
- To build up reserves and contributions to the proposed 2012 Olympic Challenge Fund.

## SUCCESS MEASURES

The success of the plan will be evaluated on the following criteria:

Shared Themes			
1 Attendance at annual events and festivals 2 Improved tourist and interpretation facilities within 26 mile radius of Much Wenlock 3 External funding attracted into the sub region			
Business	Culture	Sport & Physical Activity	Tourism
4 Number of 2012 business workshops 5 Number of companies registering on compete4 website 6 Value of contracts won by STW companies	7 Number and profile of participants in cultural Olympiad programmes	8 Number and profile of participants involved in school-club link events 9 Percentage of adult volunteers (Active People Survey)	8 External funding invested in visitor attractions / tourism projects 9 Number of visits to area 10 Average spend per visit
Much Wenlock Focus			
11 Community awareness and satisfaction rating			

The Action Plan will be reviewed on a six monthly basis and 'refreshed' annually.

## GLOSSARY

2012	Olympic and Paralympic Games being held in London in 2012
STW	Shropshire, Telford and Wrekin
AWM	Advantage West Midlands (Regional Development Agency)
BDC	Bridgnorth District Council
CoC	Chamber of Commerce
DMP	Shropshire Destination Management Partnership
Energize STW	Sub regional / county sports partnership
Feasibility Study	2012 Opportunities Feasibility Study published May 2007 by Experian
IOC	International Olympic Committee
LA	Local authority
LOGOC	London Olympic Games Organising Committee
MW	Much Wenlock
WOS	Wenlock Olympian Society
WBS	William Brookes (secondary) School
WPB	William Penny Brookes
ODA	Olympic Development Agency
NGBs	National Governing Bodies of Sport
SCC	Shropshire County Council
TWC	Telford & Wrekin Council
SSP	Schools Sports Partnership
TCAT	Telford College of Art and Technology
TSLEC	Telford Sport and Learning Enterprise Community
WM	West Midlands