

The Queen's Platinum Jubilee Celebrations

Review Report



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Date: 6 July 2022

1. Strategic Context

1.1 Background

The Celebrate Woking Programme was cancelled for 2020 and 2021 due to Covid.

Approval was given by the O&S Committee on 22 November 2021 to deliver The Queen's Platinum Jubilee Celebrations from 2 to 5 June 2022 and promote the overall Celebrate Woking Programme during 2022.

A budget of £100,000.00 from the Investment plan to deliver the Jubilee Programme for 2022 was approved.

1.2 Aims & Objectives

A key objective was to **strengthen Woking's community spirit** by participating in the celebrations through

- Promoting a positive image of Woking as a "Place of Pride" to residents, businesses, and visitors.
- Increasing participation amongst all community groups.
- Engaging with a variety of audiences
- Maximising the economic development opportunities, including the Visitor Economy offer
- Leaving a legacy of the Platinum Celebrations

The main element was a unique opportunity that celebrated Her Majesty the Queen and her achievements with activities focused on **local community participation** and involvement.

The plans brought people together to **celebrate our heritage** and mark an occasion of collective significance that cultivated in a sense of community whilst adding fun and colour to encourage civic pride.

Other objectives achieved:

- Developed strong and lasting relations with key partners.
- Engaged with local businesses, community groups and other stakeholders to be part of the programme.
- Identified new sponsors to support the programme.

2. The Programme

Surrey's Jubilee Celebrations Display at Surrey History Centre	3 May – 17 June
Woking Library - Platinum Jubilee Extravaganza	30 May – 1 June
The Lightbox: Cardboard Castles (<i>ticketed</i>)	31 May
The Lightbox: Royal Emblem illustration (<i>ticketed</i>)	31 May
Kiwi & Scot Boat Platinum Jubilee Special - Pimm's & Cream Tea	31 May to 5 June
The Lightbox: Free Drop-in: Crown making	1 June
Moorcroft Community Centre Jubilee Celebrations	1 June
Platinum Jubilee Beacon Lighting - Jubilee Square	2 June
Old Woking Jubilee Beacon Lighting – St Peter's Church	2 June
Gordon Ramsay Academy - Children's Jubilee Cooking Classes	2, 3 June
Basingstoke Canal Cream Tea Cruises (<i>ticketed</i>)	2,3 June
Jazz Night at Christ Church (<i>ticketed</i>)	2 June
Christ Church Jubilee Afternoon Tea in the Square (<i>ticketed</i>)	3 June
Jubilee Street Parties <i>Including participating restaurants & pubs</i>	2-5 June
Summer in the Square – Jubilee Square	2 June – 4 Sept
Byfleet's Platinum Jubilee Bank Holiday Celebration	3 June
St Mark's Church Westfield - Jubilee Garden Party	4 June
Christ Church Jubilee Afternoon Tea in the Square (<i>ticketed</i>)	4 June
Christ Church Service of Thanksgiving & BBQ – Jubilee Square	5 June
Horsell - Queen's Platinum Jubilee picnic on the green	5 June
St Johns Church Jubilee Celebrations	5 June
St Mary of Bethany Church "Big Lunch, Big Sing, Big Thank You"	5 June
70 years of Woking's History – Nova Cinema (<i>ticketed</i>)	13 June
St John's Village Fete	18 June
Pyrford and Wisley Village Show	9 July
Knaphill Village Show	16 July
Summer Sounds at the bandstand in Woking Park	May to Sept

2.1 Factors impacting the Jubilee Celebrations

2.1.1 Resources

- Working with a new organisation such as AL Marketing and establishing a new working relationship was time consuming and challenging in the time given. In the same time Woking Shopping was rebranded as Victoria Place and Moyallen Ltd went into administration, which meant Woking Borough Council had to take over the booking and delivery of all infrastructure for Jubilee Square.
- Benchmarking, programme content and marketing was done by Woking Borough Council and AL Marketing (#WeAreWoking).
- Many departments across the Council get involved to deliver events, so grateful to these colleague's time and support i.e., Marketing, Neighbourhood Services, Business Liaison, Legal, Finance, Parking, Front of House Staff, Licencing, Environmental Health, ICT, Asset Management and Community Centres. However, there was very little support from WBC staff for the weekend due to it being a bank holiday weekend.

2.1.2 Business Engagement

Business Liaison Team visited over 50 hospitality businesses in the Town Centre to be part of the Jubilee Celebrations and explained the benefits of participating. This was not just about one weekend but capitalising on the creation of a summer atmosphere in the town centre until September. However, most businesses struggled to get staff and several fast-food businesses were closed on the Sunday such as Araceli's and street food businesses in Market Walk.

2.1.3 Weather

It was a long weekend from Thursday 2 June to Sunday 5th June. It rained on the Wednesday when infrastructure was set up. Otherwise, it was glorious sunshine on the Thursday and Friday, Saturday was overcast and light rain throughout the Sunday.

2.1.4 Month end/ Pay Day

It was month end, which meant some people perhaps had more disposable income, although covid and the cost of living still have an impact.

2.1.5 Roadworks and parking

Woking is still undergoing renovation of the road networks and re-generation of the town. This has a huge knock-on effect on traffic and general interest in visiting the town. Visitor numbers showed a drop compared to similar figures the week before and compared to last year, but this was more to do with the half term holidays and other activities taking place in neighbourhoods such as street parties and in London. The drop in footfall was like other shopping centers nationwide.

2.1.6 School holidays

It was half term, and more families took the opportunity to go away, especially after Covid and an opportunity head abroad after Covid.

2.1.7 Social media

Staff from the marketing team was working on social media the whole weekend, which had a positive effect on the celebrations and media reached.

2.1.8 Partner Venues

It is positive that partners participated, but the venues need to be marketed/ identified more prominently as partner venues and need more encouragement to help market the activities. Partner venues also experienced staff shortages and were closed on the bank holidays. Some activities were cancelled at short notice. There was very little support from Surrey County Council, after having had great plans for the County.

3. Statistics

Below are statistics that we could measure.

Groups Contacts	Letters sent
Churches	26
Cultural Groups	50
Nursing Homes	33
Sports Clubs	62
Schools	40
Uniformed Groups	16
Women's Institute	10
Sub Total	237
Schools Contacted	Number contacted
Primary Schools (10, 279 pupils)	29
Secondary Schools (7212 pupils)	8
Other	3
Sub Total (17, 491 pupils)	40
Households - Woking Magazine - Jubilee article and Summer Zone	43000
Households - Council Tax Bill with Jubilee Leaflet	43000
Businesses - February Newsletter	1200
Businesses – April Newsletter	1251
Business letter - May e-shot	1250
Business visits along Commercial way x2	50
Volunteer letter – WVA	1845
Council newsletter	
Staff newsletter	

Community Centre Events	Attendance
Hale End Court	
Jubilee Quiz 30 May	12
Buffet Lunch and Cream Tea 31 May at 12noon	34
The Vyne Community Centre	
Jubilee Street Party on 8 June	50
Moorcroft	
Wednesday 01/06/2022 between 10am and 2pm for food (live music from 11am – 1pm) open to the whole community.	29
Park View Community Centre	
Jubilee Afternoon tea (1pm to 4pm) – 1June	55
Brockhill Centre	
Jubilee Quiz 31 May	tbc
The big Jubilee Street - Jubilee cakes & Pimms- 1 June	35
St. Mary's	
30 May 12noon to 3pm	50

Other Organisations – Events	Attendance
Woking History Society Talk - 70 years of Woking's History	129
Surrey History Centre Display of the Coronation - visitors	1835
Jubilee Beacon Lighting ceremony	1000
Jubilee Choir	80
Performers - Jubilee Bacon Lighting Event	5
Buskers over Jubilee weekend	10
Band - Jubilee Celebrations on Sunday	7
Gordon Ramsay open Day - 2 June	60
The Lightbox: Tues 31 May: Castles workshop for 5-7years	17
The Lightbox: 31 May visitors	190
The Lightbox: Wed 1 June: Drop-in Crowns workshop -(free session)	74
The Lightbox: 1 June Visitors	271
The Lightbox: Saturday 4 June visitors	208
The Lightbox: Sunday 5 June visitors	112
The Library	tbc
Christ Church: Thanksgiving services	250
Christ Church: The Jazz evening	50
Christ Church: Tea on the Terrace	40
Kiwi and Scott - Pimms and Cream Tea	tbc
Basingstoke Canal Boat trip	tbc
Nr of Street Parties	75
Nr of people attending the Beacon Lighting at St. Peter's Church Old Woking	100
Dance Woking - Encounters Jubilee event Participants	500

Budget

The Queen's Platinum Jubilee event was delivered within budget of £100,000.00 plus an additional £5,000.00 in sponsorship from The Marches and £16,000.00 from the Government's Welcome Back Fund.

4. Analysis and feedback

Programme Content

Woking Borough Council managed the programme content for the Jubilee weekend and the rest of the Summer in the Square programming for the Big Screen was managed by AL Marketing.

It was evident that it is important that Woking Borough Council is key in **enabling local partnerships**, working with local community groups and **local businesses** creating a rich content.

Thursday 2 June

- The key focus was the lighting of a Beacon at 9.45pm by the mayor in conjunction with over 3000 beacon's being lit across the country.
- Restaurants and pubs were encouraged to create a Jubilee atmosphere and residents were encouraged to visit the new restaurants/ bars and pubs and then stay for the lighting of the Beacon. The town had a great atmosphere before the Lighting of The Beacon.
- A collective group of about 80 singers came together to sing the official Song of the Commonwealth, "A Life lived with Grace".
- A Platinum Jazz Night was attended by 50 people in the Church from 7pm to 9pm.
- The public were invited to attend the ceremony and in particular the NHS, frontline services, and uniformed groups to say thank you for their services during the pandemic. WBC staff, Councilors, and other key senior members from a variety of organisations were also invited.
- Highlights of the Official Royal Programme was shown on the Big Screen during the day such as the Trooping of the colours.
- A short 10-minute film from Screen Archives Southeast showed Surrey's past celebrations during the Coronation of 1953 on the Big Screen.

The Lighting of the Beacon Ceremony Programme

2.00pm	THE 'PROCLAMATION' by MC Ges Ray
7.00pm	Restaurants & Pubs to be enjoyed before the lighting of the Beacon
7.00pm	Christ Church Platinum Jaz night
8.55pm	MC Ges Ray to Welcome everyone and introductions to performers
9.00pm	Entertainment by Simon Greenhill
9.25pm	Mayor's Speech
9.35pm	Diu Regnare played by Elysee Spacie from Gordon's School
9.40om	Bugler player playing "Majesty" by Jess Fowler from Gordon's School
9.45pm	Beacon being lit by the Mayor Cllr Saj Hussain
The song for the Commonwealth "A life lived with Grace", was sung by an 80 strong Community Choir led by Caroline Pearce after the lighting of the Beacon	
The Choir continued to sing for 15 more minutes afterwards accompanied by Simon Green Hill with the public joining in with "Here comes the sun, Thank you for the music and Sweet Caroline. "	

The event finished at 10.30pm.

Friday 3 June

- Official Service of Thanksgiving taking place in St Paul's Cathedral was screened.
- Christ Church offered afternoon tea on the terrace and in the Café.
- Hospitality sector joined in the celebrations with tables and chairs along Commercial Way for the public. "Sharing friendship, food and fun"
- Cream Tea & Pimm's from the Café Boat on the Canal

Saturday 4 June

- Highlights of Official Royal Jubilee Program was showed.
- Christ Church offered afternoon tea on terrace and in Café.
- Hospitality sector across Woking joined in the celebrations along Commercial Way for the public. "Sharing friendship, food and fun"
- Woking Library offered activities. Some activities were cancelled due to staff shortages.
- Buskers played in the town Centre. This was organized by Phoenix Culture Centre.
- Cream Tea & Pimm's from the Café Boat on the canal and a boat cruise along the Basingstoke Canal.

Sunday 5 June

- Highlights of the Official Royal Jubilee Program was showed on the Big Screen i.e. The Platinum Jubilee Pageant.
- The Jubilee Celebrations started with an indoor church service due to rain in Christ Church followed by a BBQ.
- A band played in Mercia Walk between 12pm to 2pm.
- Across the nation the public joined in The Big Jubilee lunch celebrations by hosting street parties. More than 75 street parties took place over the Jubilee weekend.
- Cream Tea & Pimm's from the Café Boat on the Canal.

5. Event Management

Woking Borough Council delivered the Jubilee Lighting event, working closely with AL Marketing and Victoria Place to deliver the Summer in the Square programme.

Christ Church Managed all the activities at the Church.

Woking Borough Council and AL Marketing were jointly responsible for the following.

- The Event Plan
- Risk Assessment and Method statements for any contractors
- Evacuation policies
- Security for the Beacon Lighting Ceremony
- Risk assessments
- Fire safety
- First aid provision
- Attendance at all necessary Safety Advisory Group meetings.
- A Monthly report was sent to CLT and all councillors.

5.1 Fire & Rescue report from Barry Harding at Unity Safety

“The event appeared to be very well attended and it was truly great to see the local community coming back together and celebrating in the town center – a credit to the council staff who planned, organised, assisted and envisioned the event.

Thank you to the council staff who were present on the evening and who assisted with putting cordons in place and any other jobs that needed completing for the event to run smoothly.

From a fire safety point of view, no issues were noted.

The set-up phase was completed with suitable distancing set up between the torch, the church, and the members of the public – we did however cordon off additional areas to the side of the church using barrier tape to store equipment that was not used, but this was for the aesthetics rather than any safety need.

PPE, first aid & first strike firefighting equipment were all held at the base of the church steps and the location was known to event staff for their use if required and additionally a fire blanket was held against the church wall for extinguishing the initial torch but also to mitigate any clothing fire incidents.

- *A briefing was given to the mayor that:*
- *I would light the initial torch before handing it over to the mayor,*
- *the correct way to hold the lighter,*
- *how to light the main torch*
- *and to hand the lighter back to me to extinguish it.*

It was further explained that the side from which the mayor was to approach was dictated by any wind direction, but the preferred (and subsequently used) option was to approach from the left-hand side as looking out towards the crowd.

The mayor was also briefed that should he, for whatever reason, feel uncomfortable at any time, I could remove the risk immediately and pause the event.

Prior to lighting, SF&RS were informed, and a last-minute weather/wind check was performed with no concerns being raised.

The torch lighting passed off without incident and at the end of the event, the torch was extinguished and allowed to cool before being dismantled, handed back to council officials and the cordons remained in place until this had been completed.

A check of the wall and soffit temperatures of the church were completed to ensure that there had been no radiated or convected heat spread to the building. “

5.2 Police Feedback from Kit Moc, Surrey Police

“I thought the event was well run and generally no issues. Kind regards, Kit”

5.3 Security Feedback

Frontline protection Services

“The Beacon Lighting Ceremony in Jubilee Square, Woking was well attended by families with members of various ages. The mood was pleasant, and the crowd appeared to enjoy the spectacle and actively participated when encouraged. There were no security breaches and no antisocial behaviour during the event. Once a perimeter to the Beacon was established it was easy to maintain. At the end, when people came to get photos of the Beacon, I was told by 5 different people how much they had enjoyed the event and that they felt the event was well planned, professionally executed and delivered.”

Victoria Place Security- Manager Scott Forsyth

“There were no incidents during the event”

5.4 Health and Safety

Two SAG meetings were organised and areas for improvement to the Event Safety plan was identified as well as increasing the First Aid for the Event. This was all done before the event took place and a letter of no objection was issued.

The site was walked twice after setting up and before arrival of the exhibitors to ensure all safety issues were dealt with appropriately. A report was given to Woking Market clearly indicating the areas to address and this was checked again before the festival opened.

6 Marketing & Communication

Promotion of the Jubilee events were undertaken by the WBC internal marketing team as well as external AL marketing team responsible for promotion of Victoria place.

WBC e-news - special edition	Sent to 2,614 recipients. 1,687 opens. 167 link clicks total
WBC e-news - article	Sent to 2,611 recipients 1,714 opens. 58 link clicks on article
WBC e-news - article	Sent to 2,607 recipients 1,743 opens. 42 link clicks on article
Event promotion	Woking Council Facebook = 36.6k reach
Live: Proclamation	Woking Council Facebook = 1.8k views
Live: Beacon lighting	Woking Council Facebook = 5.3k views
Coverage of events	Woking Council Facebook = 38.5k reach, Instagram = 6.5k reach, Twitter = 7.5k reach
Photo montage video	Woking Council Facebook = 422 views. Woking Council YouTube = 250 views.

The Marcomms team rolled out a marketing plan three weeks before the event. The above numbers show a good reach through the social media campaign.

7. Outcomes/ Legacy of the Queen's Platinum Jubilee Celebrations

- Planting of 500 fruit trees in Woking as part of the Queen's Green Canopy Campaign.
- Display of Surrey's past Jubilee Celebrations at Surrey History Centre.
- Display of the Coronation celebration memories at The Lightbox.
- Display of the film of past Jubilee celebrations in Surrey on the Big Screen and shared it with schools.
- A local knitting group from West Byfleet knitted close to 80 Queens Guards to go over many concrete posts across the village.
- Woking Art Society encouraged members to capture the moment in time.
- The number of groups, businesses, schools, and residents involved in delivering activities around the Jubilee. See statistics earlier in the report.
- Collected photos from across Woking of all the street parties and events and create a digital legacy. A video was created. [Gallery - Celebrate Woking](#)
- 80 string choir singing "A Life lived with Grace" - <https://youtu.be/TR1dLVJirc>
- Over 75 street parties took place, creating memories to last a lifetime.
- Events at all Centres for the Communities took place, sharing memories from previous Jubilees to talk about as well as creating new memories.
- Memories of Woking being decorated in banners, bunting and Jubilee coloured hanging baskets with a dedicated space in Jubilee Square to come together to celebrate the summer of '22.
- The Jubilee Beacon could be donated to a local community group for future use. **TBC.**
- Memorabilia will be sent to the Surrey History Centre Archives as well as Woking Heritage to ensure future displays of the Royal Celebrations incorporate memories from Woking's 2022 Jubilee Celebrations including programmes and newspaper articles.

8. Conclusion

The key objectives were.

- to create a programme to celebrate The Queen's Platinum Jubilee Celebrations
- to create a community spirit, especially post covid and
- leave a legacy

Recent community engagement on the Town Centre Masterplan, residents mentioned the positive benefits of having a cultural programme in place and celebrating the community spirit of Woking. Reflecting on the outcomes in this report, we achieved this. Leaving lasting memories for future generations.

The Queen's Platinum Jubilee Celebrations was an opportunity to create a legacy event in the borough. With this came business opportunities for local companies, cultural and educational benefits for all our community, as well as enhanced opportunities to improve the health and well-being of our residents.

Woking as a destination benefitted from this event in.

- attracting residents and visitors to the town, supporting the local economy.
- increasing media interest, helping longer-term tourism in an interest in Woking as a place to work, live and play.
- bringing community groups together on creative projects such as the community choir and the knitting group from Byfleet who knitted over 80 Queen's guards for bollards.
- getting local businesses involved and be part of the local community spirit.

This event brought people together to celebrate our heritage and marked an occasion of collective significance that will cultivate a sense of community whilst adding fun and colour to encourage civic pride.