

REPORT TO WEST AREA PEOPLE & PLACE BOARD

5 September 2016 & 12 September 2016

West Road to Rio Event – Feedback & Legacy Report

1. Background

- 1.1 To support the delivery of its healthy lifestyles priority for the West, the Area Committee agreed (7 October 2015), to fund a large-scale 'Road to Rio' Event in Barnes Park 30 June-1, 2 July 2016. The Committee allocated £40,000 of their Strategic Initiatives Budget, to ensure the event was not only successful and well-attended but also safe and secure. As Committee is aware the Strategic Initiatives Budget's main aim and objective is to encourage innovative work within the community, support local resident participation and demonstrate evidence of partnership working.
- 1.2 A steering group was established, Chaired by Cllr Peter Gibson (Area Committee Chair). Monthly updates were also provided at each of the monthly People and Place boards and the quarterly Area Committees. The steering groups were attended by various key partners including Libraries, Museums, Police, Sport & Leisure, Healthy Lifestyles Co-ordinator, Health & Safety.
- 1.3 The key message to be shared during the event was one of peace, friendship and demonstrating the seven Olympic principles during our everyday lives. The main principle which struck the cord for the event was *"The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play."*
- 1.4 The on-site infrastructure for the event – Marquees, Stewards, rigging and de-rigging was commissioned from Sunderlandlive.
- 1.5 The organisation/content and detailed planning of the event was undertaken by the West Area Arrangements Team.

2.0 School Days (30 June-1 July 2016) – Road to Rio – Olympic Legacy

- 2.1 16 schools attended the event – the list of schools can be found at Annex 1.
- 2.2 536 school children took part in activities which included the following:

Activity 1:- Olympic Opening Ceremony

Activity 2:- Empire Theatre Creative Carnival Puppetry

Activity 3:- Library Service – Illustrator drawing pictures of Olympic scenes

Activity 4:- Extreme Arena

Activity 5:- Fun Run

Activity 6:- Trampolines

Activity 7:- Athletics

Activity 8:- Paralympics

Activity 9:- Mini-beasts walking trail

Activity 10:- Traditional Games - egg and spoon race; tug of war; space hoppers etc.
Activity 11:- Archery
Activity 12: Story Telling
Activity 13: Snakes and Ladders
Activity 14: Fun Fair rides – provided free of charge to the School children by Nobles
Activity 15: Climbing Wall
Activity 16: Meet the Neighbours: Henna art, saris etc.
Activity 17: Healthy Eating – Brazilian food
Activity 18: Rainforests of Rio (Museums)

- 2.3 Each of the schools worked with Dawn Thompson, the West Healthy Lifestyles Co-ordinator in the weeks' leading up to the event. The schools developed banners, Olympic torches as well as being allocated as a country to represent. They then arrived at the event in their countries chosen colour and walked a lap of the main field waving their flags and carrying their torches, as part of the Olympic Opening Ceremony. They walked through the Police Tardis into the Olympic arena.
- 2.4 Each school was also allocated an Olympic Barnes Bear – their team mascot. The bear took part in all of the activities with photographs taken throughout, the school then added the photographs to their Olympic scrap books – a lasting legacy for the school, to further encourage the children to take part and try new activities.
- 2.5 The school feedback to-date has been incredibly positive, with a couple of the comments received, noted below. The schools have also kindly completed an evaluation and are all keen to be involved with future events and Area Committee activities generally. The contacts and network created during the event will be long-lasting and positive for the future.

"On behalf of the staff and pupils of St. Anne's R.C. School I would like to send you many thanks for an absolutely fabulous day on Friday at Barnes Park. It was so well organised and every one was so helpful and professional. The children thoroughly enjoyed all the activities." Anne-Marie Weide, St Anne's R.C. School

"Well you have done it once again – this year's Road to Rio event in Barnes Park was absolutely amazing. It's hard to tell who enjoyed it the most, our staff or the children. A huge well done and a massive thank you! How on earth will you top it next year!!" Margarita & Judith, Broadway Junior School

3.0 Family Fun Day (2 July 2016) – Road to Rio Carnival

- 3.1 Saturday 2 July 2016 was a changeable weather day, with the odd heavy rain shower, however this did not deter the crowds and up to 5000 people attended the Family Fun Day – every part of the Park was packed full of families enjoying the free activities throughout the Park. The only chargeable element of the event was the Fun Fair – which was also very popular.
- 3.2 A leaflet was distributed by the Friends of Barnes Park at each of the main entrances – the leaflet included a site-plan and a list of activities to encourage visitors to move around the park throughout the day.

- 3.3 The entrances were also covered by stilt walkers who were dressed in Carnival dress. They were from local Pallion Traders - Mint Management Entertainment Company.
- 3.4 The activities available across the Park were as follows:
- a) Police Tardis – Main Car Park
 - b) Climbing Wall supplied by Sunderland's XL Youth – Main Car Park
 - c) Bishopwearmouth Nursery Plant sales – Main Car Park
 - d) Royal Horticultural Society (RHS) Planting demonstrations – Main Car Park
 - e) Fire Engine – Main Car Park
 - f) Extreme Arena – next to Multi-use Games Area (MUGA),
 - g) Basket Ball and Tennis – Next to MUGA,
 - h) Samba Drums – Durham Road Park entrance
 - i) Sunderland Empire Creative Carnival Puppetry – Main field
 - j) Change 4 Life activities – Main field
 - k) Paralympics activities – Main field
 - l) Mini-beast walking trails – throughout Park
 - m) Archery and Fencing – Main field
 - n) Illustrator and creative story telling – Main field
 - o) Museum Super Snake spirals – Main field
 - p) Traditional Games – Main field
 - q) Fun Fair – Main field
 - r) Story-telling – Main field
 - s) Art-ventures Olympic Torch crafts
 - t) Face Painting – Orchard area
 - u) Glitter Tattoos – Marquee near Lake
 - v) Housing Standards and Healthy Homes – Orchard area
 - w) Book start bear, Emma Enchanted and Bloomfield Juggling and circus skills – moving throughout the Park
 - x) Foods from around the world, offering tasters of food from different countries as well as fresh fruit – Orchard (top of grand staircase)
 - y) Trampolines – Orchard (top of grand staircase)
 - z) Information marquee including Sporting Memories, Live Life Well, Axe Man Strength training, Samaritans advice and guidance, Gentoo, Virgin Active Tennis – Marquee near to Lake
- 3.5 There was also a full music programme at the bandstand which as always was the perfect venue for the music, surrounded by the natural Amphitheatre seating alongside deck chairs, this zone was very popular and visitors enjoyed a Jazz Band, which marched from the Park entrance led by Mint Management stilt walkers; Gen-factor sharing Sunderland's local talent, Highfield School Rock Band, Pennywell Community Choir and Lisa Clinton's Dance School.
- 3.6 The feedback received from visitors throughout the day was incredibly positive, all stating that they thoroughly enjoyed their visit, trying new activities, as well as seeing Barnes Park being used to its full potential.

"We had an amazing time at the event on Saturday and met some lovely people. We would like to thank you for giving us the opportunity to support. We managed to fundraise for our organisation – this was through our sales of cakes, sandwiches and refreshments (we could have sold 10 x the amount of cakes they went so quick).

One family of 5 (2 adults and 3 children) came to me and said she was so pleased with the food marquee and that she had managed to feed the kids with a drink, cake, and a sandwich for under £5 – they sat on the grass outside marquee and had a picnic. On a whole the feedback I received from members of the public was that it was a fantastic event.” Tina Carlisle, Community Worker, St Luke’s Neighbourhood Trust

4.0 Communication, Promotion and Community Engagement

- 4.1 A full communication plan was developed for the event to ensure the event was promoted as effectively and efficiently as possible. Posters and leaflets were distributed across the area, as well as large banners placed around the perimeter fencing of Barnes Park. Articles were featured within Sunderland Echo; See it Do It website; Facebook; Twitter and also all of the schools which attended the event were given further information to enable the children to encourage their families to come back on the Saturday 2nd.
- 4.2 The West Area Committee, West VCS Network, Community Helpers, Libraries, Museums, Local Traders, Gentoo, Police, Fire, Barnes Friends Group also actively promoted the event.
- 4.3 The promotional literature was designed to be in keeping with the Olympic theme and the event logo was approved by People and Place Boards. The leaflet featured a map of the park to enable visitors to navigate themselves around the park to enjoy all of the activities.
- 4.4 All staff and volunteers/exhibitors working at the event were issued with lanyards and parking permits. This ensured that all event staff were easily recognisable, enabling the event visitors to know who they could ask for advice, directions to activities etc. The Community Helpers also ‘helped’ throughout the three day event, making connections with schools and then visitors during the Saturday, to promote themselves and encourage those in need to get in touch.
- 4.5 Letters were also distributed to the surrounding houses at Barnes Park to ensure local residents were aware of the event and also the traffic regulation orders for parking. All promotional materials explained that the Car Park in Barnes Park would be closed for the duration of the event and encouraged visitors to use public transport wherever possible.

5.0 Health and Safety

- 5.1 Health and Safety was paramount throughout the planning of the event and once on site for the event itself. A full Health and Safety Plan was written and approved by the Multi Agency Events Group (MAEG), which is attended by the Police, Fire Authority, Highways, Building Control etc.
- 5.2 Risk Assessments and liability insurance documents were provided for all activities.
- 5.3 A traffic management order was implemented to ensure relevant road closures, parking restrictions were in place to enable safe access and egress from the park during set-up, event and then event de-rig.

- 5.4 The main Car Park in the park was closed throughout the event including set-up and de-rig to ensure health and safety. All exhibitors and volunteers were also briefed ahead of the event to ensure they understand procedures. The Sunderland College kindly allowed the volunteers and exhibitors for the event (100+) to park in the Bede College Car Park to ensure no congestion with additional street parking.
- 5.5 First Aiders were available throughout the Park as well as a Lost Children and First Aid point based within the Park Coach House. Stewards and volunteers covered all entrances into the park as well as key 'crush' points in case crowds needed to be dispersed. All event staff also operated radios to ensure rapid communication throughout the event.
- 5.6 Additional security was commissioned throughout the event to ensure valuable artifacts were protected within the marquees located within the Park. Additional Police resource and Youth Activities (provided by Youth Almighty) were arranged to ensure ASB was kept to a minimum. As a result of this partnership approach, no issues were reported.

6.0 The lasting legacy

- 6.1 Schools are committed to keeping their Change for Life Clubs going and continue to maintain their scrap books and send their Olympic Barnes Bear on adventures.
- 6.2 Many of the community organisations involved in the event have made contacts within the schools to support with their PE delivery, Archery and Trampolines in particular.
- 6.3 Evaluations from Exhibitors and Schools will continue to be collated and information fed back to Area Committee.

7. Finance

- 7.1 The total budget allocated for the event was £40,000 however this figure included emergency contingencies, in the event of a major incident. Therefore the full amount was not required.
- 7.2 A budget breakdown is attached at Annex 2.

8. Recommendations

- 8.1 Note the contents of the report
- 8.2 Identify any additional actions or activities that should be progressed to ensure the event continues to create a lasting 'Healthy Lifestyles' legacy for the West.

Report Annex 1

West Road to Rio Event – Thursday 30th June / Friday 1st July 2016

School Attendance List

Barnes Infant Academy

Barnes Junior School

Grindon Broadway Juniors School

East Herrington Primary Academy

Grindon Hall Christian School

Hasting Hill Academy

Highfield Community Primary School

New Silksworth Infants School

New Silksworth Junior School

Plains Farm Academy

Richard Avenue School

South Hylton Primary School

St Anne's RC Primary School

St Cuthbert's RC Primary School

St Leonard's RC Primary School

Thorney Close Primary School

Report Annex 2
West Road to Rio Event 2016
Event spend

Budget available £40,000 Strategic Initiative Budget to support the delivery of three day event to enable local school children and families to learn about the Olympic Games, try new activities and generally come together as a community.

Activity	Spend
Site set-up including power generators, PA system, site crew, Security, Event Safety Stewards, First Aid, additional Toilets	£12,359
Cleaning	£1,285
Activities delivered to children and families – full details as noted within event report, item 2 & 3.	£14,415
Road closures	£2,500
Publicity, marketing and communications	£643
Total	£31,202