



**Prosperous Communities
Committee**

Tuesday 14 September 2021

Subject: To Consider Proposals from the Jubilee Group

Report by:	Jubilee Events Planning Group
Contact Officer:	Katie Storr Democratic and Elections Team Manager (Interim) Katie.storr @west-lindsey.gov.uk
Purpose / Summary:	Having established a Jubilee Events Planning Group at its meeting on 13 July 2021, This report focusses on, and sets out, proposals from that Group in respect of promotion of and engagement in the Queens National Campaign, 'Plant a Tree for the Jubilee' (https://queensgreencanopy.org.uk). a UK-wide tree planting initiative created to mark the occasion.

RECOMMENDATION(S):

That Members

- 1) **Agree the 2 prong approach namely : -**
 - * **promotion of the Queen's Green Canopy across the District, encouraging others to engage directly in the Queen's national campaign, which is being supported by the Woodland Trust who are providing free trees to communities on a first come first served basis; and**
 - * **A project which allows the District Council and its Elected Members to directly participate in the campaign**

And in doing so, approve the communications plan (Appendix A) and the creation of a tree planting scheme for Members as detailed in Section 4;

- 2) Approve the use of the Jubilee Emblem and associated branding – Section 5;**
- 3) Approve, in principle , the creation of a Platinum Jubilee Community Fund, and request a further report providing details of the specifics of any such Scheme; and**
- 4) Receive a further report in December 2021 outlining further proposals for Jubilee celebrations**

IMPLICATIONS

Legal:

(N.B.) Where there are legal implications the report MUST be seen by the MO

Financial : FIN/43/22/B/SL

For the tree planting scheme, a proposed maximum allocation of £75 per Ward Councillor, of which there are 36, to be funded from existing civic budgets to cover the cost of 1 sapling and 1 commemorative plaque) – total cost of £2,700, to be spent in the current financial year.

There may be costs incurred around the communication and promotion of the project, but at this time these are expected to be minimal, and can again be contained within existing budget provision.

(N.B.) All committee reports MUST have a Fin Ref

Staffing :

Projects within this report can be delivered within existing staffing resources

(N.B.) Where there are staffing implications the report MUST have a HR Ref

Equality and Diversity including Human Rights :

Data Protection Implications :

Climate Related Risks and Opportunities :

Contributes to the Council's wider corporate objectives and has clear linkages with the Council's Environment, sustainability and Climate Change Strategy.

Section 17 Crime and Disorder Considerations :

Health Implications:

Title and Location of any Background Papers used in the preparation of this report:

Wherever possible please provide a hyperlink to the background paper/s
If a document is confidential and not for public viewing it should not be listed.

Risk Assessment :

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

Yes

No

x

Key Decision:

A matter which affects two or more wards, or has significant financial implications

Yes

No

1 Exec Summary

- 1.1 Committee at its meeting on 13 July agreed to establish a Jubilee Events Planning Group. Terms of Reference for the Group were also agreed, as was a proposed time.

The report can be viewed here <https://democracy.west-lindsey.gov.uk/ieListDocuments.aspx?CId=176&MId=2895&Ver=4>

The minutes can be viewed here. <https://democracy.west-lindsey.gov.uk/documents/g2895/Printed%20minutes%2013th-Jul-2021%2018.30%20Prosperous%20Communities%20Committee.pdf?T=1>

- 1.2 This report focusses on, and sets out, proposals from the Group in respect of promotion of and engagement in the Queens National Campaign, 'Plant a Tree for the Jubilee' (<https://queensgreencanopy.org.uk>). a UK-wide tree planting initiative created to mark the occasion.
- 1.3 The report briefly outlines some of the other projects the Group will be investigating over the autumn period. The proposed programme of wider activities and events will be subject to a further report to this Committee at its December meeting.

2. Outline Proposal

- 2.1 The Jubilee Events Planning Group held its first meeting on 19/08/21 with the focus of discussions being promotion of and engagement in the Queens National Campaign, given the tree planting season runs from October through to March

- 2.2 The Group have recommended a two-prong approach: -

* promotion of the scheme across the District, encouraging others to engage directly in the Queen's national campaign, which is being supported by the Woodland Trust who are providing free trees to communities on a first come first served basis – Section 3

* A project which allows the District Council and its Elected Members to directly participate in the campaign – Section 4

3. Promotion across the District

- 3.1 Recognising limited financial resources available, extensive promotion of the Campaign is considered a cost effective way of generating wider participation.

3.2 Attached at Appendix A is a draft outline communications plan.

The objectives of the Communication Plan is to : -

- Ensure that all residents/ businesses/communities are aware of the initiative through promotion of the Queens Green Canopy
- Ensure all residents/businesses/communities understand how to access information and help for the project
- Raise awareness of the Council's involvement in the project and the initiative across the district to mark the occasion, recognising the benefits to the district and linkages with the Council's Environment, sustainability and Climate Change Strategy.

4. Tree Planting Scheme for Elected Members

4.1 It is being proposed that: -

- each Elected Member be afforded a tree to plant within their own Ward purchased by this Authority
- Trees purchased under this scheme must be located in public locations.
- It will be for the Elected Member to work with their local communities to determine the chosen location and ensure any permissions needed are in place – Officer advice will be provided where requested
- Trees will be purchased to suit locations chosen by Ward Members (advice is available on the Woodland Trust Website) and will be at the sapling stage to reduce cost and make delivery easier.
- A commemorative plaque will be supplied with each tree (if requested) The QGC website, will be offering templates for such plaques and all plaques across the District will be uniform in nature, as use the Jubilee branding (see below)
- It will be for each elected Member to determine how their Ward recognises the planting of the tree.
- The Jubilee itself falls in February and as such Elected Member tree planting events should be held throughout the month of February.
- Ward Members would need to indicate of their intention to plant a tree , before Christmas, with orders been placed through January ready for ceremonies in February.
- Saplings will be purchased through the Woodland Trust, as the approved supporter for the QGC.
- Each event will receive promotion and press coverage through West Lindsey's media channels.
- Each Ward Member be allocated a maximum £75 to cover the cost of 1 sapling and 1 commemorative plaque, to be funded from within existing civic budgets.

4.2 The Group are of the belief that the above project, meets the brief given whilst being mindful of both financial and staffing resources. The scheme if supported: -

- Would ensure there is a lasting legacy of this historic event;
- would be District Wide, rather than focussed in one specific area;
- allows Ward Members to engage directly with their communities, and allows for individuality whilst maintaining a common theme;
- is relatively small scale, ensuring all Wards can participate.
- gives communities and Ward Members the freedom to mark the planting of a tree in way that is suitable to their communities;
- contributes to the Council's wider corporate objectives and has clear linkages with the Council's Environment, sustainability and Climate Change Strategy

4.3 Consideration was given as to whether any larger scale tree planting could be considered as part of this proposal. However, larger scale tree planting does come with greater considerations and not all communities would be able to accommodate multiple trees.

4.4 The Group are also aware of a national initiative (Local Authority Treescapes Fund), not directly linked to the QGC, where Councils can bid for funds to create larger planting schemes. This is something that is being driven by the County Council , but in which West Lindsey is engaged with and actively making a bid for. Parish Councils have already been surveyed regarding their interest / ability to accommodate large tree planting schemes, with 11 communities indicating their interest. If funding is successful it will see up to 600 trees planted across 4 sites owned/operated by the Council and more across West Lindsey at sites identified by Parish Councils.

4.5 As such it is felt the scheme outlined at section 4.2 will compliment the initiative referred to above and allow communities where large tree planting is not feasible or desirable, to take part.

5 Branding and Use of the Platinum Jubilee Emblem

5.1 To mark the Jubilee Celebrations and following a national competition, Buckingham Palace have released an approved emblem.

5.2 Buckingham Palace have provided detailed information in relation to the emblem that has been designed, and is to be used, for the Queen's Platinum Jubilee (right). They state:

"It is intended that the emblem be used widely by individuals, organisations, companies and charities for celebrations to mark Her Majesty The Queen's Platinum Jubilee in 2022. This includes use for commercial purposes and advertising."



- 5.3 Full details can be found online: <https://www.royal.uk/queens-platinum-jubilee-emblem>. The palace has also provided detailed guidelines on the use of the emblem, associated colour palette and fonts.
- 5.4 On the basis of these guideline, the Communications Team have prepared three versions of the Council's logo for use in Platinum Jubilee related materials – these are shown below: -



Fig 1 – Primary Logo in Platinum Jubilee Palette (Pantone 3515 C and Platinum)



Fig 2 – Primary Logo in white on Pantone 3515 C



Fig 3 – Primary Logo with Wordmark in Pantone 3515 C

5.5 Using the Platinum Jubilee Emblem and Colour Palette

The are advantages of making use of the emblem and associated colour palette on Platinum Jubilee related materials. It will ensure that any content created by the Council will be presented in a simple, consistent, and unified look – allowing people to instantly identify that whatever the item is relates to the Platinum Jubilee.

Further examples are shown below: -



Fig 4 – Examples of two pop-up banners (left WLDC branding with Jubilee emblem looks confused and right with the Platinum Jubilee palette looks smart and uncluttered).

Fig 5 – Demonstrates how the Platinum Jubilee palette might be applied to an application form for a community grant scheme.

5.6 Committee are asked to support the use of the emblem and the branding above for all items related to the Jubilee.

6 Other events and Possible Grant Funding

6.1 As indicated in the Executive Summary, whilst this report focuses on and seeks agreement to tree planting activities, the Group have begun to give consideration to a proposed programme of wider activities and

events leading up to the Jubilee bank holiday in June 2022. This includes: -

- Look at focussing larger celebrations in 2022 in Market Rasen. Making Use of the Market Place and the new leisure centre.
- A Jubilee civic service
- Activities and events that the wider community can get involved in (not just civic) that also provide a lasting legacy. These could be street parties, virtual choirs but also a 'package' of events that can move around the District.
- Community crafting ideas that individuals can undertake but that can also be combined into a larger scale lasting memento (similar to the make a mayflower scheme)
- Participation in the national Beacon Lighting Ceremony (2 June 2022).

6.2 The proposed programme of wider activities and events will be subject to a further report to this Committee at its December meeting and discussions are very much in their infancy.

6.3 Another matter which was discussed and is being investigated is the potential to utilise some of the remaining Community Grant Funds to create a specific Platinum Jubilee Fund. This fund would allow communities to bid for monies to support local Jubilee events or projects, allowing communities to mark the occasion as they wish to.

6.4 The Council's existing community grants programme already has the mechanisms in place to deliver a one-time fund. Due to a reduction in project activity during the pandemic it is possible to re-allocate existing budget to establish a new fund. This would enable the Council to fund community activity linked to the Platinum Jubilee in a targeted and structured way rather than receiving applications to our existing Councillor Initiative Fund or Match Funding Grant.

6.5 If the Committee is minded to support the creation of a Platinum Jubilee Fund then a further report to this Committee in November 21 would be prepared containing full details on its operation for approval (and a subsequent recommendation to Corporate Policy and Resources Committee).

6.6 The recommended highlights of a new fund are:

- Open to applications from community groups, charities, parish councils, faith based organisations and schools
- Maximum grant of £700 – Minimum grant of £70
- Total fund budget of £20k
- No financial match required – focus on in-kind match such as volunteering
- Three funding rounds using existing Community Grants Panel

7 Recommendations

That Members

- 1) Agree the 2 prong approach namely : -
 - * promotion of the Queen's Green Canopy across the District, encouraging others to engage directly in the Queen's national campaign, which is being supported by the Woodland Trust who are providing free trees to communities on a first come first served basis; and
 - * A project which allows the District Council and its Elected Members to directly participate in the campaign

And in doing so, approve the communications plan (Appendix A) and the creation of a tree planting scheme for Members as detailed in Section 4;

- 2) Approve the use of the Jubilee Emblem and associated branding – Section 5;
- 3) Approve, in principle, the creation of a Platinum Jubilee Community Fund, and request a further report providing details of the specifics of any such Scheme; and
- 4) Receive a further report in December 2021 outlining further proposals for Jubilee celebrations