



Prosperous Communities

**Tuesday, 13 September
2022**

Subject: Jubilee Impact Report and Closure of the Working Group

Report by:

Monitoring Officer

Contact Officer:

Ele Snow, Katie Storr
Senior Democratic and Civic Officer, Democratic
Services & Elections Team Manager

Ele.Snow@west-lindsey.gov.uk,
katie.storr@west-lindsey.gov.uk

Purpose / Summary:

To set out the activities undertaken as part of the
Jubilee Celebrations and to close the working
group

RECOMMENDATION(S):

- 1. the contents of the report regarding activities undertaken for the Queen's Platinum Jubilee be received by Members; and**
- 2. the Platinum Jubilee Member Working Group be formally closed.**

IMPLICATIONS

Legal: There are no legal implications to this report.

Financial: FIN/80/23/SL

There are no financial implications arising from this report.

Staffing: There are no staffing implications arising from this report. All activities have been undertaken, resourced within existing arrangements.

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

Data Protection Implications: None arising from this report.

Climate Related Risks and Opportunities: At every opportunity, the Working Group was mindful of climate-related considerations, for example, not actively engaging with the lighting of beacons, ensuring the Beacon Trails did 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: None arising from this report

Health Implications: Whilst there were no direct health and wellbeing schemes included in the proposals, it was intended that several of the activities promoted general wellbeing, such as the Beacon Trails being 'on foot' activities, as well as the social impact of involvement within the community.

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

Proposals for Platinum Jubilee Celebrations – Prosperous Communities Committee 15 March 2022

<https://democracy.west-lindsey.gov.uk/documents/s29814/Proposals%20for%20Platinum%20Jubilee%20Celebrations.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 took place throughout the year, culminating in a four-day UK bank holiday weekend from Thursday 2 June to Sunday 5 June. Celebrations included 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 created a nationwide lasting reminder of The Queen's Jubilee.
- 1.4 At its meeting on 15 March 2022, the Prosperous Communities Committee received a report detailing the proposals for celebrations across West Lindsey. Having been supported by the Committee, the agreed celebrations and commemorations took place in the subsequent weeks and months.
- 1.5 The purpose of this report is to appraise the Prosperous Communities Committee as to the success of the celebrations, and to seek formal closing of the Platinum Jubilee Working Group, given that the period of celebration has come to an end.

2 Summary of Activities

- 2.1 Platinum Jubilee Community Fund: The Platinum Jubilee Community Fund was launched in late 2021 and provided grants of up to £700 towards a wide range of jubilee related projects. The scheme was delivered using the existing community grant scheme mechanisms and used an allocation of budget from the community grants programme budget overseen by Prosperous Communities Committee.
 - 2.1.1 Through the Platinum Jubilee Community Fund, £40,000 of grants were awarded with 70 projects supported. These included:
 - Street parties
 - Waterfront festival
 - Lunches
 - Tea parties
 - Improvements to pocket park
 - Platinum pathway tree planting
 - Benches
 - Repairs to a clockface
 - Sports games

- 2.1.2 Photos and comments from many of these funded events and projects were shared via West Lindsey District Council social media pages over the course of the bank holiday weekend.
- 2.2 West Lindsey Map of Events: Members of the Communications Team designed a map to pinpoint where events were taking place across the district. This was shared on social media and the events newsletter, with details of specific events also shared and residents directed to their local event. This method of highlighting where and when events were taking place also led to more communities getting in touch with the council to share details of their celebrations.
- 2.2.1 Areas of the district where organisers contacted the council to share their events included Scothern, Corringham, Saxilby, Caistor, Market Rasen, Blyton, Waddingham and Lea.
- 2.2.2 The council also received notification of other events taking place, where photos were shared on social media, but organisers had requested that promotion was limited so as not to be overwhelmed with visitors at events that were tailored for their own communities.
- 2.3 The Queen's Green Canopy: As the Queen's chosen commemorative event, all West Lindsey District Councillors were offered the opportunity to be involved, being provided with a sapling and commemorative plaque to 'plant a tree for the Jubilee'. Fifteen Councillors chose to take part.
- 2.3.1 On receipt of the saplings, it is acknowledged that there was consternation amongst some Members and Officers alike as to the somewhat small stature of the saplings. This aside, we received positive feedback from the tree-planting ceremonies, with stories and photos shared in local press as well as via council social media pages.
- 2.3.2 Details of the tree planting ceremonies across the district were submitted online, to be included in a commemorative 'album' to be presented to the Queen.
- 2.4 Platinum Jubilee Pudding: Following the announcement of the winning pudding, residents across West Lindsey were encouraged to 'have a go' and share their successes (or otherwise) via social media. Whilst the pudding competition was a national event rather than a local initiative, it did demonstrate the interactions between the council and residents throughout the celebrations, with people sharing their photos of their puddings and either 'tagging' the council or messaging the social media pages directly to be included.
- 2.5 Beacon Trail: West Lindsey's three market towns were offered the opportunity to be involved in the nationwide initiative to host a specially created augmented reality trail, incorporating seven key locations in the towns, with Market Rasen and Gainsborough choosing to take part.
- 2.6 Lincolnshire Show: The culmination of the Jubilee celebrations was the West Lindsey District Council stand at the Lincolnshire Show. Jubilee

related activities included make your own crown (and paper corgi dog), 'Plant a Bean for the Queen' and our own Lincolnshire Show Trail, where participants visited stands around the showground for local West Lindsey businesses to find the letters and spell the word Jubilee before returning to collect their prize.

2.6.1 The council was active on social media throughout the show, with positive feedback received via social media posts regarding the success of the activities.

2.7 Social Media Promotion of Events: The West Lindsey Communications Team was active on social media throughout the Jubilee celebrations and in particular over the long bank holiday weekend. Engagement with the council social media was increased, with 'tags' and direct communications being received from organisers, communities and residents who had not previously interacted in that way.

2.7.1 A selection of the social media interactions are provided at Appendix 1.

3 Closure of the Platinum Jubilee Working Group

3.1 The working group was created as a time limited group in order to oversee and contribute to the planning and realisation of Jubilee celebrations in West Lindsey.

3.2 As the celebrations have come to an end, Members of the Prosperous Communities Committee are requested to formally close the Platinum Jubilee Working Group, with thanks to those involved.

4 Conclusion

4.1 Positive feedback was received by Members and Officers alike, and across council social media pages, with praise given for the focus afforded the Jubilee, in the run up to, and for the duration of, the four-day bank holiday weekend.

4.2 The aim had been to primarily promote local events taking place across the district, encouraging residents to get involved in their communities, and encouraging those communities to interact with the District Council throughout the festivities.

4.3 Anecdotal evidence from Officers suggested a higher rate of interaction with West Lindsey in comparison with other councils, both locally and nationally. Anecdotal evidence from Members, on receiving feedback from residents, suggested the council's approach had been a success.