



**Prosperous Communities
Committee**

Tuesday, 15 March 2022

Subject: Proposals for Platinum Jubilee Celebrations

Report by:

Monitoring Officer

Contact Officer:

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Purpose / Summary:

To outline further proposals for commemorating
the Queen's Platinum Jubilee

RECOMMENDATION(S):

1. That Members receive the proposals for engaging with, and publicising of, district-wide celebrations for the Queen's Platinum Jubilee

2. That Members approve a further use of £20k of the Communities Grant Fund, under delegated powers, to deliver the West Lindsey Platinum Jubilee Community Fund.

IMPLICATIONS

Legal: There are no legal implications.

Financial: FIN/190/22/SL

Costs associated with publicity or organising events will be met through existing budgets.

Community Grant Fund:

£500k was approved for the Community Grant Scheme for the 5 year period from 2018/2019 to 2022/2023.

As at 7th March 2022 the current balance of the Community Grants Programme is £196,800, being the remaining budget up to March 2023. This includes the allocation of £20,000 for the West Lindsey Platinum Jubilee Community Fund, approved by this committee under delegated powers in October 2021.

By allocating an additional £20,000 this will reduce the overall Community Grants Programme budget to £176,800.

Any allocated funds not awarded by the Platinum Jubilee Community Fund will be returned to the main Community Grants Programme budget.

Staffing: There will be no additional staffing resources required. Events organised by WLDC will be staffed from within existing resources. Publicising of non-WLDC events will fall within the remit of the Communications Team.

Equality and Diversity including Human Rights: All events, whether organised or publicised by WLDC, are designed to be as accessible and inclusive as possible. The range of activities available ensures that communities and individuals can engage with the celebrations as they choose.

Data Protection Implications: Where there is a need for information to be shared, this will be with the explicit consent of those involved – for example sharing videos or photos for use on WLDC social media will be required to provide consent.

Climate Related Risks and Opportunities: At every opportunity, the working group has been mindful of climate-related considerations. For example not actively engaging with the lighting of beacons, ensuring the Beacon Trails do not generate excessive paper or plastic waste and focussing on community engagement events rather than generating physical mementoes which would be likely to end up in waste bins.

Section 17 Crime and Disorder Considerations: N/A

Health Implications: Whilst there are no direct health and wellbeing schemes included in the proposals, it is anticipated that several of the activities will help promote general wellbeing, such as the Beacon Trails (out and about walking).

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

Report to Prosperous Communities Committee 14 September 2021

<https://democracy.west-lindsey.gov.uk/documents/s25991/to%20Consider%20Proposals%20from%20the%20Jubilee%20Group.pdf>

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

X

1 Introduction

- 1.1 On 6 February this year Her Majesty The Queen became the first British Monarch to celebrate a Platinum Jubilee, marking 70 years of service to the people of the United Kingdom, the Realms and the Commonwealth.
- 1.2 To celebrate, events and initiatives are due to take place throughout the year, culminating in a four day UK bank holiday weekend from Thursday 2 June to Sunday 5 June. Celebrations will include public events and community activities, as well as national moments of reflection on The Queen's 70 years of service.
- 1.3 In addition, initiatives including The Queen's Green Canopy and the Platinum Pudding competition will create a nationwide lasting reminder of The Queen's Jubilee.
- 1.4 At its meeting on 14 September 2021, the Prosperous Communities Committee resolved to receive a report detailing further proposals for the celebrations for the Queen's Platinum Jubilee. These proposals were discussed at a meeting of the Platinum Jubilee Working Group on 27 January 2022 and are detailed below.

2 The Queen's Green Canopy

- 2.1 The Council will continue to promote the National Scheme, with several WLDC Councillors involved in their own planting events.
- 2.2 Details, photos and video footage of these events will be shared with the Communications Team, to be incorporated into the Jubilee comms, such as via social media.
- 2.3 Locations of each planting can also be loaded into the interactive nationwide map for everyone involved in The Queen's Green Canopy.
- 2.4 The National Association of Civic Officers (NACO) will also be holding a tree planting event on 11 March (70th day of the year in which the Queen marks her 70th anniversary). It is hoped as many civic leaders as possible will all plant a tree to mark The Queen's Platinum Jubilee, with West Lindsey already registered to be a part of this.
- 2.5 Once NACO have received all details from participants, a bound book will be created which will include all names of councils participating, the name of the person planting the tree alongside the office they hold, the type of tree planted and a few words saying where it was planted. The book will then be sent to the Queen for the Platinum Jubilee weekend in June.
- 2.6 This event will also form part of the publicised events across WLDC communications channels.

3 Song for the Commonwealth

- 3.1 A Song for the Commonwealth has been selected to celebrate the Queen's Platinum Jubilee:
<https://www.commonwealthresounds.com/projects/the-queens-platinum-jubilee/a-song-for-the-commonwealth/>
- 3.2 The Democratic and Civic Officer has shared this information with schools across the district, promoting involvement and inviting photos and video recordings to be submitted to the Communications Team in order for a video collage to be compiled and shared online.
- 3.3 The Trinity Arts Centre Manager has also asked a group to learn the song, record it on stage at the theatre and upload it to YouTube to be shared on social media.
- 3.4 All recordings and video collage will be prepared for 'going live' on Thursday 2 June, when live performances will be taking place around the country.
- 3.5 Details of the Song for the Commonwealth will also be publicised across the district for choirs and community groups to arrange their own involvement and join the live performance time should they wish.

4 Platinum Pudding Competition

- 4.1 Fortnum & Mason is inviting people to invent the Jubilee Pudding for The Queen's Platinum Jubilee in 2022. The winning pudding will be an important part of the celebrations marking Her Majesty's 70 years as Monarch and the creator of the winning pudding will be invited to be at the centre of the celebrations. This was promoted earlier this year online via social media and contact has been made with schools across the district to consider their own version of this event.
- 4.2 Where schools and local communities are choosing to run their own version of this competition, they have been invited to submit details to WLDC for promotion and publicising of their events. It has been suggested that Ward Members could be invited to 'judge' their local competitions or the Chairman could undertake a 'pudding tour' of the district. This element is yet to be defined as it depends on schools and community groups sharing details of their events with WLDC.

5 Beacon Trail

- 5.1 The Beacon Trail (<https://highstreetsafari.com/jubilee>) is a nationwide initiative where, prior to the celebration of the Queen's Platinum Jubilee on 2 June 2022, Town or Parish Councils (or local community groups) can apply to host a specially created augmented reality trail incorporating seven key locations in their area.

5.2 Any location large or small can host a trail, whether or not there will be a beacon lighting event in the area. Enrolment in the scheme costs £499 with all materials supplied. Funding for this could be applied for through the Platinum Jubilee Community Grants Scheme.

5.3 An image of how the trail is designed to work is given below:



5.3 Officers have approached Gainsborough, Caistor and Market Rasen Town Councils, with both Gainsborough and Market Rasen so far indicating their involvement.

5.4 Benefits of the scheme include:

- Increase footfall on two public holidays – trail will take place over the May Day bank holiday and the summer half term
- Creates excitement before the big day
- 95% of the set-up is done for organisers – just need to identify 7 locations
- It's contactless and paperless so good for the environment
- Full analysis report after the event including footfall, business engagement and return on investment
- National marketing campaign and toolkit
- Encourage schools to take part in colouring comp and display winners on the trail
- Business incentives – they will liaise with the venues to engage them getting special discounts for players and increasing footfall for them.
- Engaging story, children can take a mission complete selfie with digital badge.
- Free to take part – just need a smart device to take part.

6 Interactive Events Map – Events Across West Lindsey

- 6.1 Officers are exploring the potential for an interactive map showing event locations throughout the district. Event details will either show up when the pin is hovered over, or underneath the map. Pins could be displayed as a crown rather than a pin.
- 6.2 All events communicated to WLDC could be added to the map, allowing for members of the public to access event information in one place and creating a lasting record for the future.
- 6.3 Communities, local councils and other organisations will be invited to share their event information once the map is available.
- 6.4 If an interactive map is not feasible, we will share communications with local councils asking for event information to be shared with us, in order for us to continue to promote district-wide events via usual communication channels and a dedicated page on the website.

7 Illuminating West Lindsey

- 7.1 In place of organised beacon lightings, it has been suggested that key locations across the district be lit up in purple for the Jubilee weekend.
- 7.2 Locations suggested include the Trinity Arts Centre, the Guildhall, the Operational Services Depot at Caenby Corner and churches in Gainsborough and Market Rasen. Officers are making enquiries as to the practicalities of this.
- 7.3 Where it is not possible for local communities to ‘light up in purple’, they could be invited to decorate prominent buildings in purple colours should they wish.

8 Seventy Acts of Service

- 8.1 The Platinum Jubilee also marks the milestone occasion of the Queen’s 70 years as the Head of the Church of England. To mark this, the organisation ‘HOPE Together’ is inviting people to join in with ‘Seventy Acts of Service’, as a way to help serve their local communities.
- 8.2 Ideas provided on the website and as a downloadable PDF include calling on your neighbour to say hello, cleaning a communal work or home area that would usually be left for someone else, taking time to talk to people you meet in your day, donating items or time to charity, or sending a thank you note to someone who has helped you.
- 8.3 This provides an opportunity for everyone to be involved in the Jubilee celebrations on a personal level and in a way they can choose and influence themselves.

- 8.4 The downloadable PDF can be shared as part of the Jubilee publicity and is available via <https://www.theplatinumjubilee.com/wp-content/uploads/2022/02/Platinum-Jubilee-70-Acts-of-Service-3.pdf>

9 Lincolnshire Show

- 9.1 The theme for this year's Lincolnshire Show is also the Platinum Jubilee and it is hoped that elements of these celebrations can be incorporated, for example using the video montages on display.

10 Platinum Jubilee Community Fund

- 10.1 The Platinum Jubilee Community Fund was launched in late 2021 and is providing grants of up to £700 towards a wide range of jubilee related projects. The scheme is delivered using our existing community grant scheme mechanisms and utilises an allocation of budget from the community grants programme budget overseen by Prosperous Communities Committee.
- 10.2 This fund was initially established with an allocation of £20,000. As of 1 March 2022 we have made 10 grant awards totalling £6,390 leaving a total £13,610 remaining. As of 1 March 2022 officers have a further 28 applications received or due to be submitted. Based on current number of applications being made, officers forecast we will have fully allocated the £20k fund budget before the final closing date in May 2022. The Community Grants Panel may also need to begin making more difficult decisions on awards due to not having enough budget for the amounts being applied for.
- 10.3 Officers recommend making a further allocation of community grant programme budget to the delivery of the Platinum Jubilee Community Fund of £20,000. This would be a total of £40,000 being utilised for the delivery of the fund. The level of interest in the fund has been greater than expected boosted by many communities across West Lindsey seeking to deliver Jubilee related projects and events. By increasing the budget for the fund it will ensure we can continue to support eligible projects that mark this incredibly special occasion and achieve wider community outcomes. It will enable officers to continue using a dedicated fund for Jubilee related projects rather than receiving applications to our other schemes such as the Councillor Initiative Fund or Match Funding Grant.
- 10.4 As of 7 March 2022 the current balance of the Community Grants Programme budget is £196,800 (£96,800 2021/22, £100,000 2022/23). By allocating an additional £20,000 this will reduce the overall Community Grants Programme budget to £176,800, until March 2023.
- 10.5 Any allocated funds not awarded by the Platinum Jubilee Community Fund will be returned to the main Community Grants Programme budget.

11 Conclusion

- 11.1 Members are asked to receive the proposals for engaging with, and publicising of, district-wide celebrations for the Queen's Platinum Jubilee.
- 11.2 Members are also asked to approve a further use of £20k of the Communities Grant Fund, under delegated powers, to deliver the West Lindsey Platinum Jubilee Community Fund.