

Agenda item: 9



Committee	Assets & Services
Month	June 2022
Report Title	Queen's Platinum Jubilee Events
Report Author	Colette Kerr – Events & Activities Officer
Attachments	None

Summary

Saffron Walden's Platinum Jubilee Extravaganza took place from Thursday 02 - Sunday 05 June 22 and went exceptionally well, and without incident. Enjoyed by thousands over the four days, it has received much positive feedback for Saffron Walden Town Council (SWTC). SWTC has formally thanked all event sponsors including grant awarding bodies, commemorative programme prize sponsors, suppliers and entertainers, for their part in what was a successful weekend of events for SWTC. As well as the event co-ordination, SWTC officers and staff organised a 'Beach on the Common' for the half term holiday, produced a commemorative programme with prize draw, followed a structured publicity campaign and sourced grant funding and sponsorship.

Jubilee Beacons and Associated Activities Day on Thursday 2nd June

The weekend of events started with the Town Crier's Proclamation in the Market Square, supported by Cllr James de Vries, Town Mayor and Councillors – thank you to all for their support with this event. A special thank you to Matt Clare who took on the role superbly.

An afternoon of music and dance by local entertainers on the Common was enjoyed by hundreds, leading into The Miss Jones Jazz Band for the start of the evening entertainment, including a presentation by Cllr de Vries to the winners of the Costume competition!

For the ceremonial part of the evening, dignitaries and Councillors met for a drink prior to proceeding (lead by the Pipe Major) to The Beacon site. Both the Deputy Lieutenant Mr James Scruby and Cllr de Vries made speeches prior to the Beacon countdown by Star Radio's DJ Josh Lovatt. Pipe Major James Stuart undertook 'dui Regnare' and Bugler Amy Proudfoot undertook the bugle call 'Majesty' at the specified times. They both set the mood for the Beacon lighting by Cllr de Vries at 21.45, along with the Wimbish Military Wives Choir who sang 'A Life Lived with Grace' as a 'unique' musical tribute to Her Majesty The Queen. Thank you to Councillors for their support at this event.



Platinum Jubilee joy



Activity & 'Community Together' Day on Friday 3rd June

The community fun day on The Common was a huge success. With lots of free activities for families and young people, the event was well attended; bouncy castles, a gaming van, bungee trampoline, Jubilee arts and crafts, and face painting were all part of the offering. Thank you to Uttlesford District Council and the Lottery Community Fund for making this day possible. Local community groups and charities added to the fun, with both the Fire service and Police in attendance along with charities including Uttlesford Food Bank, Mencap, Accuro and Saffron Walden Youth Outreach Project. Community groups including SW Cricket Club and 1 Life (Lord Butler) added to the excitement whilst promoting interest in their organisation. Thank you to Councillors for their support with both the SWTC stall and the arts and crafts area.

Saffron Walden Town Council Tombola Stall on Friday 3rd June

SWTC stall hosted a tombola with some amazing prizes including some up to the value of £50.00, £850.00 in vouchers and products. Officers approached local businesses directly for their support. It was busy throughout the day; all prizes were won, raising over £500.00 for the Mayor's, Cllr de Vries' charities; Uttlesford Citizen's Advice, Support for Sight and Accuro.



Jubilee Market on Saturday 4th June

The additional market hosted a wide and varied selection of stalls, including toys, food and drinks, crafts, home wear and more. Bars, food options and ice cream added to the day.

Screening of Live Platinum Party at The Palace on Saturday 4th June

Held within the grounds of Saffron Walden Museum, SWTC partnered with them to bring the live celebration concert free to the community of Saffron Walden. A wonderful location and with a great professional sound set up by Mack Productions, this event was well attended. However, of the 480 tickets allocated, there were 150 'no shows'. The feedback from this event has been very positive.

The Big Jubilee Lunch & St Mary's Church Service on Sunday 5th June

SWTC formally attended the St Mary's Church Jubilee Church Service.

Working collaboratively, SWTC partnered with Saffron Walden Initiative and Fairycroft House for The Big Jubilee Lunch on The Common. It was a relaxed occasion with musical entertainment and a children's puppet show throughout the afternoon. The inclement weather unfortunately meant that the turnout was not as good as hoped. SWTC supported this day by supplying toilets, first aid (Ambulance Solutions), the puppet show, staff subsidence on the day, and operations staff.

Beach on The Common

Measuring 12m x 12m, the Operations team turned their skills to constructing a manmade beach on the Common, sited next to the Maze. It was opened on Friday 27th May by Cllr de Vries with dancers from Pure Rhythm - and from that moment on proved to be a success for children and parents alike; providing hours of free fun for the next ten days. Once dismantled, the beach materials have been recycled and reused; the sand was relocated to Lime Avenue football pitches and will be used to aid drainage; the wood will be re-used for other forthcoming SWTC projects.



NEWS

Many Platinum Jubilee events to celebrate the Queen's reign

There's a lot going on for the Platinum Jubilee, in addition to the beach and the circus.

The Town Crier's Proclamation in Market Square is at 2pm today (Thursday).

From mid-afternoon there is food, drink and entertainment on The Common.

Tonight there is 'Dance on The Common' with The Miss Jones Jazz Band. Residents are invited to dress up for the Platinum Jubilee Costume Competition.

The Platinum Jubilee Beacon will be lit at 8.45pm. Tomorrow (Friday) there are family activities for all on The Common for 'Community

'Together Day'. On Saturday, the Jubilee Market is on The Common, with food, crafts and homeware.

Sunday from noon is the Big Jubilee Lunch with musical entertainment on The Common, in association with Saffron Walden Initiative and Fairycroft House.

St Mary's Church is holding a number of events. Today (Thursday) from 11 am to 1pm, visitors can climb the tower, visit the ringing chamber, see the bells and views of the town, and even have a go at ringing. On Friday from 10am there is a full peal, on all 12 bells, of 'Cambridge Surprise Maximus'. This will take about three hours



Beach fun in landlocked Saffron Walden for the Platinum Jubilee

Picture: SAFFRON PHOTO

and 30 minutes to ring due to the weight and number of bells. A service of Thanksgiving for the Platinum Jubilee of the reign of Her Majesty Queen Elizabeth II is being held at the church at 10am on June 5. Everyone is welcome. The service will also be streamed on YouTube at https://youtu.be/tbe645eX_o

Saffron Walden Business Improvement District (BID) is running a Jubilee Right Royal Trail competition until June 12. Find Royal crowns with pictures or letters inside on the Right Royal Trail around Saffron Walden, to enter the prize draw. Participants can also try to complete the secret words with the

letters that have been found. See @lovesaffronwaldenessex on Facebook or Instagram.

There are also events in the villages, and street parties. In Debden, a bugle call will take place at 9.40pm with the beacon being lit at the recreation ground behind Debden Village Hall, Mill Road. See our website for events.

Commemorative Programme

A memento of the weekend's events, the purchase of each programme also entered everyone into the prize draw; the five prizes from some wonderful local businesses came to a value of £850.00 with something to win for everyone!

Publicity Campaign

Advertising for the events started many weeks prior to the Platinum Jubilee. Local press, social media, posters and flyers were used to reach all members of the community, along with contacts in all schools, youth and community groups. SWTC's platinum sponsor; Intercounty Saffron Walden, assisted with signage, 'for sale' sign advertising, social media posts and video teasers.

SWTC were also awarded a grant from Essex Association of Local Councils which supported the advertising costs.

Officers were pleased that the events on numerous occasions made front page news in local newspapers.

Financial Implications

The total cost of the weekend, including associated activities, is approximated at £24,200.00. It is estimated once the accounts are finalised that there will be a shortfall of approximately 5% on the total Jubilee budget, see below.

Transaction detail	Credit
SWTC Jubilee Event Budget	6000.00
Community Lottery Grant	4560.00
UDC Jubilee Grant	1000.00
SW Youth Initiative (UDC)	2490.00
New Homes Bonus (from 5 Councillors)	2100.00
EALC Grant for advertising	500.00
Income from stall pitches, programmes, tea & coffee	2024.00
Sponsorship from 11 local business	4400.00
TOTAL	£23074.00

Situation (summary of historic details and current situation)

Following the events, an on-line survey was used using a QR code, alternatively the public could speak to The Tourist Information. This will allow for learning and shaping of future projects. SWTC has received some very positive feedback on various aspects of the extravaganza weekend. Officers and staff have also de-briefed, shared constructive feedback, good ideas and have established positive learning points for the future.

Feedback and testimonials

"Please pass on my thanks and congratulations to all the Town Council teams for planning, arranging and staffing such an impressive four days of celebration. You must all be exhausted! CONGRATULATIONS AND THANK YOU TO YOU ALL!"

"Well done and thank you for your hard work. There was a great range of activities for all ages and the free events would have been appreciated by families on low incomes. My children will remember the weekend for a long time"

"Well done Town Council, a fantastic free four day event which was well supported by the Town, hope you get the credit you deserve Could the Community Day be an annual event please"

"I think that everyone involved is to be congratulated. It was a varied programme of events for people of all ages and there was a good turnout of staff from the Town Council so there were people on hand if required. Thank you all for your efforts - we really appreciated them."

Regarding the beach:

"Loved it and would also love for it to be a permanent/ extended thing. So many families were talking about how great it was. I am sure families would pay for this service in order to help make it permanent."

"10/10 pleaseeeee can we have the beach set up over the school 6 weeks holidays"

At very short notice, SWTC Officers were pleased for Saffron Walden to make it onto ITV News where the national weather was filmed from Saffron Walden Common on Wed 1st June.

