

Review and evaluation of Olympics, Paralympics and Cultural Olympiad events and projects 2012

2012 ONE EXTRAORDINARY YEAR

Celebrating the London 2012 Olympic and Paralympic Games and
the Queen's Diamond Jubilee in
Bath and North East Somerset



This report reviews and evaluates the events and projects which took place in Bath and North East Somerset throughout 2012 in celebration of the London 2012 Olympic and Paralympic Games and the Queen's Diamond Jubilee. The report examines both the economic impact and the impact on local communities.

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Cover picture: Weston All Saints Primary School Arts Festival, 'Olympic Torch' project funded by Bath & North East Somerset Council

1. Events & projects 2012 Events and projects run by Bath & North East Somerset Council are highlighted

2008

26-28 Sept 2008	Marking the Moment Celebration weekend marking the handover of the Olympic Torch to London, and the launch of the London 2012 Cultural Olympiad	B&NES Tourism Leisure & Culture Division UK-wide event
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2009

24-26 July 2009	Cultural Olympiad Open Weekend	UK-wide event
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2010

November 2010	Illuminate Bath first festival	Bath Spa University (RELAYS project) outdoor light projections
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2011

August 2011-March 2013	Cultural Olympiad themed arts projects	B&NES Arts Development (micro grants scheme)
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Sept 2011-August 2012	Schools engagement	B&NES Tourism Leisure & Culture Division Sports participation; arts projects; Libraries summer reading challenge
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Sept 2011-July 2012	'Our Games Our Values' Primary schools resources pack	Bath Spa University (RELAYS project with Team WoE)
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Saturday 31 Dec 2011	New Year's Eve fireworks welcome 2012	B&NES Tourism Leisure & Culture Division
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2012

Throughout 2012	Gold Challenge	B&NES Sport & Active Lifestyles Sports participation
Throughout 2012	Quest community project	B&NES Arts Development Community projects and events
Throughout 2012	Olympics-themed talks series	Talks series at BRLSI
Throughout 2012	RELAYS project: schools resources	Bath Spa University, resources about the Olympics
January	Illuminate Bath second festival	Bath Spa University (RELAYS project) outdoor light projections
Tuesday 7 Feb	Launch event with Kriss Akabusi	B&NES Sport & Active Lifestyles and Sports Partnership
Feb-Dec	Sport & Fashion exhibition	B&NES Heritage Services, Fashion Museum
Feb-Dec	Sport & Fashion talks series	B&NES Heritage Services, at BRLSI
Feb-Dec	'On your marks' schools sessions Responding to Sport & Fashion exhibition	B&NES Heritage Services, Fashion Museum
Feb-Dec	'Down the Decades' schools sessions Responding to 60 years of Fashion exhibition	B&NES Heritage Services, Fashion Museum
March	Talks x 2 and children's activities x 2 Responding to Olympics themes	Bath Literature Festival

23-24 March	Line Up Film Festival: 'Win or Lose' theme	Bath Spa University student-led festival
March-October	Film documentation of key events	Suited & Booted
March-October	'Writer on the road' online blogs	Marcus Moore, supported by B&NES Arts Development
Saturday 21 April	St George's Day Mummers performance Olympics themed performance	Widcombe Mummers and Mr Wilkins Shilling
Sunday 22 April	World Heritage Day Marking 25 th anniversary of Bath's inscription as a World Heritage Site	B&NES Tourism Leisure & Culture Division
Saturday 5 May	'Much Ado About Wenlock' theatre show	Theatre Royal Bath, The Egg
14 May-31 August	Street/city decorations Olympics-themed planting Olympics flags & bunting Torchknit project, knitted bunting & knitted torch Banners made by KS1 pupils	B&NES Tourism Leisure & Culture Division B&NES Parks (athletes; Jubilee crown; Paralympic flame) B&NES Tourism Leisure & Culture Division B&NES Heritage Services, Fashion Museum B&NES Heritage Services, Victoria Art Gallery
Monday 21 May	Torch-bearers reception at Roman Baths Each torch-bearer received a commemorative glass	B&NES Tourism Leisure & Culture Division
Tuesday 22 May	Olympic Rings World Record Attempt 5 Olympic rings formed by people	B&NES Sport & Active Lifestyles
Tuesday 22 May	Ancient Olympics	University of Bath, for schools
Tuesday 22 May	Torch Relay through Bath and NES	B&NES Community Task Force project group

Saturday 26 May	Victorian Day open day Linked to re-opening of upper gallery and Jubilee	B&NES Heritage Services, Victoria Art Gallery
26 May-1 July	'Sculpture and Sport: A Celebration for 2012'	Art at the Edge exhibition at Victoria Art Gallery
26 May-31 Oct	'Sculpture and Sport: A Celebration for 2012'	Art at the Edge outdoor sculptures
Wednesday 30 May	Performance of Vivaldi's opera 'L'Olympiade'	Bath Festivals, at Bath Abbey
May-July	'A sporty summer' and 'Sprint into summer' Schools sessions for early years and KS2	B&NES Heritage Services, Victoria Art Gallery
May-July	'Jubilant Jubilee' and 'Faces from the past' Schools sessions for early years and KS2	B&NES Heritage Services, Victoria Art Gallery
June-August	Primary Schools Arts Festival Olympic torches and Olympic anthem	Weston All Saints Primary School (lead)
June-August	'Discover Sport' exhibition	Radstock Museum
2-5 June Sat 2-Tues 5 June	<i>Queen's Diamond Jubilee</i> Jubilee street parties and community events	Throughout Bath & NE Somerset
Sunday 3 June	SkyRide	B&NES Sport & Active Lifestyles
Tuesday 5 June	Jubilee Picnic in the Park	B&NES Tourism Leisure & Culture Division
4-8 June	'Emperor for a day' family drop-in activity	B&NES Heritage Services, Roman Baths

Tuesday 5 June	'The jewel in the crown' family drop-in activity	B&NES Heritage Services, Fashion Museum
Thursday 7 June	'Right Royal Portraits' Young@Art Club activity	B&NES Heritage Services, Victoria Art Gallery
Sunday 17 June	Widcombe Rising Community event, sports theme	Widcombe Rising
Saturday 23 June	'Battle for the Winds' performance (1) SW regional Cultural Olympiad project	Midsomer Norton, Community Fayre day
July-August	Graham Dean: Faster, Higher, Stronger Olympics-themed exhibition	B&NES Heritage Services, Victoria Art Gallery
Sat. 14 July-Sat. 8 Sept	Summer Reading Challenge: 'Story Lab' Olympics-themed children's project	B&NES Libraries
Sunday 15 July	'Marks Set Go' athletics-themed film & dance	University of Bath, ICIA (project by Peter Anderson)
Saturday 21 July	10K Challenge run	B&NES Sport & Active Lifestyles
Tuesday 24 July	'Photo Finish' family drop-in activity	B&NES Heritage Services, Fashion Museum
Thursday 26 July	'Lighting up 2012' Young@Art Club activity	B&NES Heritage Services, Victoria Art Gallery
Friday 27 July	'Olympic Wedding' – 6 couples married at same time	B&NES Registrar's Office
Monday 30 July	'Sporting Challenge' family drop-in activity	B&NES Heritage Services, Roman Baths
Monday 30 July	'Kingsize' family drop-in activity	B&NES Heritage Services, Fashion Museum

July-August	Rio2016 Carnival project	Carnival community project, run by ArtReach
Thursday 2 August	'Faster, higher, stronger' Young@Art Club activity	B&NES Heritage Services, Victoria Art Gallery
Tuesday 7 August	'Flag up Fashion' family drop-in activity	B&NES Heritage Services, Fashion Museum
Tuesday 14 August	'Chain reaction' family drop-in activity	B&NES Heritage Services, Fashion Museum
Wednesday 15 August	'Horrible Histories' performance	B&NES Heritage Services, Fashion Museum
Tuesday 21 August	'Racing ahead' family drop-in activity	B&NES Heritage Services, Fashion Museum
Friday 24 August	Collection of Paralympic lantern from London	Assembly Rooms - Paralympics athletes reception
Saturday 25 August	Paralympics Flame Celebration	B&NES Sport & Active Lifestyles
	Family Sports & Music Day and Lantern Procession	
Saturday 25 August	Carnival parade	Carnival community project, run by ArtReach
Saturday 25 August	'Battle for the Winds' performance (2)	Bath, Paralympic Flame Celebration day
Thursday 30 August	'Jump for Joy' Young@Art Club activity	B&NES Heritage Services, Victoria Art Gallery
Wednesday 12 Sept	Open top bus tour for returning athletes	Bath city centre and reception at Assembly Rooms
Saturday 22 Sept	'Battle for the Winds' performance (3)	Keynsham, Youth Festival day
Sunday 23 Sept	Circuit of Bath 2012 (20.12 miles)	Julian House
Sept-Dec	'People's survey' heritage survey	Quest community project with Bath Spa University

2. Project management; communications; partners & stakeholders

Project management

The Tourism Leisure & Culture Division took overall leadership and responsibility for planning, co-ordinating and delivering events for 2012.

The Operations Manager, Sport & Active Lifestyles led on London 2012 Olympic Games events (Torch Relay Day and Paralympics Flame Celebration) and sports participation, including the Gold Challenge. The Senior Arts Development Officer led on Cultural Olympiad events & projects and cultural participation, including the Quest community project.

In preparation for Torch Relay Day, a cross-Council officer and emergency services working group (Community Task Force) was created in July 2011 chaired by the Operations Manager, Sport & Active Lifestyles. The working group comprised third-tier officers from across the Council, including Sport & Active Lifestyles, Arts Development, Events, Emergency Planning, Highways, Planning, Parking, Legal, Audit, Health & Safety, Licensing, Waste Management, Communications, together with colleagues from Avon & Somerset Police, Avon Fire & Rescue, University of Bath, and Team West of England.

The working group met every two to three months with each member assigned specific leadership responsibility for an aspect of the event.

A similar working group was created March 2012 for the Paralympics Flame Celebration day.

Officers and external colleagues agreed that the structure and method of the working groups were extremely effective in delivering these two complex events. There was very practical cross-Council working which broke down 'silos' and built relationships between departments which will pay dividends for the Council's future work. All officers involved have benefited enormously from the experience of working together on 2012 events, increasing their project management and leadership skills. Dagenham & Barking Council shadowed B&NES Council on Torch Relay Day and were able to utilise our expertise for their own event, later in the Relay.

Internal communications and engagement of Council staff

An internal communications plan was created in September 2011 by the Tourism Leisure & Culture Division management team. Its purpose was to:

- Ensure that all key people, leaders, and politicians are aware of Olympics and Cultural Olympiad projects and activity, and the opportunities & benefits offered by 2012
- Engage and enrol key people, leaders, and politicians to be champions and activators

Four target groups were identified (senior management, Councillors, key officers, and all staff) and communication about 2012 events was undertaken between September 2011 and August 2012, as follows:

Senior Management

- Inform senior management (CX, SDs, DDs) about Olympics and Cultural Olympiad projects and activity
- Highlight how 2012 can add value to the Council
- Engage senior management in personally participating in sports & cultural projects

Method:

- Briefings to SDs and DDs via Divisional Director, Tourism Leisure & Culture and Strategic Director, Place

Councillors

- Invite Cllr Paul Crossley to be Olympics Champion
- Inform Councillors (Leader, Cabinet, Ward Councillors) about Olympics and Cultural Olympiad projects and activity
- Highlight how 2012 can add value to the Council's role in the community
- Encourage every Councillor to enthuse and engage the residents of their ward in participation in Olympics and Cultural Olympiad projects and activity
- Engage Councillors in personally participating in sports & cultural projects

Method:

- Cabinet report, December 2011
- Briefings to the Leader, Cllr Crossley (email; meetings as required)

Key Officers

- Inform key officers in positions of leadership and influence about Olympics and Cultural Olympiad projects and activity
- Highlight how 2012 can add value to the Council and to their service's or team's work
- Invite key officers to act as champions and ambassadors for 2012
- Encourage key officers to enthuse and engage their services/teams about the Olympics and Cultural Olympiad projects and activity
- Engage key officers in participating in sports & cultural projects

Method:

- Monthly email, Sept 2011 to May 2012

All Staff

- Inform Council staff about Olympics and Cultural Olympiad projects and activity
- Engage Council staff in participating in sports & cultural projects

Method:

- Monthly 'Staff Matters' update, Sept 2011 to May 2012

Partners & stakeholders

An external engagement plan was created in September 2011 by the Tourism Leisure & Culture Division management team. Its purpose was to:

- Ensure that all key groups in the local community are aware of Olympics and Cultural Olympiad projects and activity, and the opportunities & benefits offered by 2012
- Engage and enrol leaders of these groups to be champions and activators

Method:

- Contact key external groups and organisations (Sept-Nov 2011)
- Identify what the Olympics and Cultural Olympiad offers to their group as benefit and opportunity
- Make specific requests for engagement / action

Sector/constituency	Key group(s)
Cultural sector (arts, heritage)	Cultural Forum for the Bath Area
Sports sector	Team Bath Team West of England Sports Clubs Bath Rugby University of Bath Sports Village
Young people	Youth Service
Town & Parish Councils	Keynsham TC Radstock TC Midsomer Norton TC Westfield Parish C
Charter Trustees	Mayor's office
Faith communities	Inter-Faith Forum
Schools	Primary Schools heads Secondary Schools heads Special School heads
Public bodies	Avon & Somerset Police Avon Fire & Rescue
FE & HE	City of Bath College Norton Radstock College University of Bath Bath Spa University
Business	Future Bath Plus BID Company Bath Tourism Plus
PCT / Health	B&NES NHS/PCT

3. Participation data

In September 2011, the Tourism Leisure & Culture Division management team developed and agreed evaluation criteria and performance measures for assessing the impact of the **main** 2012 events and projects. The table shows target/anticipated figures and actual figures for 2012 key events and projects which were managed, or financially supported, by the Council. It excludes the many small community events which took place across the district.

Event	Detail	Organiser	Measure	Target or estimate	How measured	Actual	Commentary
Olympic Rings World Record Attempt	22 May 2012 Royal Victoria Park	B&NES Sport & Active Lifestyles	No. participants	5,000	Collection of participant data	2,234	
Torch Relay	22 May 2012 Entering B&NES from Brassknocker Hill and leaving B&NES through Kelston	B&NES Council: Community Task Force group	No. audience /attendance Local participants in Relay Total	No est. No est. No est.	Police's crowd estimate; collection of participant data	70,000 27 70,027	
SkyRide	3 June 2012 Royal Victoria Park	B&NES Sport & Active Lifestyles	No. participants	6,000	Collection of participant data	4,100	Wet weather

Diamond Jubilee 'Picnic in the Park'	5 June 2012 Royal Victoria Park	International Guitar Festival & Foundation, with B&NES Events team	No. audience /attendance	10,000	Police's crowd estimate; collection of participant data	11,000	Wet weather
Diamond Jubilee residents' street parties	2-5 June 2012 District-wide	Individual communities with B&NES Events team	No. street parties	No est.	Events team data; photos uploaded to Quest website	48	Wet weather
10km Challenge	21 July 2012 Bath Racecourse	B&NES Sport & Active Lifestyles	No. participants	500	Collection of participant data	180	Wet weather
Rio 2016 Carnival	25 August 2012 Bath city centre	ArtReach, with support and funding from B&NES Arts Development	No. audience /attendance Participants in workshops Total	2,000 100 2,100	Event manager's crowd estimate; collection of attendance data at workshops	15,000 99 15,099	

Paralympics Flame Celebration	25 August 2012 The Rec	B&NES Council: Community Task Force group	No. audience /attendance	No est.	Police's crowd estimate; collection of event and participant data	7,500	
			Local participants in Relay	No est.		20	
			Total	No est.		7,520	
Sport & Fashion exhibition	Throughout 2012 Fashion Museum	B&NES Heritage Services	No. visitors	No est.	Attendance data	119,000	
			No. attendances at talks	No est.		200	
			Total			119,200	
Graham Dean: Faster, Higher, Stronger exhibition	July-August 2012 Victoria Art Gallery	B&NES Heritage Services	No. visitors	10,000	Attendance data	10,541	
Olympics-theme talks series, BRLSI	Throughout 2012 BRLSI	BRLSI, with funding from B&NES Arts Development	No. attendees	No est.	Attendance data	300	

Cultural Olympiad micro-grants scheme for arts projects	August 2011-March 2013 District-wide	Individual groups and communities, with funding from B&NES Arts Development	No. grants awarded Value of this investment No. participants in funded projects	32 £16,000 No est.	Collection & tracking of applications & awards Financial records Collection of attendance data by funded organisations	31 £15,500 16,688	Some projects do not complete until 31/3/13 and so have not yet reported their participation numbers. It is estimated that participation will rise to above 17,000
Quest community project	Throughout 2012 District-wide	Quest project team and B&NES Arts Development	No. participants No. website visits	6,000 12,000	Collection of participant data: self-reporting from projects & organisations and no. of registered website users Data recording built into website	40,312 2,545	Figure expected to be 3,000 by 31/3/13 A separate report on the Quest project will be published online by 31/3/13

Quest community project Community arts activities, digital media training sessions, and community radio workshops (Midsomer Norton, Keynsham, Bath)	Throughout 2012 District-wide	Quest project team and B&NES Arts Development	No. participants	300	Collection of attendance data at workshops	2,046	
Gold Challenge	Throughout 2012 District-wide	B&NES Sport & Active Lifestyles	No. participants	2,012	Collection of participant data	1,040	
Olympics-themed decorations & horticultural planting	May-August 2012 Bath city centre Flags, bunting, knitted bunting, planting	B&NES Arts Development B&NES Parks B&NES Heritage Services	No. shops decorating windows No. knitters No. sites/locations decorated & planted	50 No est. 20	Collection of participant data Collection of participant data Data recording (streets and parks)	20 est. 130 18	Flags & bunting locations: 11 Planting locations: 7

Schools activity Sports participation; arts projects; Libraries summer reading challenge	Throughout 2012 District-wide	B&NES Sport & Active Lifestyles Quest project tem and B&NES Arts Development B&NES Libraries	No. schools Primary (P) 62 Sec'dary (S) 13 Special (SP) 3 Total: 78 No. school students/ participants No est.		Data recording Collection of attendance data at sessions/ projects	59 13 2 74 4,368	Libraries: 20 (P) Quest project: 39 (P), 13 (S), 2 (SP) Libraries: 1,724 Quest project: 2,644
Art at the Edge	May-October 2012 'Sculpture and Sport: A Celebration for 2012' exhibition Outdoors in Bath city centre and at Victoria Art Gallery	Art at the Edge B&NES Heritage Services	No. audience /attendance	Outdoors No est. Gallery 20,000	Estimate based on previous similar outdoor projects; attendance data at VAG	15,000 18,622	

Press & media	Assessment of coverage in print media, online, and broadcast media (radio and tv)	B&NES Communications team B&NES Film Office	No. press & media mentions of Bath & NE Somerset activity Local Regional National International Total: No. filming permits and shoots	No est. No est. No est. No est. No est. No est.	Usual press monitoring methods Collection of data for each permit and shoot	40 19 3 1 63 20	
Volunteers	Volunteering at major events organised by B&NES	B&NES Sport & Active Lifestyles B&NES Events team	No. volunteers on Council-run events	No est.	Collection of data for each event	735	Carnival: 9 Quest project: 522 Picnic in the Park: 4 Torch Relay, Olympic Rings, Paralympics Flame Celebration: 200

TOTAL b/f						341,687	
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Additional data Heritage Services schools, family, and community activities in 2012

Event	Detail	Organiser	Measure	Target or estimate	How measured	Actual	Commentary
Olympics theme sessions							
Fashion Museum Knitting Community - Torch/Knit: April-June	Community groups and individuals from all over the UK (and members from Germany) knitted bunting which decorated the Assembly Rooms and Fashion Museum from 20 May-9 June	Fashion Museum B&NES Heritage Services	No. participants	No est.	Collection of attendance data at sessions/ Projects	130	

On your marks: Jan-Dec	School teaching session using the Sport in Fashion exhibition – aim was to find out about sportswear and to design new 'kit' for an Olympic team					178	
Photo–finish: 24 July	Family drop-in activity					19	
Flag up fashion: 7 August	Family drop-in activity					107	
Racing ahead: 21 August	Family drop-in activity					89	
Sporting Challenge: 30 July	Family drop-in activity	Roman Baths B&NES Heritage Services	No. participants	No est.	Collection of attendance data at sessions/ Projects	216	

A sporty summer and Sprint into summer: Summer 2012	Teaching sessions for early years and KS2	Victoria Art Gallery B&NES Heritage Services	No. participants	No est.	Collection of attendance data at sessions/ Projects	28	
Torch Relay project: May-June	Printed 5 banners to decorate the Gallery's windows with KS1 pupils from St Andrew's Primary School, Bath					70	
Lighting up 2012: 26 July	Young @ Art Club activity					42	
Faster, higher, stronger: 2 August	Young @ Art Club activity					26	
Jump for joy: 30 August	Young @ Art Club activity					37	

Jubilee theme sessions							
The jewel in the crown: 5 June	Family drop-in activity	Fashion Museum B&NES Heritage Services	No. participants	No est.	Collection of attendance data at sessions/ Projects	27	
Kingsize: 30 July	Family drop-in activity					91	
Chain reaction: 14 August	Family drop-in activity					90	
Horrible Histories: 15 August	Performance					275	
Down the decades, 60 years of fashion: Jan-July 2012	Teaching session for KS2					36	
Emperor for a day: 4-8 June	Family drop-in activity	Roman Baths B&NES Heritage Services	No. participants	No est.	Collection of attendance data at sessions/ Projects	1,265	
Victorian Day: 26 May	Open day linked to re-	Victoria Art Gallery	No. participants	No est.	Collection of attendance	1,220	

	opening of upper gallery and jubilee	B&NES Heritage Services			data at sessions/ Projects		
Right royal portraits: 7 June	Young @ Art Club activity					85	
Jubilant Jubilee and Faces from the past: Summer 2012	Teaching sessions for early years and KS1					16	
						4,047	

Additional data Bath Spa University: RELAYS

Funded by LOCOG, RELAYS was a national programme to enable Universities to engage with sports and arts projects. Bath Spa University undertook three projects over the period 2009-2012:

- Illuminate Bath – two festivals, 2010 and 2012
- Resources pack on Olympics themes for primary schools
- Exhibition about 'street' sport with Bristol Museum & Art Gallery (M-Shed)

Total no of events held:	140	
Total no of young people engaged:	1,851	
Total no of attendees at events:	101,080	
Total no of volunteering opportunities:	102	
Total participants		103,033

Additional data Circuit of Bath walk, Sunday 23 Sept

Annual sponsored walk to support Julian House – usually 20 miles, but an additional circuit of the top of Solsbury Hill was added to make 20.12 miles for 2012.

Number completing 20.12 miles	146	
Total participants		330

TOTAL PARTICIPATION **449,097**

Total number of events/projects **140**

4. Economic impact

Introduction

The economic impact of the Olympics year has varied for different sectors and organisations across the district.

For **Bath Tourism Plus**, the picture is positive: the Torch Relay through Bath produced significant visitor numbers and consequent spend. **Bath Film Office** report that Olympics-related projects and events attracted broadcast media organisations and the presence of film crews likewise had a positive effect on the local economy. But for the Council's **Heritage Services**, the Olympics year has (as anticipated) adversely affected visitor numbers and therefore Heritage Services' income is less than in a 'normal' year. Bath Festivals felt that the sheer number of community and other events around the Diamond Jubilee weekend had a detrimental impact on ticket sales for the Bath International Music Festival.

The success of key events organised by the Council, such as the Diamond Jubilee Picnic in the Park and the Paralympic Flame Celebration day, was significantly attributable to our use of **local suppliers and contractors** (for example: stewarding, catering, event management, technical/staging, security, artists and performers, photographers, filming). This will have had a positive impact on the local workforce.

No national data has yet been released on the economic impact of the London 2012 Olympic Games within the West of England area.

Bath Tourism Plus

Visitbath.co.uk - Thanks in part to the Torch Relay (build-up period and on the day), May 2012 proved to be a record month for visitbath.co.uk with 236,504 visitors to the site and a record number of online bookings – worth £137,000 to the accommodation sector.

Bath Visitor Information Centre – Week commencing 21 May was Bath VIC's second busiest week (after Easter week/weekend) since its re-opening in February 2012. Highest retail sales since the re-opening were recorded during the week of the Torch Relay, and the best performing day during the week for retail sales was the Torch Relay day on the 22 May (thanks to sales of bunting, flags etc).

Roman Baths and Fashion Museum

On Torch Relay day 22 May, numbers and income were down significantly compared to the same day in 2011, and on the adjacent Monday and Wednesday (21st and 23rd): visitors down 400, income down £3,000.

The Heritage Services budget for 2012/13 made provision for an anticipated downturn in visitors compared with the previous year, and the consequent effect on both admissions and secondary spend achieved by both the Roman Baths & Pump Room and Assembly Rooms & Fashion Museum sites. The downturn was expected as a result of the anticipated impact of the London 2012 Olympic Games, together with other economic factors.

The downturn in visitors during the period of the Olympics and across the months of July and August was greater than expected.

Actual sales in July and August reduced significantly across the board, with reduced sales of both group tickets (mainly coach parties) and tickets purchased by other categories of visitor. During the 17 days of the Olympic Games, total sales were 27% lower than in the same period in 2011.

B&NES Heritage Services believe that the greater than expected downturn in individual (ie, non-group) visitors was caused by a combination of two factors; a) the increased cost of travel and accommodation during the Olympics; and b) the incentive for the UK public to watch the events in London in person or on TV, rather than to visit attractions during the summer holidays.

Bath Film Office

There were 9 permits for TV travel programmes that came to Bath via Visit Britain. There were no TV travel programmes in Bath last year, only photo shoots, so it is reasonable to say that they were all in the city because of the Olympics. These programmes covered the usual tourist sites such as the Roman Baths and the Jane Austen Museum. The only special event they filmed was the Sport and Fashion exhibition – this was a great draw. Several also visited Bath University to cover its sporting facilities being used in the run-up to the Olympics. The final piece of filming that would not have happened without the Olympics was the BBC 'Olympic Superstars' competition, filmed up at the University and in the Assembly Rooms and Christmas Market.

The direct spend from news coverage will have been minimal as they were local self-contained crews that did not need accommodation, food or any other local facilities. It is believed that Visit Britain paid for the accommodation for the travel programmes. Based on 9 x 4-person crews, an estimate of between £5,000 and £10,000 was spent locally. The 'Olympic Superstars' programme direct spend was £75,000. The long term economic impact from the travel programmes is potentially considerable, but impossible to quantify at this stage.

It can be said with some confidence that the local news coverage of Olympic year events will have done something to increase local residents' pride in the district and also will have also possibly led to an increase in participation in cultural and community activities. The travel programmes will have undoubtedly raised the awareness and profile of Bath and North East Somerset as a visitor destination.

5. Social & community impact

The social and community impact of the events and projects of 2012 has been very visible and widely celebrated. This section of the report gives examples with quotes from some of the participants.

Diamond Jubilee street parties

Communities and neighbours came together to celebrate, despite very chilly weather and heavy rain.

Getting to meet your neighbours and enabling those on their own to meet up and find new groups to attend. (Dunster Road, Keynsham)

Some streets which held street parties, such as Kipling Avenue in Bear Flat, enjoyed the experience so much that they have since come back together for other projects such as a community clean-up of autumn leaves.

Torch Relay Day

Quotes from torch-bearers

It was an amazing day. The whole event was lovely, it was utterly fantastic carrying the torch and the crowds, friends and family made the whole experience even more special. It is a day I will never forget; it certainly far exceeded even my wildest expectations.

Fay Hollister

It was truly an incredible day to remember and Bath certainly did shine! All the best to you and the team.

Jason Gardener

I just wanted to email to say how fantastic the day was on behalf of myself, all family, friends and of course the torch bearer himself Mark Sanders!!!

I thought the organisation of the day was spot on!! Such a fantastic atmosphere everyone was in super high spirits and the whole event was magnificent!!!!!!! It will be a day remembered by everyone for years and generations to come.

I would also like to express the joy Mark and his wife Angela had at the BANES event on the Monday evening. They thought that was superb and was wonderful to meet everyone in a beautiful intimate setting the day before the event.

Laura Sanders (on behalf of her Dad, Mark Sanders)

Many thanks for your email and I am still having to pinch myself to see if I really did take part yesterday in a truly memorable experience. It was fantastic and full of so many emotions - I arrived so nervous and feeling very sick which changed to excitement when on the bus and amazement after seeing so many people lining the streets of Bath - they were brilliant and so

supportive. It was so emotional and tears were seen in many of the torch bearer's eyes including mine and then seeing your family and friends at the start of my run was wonderful.

We all agreed at the end that it had been the best moment ever any of us had experienced - including Jason!

Denise Snow

As an outsider to Bath I have to say myself and my family were made very welcome. We thought the Civic reception was a brilliant start to 2 days of total enjoyments and very well put together. I thought it was very respectful that those running through bath, outsiders like myself and those from Bath running elsewhere were all treated alike. It was also a good icebreaker being able to meet fellow runners and their families, for me this was very helpful as I was able to build on the short introductions at the briefing meeting and on the busses. I was amongst an excellent and well deserving group of people, we all bonded well but I suppose this was inevitable as we all had the same caring views and the passion to help others less fortunate than ourselves.

I haven't visited Bath for 32 years and had forgotten what a beautiful place you have...do you allow people from Bucks to retire here?

Anyway just like to say thanks again, the memory will stay with me and my family forever

Chris Hare

Wasn't Bath amazing?! Didn't everyone turn out and give the Olympic flame such an amazing reception?? I felt truly honoured, proud and humbled by the atmosphere there was out on the streets. THANK YOU for capitalising on such an amazing opportunity for the City. The City did us proud.... it did you proud. I think that the turnout was more than anyone on the torchbearer bus ever imagined. We certainly upped the ante for the rest of the country I think.

Huge congratulations to you and your team. And on a personal note, thank you especially for allowing a reserved area for family, friends, students etc at the bottom of Bathwick Hill. That whole section was rammed and when I saw them all I totally welled up at the enormity of it all. It was an incredible experience.

I got totally bombarded by all the kids at my school in the playground today when I took my torch in, and the same happened at Freshford School, when I dropped my daughter off. Then [it was] the same at an athletics fixture this afternoon. so many children were so excited and inspired by the experience. What an opportunity for them.

Kate Allenby

From the Civic Reception, where you made us feel very special, to the day itself, was absolutely amazing and the whole experience will live with me for the rest of my life. We (Torchbearers) had so much fun together, especially on the shuttle bus, and the huge crowds of people en route were overwhelming. The support and enthusiasm from everyone lining the streets as we carried the Torch was incredible.

It was lovely meeting you [Lynda Deane] at the Reception on Monday and I would like to say to you and your team "Congratulations and well done for all your hard work." I hope you are able to relax and look back on a job well

done. Thank you for being so approachable and helpful on the end of the phone too!
Carolyn Reed

Paralympics Flame Celebration

Involvement and engagement with diverse communities

I just wanted to write to congratulate you on the wonderful Bath Paralympic Flame Celebration on Saturday 25th August. The whole day was a great way to showcase the fantastic sports included in the paralympics. We especially enjoyed the sessions in the leisure centre. I wanted to thank Yate Athletics Club in particular. It was a privilege to witness Mark Lodge in action during the athletics taster sessions, and to see what he could get out of each child in only a few minutes. His ability to analyse each individual's needs and to motivate them to improve their performance was outstanding. His young assistants also deserve special thanks. They carried out their duties with good humour and discipline and were fantastic role models for the younger participants.

Our own children left the event energised and with a new-found love of athletics. One of our girls often struggles with physical pursuits and in particular with anything competitive, but Mark helped her to have the belief that she could improve her own times. We have been hurdling around the garden with the stopwatch ever since.

Many thanks for a job very well done.

Ruth and Luke O'Shea

Gold Challenge

It is estimated that approximately 300 new people become more active as a result of the Gold Challenge.

Keynsham Youth Festival

Partnership working led by the Quest community project working with Keynsham Town Council, Keynsham Youth Service and local groups - 100 young people participated in a carnival parade along Temple Street to the Park

Thank you for all the hard work you put into youth fest and for making the parade a memorable part of the festival.

Mark Wilcox, Youth Worker, Keynsham Town Council

Midsomer Norton Community Fayre

Partnership working led by the Quest community project working with Midsomer Norton Town Council, B&NES Youth Service and local groups to create a youth-focused event at the skate park

Thank you to everyone for helping make Saturday a great day, which would not have been possible without your hard work, enthusiasm and courage in the face of more than a little rain!

We were really pleased with the turn-out especially given the weather - and whether the sun did shine or not, the great atmosphere in the park.

Especially we want to thank people that volunteered from busking musicians, BA3, MOJO, Somer FM and young people on the Youth Bus as well as the trojan work of Christine Meadows doing the Somer Centre craft fair.

Kate Orchard, Quest Project Manager

Writer on the Road

Creative writing reminiscence sessions in villages and communities

The whole project has been a delight. Those who came to write responded with enthusiasm [...] we had many favourable comments on feedback forms. Huge thanks for inviting me to be the Writer on the Road.

Marcus Moore

Rio Carnival project

100 people from North East Somerset and from Snow Hill participated in a project specifically targeted to their communities and paraded through Bath watched by huge crowds – involvement in carnival costume-making, samba dance, samba drumming and carnival make-up.

“It was amazing – the children loved it all!”

“Enjoyed it very much, please let me know of more”

“It was a different experience”

“Loved it so much it was incredibly fun and uplifting”

“Would like to do it again”

“Great atmosphere and lots of people coming together to have fun”

“Fun once in a lifetime experience”

Participants' feedback from Wheels for All group:

What the participants got out of the project:

- *Quite a lot of fun we think!*
- *Building self-esteem and developing independence (the latter applies especially to our 19 and 25 years old participants).*
- *Making new friends and increased opportunities for social interaction*
- *Especially enjoyed the excitement and build-up of the Friday through to being part of the spectacle and fun of the Saturday*
- *Seeing how the project links to other work projects - eg. linking Wheels for All to Play and the Arts plus health and well-being benefit ie. bikes and creative activities working as one*

Chris Revill, Project Manager, Wheels for All

Fashion Museum – TorchKnit

The knitting group made bunting and a torch.

105 knitters from Aberdeen in the north to Torpoint in the southwest, from Oddown to Germany, knitted 2,500 pennants which festooned the Assembly Rooms with knitted bunting all summer.

Partnerships and friendships were forged through the project, and a new group, The Fashion Museum Knitting Community, now exists. The latest project of the group is the knitted decorations on the Fashion Museum Christmas tree, and who knows where the guerrilla knitting group will strike next in 2013!

The Fashion Museum worked in partnership with Bath Royal Literary & Scientific Institute and organised 10 lectures in the Sport and Fashion lecture series, attended by about 200 people in total. The nice thing was that this included audiences who have never before visited the Fashion Museum or Institute, particularly visitors from Clevedon Baths Trust and Lansdown Tennis Club.

Rosemary Harden, Fashion Museum

6. Press & media coverage

Compiled by Communications & Marketing team

Date	Comms Opportunity	Media (print and websites)	Inform	Internal Comms	Council Website & Twitter	Broadcast (TV & Radio)	Connect TV	Other (inc. Connect Magazine)
7.11.11 Daniel	Bath announced as part of London 2012 Olympic Torch Relay Route	Paul Crossley & David Dixon interview with Bath Chronicle Thisisbath.co.uk Thisissomerset.co.uk www.nowbath.co.uk Bath chronicle	11.11.11	Internal website Staff matters	Yes	BBC Radio Bristol breakfast show. BBC Points West. ITV West country. Somerset Valley FM, Paul Crossley & Cllr David Dixon. Radio Bristol Cllr David Dixon.	Yes	
3.1.12 Daniel	Sport and Fashion exhibition goes for gold	Thisisbath.co.uk Nowbath.co.uk Journal Bath Chronicle	6.1.12		Yes	Jack FM Rosemary Harden		
23.1.12 Daniel	Bath Rugby tackles the fashion game	Thisisbath.co.uk Bath Chronicle	27.1.12		Yes			

24.1.12 Daniel	Olympic star Kriss Akabusi helps Bath and North East Somerset to shine	Thisisbath.co.uk x3 Nowbath.co.uk Bath Chronicle x2 Journal	3.02.12		Yes	Bath Breeze FM ITV West, BBC Points West interview with Kriss		
10.2.12 Daniel	Councillors hope to inspire residents to keep fit with Olympic Gold Challenge	Thisisbath.co.uk Nowbath.co.uk Journal Bath Chronicle Somerset Guardian	17.2.12		Yes	BBC Radio Bristol, Cllr Roger Symonds		
28.2.12 Daniel	Celebrations planned for the Paralympic Torch Relay	Thisisbath.co.uk x2 Nowbath.co.uk Journal Bath Chronicle Week in	3.2.12	Staff Matters	Yes	Jack FM ITV West BBC Radio Bristol BBC Points West BBC Radio Bristol	Yes	
1.2.12 Daniel	Olympic modern pentathlete Heather Fell takes five to open Sport and Fashion show	Thisisbath.co.uk Nowbath.co.uk Thisisplymouth.co.uk Tavistockpeople.co.uk Bath Chronicle	03.02.12		Yes	Breeze FM, BBC Points West. ITV West Country, BBC radio Bristol, Rosemary Harden & Heather Fell		
21.3.12 Daniel	Sporting the latest fashion for evening presentation	Thisisbath.co.uk	23.3.12		Yes	Jack FM Rosemary Harden		

21.3.12 Daniel	Carnival is coming to town	Thisisbath.co.uk x2 Bath Chronicle	20.4.12	Staff Matters	Yes	Breeze FM ArtReach		
19.3.12 Daniel	Bath & North East Somerset Council confirms streets where Olympic Flame will be carried for Torch Relay	Thisisbath.co.uk x2 Thissomerset.co.uk Nowbath.co.uk Heart.co.uk Bath Chronicle	23.3.12		Yes	BBC Radio Bristol Interviews with Cllr David Dixon, George Harding & Don Foster. ITV West Country George Harding & Don Foster. BBC Points West George Harding & Don Foster. Breeze Fm George Harding & Don Foster. Heart FM David Dixon		
30.3.12 Menna/Daniel	Council urges businesses to prepare for Torch Relay	Thisisbath.co.uk Nowbath.co.uk Bath chronicle Nowbath.co.uk	13.4.12		Yes	Cllr David Dixon Breeze FM		
16.4.12 Daniel	Council advises businesses of Torch Relay seminars	Thisisbath.co.uk Nowbath.co.uk Journal			Yes			
18.4.12 Daniel	Join in with the opportunity to	Thisisbath.co.uk Heart.co.uk	4.5.12		Yes	Cllr David Dixon BBC		

	become a World Record holder!	Nowbath.co.uk Journal				Radio Bristol		
25.4.12 Daniel	Inspirational Torchbearers get their moment to shine	Thisisbath.co.uk Nowbath.co.uk Bath Chronicle	11.5.12		Yes	Jack FM/The Breeze BBC Radio Bristol Carolyn Reed		
25.4.12 Daniel	Couples invited to be part of Guildhall's unique wedding ceremony on Friday 27 July	Thisisbath.co.uk Nowbath.co.uk Thisissomerset.co.uk	27.4.12	Staff Matters	Yes			
30.4.12 Daniel	Sculpture and Sport: a Celebration for 2012	Thisisbath.co.uk Nowbath.co.uk	1.6.12		Yes			
Daniel	Extra hits	Quest 20.12 pics in Bath Chronicle Somerset Guardian						
10.5.12 James	Kate Allenby MBE to carry Olympic Torch through Bath on 22 May	Thisisbath.co.uk Nowbath.co.uk	11.5.12	Staff Matters	Yes	Jack/Breeze Kate Allenby MBE		
10.5.12 Daniel	Pregnant mum to carry Olympic Torch the day before delivering her 2nd baby!	Thisisbath.co.uk			Yes			

14.5.12 Daniel	Olympic athletes show their support for Torch Day World Record Attempt	Thisisbath.co.uk Nowbath.co.uk	18.5.12		Yes			
18.5.12 Daniel	Get on board with public transport for the Torch Relay	Thisisbath.co.uk			Yes	BBC Radio Bristol Cllr David Dixon		
21.5 Daniel	Assembly Rooms gets wrapped up in "Torch Knit" display	Thisisbath.co.uk Nowbath.co.uk			Yes	ITV Westcountry Rosemary Harden		
22.5 Daniel	TORCH RELAY DAY				Yes	National and international via BBC website live 'TorchCam' Further detail below		
30.5.12 Daniel	Amnesty called for missing banners from Bath Torch Relay	Thisisbath.co.ukx2 BBCnews.co.uk Independent.co.uk Bournelocal.co.uk ITVnews.co.uk Nowbath.co.uk			Yes	BBC Radio Bristol Cllr Paul Crossley Heart FM		
18.6.12 Daniel	Jubilee: Dressing the Monarchy on Stage and Screen	Thisisbath.co.uk Nowbath.co.uk Bath Chronicle	7.7.12		Yes			

6.7.12	Award-winning actor makes it a right Royal occasion at opening of costume exhibition	Thisisbath.co.uk x2 Nowbath.co.uk Travel GBI BBCnews.co.uk Bath Chronicle x2	13.7.12		Yes	BBC Radio Bristol BBC Radio Somerset Pat Dunlop. Radio Solent Yvonne Hellin-Hobbs		
24.7.12 Daniel	Six couples say "I Do" to Guildhall's unique wedding ceremony	Thisisbath.co.uk x2 The Guardian BBCnews.co.uk Dailymail.co.uk Metro.co.uk Western Daily Press x2 Bath Chronicle x2 Somerset Guardian Nowbath.co.uk	27.7.12	Staff Matters	Yes	Breeze FM. BBC Bristol. BBC Somerset - Emily Cottle. Points West -Alison Manning ITV Westcountry		
31.7.12 Menna	Summer community carnival project	Thisisbath.co.uk Thisissomerset.co.uk Nowbath.co.uk	3/8/2012		Yes			
1.8.12 Menna	Bath Paralympic Flame Celebration	Thisisbath.co.uk Bath Chronicle Journal	10.8.12	Staff Matters x2	Yes			
13.8.12 Daniel	Kids can have right royal fun dressing up as kings and queens	Thisisbath.co.uk Nowbath.co.uk	17.8.12	Staff Matters	Yes			
13.8 Daniel	Award-winning actor fits in a visit to Royal	Thisisbath.co.uk Nowbath.co.uk	17.8.12		Yes			

	costume exhibition							
14.8.12 Daniel	Inspirational Lantern Bearers announced for Paralympic Flame Celebration	Thisisbath.co.uk Nowbath.co.uk Bath Life Somerset Guardian Bath Chronicle Journal	17.8.12	Staff Matters	Yes	4x Radio Bristol interviews with lantern bearers. Breeze FM. BBC Points West. Heart FM		
20.8.12 James	Gold standard ParalympicGB team training transport sorted	Thisisbath.co.uk Bath Chronicle		Internal Website Staff Matters	Yes			
20.8.12 Daniel	Final preparations put in place for Paralympic Flame Celebration	Thisisbath.co.uk x2 Nowbath.co.uk	24.8.12	Staff Matters	Yes	BBC Radio Somerset Cllr David Dixon. Radio Bristol Lynda Deane & Steve Brunt. ITV Westcountry		
24.8.12 Daniel	Last chance to see Jubilee: Dressing the Monarchy on Stage and Screen	Thisisbath.co.uk x2 Nowbath.co.uk Bath Chronicle			Yes			

4.9.12 Daniel	Olympians and Paralympians make a heroic return to Bath	Thisisbath.co.uk Nowbath.co.uk Bath Chronicle Western Daily Press ITV.co.uk		Staff Matters	Yes	BBC Bristol Cllr Paul Crossley		
16.10.12 Daniel	Sports volunteers to be celebrated by Chairman's Sport Awards 2013	Thisisbath.co.uk Nowbath.co.uk Journal Somerset Guardian Keynsham voice		Internal website Staff Matters	Yes	BBC Radio Bristol Cllr Rob Appleyard		
31.10.12 James	Celebrating a People's History - for future generations	Thisisbath.co.uk x2 Nowbath.co.uk		Internal website Staff Matters	Yes			
20.11.12 Daniel	Olympic Amy glides back into her old school with Skeleton Bob sculpture	Thisisbath.co.uk Nowbath.co.uk Bath Chronicle			Yes			
29.11 Daniel	Last chance to see 'Sport and Fashion' exhibition	Thisisbath.co.uk Nowbath.co.uk			Yes		Yes	

Website statistics: Torch Relay Day 22 May 2012

Sunday 20/5/12	1,356 page views
Monday 21/5/12	5,942 page views
Tuesday 22/5/12	8,169 page views
Wednesday 23/5/12	258 page views

Videos of the Torch Relay on the Council website received 1,080 and 217 views on YouTube:

<http://www.youtube.com/watch?v=fm-FDag4jzk&feature=relmfu>

http://www.youtube.com/watch?v=lmHjSQNP8Xc&feature=player_embedded

Key comms activity on 22 May

- BBC Radio Bristol interview arranged at 7am 22 May with Highways Manager Kelvin Packer on traffic arrangements
- BBC World Television 1.12pm interview arranged with David Lawrence, the Council's Divisional Director for Tourism, Leisure & Culture
- BBC Radio Bristol interview arranged at 5.10pm 22 May from Lewis House with Cllr David Dixon, Cabinet Member for Neighbourhoods, and Nick Brooks-Sykes, Chief Exec of Bath Tourism Plus
- BBC World Television interview (post-7pm) arranged with Cllr David Dixon, Cabinet Member for Neighbourhoods

Media coverage on 21 May

PRESS/PRINT

- Bath Chronicle online: <http://www.thisisbath.co.uk/Bath-puts-knitted-bunting-welcome-Olympic-flame/story-16144160-detail/story.html>

BROADCAST

- BBC Radio Bristol interview with Cllr David Dixon, Cabinet Member for Neighbourhoods, on Great Pulteney Street highlighting Relay preparations (8.05am broadcast)

- Breeze FM radio interview with Council's Operations Manager Lynda Deane re: all the build-up; preparations in place and advice for spectators (bulletins throughout the day)
- ITV West Country interview with Cllr David Dixon, Cabinet Member for Neighbourhoods, on Great Pulteney Street highlighting Relay preparations (6pm broadcast)
- ITV West Country interview with Fashion Museum Manager Rosemary Harden on dressing the Assembly Rooms in knitted bunting to welcome the flame (6pm broadcast)

E-MEDIA

- Tweets from @thisisbath: Bath puts the knitted bunting out to welcome the Olympic flame [#olympictorch](#) [#torchrelay](#) [#bathtorch](#) ow.ly/b2tMd

AND: Download a map of the Olympic Torch route in Bath [#olympictorch](#) [#torchrelay](#) [#bathtorch](#) ow.ly/b2vmp

- Live broadcast of Torch Relay through Bath from the TorchCam (filming the Torch Relay from the LOCOG media vehicle) on BBC website:

<http://www.bbc.co.uk/torchrelay/day4> and BBC News website: <http://www.bbc.co.uk/news/uk-18148218>

Visitbath.co.uk

Website traffic peaked at 10,241 visits on Tuesday 22nd May. This was a 35% increase on the previous Tuesday 15th May, which had 7,581 visits and a 54% increase on Tuesday 8th May, which had 6,652 visits.

The Torch Relay event on the website received a total of 8,839 visitors while on the site (18th Apr – 22nd May) making it one of the top two or three most viewed entries during that period.

VisitBath – Social Media

Images and updates on the Torch reached over 4,000 people on the day.

The hashtag #bathtorch received 233 mentions on the day

VisitEngland's 'fan in a van' tweeted, facebooked and blogged about her visit to Bath on the 22nd which is now reaching a growing national audience as part of her 70 day England-wide tour following the Torch.

7. Dressing the city

LOCOG announced in 2011 that Bath would be on the Torch Relay route. With this honour came the requirement to manage the 'look and feel' of the city – the Olympics-branded decorations (flags, scrim, and bunting) and the creation of a consistent and coherent presentation of decorations and planting.

A cross-Council working group was created with officers from Arts Development, Events, Parks, Sport & Active Lifestyles, Major Projects, and Bath Tourism Plus. During autumn 2011 the group considered the catalogue of Olympics-branded decoration products and defined the 'look and feel' that would be most effective within the allocated budget. The Parks department responded to the colour palette required by LOCOG (green, orange, blue, yellow, and purple) and planned bedding plants and hanging baskets for the spring and summer seasons.

In December 2011 a planning / advertisement consent application was submitted. At this stage the Torch Relay route had to be kept very confidential and therefore the application covered a large area of Bath city centre. The application was approved in March 2012 and, once the route could be made public, specific locations for Olympics-branded decorations were published.

Decorations were up in various locations between 14 May and 31 August, with the focus period being May to June (covering the Torch Relay Day and the Diamond Jubilee weekend).

For Torch Relay Day, decorations – feather flags, fence scrim, and bunting – were placed at key points along the route:

University of Bath
Holburne Museum
Victoria Art Gallery
Orange Grove
Guildhall
The Circus
Bennet Street
Assembly Rooms
Royal Crescent
Oldfield School

The feather flags and bunting were very popular, with half (18) of the feather flags 'disappearing', assumed taken as souvenirs.

Planting was in place from April to September, with bedding in parks (3,000 plants) and hanging baskets (4,000 plants) using the colour palette:

Argyll Street	20 Baskets
Grand Parade	16 Baskets
Both sides of Bath Abbey	6 Baskets

High Street	32 Baskets
New Bond Street	14 Baskets
George Street	9 Baskets
Total	125 Baskets

In addition the Parks department created three sculptural pieces:

Jubilee crown in Parade Gardens

Four figures of athletes made out of sedums

Paralympic flame on Bathwick Hill roundabout

Decorations and planting were well received by the public, and Tourism Leisure & Culture Division is now considering to what extent similar decorations could be used in future as part of the summer season in Bath.

The feather flag stands are re-usable and will be loaned to event organisers for use with their own feather flags. The Olympics-branded decorations will be auctioned in aid of the Chairman's charities at the Chairman's Ball in March 2013, and every school in B&NES will receive a souvenir length of bunting.

8. Legacy

Defining legacy

An important aim of the London's bid to host the 2012 Olympic Games was to achieve long-term impact after the Games had ended – 'legacy'.

In September 2011, the Tourism Leisure & Culture Division management team developed and agreed measures for evaluating legacy in Bath and North East Somerset. Qualitative outcomes and impact of 2012 events and projects in the district will be:

- Visible and measurable from 2013
- Measured over at least 3 years from 2013 to 2016
- Tracked through Voicebox surveys to test for changed/improved perception of sports and cultural facilities & activities

Questions about 2012 events and projects were included in Voicebox 21, autumn 2012. Results will be available by March 2013.

The following outcomes and impact of 2012 events and projects are to be measured:

1. Local residents' pride in locality/district increases

Leads to:

Better stewardship and care of local neighbourhoods (improvements in community safety, anti-social behaviour, litter, green spaces etc)

2. Awareness and profile of Bath/Bath & NE Somerset as visitor destination increases

Leads to:

Increased visits (and therefore increased income to local businesses)

3. Participation in sport and active lifestyles (adults) increases

Leads to:

Improved health and lifestyle choices

4. Participation in sport and active lifestyles (children & young people) increases

Leads to:

Improved health and lifestyle choices

Identification of talent for 2016 and 2020 Olympics and Paralympics

5. Participation in cultural and community activity increases

Leads to:

Cultural and community projects and initiatives started during 2012 are sustained and developed

Building on success

At the end of 2012, officers were able to identify a number of positive outcomes from 2012 events and projects.

1. Cultural and community participation and development

Project	Success	Opportunities
Cultural Olympiad micro-grants scheme for arts projects	Successfully targeted to very small groups and projects, which haven't previously been funded. Good spread across B&NES.	Some applications were for heritage and local history projects which couldn't be funded from the arts budget. There is demonstrable need for a comparable micro grants scheme for heritage projects. This has been brought to the attention of the Museums Development Officer.
Torch Knit	Attracted a wide variety of community groups and participants who enjoyed both the creative knitting and the social contact.	Demonstrable interest in similar projects.
Rio Carnival project	Successfully targeted to more disadvantaged communities (100 participants). People from more rural and disadvantaged communities 'took over the streets' in Bath city centre, proudly showing off their carnival costumes and dance moves. Local artists and practitioners learned new skills. Carnival costumes now available for community groups to use.	Demonstrable interest in similar projects. Participants' feedback shows that, for some, this was the first time they had felt they 'belonged' in Bath – previously they had felt that Bath was only for rich people and not for 'people like me'.
Torch Relay Day	Visible local pride. No crime or disorder during the event.	Feedback shows that residents felt they had 'come together' to celebrate.

Paralympics Flame Celebration	Promoted and supported disability sports, and participation in sport by people of all abilities. Visible local pride in the Paralympic athletes who trained at University of Bath.	Further engagement and participation with people with disabilities.
Quest community project	Community groups worked with writer Marcus Moore on creative writing and reminiscence work. 'Peoples Archive' heritage surveys with Bath Spa University showed great pride in local heritage and the World Heritage Site designation. Quest project website presents an online archive of all the 2012 events and projects. Digital media training for young people by Suited & Booted. Radio skills training for young people by Somer FM (including group with special needs who were radio reporters at the Paralympics Flame Celebration day). Three performances of the 'Battle for the Winds' circus acrobatics show, in Midsomer Norton, Keynsham, and Bath.	Quest project website can be developed – potentially by Libraries - for ongoing digital collecting of local history and archives. Young people now trained in digital media and radio reporting skills. Community groups now have new skills in creative writing.
Dressing the city	Olympics-themed flags and bunting decorated the city May-August: they looked good and were enjoyed by the public.	Demonstrable support for a more festive 'look' in the city during the summer season. Now working with cultural and arts organisations to agree suitable sites.
Art at the Edge	Outdoor exhibition of sculpture and sport was very positively received.	Demonstrable support for outdoor art exhibitions during the

	<p>The 'Olympian MMXII' sculpture was purchased by the Council and will be permanently located in Bath.</p> <p>The 'Amy Williams' sculpture was purchased by the Council and is located at Hayesfield Girls School.</p>	<p>summer season. Now working with cultural and arts organisations to agree suitable sites.</p>
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2. Sports participation and development

Activity which was started in 2012 and which can be built upon:

- Odd Down redevelopment – British Cycling funding £600,000 to build a 1.5km Closed Cycling Circuit, along with Sport England Funding - £141,000 - as part of their Places People Play Legacy Programme, which is being delivered in partnership with the British Olympic Association and the British Paralympic Association
- Roman 10K run will take place again in July 2013 and plans for a Festival of Running
- Cycling, canoe and rowing clubs reported increase in enquiries
- New junior cycling club to be established at Odd Down
- Expansion of Get Active Wesport database through partnership with NHS BANES – activity opportunities in Bath and North East Somerset
- Bike Bath weekend will take place 22-23 June 2013
- Draft plans for new 10K city run in Bath and Festival of Cycling
- New activities to be provided for people with disabilities through Sportivate funding
- Extra funding via Sport Forum for Sustainable Coaching Programme and Spring Board Athlete support programme
- Spring in Activity campaign in March 2013 to include family taster sessions at Aquaterra sports centres
- Gold Rush corporate activity challenge to take place at University of Bath

- New Inclusive Multisport Programme for 14years+ to be piloted in partnership with Threeways School, Bath University Paralympic Legacy Research programme (DASH), WESPORT, Bath Athletics Club, Bath City FC Community Sports Foundation, Bath Rugby Foundation, South West Scorpions Wheelchair Basketball Club, and B&NES Inclusive Sport & Physical Activity Association (BISPAA)
- Long term, the programme will aim to create the foundations for a centre of excellence in Inclusive sport that will
 - Bring together clubs, coaches, service users, voluntary organisations
 - Provide clear and supported pathways to clubs for participants
 - Offer training & mentoring in leadership and coaching, work experience/ placement opportunities
 - Provide opportunity to learn and share good practice through user group forum
- Team Inspiration – 28 Councillors and officers – have been inspired to run the Bath Half Marathon on 3 March 2013

9. Supporting evidence

Photography

Julian Foxon

Brian Gibson

Freya Turland

Suited & Booted

To be added to online version of report

Films

Suited & Booted

To be added to online version of report

'Writer on the Road' blogs

Marcus Moore

<http://marcusmoore.wordpress.com/writer-on-the-road/>

To be added to online version of report

Quest project – headline figures

<http://www.myquestbathnes.org.uk/>

Full report to be published separately March 2013

Total participant numbers, including events:	40,312
Events audiences / attendees:	34,475
Participants excluding events:	5,837
Quest volunteers:	522

2,046 people took part in community/outreach activities

2,644 school children and young people took part in projects/activities

57 schools took part, many of them in more than one activity

Of these there were 39 Primary Schools, 16 Secondary Schools and 2 Special Schools

Quest website statistics: It should be noted this is not a full year – the website was live for 7 months (May-December 2012), and Google analytics was active for 5 months July-Dec.

July to December, 5 months:

Website visits / hits:	2,545
Total no. of page viewings:	13,393
Average visit duration	6'48" (minutes)
Total no. of unique visitors:	1,869
Total contributed content:	551
(Quests, Quest responses, Peoples archive)	
Website volunteer contributors (people)	74



Torch Relay Day, Royal Crescent
Photo: Chris Kemp