

Report to: Place and Economic Development Committee, 24th January 2022

Report of: Managing Director

Subject: ADDITIONAL FUNDING TO CELEBRATE THE QUEEN'S JUBILEE IN 2022

1. Recommendation

1.1 That the Committee recommends to the Policy and Resources Committee to approve the award of an additional £20,000 from reserves in 2022-23 to be used to fund activities to celebrate the Queen's Jubilee in 2022.

2. The Queen's Platinum Jubilee

- 2.1 In June 2022, Her Majesty The Queen will become the first British Monarch to celebrate a Platinum Jubilee after 70 years of service. An announcement was made to extend the bank holiday weekend from Thursday 2 to Sunday 5 June 2022 to provide opportunities for communities throughout the UK to come together to celebrate this historic milestone.
- 2.2 Worcester will join other places across the UK in celebrating this occasion and the Council will encourage the whole community to participate in the Jubilee celebrations in the city.
- 2.3 At the Place and Economic Development Committee in November 2021, the committee agreed to recommend an allocation of £10,000 for activities to celebrate the Queen's Jubilee.
- 2.4 At the Policy and Resources Committee in November 2021, the committee agreed to request for the Place and Economic Development Committee to consider a report on an additional £20,000 allocation to support celebrating the Queen's Jubilee at its January meeting.
- 2.5 Activities which are already planned include:
- A beacon lighting event in Fort Royal Park
 - Tree planting as part of the Queen's Green Canopy, inviting people from across the UK to "plant a tree for the Jubilee"
 - Encouraging businesses to get involved through window displays and offers
 - Creation and distribution of articles and campaigns highlighting royal links to the historic city of Worcester (e.g., Royal visits, charters)
- 2.6 The additional funding is requested to further support and enhance the above activities as well as a range of activities including but not limited to:
- Participation in the Big Jubilee Lunch. The Council will encourage communities to come together over the Bank Holiday weekend to celebrate their connections and get to know each other better
 - Funding will be allocated to encourage street parties to take place during the Jubilee period

- A small grants scheme will be introduced to encourage community groups to organise events and activities relating to the Jubilee
- We will install street decorations and activations across the city to highlight the special occasion
- Events and exhibitions will take place at city museums

2.7 The Elgar Festival will also take place over the June Bank Holiday weekend as it is programmed to coincide with Elgar's birthday on Thursday 2 June. The Council will support the promotion of this important event.

3. Preferred Option

3.1 The preferred option is to fund the activities from reserves in line with the above recommendation in order to maximise opportunities presented by this national celebration. This is the first Platinum Jubilee ever celebrated in the UK and it is important that the occasion is marked fittingly.

4. Alternative Options Considered

4.1 The alternative option is not to fund these activities, in which case the potential community impact will not be achieved.

5. Implications

5.1 Financial and Budgetary Implications

£10,000 allocation has already been approved.

An additional £20,000 is requested for activity to celebrate the Queen's Platinum Jubilee.

These activities will maximise the impact of the social benefits associated with these events, raising the profile of the city.

This is a one-off expenditure to be funded from reserves.

5.2 Legal and Governance Implications

The Council will be required to enter into agreements with the organisers to ensure the events can be delivered safely. There will also be road closures to process for street parties, as well as contractual arrangements with suppliers to deliver the street decorations.

5.3 Risk Implications

Other places within the region will be committing budget to celebrate the Jubilee and to maximise the impact of the Games on their area and the potential economic and social impacts may not be achieved if resources are not committed in Worcester.

5.4 Corporate/Policy Implications

The proposed resource allocation will contribute to the delivery of the Tourism Strategy and the forthcoming Cultural Strategy as well as supporting community engagement.

It will also impact on the following priorities as identified in the City Plan:

- A Prosperous City, through the positive economic impacts associated with effective tourism delivery and high-profile events
- A Heritage City with a 21st Century Culture, through a vibrant events programme and an engaged cultural sector

5.5 Equality Implications

The proposed activities will be reviewed for equality and inclusion implications. It is important to ensure that events and activities are accessible for all members of the community and an equality impact assessment will be carried out.

5.6 Human Resources Implications

There are no human resources implications arising as a direct result of this report.

5.7 Health and Safety Implications

All events and activities will be managed in a way which is compliant with health and safety requirements. Risk assessments will be carried out on events, in partnership with organisers and the emergency services where appropriate.

5.8 Social, Environmental and Economic Implications

The vitality and vibrancy of the city centre is key in attracting visitors to the city, boosting the economy, encouraging inward investment, and supporting businesses and residents.

Residents and businesses will have the opportunity to be involved with national celebrations of the Queen's Platinum Jubilee, leading to enhanced social cohesion.

Ward(s): All
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Background Papers: None.