



The Norfolk Lieutenancy On behalf of the Lord-Lieutenant

EMBARGOED UNTIL 00.00 HRS SATURDAY 5TH FEBRUARY 2022

NORFOLK'S PLANS FOR THE QUEEN'S PLATINUM JUBILEE 2022

BRIEFING DOCUMENT

2022 is the year of Her Majesty The Queen's Platinum Jubilee. To commemorate this historic milestone, The Lady Dannatt, MBE, HM Lord-Lieutenant of Norfolk, has asked a committee of her Deputy Lieutenants to plan and deliver a series of events and initiatives to celebrate the occasion, thank Her Majesty for her steadfastness over 70 years of duty and service, acknowledge her special connection with the county of Norfolk, encourage young people to engage with this celebration and take part in activities benefitting themselves and society, and leave an enduring legacy for Norfolk.

The committee is chaired by James Bagge DL, former High Sheriff of Norfolk, and is planning three separate strands of activity:

A Royal Salute, led by Peter Wilson MBE DL

The Jubilee Trails, led by Thomas Courtauld DL

The Platinum Jubilee Challenge Awards, led by Patrick Peal DL

Mr James Bagge DL is the Chairman of the Norfolk Platinum Jubilee Lieutenancy Committee. He is a former High Sheriff. He chairs the Development Committee of the Norfolk Citizens Advice Bureau. He is chairman of the Swan Youth Project and a patron of Norfolk and Waveney Mind and Open Road.

PLATINUM JUBILEE NORFOLK WEBSITE

Developed by internationally renowned, Norwich-based agency Brand Experience, led by Chris Donaldson, their Creative & Digital Director.

The website will provide information on the tributes planned by the Norfolk Lieutenancy as well as details of other celebrations happening in the county and nationally.

It will also form a hub for Jubilee events being held in Norfolk with an interactive map allowing visitors to find information on events being planned by the local and district councils.

From 5th February

Those planning events will be able to submit details here:

www.platinumjubileenorfolk.org/submityourevent

From early April

The full website made live on the following url:

www.platinumjubileenorfolk.org

A ROYAL SALUTE

This tribute to Her Majesty will be offered at the Norfolk Showground as the centrepiece of the 2022 Royal Norfolk Show by members of Norfolk's performing arts community under the coordinating leadership of Norfolk's Vice Lord-Lieutenant Peter Wilson, ex-Chief Executive of Norwich's Theatre Royal.

To note Queen Elizabeth's international reputation for dignity and steadfastness there will be music from the world; to commemorate her unwavering support for the Commonwealth there will be dancing and music from Africa; and to celebrate her lifetime of service to the country the entire Showground audience will be invited to sing the National Anthem together with over 1,000 children and adults from across Norfolk and accompanied by a 60-piece orchestra.

Musical Director: David Stowell

David began his career at the Royal Military School of Music and on leaving HM Coldstream Guards furthered his studies in London and Boston. He continued to work with orchestras in the UK, a memorable highlight being the performance of a new work by Edmund Rubbra with the Royal Liverpool Philharmonic Orchestra at the Royal Albert Hall in the presence of Her Majesty the Queen. He has since appeared with the London Symphony Orchestra, The Philharmonia and the City of Birmingham Symphony Orchestra.

For the Millennium Festival at the National Indoor Arena David was commissioned to compose the music for the opening ceremony.

Norfolk Music Hub

"Norfolk Music Hub are offering educational settings across Norfolk the opportunity to participate in this very special performance of 'A Royal Salute' at the Royal Norfolk Show through co-ordination of school vocal participants, musical direction and arrangement of the piece, distribution of resources and widening the opportunity to all of our instrumental learners countywide to play as part of the orchestra for this mammoth event."

***Norfolk Music Hub** is a partnership of organisations and schools which engage with Norfolk's children and young people in music making. These organisations share what they do, communicate with each other and are committed to the highest quality of music education for children and young people. Our partnership serves to create the very best opportunities for children and young people to get involved in music making.*

Musical Associate: NORCA & Sistema in Norwich

“NORCA & Sistema in Norwich are excited to be involved in Norfolk’s celebration of the Queen’s Platinum Jubilee and giving children and young people taking part in our programmes the opportunity to be part of ‘A Royal Salute’.”

We are dedicated to improving lives and communities through arts and culture. Our vision is to create a world where arts and culture are part of everyone's lives, and the people and communities we work with can live creative, healthy lives, and fulfil their potential, regardless of background.

Commonwealth Music Director: Anna Mudeka

Local musician Anna Mudeka, Founder and Artistic Director of Tambai Promotions, is a passionate and charismatic ambassador for the arts and culture of the sub-Saharan continent. Multi-instrumentalist, actress, singer, writer and educator, she is a polymath proud to share the ancestral heritage of her native Zimbabwe through performance and workshops, inviting audiences of all ages, abilities and backgrounds to immerse themselves in sounds, spiritualism and fables of Africa.

PRACTICALITIES

Guide music tracks will be provided for musicians, choirs and schools, who will rehearse remotely.

All participants will be required to attend a rehearsal on Sunday June 26, 2022.

A Royal Salute will take place in the Grand Arena of the Norfolk Showground at 4.30pm on the afternoons of June 29 and 30, 2022. Entry to the Show is free after 4pm on both days.

TO REGISTER AN EXPRESSION OF INTEREST

If you would like to get involved as a singer, a musician, on behalf of your school, or as a volunteer steward on the day, please register your interest at getinvolved@platinumjubileenorfolk.org.

Mr Peter Wilson MBE DL (ex CEO of Norwich Theatre Royal) set up PW Productions Ltd in 1983 following three years as Associate Producer at the Lyric Theatre, Hammersmith. His flagship productions are *The Woman in Black*, now in its 33rd year in the West End, and Stephen Daldry’s production of *An Inspector Calls*, an international hit since 1992. Since 2013 he has acted as Coordinator of Houghton Revisited and exhibitions by James Turrell, Richard Long and Damien Hirst at Houghton Hall. He was awarded an MBE in 2000, is Vice Lord-Lieutenant of Norfolk and holds an honorary D. Litt from the University of East Anglia. He is Chair of Ed Hall’s Propeller and is on the boards of the Theatre Royal, Stratford East and the Jermyn Street Theatre.

THE JUBILEE TRAILS

Background

The idea of these Jubilee Trails was considered to be hugely positive as it combined many of the elements that have been identified as important in the Jubilee celebrations, including accessibility to the natural world, encouraging exercise and outdoor experience, potential education and well-being benefits and a strong environmental message.

Planning and limitations

A number of options were considered including trying to connect areas of special interest and patronage of Her Majesty, however the limitation of using the existing public rights of way network complicated this initiative. With the invaluable help of **Norfolk County Council** and the **Westacre Estate** a number of options have been identified, utilising and upgrading existing rights of way and opening up some new rights of way.

Options

1. A dedicated trail linking Hunstanton to Dersingham, will incorporate elements of the existing footpath network. A key element of the trail is the utilisation and enhancement of a section of disused railway line between Dersingham and Ingoldisthorpe providing almost 2km of new Greenway Delivery. This new infrastructure will link into both the existing National Cycle Route 1 providing a safe route from Dersingham also linking into the Norfolk Coast Path extension between Hunstanton and Sutton Bridge. There is also potential to extend the route to Castle Rising which will establish a recognised route from King's Lynn to Hunstanton.

2. Dedication of a trail linking Gressenhall Environmental Hub to Dereham town centre to provide a safe and direct route for visitors on foot and bike. The project will include approx. 2km of route surfacing improvements as well as a new footbridge into Gressenshall and new gateway features at the start and end of the trail. The trail will incorporate the proposed Gressenhall arboretum and tree nursery, both to be dedicated to The Platinum Jubilee, and running through the developing Wendling Beck Exemplar Project, a regenerative landscape scale environmental scheme.

3. An enhanced trail connecting Great Yarmouth to Lowestoft. This trail will be developed to focus on accessibility into this environmentally diverse landscape, and connect these two hubs in an environmentally sustainable manner. Improvements are to be made to the current Great Yarmouth Cycle Route with a focus on the Gorleston-on-Sea to Hopton route as a partnership project with Suffolk County Council.

This project would look at resurfacing an existing part of the route (of approx. 800m) and create new signage to improve the route for all-ability access. The route would link into to the new cycle crossing being incorporated into the third river crossing development in Great Yarmouth.

4. A new trail linking Gayton to Castle Acre, primarily using newly dedicated paths across the Westacre Estate to link elements of the existing footpath network. The trail will run through a new and cutting-edge large scale environmental scheme in the extraordinary Nar Valley.

Delivery

There will be a number of agencies involved with the creation of the Jubilee Trails, therefore it is hoped the delivery will be achieved by the Autumn of 2022.

Identification and promotion

The Jubilee Trails will be marked and signed with unique Jubilee markers and promoted as the Jubilee Trails. Where appropriate trees will be planted along the trails and dedicated to The Queen's Green Canopy initiative. More information: <https://queensgreencanopy.org>.

Maps of these Trails are included at the end of this document.

Mr Thomas Courtauld DL JP lives and farms in North Norfolk. Professionally he is a surveyor and has worked in the insurance industry. In addition he is or has been involved in numerous organisations in Norfolk, including being a primary school Governor, Governor of the American Library in Norwich, Committee member of the Royal Forestry Society, a church warden and a volunteer within the Criminal Justice System.

THE PLATINUM JUBILEE CHALLENGE AWARDS

Overview

These are conceived as Awards given to those young people (and adults) who are making a significant contribution to the Norfolk community as part of the Platinum Jubilee celebrations in 2022 and beyond. They have been developed in tribute to the late Duke of Edinburgh, whose own Award scheme has been so influential on the lives of generations of young people.

Guiding theme

This is about young people offering

- (a) An acknowledgment of 70 years of unrelenting and constant personal service and sacrifice.
- (b) An expression of appreciation and thanks.

Introduction

The purpose of the challenge, open to all children, young people and adults in Norfolk, is to work towards the achievement of a Queen's Platinum Jubilee Challenge Badge. Receiving this badge (and a certificate) will indicate the individual contribution of a person towards recognising our Queen at this time for all that she has done for us.

It is anticipated that the majority of entrants will come through schools and community groups. Individual entries will also be accepted.

The Queen's Platinum Jubilee Challenge

Using a website to log the details of the challenges from the areas identified, participants will show their commitment to celebrating the Jubilee by adding details of activities that may be broadly identified as shown below. The programme will work on trust based on evidence supplied.

Outcomes

Each participant or participant group decides for themselves what level of challenge they will take on, thus ensuring that this is really for anyone and everyone. By setting their own challenges, participants will gain self-reliance, self-confidence, and a sense of achievement while celebrating the Queen's extraordinary life-long achievements.

Quality assurance and recognition

The website will allow the participants to sign up including putting their personal details/address, a 'referee' (eg teacher, parent, group leader) and give them a secure portal to put in what they plan to do.

Note - anyone under 14 needs to get a parent/carer to fill it in for them to meet the requirements of Data Protection legislation.

After completion on the website, they will enter what they did for each section, like a diary - possibly upload a photo, text etc.

They wouldn't need to earn points or be judged, just by completing the activity in all four areas. Once all four sections had been marked as complete by the participant, the recipient will receive an email congratulating them and starting the process of awarding the badge and a commemorative certificate, either digitally, by post or a group presentation by one of the Lieutenancy.

The Challenge Badge

An enamel lapel badge incorporating the Platinum Jubilee emblem (with a hint of Norfolk) is being specially commissioned. The badge will be sourced ideally from a UK manufacturer or supplier based in Norfolk/East Anglia.

Challenge area and definition	Examples
Being active in Norfolk – the physical challenge This challenge relates to any aspect of physical activity or wellbeing that participants can identify from early years play through to sponsored walks or outdoor gyms	Taking part in a walk or cycle Organising an outdoor session of yoga A beach run or visit Putting on a performance or show Taking part in Park Run or 1 mile event
Protecting our environment – the sustainability challenge This challenge is about how we look after our county and support our Queen to protect the environment locally and for the UK as a whole by recycling, reusing and reducing our waste as well as rewilding and improving where we live – or any form of community volunteering	Supporting the Queen's Jubilee Canopy by planting trees Rewilding areas Protecting insects Planting wildflowers Organising a litter pick and recycle
Learning legacy – the learning challenge This challenge is about any aspect of new learning that a participant undertakes from	Visiting a historic site or building in Norfolk Learning a new language Finding out more about the Queen

learning a new language to finding out more about the history of Norfolk and our Royal Family	Learning a new technique or way of working such as in Art Learning a new skill for example coding or building a website
Celebrating the Jubilee Take part in one of the Jubilee events being organised or organise one yourself – or simply celebrate creativity. This challenge is about any aspect of creativity that will help to improve our local communities' creativity and sharing our support for the Queen and all that she has done for us.	Organising a street party to celebrate the Jubilee Making an artefact Painting a picture Writing a song Making a video

Mr Patrick Peal DL lives in Southrepps and was born in Norwich in 1954. Patrick recently retired as Chief Executive of the East Anglian Air Ambulance which he co-founded.

He was recently appointed Chairman of Healthwatch Norfolk, providing an independent voice for patient groups in Norfolk. He is also Chairman of the London Children's Camp providing holidays for disadvantaged children which after ten years work was revived in the grounds of Gresham's School, of which he was a Governor for three years.

He enjoys outdoor pursuits in Norfolk.

SOCIAL MEDIA ACCOUNTS FOR PLATINUM JUBILEE NORFOLK

- Facebook: www.facebook.com/platinumjubileenorfolk (@platinumjubileenorfolk)
- Twitter: <https://twitter.com/JubileeNorfolk> (@JubileeNorfolk)
- Instagram: www.instagram.com/platinumjubileenorfolk (@platinumjubileenorfolk)
- LinkedIn: www.linkedin.com/company/platinumjubileenorfolk
- TikTok: www.tiktok.com/@platinumjubileenorfolk (@platinumjubileenorfolk)
- YouTube: www.youtube.com/channel/UCWXNDzOpN0nzhpdsfpvPxJQ

For Norfolk-based activity, please tag the Platinum Jubilee Norfolk accounts listed above, and use the hashtag #platinumjubileenorfolk. More information on national social media activity is included later in this document.

NATIONAL PLANS AND INFORMATION FOR THE PLATINUM JUBILEE

The Platinum Jubilee will provide opportunities for people to come together in celebration. There will be thousands of celebratory events and activities taking place throughout the United Kingdom, the Commonwealth and around the world in the months leading up to, and culminating in, a special extended bank holiday weekend from Thursday 2 to Sunday 5 June 2022.

Details of plans for the central weekend have been published on the Royal website: www.royal.uk/platinum-jubilee-central-weekend, including:

- The Queen's Birthday Parade (Trooping the Colour) and the lighting of beacons across the UK on Thursday 2 June;
- Service of Thanksgiving at St Paul's Cathedral on Friday 3 June;
- The Platinum Party at the Palace, a live BBC concert on Saturday 4 June;
- The Big Jubilee Lunch: www.edenprojectcommunities.com/blog/the-big-jubilee-lunch and Platinum Pageant: www.platinumpageant.com/# on Sunday 5 June.

HM Government is working closely with the Devolved Administrations in Scotland, Wales and Northern Ireland and with the Territorial Offices to ensure that the celebrations are UK-wide.

The Platinum Jubilee is one of a number of spectacular events taking place in the UK throughout 2022, together with the Commonwealth Games, UNBOXED: Creativity in the UK and Coventry City of Culture.

Street Parties and The Big Jubilee Lunch

The Big Jubilee Lunch encourages communities to come together, celebrate their connections and get to know each other a little bit better and will bring the Jubilee celebrations into the heart of every community. More information on how to get involved can be found on The Big Lunch website www.edenprojectcommunities.com/blog/the-big-jubilee-lunch.

Beacon Lighting

In keeping with the long tradition of celebrating Royal Jubilees, Weddings and Coronations, Local Authorities and community groups are being encouraged to light beacons across the UK in the evening of 2 June 2022. More information can be found on the specific Beacons website www.queensjubileebeacons.com.

The Platinum Jubilee Emblem

The official Platinum Jubilee Emblem, designed by 19 year old graphic design student Edward Roberts from Nottinghamshire, in a competition run with the V&A museum, is available for use for all activities associated with the Platinum Jubilee celebrations, including community and national events. It is free to download from the Royal website www.royal.uk/queens-platinum-jubilee-emblem, where detailed usage guidance can also be found.

The Queen's Green Canopy

Everyone from individuals to community groups, villages, cities, counties, schools and corporations is encouraged to plant a tree for the Jubilee before the end of the Jubilee year in 2022. More details can be found at <https://queensgreencanopy.org>.

City Status Competition

The Civic Honours competition launched across the UK on 8 June 2021 to celebrate Her Majesty The Queen's Platinum Jubilee. These rare awards will grant winning towns and cities 'city status' and 'Lord Mayor or Provost status'. More details can be found at www.gov.uk/government/publications/platinum-jubilee-civic-honours-competition.

Broadcast the TV celebrations

Her Majesty's Government encourages communities and local authorities to use large screens in public places to bring people together to watch TV coverage of the Jubilee celebrations. This could include The Platinum Party at the Palace which will take place on the night of Saturday 4 June. These screenings could complement a wider event such as a local version of the Platinum Pageant. Local pageants can take place across the bank holiday weekend, or can coincide with the Platinum Pageant itself on Sunday 5 June.

The Sandringham Estate

Sandringham is planning a series of events and activities across the Platinum Jubilee year, from walks and family fun days to exhibitions and concerts. Details from: www.sandringhamestate.co.uk/events.

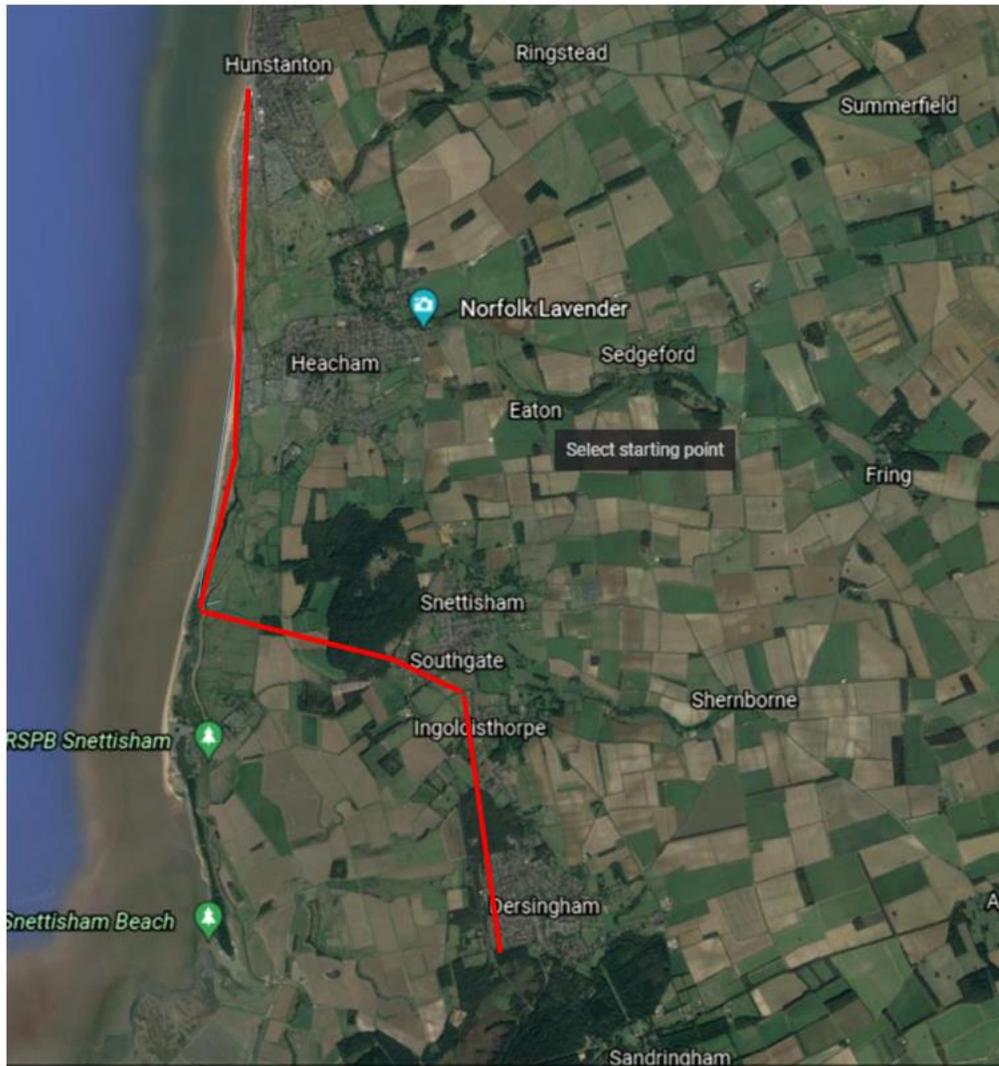
Social Media use

People can join the national Platinum Jubilee story by sharing their events and activities, tributes and creativity using the hashtag #PlatinumJubilee and #HM70 and tagging @DCMS on Twitter or @dcmsgovuk on Instagram and Facebook, so that the Department can share their posts and activity. For Norfolk-based activity, please tag the Platinum Jubilee Norfolk accounts listed above, and use the hashtag #platinumjubileenorfolk.

To be kept up to date on all national developments related to the Platinum Jubilee, please go to the Platinum Jubilee website maintained by DCMS, which includes an interactive map for people and organisations to contribute to and search for information on activities taking place near to them. This will be useful to those who may be organising events. The website and map can be found at <https://platinumjubilee.gov.uk>. To keep up to date with Norfolk news, follow any of the Platinum Jubilee Norfolk social media accounts listed above.

For any media enquiries relating to Norfolk's activity, please contact media@platinumjubileenorfolk.org. For all other enquiries, please contact getinvolved@platinumjubileenorfolk.org.

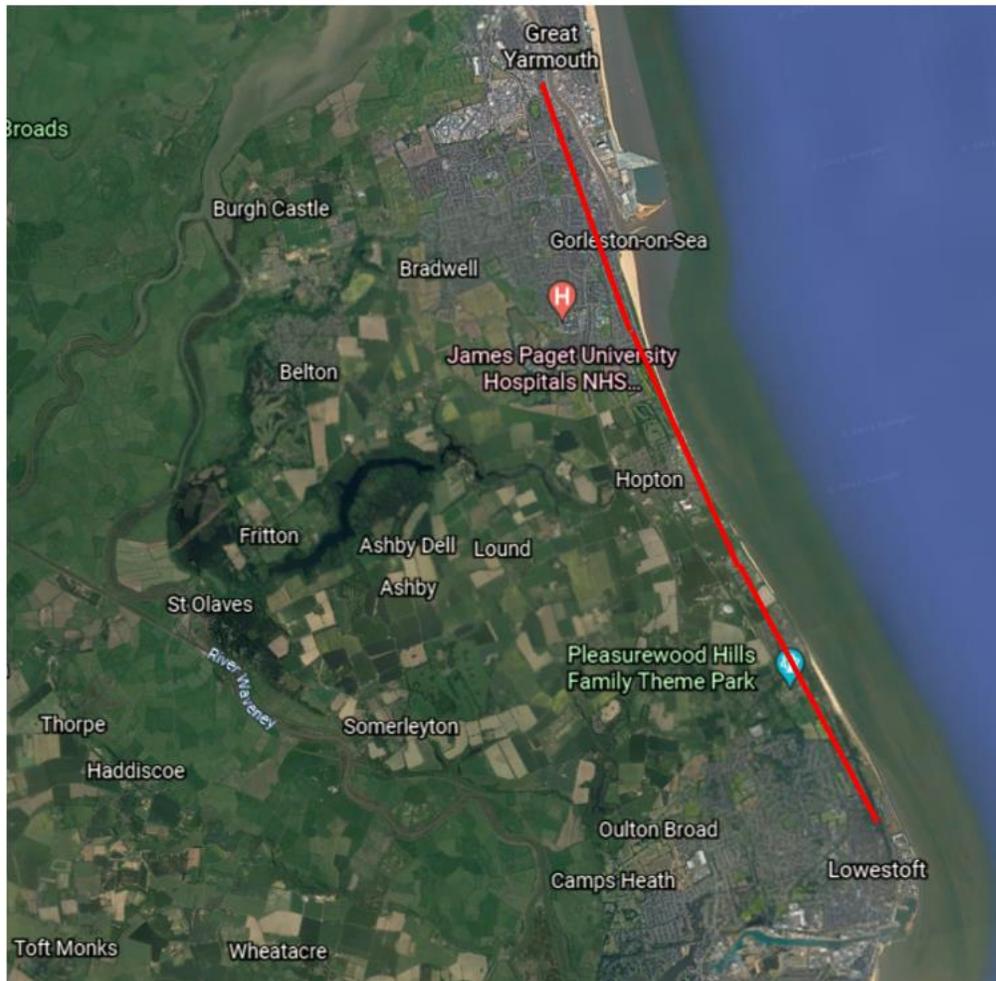
MAPS OF THE JUBILEE TRAILS



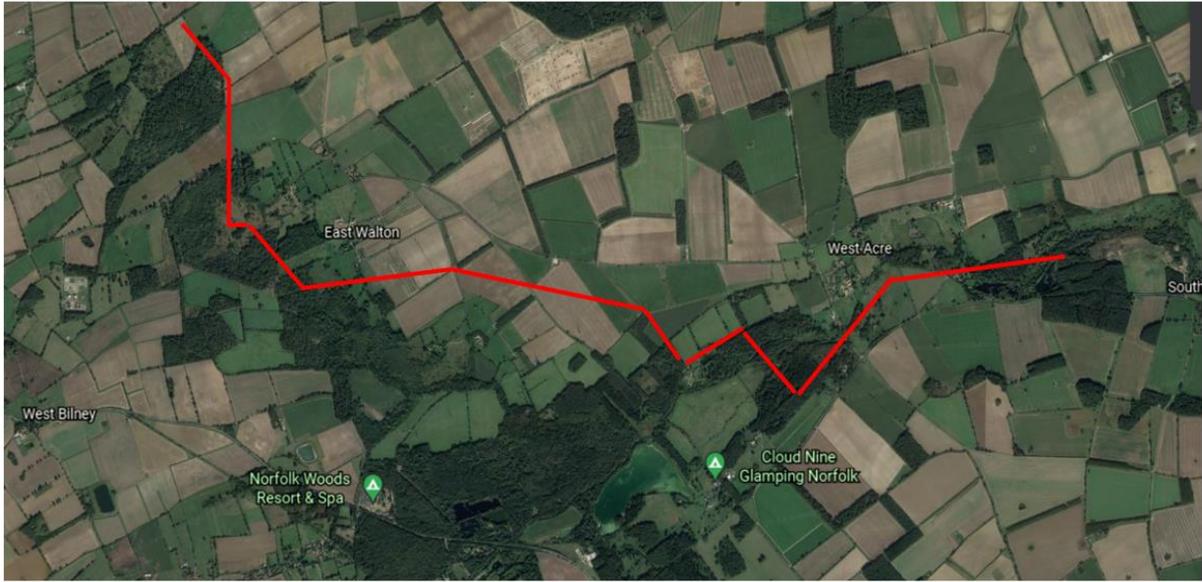
HUNSTANTON TO DERSINGHAM



GRESSENHALL TO DEREHAM



GREAT YARMOUTH TO LOWESTOFT



GAYTON TO CASTLE ACRE