



5 GOLD RINGS

How you can get involved in
activities to
celebrate London 2012

Basingstoke and Deane Going for Gold



*Basingstoke
and Deane*



What is Five Gold Rings?

The council has published an Olympic strategy called *Going for Gold* to make sure that Basingstoke and Deane makes the most of opportunities arising from the London 2012 Olympic and Paralympic Games. One aim is to use London 2012 to inspire community activity. *Five Gold Rings* has been developed as a way to help communities create Olympic related projects.

Why is it called Five Gold Rings?

Five Gold Rings is based on the five rings of the Olympic flag, representing five continental areas. The concept of five rings is used to create project zones. Gold picks up the title of the *Going for Gold* Olympic strategy and provides a theme for a wide variety of projects.



Why have project zones?

One of the key features of the *Five Gold Rings* programme is to encourage different communities to interact with each other. One way of doing this is for groups from different project zones to work together to share ideas and develop projects. Each zone has also been allocated, by a random draw, one of the continental areas, as follows:

- Zone 1 Asia
- Zone 2 Africa
- Zone 3 Americas
- Zone 4 Oceania
- Zone 5 Europe

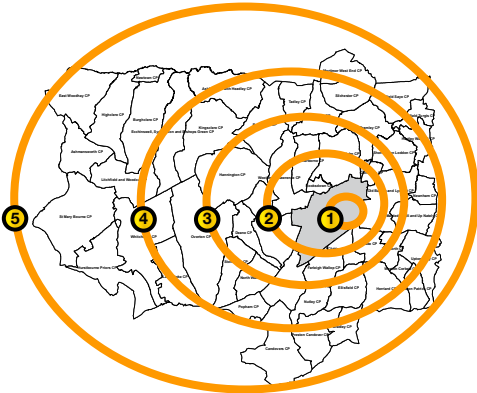
It is hoped that one major project in each zone can be developed with an organisation in its associated continent.

Why should we get involved?

London 2012 is everyone's Games. By getting involved at a local level, you will be part of one of the biggest events this country has seen for many years. *Five Gold Rings* will unite the borough in a common focus, it will bring individuals and groups together and it will be fun.

What are the project zones?

Project zones have been developed using five rings radiating out across the borough from the ring road in Basingstoke:



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My area is in more than one zone!

Most villages, schools, and community venues will be within one of the five zones, but some parish and town councils and individual wards will be in two. The project zones are simply a way of encouraging groups to work together and ensure activity throughout the borough.

What if I don't like sport?

Going for Gold is about more than just sport, it is about arts, community, tourism, business, health, environment, learning, sustainability and celebration.



But I haven't got time to get involved

Five Gold Rings is not necessarily about doing more. It is about using the theme of gold, the Olympics or Paralympics to inspire things you are already doing in your club, school, community centre, street, parish or at home.

When should activities take place?

Activities can take place anytime between now and the end of 2013, so there is plenty of time to plan ahead. Projects will be promoted in three categories:

Anticipation the months leading up to 2012

Celebration 23 to 25 July 2010*, 22 to 24 July 2011* and spring/ summer 2012

Legacy September 2012 to December 2013

** on these weekends there will be national celebrations under the branding of Open Weekend to mark two years and one year to go to the opening ceremony in July 2012.*

Some projects, such as tree planting or an art installation, will have a lasting impact in which case they will be legacy activities whenever they take place.

When do the Olympic events take place?

- The torch relay around the country is in June and July 2012.
- The Olympic Games run from 27 July to 12 August 2012.
- The Paralympic Games run from 29 August to 9 September 2012.



What sort of activities can we organise as part of Five Gold Rings?

Anything that is based on the following principles:

- It is inspired by the theme of gold or the Olympics and Paralympics in general.
- It can be organised by your group or community.
- It can be run at no or minimal additional cost to your organisation.
- It involves another group or community

Can you give us some ideas?

We want you to generate your own ideas but here are a few suggestions:

- Plant flower beds, window boxes and hanging baskets with golden flowers, or plant trees with golden foliage in your street or village or in a communal open space.
- Organise a local short story or poetry competition on the theme of gold.

- Develop a friendship project with a community in another part of the borough or with the continent assigned to your area.
- Hold arts and crafts sessions to create medals, trophies, ribbons and banners for local competitions and events.
- Support school and community projects that enable older people to share their experiences of life during the 1948 Olympics.
- Arrange a mass participation activity in a neighbourhood open space or as part of your local fete, fair or festival.
- Organise a photographic or art exhibition and invite entries on the theme of gold.
- Develop a time capsule to record life in the community as it is in 2012 as a reference for when the Games next come to London.
- Build an Olympic or gold themed model or sculpture from recycled materials.
- Encourage your local traders to sign up to a voluntary penny donation per transaction to go towards local initiatives.
- Offer to create a video diary, blog or scrapbook to record *Five Gold Rings* activities in your area.



I am not a resident but I work in the borough – can I still get involved?

Yes! You can encourage your company to support the *Five Gold Rings* programme or to run workplace activities that contribute to the Olympic legacy themes. Why not ask your employer to run a workforce volunteering scheme and adopt a community project close to your business premises? A few hours of volunteer time, sponsorship, or donations of materials for projects for a play group, youth centre or care home may make a huge difference to the organisation concerned.

Alternatively, focus on making your workplace a healthy, active environment for employees. Why not start a walking club or encourage your colleagues to take dance lessons, play tennis or go cycling? For other ideas for business involvement, go to our website at the address on the back page.

I don't belong to a group but want to get involved how can I do this?

- Contact your local parish or town council clerk, local councillor, village hall or community centre to find out if they know of anyone wanting volunteers to support a local project.
- Register as a volunteer with Basingstoke Volunteer Centre so they can match you with potential *Five Gold Rings* volunteering opportunities; contact the Volunteer Centre Coordinator at sarah.robinson@voluntaryservices.com or telephone 01256 423850.



Can we use the Olympics logo?

No. There are very strict guidelines about the use of the official Olympic logo which means it cannot be used for local activities.

We have developed our own logo and branding for *Five Gold Rings* which can be used for all activities in the borough accepted within the programme. When you register your interest, and if the project proposal meets the *Five Gold Rings* principles, you will receive window stickers and artwork that will allow you to promote your proposed activity in community facilities and magazines:

- Check the council website; as provisional activities are registered, you will be able to see if anything is planned in your area.
- Find something you can do individually, for example you could plant your own garden with golden flowers or simply agree to donate a penny when you make a purchase at your local shop or pub to help fundraise for a project in your area.

How will the programme be promoted?

The council will promote the scheme through the local media and provide communities with the tools to publicise projects. The council will raise the profile of local activities by listing community initiatives on its website.

All groups involved in *Five Gold Rings* are encouraged to promote their own activities through parish magazines and websites, community newsletters, school activity reports, updates in community halls, pubs, shops, and places of worship, and by word of mouth in their own communities and work places.



When you complete your project you will receive a certificate or plaque to display:



Is there any money for projects?

The principle of *Five Gold Rings* is that activities should not cost more than the activities you are already putting on. When you are planning future activity programmes try to use the Olympics or gold as a theme for your activities. However, for significant and new community projects, the council will allow applications to be made to a grant fund.



What is the criteria for grant funding?

Organisations seeking funding must demonstrate how their project will contribute to achieving a legacy in Basingstoke and Deane from London 2012. *Going for Gold* identifies the legacy themes for the borough as:

- a sustainable increase in the number of young people taking part in a range of cultural and sporting activities
- improved health and reduced obesity
- a sustainable leisure infrastructure
- improved visitor economy and inward investment
- a commitment to training and skills for the local workforce
- increased community pride and enhanced profile for Basingstoke and Deane and
- long term support for talented athletes.

Who can apply?

Any organisation can apply but you must explain:

- Why the costs cannot be met as part of the routine activity of your organisation.
- How the project meets the *Five Gold Rings* principles and contributes to the legacy themes.
- How it involves a wider group of people than just the membership of your organisation, ideally with a community in another neighbourhood or project zone.



Can we get advice?

The council cannot organise your activity for you but may be able to put you in touch with someone who can provide information. As we deal with enquiries we will publish frequently asked questions and their responses on our website.

- How at least 50% of the cost can be met by your organisation.
- When it is to be completed (latest date is December 2013).

The maximum grant will be **£300** and your organisation may only apply for one *Five Gold Rings* grant up to December 2013.

What do we do if we are interested in taking part?

Talk to people in your street, club, school, parish council, village hall, or workplace and decide what you would like to do. Prepare an outline proposal for the activity; you need to know:

- what you want to do and why
- when and where to do it
- who you want to be involved and whether you need volunteer help
- how you will promote it and
- how you will meet any costs.

You will need to register your interest by filling in a form which is available on the council's website or by post from the council, which will ask for details of the project proposal and the local contact.

Will there be a record of activities under the Five Gold Rings programme?

Yes. We want you to send us one photograph or short paragraph that sums up your activity so we can record the anticipation, celebration and legacy of London 2012.

What is the target for Five Gold Rings projects?

We are using the number of Team GB participants (523) who competed in the 2008 Olympic and Paralympic Games as a target for the number of overall Olympic themed projects and initiatives we want to aim for.

Isn't this target unrealistic?

No. We think it is achievable if everyone gets behind the idea. For example, by December 2013:

- If there were an average of four community activities in each of the town or parish council areas and urban wards, this would generate around 250 activities.



- If each of the schools in the borough took part in an average of three activities this would total 225 activities.
- If just 10% of the 500 licensed premises in the borough agreed to adopt the penny on a transaction fundraising initiative this would be 50 schemes.

This adds up to 525 projects. With additional programmes and initiatives from the council, businesses and other partners we may even be able to exceed the target.

What else is the council doing for London 2012?

The council is working with other agencies and organisations in a range of areas to reap local benefits from the London 2012 Olympic and Paralympic Games. This includes making local businesses aware of Olympic contract opportunities, promoting facilities as pre games training camps, developing a festival programme for 2012, seeking support for talented athletes, raising the profile of Basingstoke and Deane in the south east region, creating a *Going for Gold* category in Basingstoke in Bloom, developing tourism initiatives and continuing to provide opportunities for participation in sport and cultural activity.

We are working with Destination Basingstoke to include a *Five Gold Rings* category in the Place to Be Proud Awards from 2011, which will recognise the community projects with greatest local impact.

We have also registered an interest in having the Olympic torch relay pass through the borough in 2012.



How do I find out more about London 2012?

The official website at: www.London2012.com provides a comprehensive range of information about the progress of the construction of the olympic park, competition dates, volunteering opportunities, tickets for the different events and much more.

What do we do next?

Nominate a contact person to be the link for your project; it would help us if this person is contactable by email and has access to the internet. We also need a postal address to send promotional material to.

Register your interest by filling in the form available online or by post. Your provisional project will be listed on the council website and you will receive your window stickers and logo artwork for you to promote your idea in your local community.

Check the council website for the list of *Five Gold Rings* projects. This will enable you to find out what other projects are being proposed so you can share ideas and involve groups in other project zones.

How do we get more information?

Please see www.basingstoke.gov.uk/go/fivegoldrings for more information.

You will find the form to register your interest, a detailed map showing the project zones, a list of projects that have been registered and some frequently asked questions, which will be updated regularly to give you information and advice. Once projects have been registered we will communicate via email with the nominated contact. Alternatively, write to us at:

Going For Gold
Neighbourhood Development
Basingstoke and Deane Borough Council
Civic Offices
London Road
Basingstoke
RG21 4AH

Or telephone **01256 844844**



www.basingstoke.gov.uk/go/fivegoldrings