



Title of Report:	Queen's Platinum Jubilee Programme
Committee Report Submitted To:	The Leisure and Development Committee
Date of Meeting:	October 2022
For Decision or For Information	For Information

Linkage to Council Strategy (2019-23)	
Strategic Theme	Resilient, Healthy & Engaged Communities Accelerating our Economy and Contributing to Prosperity
Outcome	Council will work to develop and promote stable and cohesive communities across the Borough Promoting the Borough as an attractive place to live, work, invest and visit
Lead Officer	

Budgetary Considerations	
Cost of Proposal	(included in budget agreed)
Included in Current Year Estimates	YES/NO
Capital/Revenue	Revenue
Code	TBC
Staffing Costs	

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	Yes	Date: January 2021 Jubilee Feb 2022
	EQIA Required and Completed:	No	Date:N/A
Rural Needs Assessment (RNA)	Screening Completed	Yes/No	Date: February 2021 Jubilee Feb 2022
	RNA Required and Completed:	Yes/No	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	Yes/No	Date:
	DPIA Required and Completed:	Yes/No	Date:

1.0 Purpose of Report

The purpose of this report is to provide members with evaluation data on the Platinum Jubilee Programme, including performance targets/outputs achieved and associated costs.

1.1 Project Performance

There are **a total of 5 projects as resourced through the Jubilee budget**, 4 complete and 1 ongoing. Additional information included in Annex A & B.

1.2 Additional Projects

A total of **17 additional projects** were delivered as part of existing business plans, with the approval of the Working group, provided additionality, cost neutral to the specific budget allocated to the Jubilee programme. Additional information included in Annex A & B.

- Queens Jubilee Sporting Celebration
- The Queen's Platinum Jubilee exhibition 2022
- Jubilee Oral History
- Jubilee Talks
- Intergenerational project
- Playful Museum Festival- sensory storytelling & craft workshops
- Children's Storybook
- Primary School workshops
- Royal Connections
- Vintage Tea Dances
- Kids Themed Creative Workshops
- Adults Themed Creative Workshops
- Big Stitch Up
- Outside Visual Projection
- Jubilee Film Screenings
- 70th Wedding Anniversaries

With the exception of the Royal Connections project, all have been successfully completed. Royal Connections is scheduled to be complete in 23/24.

1.3 Performance Measures, further details are contained in Annex B, include:

Total number of projects - 22

- Workshops/Events/Activities/Exhibitions –91
- Publications/book – 1
- Digital and physical Royal Connections heritage trail (1 –yet to be completed)
- Groups Supported – 82
- Participants – 3422
- Presentation to Centenarians – 8
- Newborn babies presented with a teddy – 135

1.4 PR

Press releases, web coverage and social media posts on Council's digital platforms include;

- 45 Press releases issued
- Social media – 14 posts received - people reached 88,908, post clicks 10,379

The Jubilee programme pages of the website had nearly 15,000 page views from December last year. The majority of activity was during May and June with 80% of page views during this time.

The press releases relating to the Jubilee programme on the website received a total of just over 6,000 page views, while a BBC radio interview was undertaken for the Museum's 'Royal Connections' project.

Additional social media statistics relating to specific projects (hosted by other social media accounts) are contained within Annex B

1.5 Programme costings

Budgetary details are attached in Annex A, however in summary:

Total Programme Expenditure	92,813.85
Income grant	26,943.18
Net contribution from service budgets	27,970.56
Additional net cost to council (Jubilee budget)	38,030.00
Surplus (from agreed Jubilee budget)	11,970.00

ANNEX A PROGRAMME COST SUMMARY								
COSTS	A	B	C	D	E	F	G	H
Programme areas	Total Projected Cost	Net contribution from Service Area Budgets	Additional Net Cost to Council	External Funder	Total Expenditure	Actual Net Contribution from Service Area Budgets	Actual External Funding	Additional Net Cost to Council
Museums Services & Good Relations Heritage and shared history community projects	15,720	9,820	0	3,400 TEO 2,500 NIMC	16503.90	14701.90	888 TEO 914.18 NIMC	0
Tourism & Recreation & Environmental Services Community Woodland & Forest	33,000	0	5,000	£28,000 DAERA for 2 designated woodlands	25141	0	25141	0
Sport & Wellbeing Community Jubilee sports project	2,000	2,000	0.00	0	463.15	463.15	0	0
Democratic Services Civic Gifts & RAF Freedom of the Borough	8,500	1,500 5,000	2,000	0	1271.50 5110 129.90(May -oral budget)	5110 129.90	0	1271.50
Democratic services & Community Development Event for recipients of the Queen's Award for Voluntary Service	1,000	1,000	0	0	337.45	337.45	0	0
Community Development Community Platinum Jubilee Grant Programme	30,000	0	30,000		30,948.74		0	30,948.74
Arts Service Film screenings, Jubilee textiles bunting project, adults & children's creative	15,500	13,512	0	1,988	7228.16	7228.16	0	0

workshops, vintage tea dances, light projection								
Administration, promotion/advertising costs, fees and contingency costs	13,000		13,000		5809.95	0	0	5809.95
<u>Overall Total Cost</u>	<u>118,720</u>	<u>32,832</u>	<u>50,000</u>	<u>35,888</u>	<u>92,943.75</u>	<u>27,970.56</u>	<u>26,943.18</u>	<u>38,030.01</u>

Annex B

Performance Measures

Service Area	Queens Platinum Jubilee	Activity	Outcomes	Budget	Expenditure to Date %	Budget Remaining %	Performance Measures	Performance Targets	Performance Targets Progress to Date	% Target Achieved	Detail	
Queens Platinum Jubilee Programme	Queens Platinum Jubilee Small Grants	The purpose of the Grant Programme is to provide funding to community and voluntary organisations for small scale community events and activities to mark the occasion of the Queen's Platinum Jubilee	Local communities will have the opportunity to organise their own local Jubilee celebrations to: 1. Celebrate the Queens Platinum Jubilee in a spirit of inclusion and respect; 2. Encourage, promote and celebrate community connections.	£30,000.00	£30,948.74	-3.16%	Grants Awarded	50	82	164%	Events include street parties, Royal tea dances, arts and craft workshops, fun days, Jubilee games, garden parties, treasure hunts, tree planting etc. A large number of the events took place over the Jubilee bank holiday weekend and over the course of the summer. CD Team linked up with The Big Lunch and had an online workshop for groups wishing to link their event with the Jubilee Big Lunch. A further in person event took place in Ballymoney Town Hall where Jubilee Big Lunch decorations and resources were available for groups. (17 groups attended).	
	Community Forest Tree Planting	Tree planting at specific sites across the Borough		£5,000.00	£0.00	100.00%	Trees Planted	18000	13,854	77%	In addition to this, the Mayor with the support of the local community and caravan members planted 300 trees at Drumahegils Holiday Park and Marina 2 sites have been included on the Queens Green Canopy website Project Complete, costs met by external funder DAERA of £25,141	
	Jubilee Civic Gifts	The Mayor will present individuals who celebrate their 100 th birthday in 2022 with a specially designed Platinum Jubilee gift	Commemorative gift (paperweight with the QPJ emblem) to be presented to centenarians. This project will recognise residents who will celebrate their 100th birthday in 2022.		£2,000.00	£1,271.50	36.43%	Centenarian Presentations		8		Social Media Coverage 2 x Posts POST REACH: 17,178 POST ENGAGEMENT: 2620 Facebook post POST REACH: 3145 POST ENGAGEMENT: 53
		Commemorative gift for new born babies.	Certificate for all babies born in the Borough during 2022 and PJ teddy for babies born on 6th February and during the month of June. All babies born in the Borough during 2022 will have a unique memento of how Council marked The Queen's Platinum Jubilee.					Teddys Presented	150	135	90%	1025 Certificates issued. Project Ceased in respect of the death of Her majesty the Queen - as agreed by the Queens Platinum Jubilee Working Group
	The Queen's Platinum Jubilee e	Exhibition to open In Coleraine Town Hall 24th May 2022. To travel to Ballymoney Museum Sept-Dec and Limavady Museum Jan-April.	New and reoccurring visitors will be reengaged with the museums and learn about Queen Elizabeth II's visits to Northern Ireland as well her historic visit to Dublin in 2011 with a display of informative panels, objects, photographs and timeline. The exhibition pulls a focus towards the community events and those the Queen met while on her visits to the Causeway Coast and Glens Borough Council area.		£8,757.35	0.00%	Exhibition	1	1	100%	Additional Childrens' decorative Fabric Napkin Workshops and two craft mornings also took place in the exhibition. A 1hr story-telling session also took place during the exhibition space facilitated b Tale Time. Social Media Coverage of exhibition opening Facebook post POST REACH: 7171 POST ENGAGEMENT: 503 Exhibition scheduled to run until April '23	
	Jubilee Oral History	Recording oral histories with borough residents who have seen or met the queen	Creation of archive of personal memories and experiences of QEII's visits to the borough. Transcriptions and/or audio extracts to be incorporated into exhibition.		£284.83		Participants		1,840		Coleraine Exhibiton Finished	
							Oral History Interviews	12	13	108%	Audios edited to be used on audio stations within exhibition.	

Museum Services	Jubilee Talks	Talks exploring different royal topics with special reference to local sites and people	Engaged with new audiences			Talks delivered virtually	6	6	100%	166 Attendees	
			Participants learned about the history of their area.		£900.00	Talks recorded and uploaded onto the Northern Ireland Community Archive	6	6	100%	Recordings of the talks may be viewed on the Northern Ireland Community Archive: www.niarchive.org/project/items/jubilee-talks-programme	
	Intergenerational project	Storytelling workshops with Nurseries	Under 5s have learnt more about the Queen's visits to the Borough and been given the opportunity to ask questions about her visits.		£1,531.34	Storytelling workshops with Nurseries	2	2	100%	Project externally funded through Northern Ireland Museum Council Social Media Coverage of When the Queen Came book launch POST REACH: 4451 POST ENGAGEMENT: 142	
		Filming session with Cramsie House Clanmil	Older people have felt connected to a younger generation.			Participants	50	50	100%		
						Filming session with Cramsie House Clanmil	1	1	100%		
	Family Storytelling sessions	Storytelling sessions held on 2 Saturdays and led by a facilitator from Armstrong Storytellers as part of Playful Museums Festival.	Children will have the opportunity to engage with the museums, the resources of the service and hear stories about castles including Dunluce Castle.vc			£1,138.00	Storytelling sessions	3	3	100%	34 children and adults joined storyteller Masako Carey as she journeyed through magical tales of princes, princesses, castles and knights in family storytelling sessions held in Ballymoney & Coleraine Town Hall for children aged 2-5 years old.
						Participants		34	#DIV/0!		
	Children's Storybook	A short childrens story will be created using the questions from the children involved in the intergenerational project and the illustrations also created for this project.				£930.00	Story book produced	1	1	100%	500 copies produced and distributed via VICs and Museum venues
	Playful Museum Festival- sensory storytelling & craft workshops	sensory storytelling sessions to take place in February with nurseries/ playgroups	The workshops provide a fun and inclusive way for the early year's children to engage with their local history such as that of Dunluce Castle. Through the use of the sensory storytelling and the online MuseumMakes craft videos we are able to support child development in areas such as social and emotional, physical, and language development as well as creativity. Resources created such as craft templates and dress up items will be available to be use with future early year's engagement in the form of a loan box as well as within our upcoming Queen's Jubilee exhibition and the programming of workshops around it in May 2022.				Sensory Storytelling sessions	4	4	100%	Adults & Children
							Participants		115		
	Primary School workshops	Schools will be invited to recreate the Queen's coronation journey through a trip on the Causeway tram followed by a creative workshop, where as part they will create bunting to be put on display within the exhibition.	Key stage 2 school children will have the opportunity to learn about the Queen's visits to the Borough, in particular her Coronation tour via steam train to Ballymoney, Coleraine and Downhill in 1953			£2,962.38	Sessions	10	10	100%	Bunting displayed in Coleraine Town Hall during the Exhibition Social Media Coverage POST REACH: 4551 POST ENGAGEMENT: 200
							Schools		15		
							Participants	600	391	65%	

	Royal Connections	Working with 8-12 community groups across the borough to develop a heritage trail exploring the borough's many royal connections	Community groups will learn more about their local heritage Groups will work together on a cross community basis to produce joint outputs. Foster civic pride in the borough.	£0.00	£0.00	0.00%	Physical heritage trail booklet or fold-out map	1		0%	Interview on BBC Radio Ulster, Your Place and Mine, 12th March
							Digitised heritage trail via NI Community Archive	1		0%	
							Project with details on NI Community Archive	1		0%	
	Vintage Tea Dances	Community Tea Dances provided for local seniors at Roe Valley Arts & Flowerfield Arts	Fun and engaging community events provided to celebrate the Queen's Jubilee. Enhanced community engagement for Arts Service		£2,439.00		Tea Dances	4	4	100%	The Arts Service also provided a concert by Julie McLoughlin on Saturday 4th June for Victoria House Nursing Home, Rasharkin for their community Jubilee celebrations. Social Media Coverage POST REACH: 7923 POST ENGAGEMENT: 1095
							participants		296		
	Kids Themed Creative Workshops	Creative workshops designed and delivered for children and young people at Flowerfield Arts Centre/Roe Valley Arts Centre and selected outreach locations as part of Arts Service rolling annual programme	Fun and engaging community events provided to celebrate the Queen's Jubilee. Enhanced community engagement for Arts Service		£1,244.00		Themed Workshops	12	12	100%	Social Media Coverage POST REACH: 3264 POST ENGAGEMENT: 52
							Participants		164		
	Themed Creative Workshops - Adults	Creative workshops designed and delivered for adults at Flowerfield Arts Centre/Roe Valley Arts Centre and selected outreach locations as part of Arts Service rolling annual programme	Fun, engaging and creative skills development community events provided to celebrate the Queen's Jubilee.		£1,662.00		Workshops	9	9	100%	
							Participants		103		
	Big Stitch Up	Creative textiles workshops designed and delivered for community participants at Flowerfield Arts Centre as part of Arts Service rolling annual programme	Fun, engaging and creative skills development community events provided to celebrate the Queen's Jubilee		£1,090.00		creative textiles workshops	10	8	80%	
							Participants	150	111	74%	
	Outside Visual Projection	External screen image projection on Flowerfield to celebrate the Queen's Jubilee in run up to Jubilee Bank Holiday weekend	Enhanced community engagement for Arts Service		£0.00		Visual Projection	1	1	100%	External slide projection took place between 9-10.30pm on 4 th June as planned to great public feedback. 2623 individuals viewed projection via social media.
	Jubilee Film Screenings	Indoor and outdoor film screenings for general public including family films			£793.16		Film Screenings	4	6	150%	50 People attended
Sport & Well-Being	Queens Jubilee Sporting Celebrations	Kwik Cricket Festivals	Recognition of the Queen's Platinum Jubilee								All schools and clubs in attendance had a positive experience with the emphasis on fun and enjoyment rather than competitive competition Schools were delighted to participate and commended council on the professional organisation of the events and the addition of a commemorative participation medal celebrating the Queens Platinum Jubilee.
			Re-introduction of the Kwik Cricket and Girls Football Festivals following the Covid period.		£463.15		Participants	200	208	104%	
		Girls Football Festival	Increased local cricket and girls football club membership				Participants	100	110	110%	
Freedom of the Borough	Freedom of the Borough	Council will confer the Freedom of the Borough at a ceremony and parade at Roe Valley Arts Centre, Limavady.			£5,110.00		Event	1	1	100%	Freedom of the Borough ceremony and Parade took place 8th April 2022 Social Media Coverage POST REACH: 3182 POST ENGAGEMENT: 111

Democratic Services	Volunteer Event- Queens Award for Voluntary Service	The Mayor will host an event for groups across the Borough that have been awarded The Queen's Award for Voluntary Service.	Celebration event to be held for volunteer groups across the Borough which have been recognised by The Queen.		£337.45		Organisations	13	13	100%	Social Media Coverage POST REACH: 6747 POST ENGAGEMENT: 1114
	70th Wedding Anniversaries	The Mayor will present couples celebrating their 70 th wedding anniversary in 2022 with a specially designed Platinum Jubilee gift.	This project will recognise couples who will celebrate their 70 th wedding anniversary in 2022.				Presentations to Couples		2		Project Ceased in respect of the death of Her majesty the Queen - as agreed by the Queens Platinum Jubilee Working Group Coste met by Mayoral Budget £129.90
	Beacon lighting events	Beacons to be lit by Lord Lieutenant/ Deputy Lieutenants in 4 legacy areas	These public events will enable local communities to pay tribute to The Queen's long and selfless service as part of the official Platinum Jubilee Weekend of celebrations.		£1,729.95		Beacon Lighting Events	4	4	100%	Beacons lit by a Lieutenancy representative in the following locations: Ballycastle – Holy Trinity Church grounds Ballymoney – Townhead Street Car Park Coleraine - The Diamond Limavady – Drumceatt Square Social Media Coverage 2 x Posts POST REACH: 11518 POST ENGAGEMENT: 3564 POST REACH: 10,311 POST ENGAGEMENT: 572