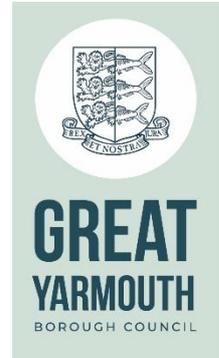


September 2022



## **1. Introduction**

This document contains draft communications for use in Operation London Bridge, following the death of the reigning monarch. Similar communications may also be used in the event of the death of another senior royal, or other senior public figure.

Items are presented in anticipated order of publication.

The communications must be updated and checked for context and accuracy prior to publication. The royal.uk or gov.uk websites should be used as a reference point for titles, styling, and language.

## **2. Website and social media – suspension of posting**

All new and scheduled posts to the council's digital channels should be suspended pending review. This includes the main borough council accounts, but also associated channels such as Town Hall events, and Everything Great Yarmouth.

For any period of mourning only essential messaging should be issued, for example information about mourning arrangements or the postponement of planned events.

## **3. Email message to members and staff**

Draft email message to members and staff.

***Subject: HM The Queen***

*It is our sad duty to confirm that Great Yarmouth Borough Council has been notified of the death of Her Majesty The Queen. We know that this news will be unsettling and upsetting for many in our community.*

*As an essential public service the core work of the Council will continue at this time, although any non-essential public events and external communications should be postponed.*

*Please be sensitive when meeting and talking with colleagues and residents. Frontline staff particularly should wear appropriate clothing during the period of national mourning, for example dark clothing and a black tie or armband.*

*We will update you with more details of the coming days as soon as possible. For urgent queries only, please contact [Laura Goodman], Civic Events Manager for advice.*

## **4. Website homepage**

Promotional material on the council website homepage should be removed and replaced with a simple picture of the Queen on a black background.

*HM The Queen  
1926 – [insert year]*

[Royal Family website](#) • [Norfolk Lieutenancy website](#)

## **5. Social media – initial post**

All scheduled posts should be suspended. The main council channels (Facebook, Twitter, Instagram, LinkedIn) should post the following with a photo of the Queen and ‘pinned’ for the period of mourning where supported:

*The Borough of Great Yarmouth joins with the nation in mourning for Her Majesty The Queen, our beloved monarch and dedicated public servant.*

This official message should not be posted on secondary channels such as Town Hall events or Wheels, but appropriate and sensitive operational messages may be posted, for example:

*We join with the nation in mourning for Her Majesty The Queen. We are currently reviewing our upcoming planned events.*

## **6. Media release – initial announcement**

The following should be checked and issued as close as possible to the confirmation of death.

### ***Statement on the death of HM The Queen***

*The Mayor of Great Yarmouth, Councillor [Graham Plant] said: “On behalf of the whole Borough I express our deep sorrow at the passing of our beloved Queen. We pay tribute to her decades of unswerving service.*

*“As Britain’s longest-reigning monarch, she unified the nation and provided a sense of tradition, stability, and national pride during more than 70 years of significant and sometimes challenging change.*

*“Like the rest of our Royal Family, she loved Norfolk – and Norfolk loved and respected her in return. Her visit to Great Yarmouth in 1985 was a great honour and it is fondly remembered by many residents, and we have enthusiastically celebrated each of her Jubilees.*

*“Today, Great Yarmouth and the rest of Norfolk are in mourning. Our Queen has been a constant part of our lives and touched our hearts with her warmth and dedication. She is a huge loss to the nation.”*

### ***Notes to editors***

*The Council is finalising details of civic events and arrangements during the period of national mourning and details will be published as soon as possible.*

*As an essential public service the core work of the Council will continue at this time.*

## **7. Letter of condolence**

The following should be checked and sent to the new sovereign's private secretary as close as possible to the confirmation of death. Once sent, the letter should be published on the GYBC website.

*To The King's Private Secretary*

*We ask that you extend our deepest condolences to the new Sovereign and all members of the Royal Family, at this time of national mourning and personal loss.*

*Her Majesty offered a beacon of public service, dedication to others, and selflessness that shone as an example to us all. She will continue to inspire us long beyond her passing.*

*We remember fondly both her visit to Great Yarmouth in 1985, and that of the new Sovereign in 2012, and as a county we have been honoured by the Royal Family's many visits to Norfolk. We hope that at this most difficult time, drawing on these memories will provide strength and comfort to you, as they do to us.*

*Councillor [Graham Plant]*

*Mayor of the Borough of Great Yarmouth*

## **8. Media release / member and staff email – detailed arrangements**

The release below should be checked against updated schedules and released as soon as possible and placed on the GYBC website. The same should also be sent to members and staff.

### ***Local civic arrangements for public mourning***

*These are the local civic arrangements for public mourning in the borough of Great Yarmouth following the death of HM The Queen.*

*Great Yarmouth Borough Council's mourning protocols link with the Norfolk-wide and national arrangements for mourning. The below details are also available on the borough council's website at [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)*

### ***Book of condolence and floral tributes***

*Members of the public will be able to sign a civic book of condolence from today until and including the day of the funeral on [add date]. The book will be in the Town Hall, and open for signing between [9am and 4pm].*

*The public are welcome to lay floral tributes in the dedicated area outside the front of the Town Hall.*

*An online book of condolence is available on the Royal Family's website.*

*Cllr [Graham Plant], the mayor of the Great Yarmouth, will send a letter of condolence to the new Sovereign on behalf of the Borough.*

*As a mark of respect, the Union Flag outside of the Town Hall will fly at half-mast until the day after the funeral, except for during the period of Proclamation.*

### **Proclamation**

*On [add D+2 date] at [2.10pm], the public are invited to witness the Mayor read the official proclamation outside of the Town Hall. Proclamations will previously have taken place across the capitals of the United Kingdom, and on the steps of Norfolk County Hall.*

*To mark the proclamation of the new monarch at St James's Palace, the Union Flag outside the Town Hall will be raised to full mast at [11am] on [add D + 1 date]. The flag will be flown at full mast until [1pm] the next day, when it will be returned to half-mast until 8am on the day following the funeral.*

### **Two-minute silence at Great Yarmouth Minster**

*To mark the funeral, the Mayor will lead a two-minute silence at the Great Yarmouth Minster on the day of the funeral at [11 am]. The public are invited to join civic dignitaries at this service. Attendees should wear dark clothing.*

### **Other mourning arrangements**

*In accordance with protocols, the Mayor will not wear the civic chain of office during the period of public mourning, up to and including the day of the funeral. Instead, the Mayor will wear a badge of office on a black neck ribbon. The Borough's mace will be tied with a black ribbon.*

### **Cancellation of events and meetings**

*The core work of the Council to support the people of the borough continues at this time, but the following events and council meetings have been cancelled or postponed:*

- *[Event]*
- *[Event]*
- *[Event]*

## **9. Social media post – detailed arrangements**

The following or similar should be posted after detailed arrangements are posted on the GYBC website. The death announcement should remain 'pinned' where supported by each social media channel.

*The Borough Council has published detailed local arrangements for public mourning for HM The Queen, including the cancellation of some events. Please see our website for full details: [url]*

## **10. Proclamation speech – to be given on D+2**

The official proclamation text will be supplied by Buckingham Palace and the Privy Council. This will be read by the mayor after the short speech below. The speech and formal proclamation should be published on the GYBC website after the reading.

*It is with a heavy heart I stand before you today following the death of HM Queen Elizabeth II. On behalf of the Borough of Great Yarmouth, I have sent condolences to the Royal Family.*

*We are here on this momentous day to Proclaim the new Sovereign, who we are sure will continue to serve the country with the same dedication and devotion to duty.*

*I will now read the formal Proclamation.*

## **11. Email to staff**

The following details should be confirmed with HR and circulated to staff.

### ***Council arrangements for mourning and the funeral of HM The Queen***

*We know that many staff will have questions around the arrangements for the mourning and funeral of HM The Queen. These are exceptional circumstances, and we may need to react at short notice to national announcements. We have answered some common questions below to the best of our knowledge.*

***Should I keep coming to work during the period of mourning?*** *Yes. The Council runs essential public services which our residents rely on. There may be changes to some planned events and meetings, but the core work of the Council will continue.*

***Should I wear black during the period of mourning?*** *We recommend that staff, and particularly those with public facing roles, should wear suitably respectful clothing, and consider the feelings of colleagues and members of the public. This does not have to be all black. Black arm bands will be made available for members and public-facing staff.*

***Can I take time off to visit the Queen lying in state?*** *Please speak to your line manager around leave for this period; this would be from your normal annual leave allocation. We will try to accommodate this but it will depend on business need and may not be possible in all cases.*

***Can I take a day off for the Queen's funeral?*** *The day of the funeral will be a Day of National Mourning, but it is not a bank holiday. This means there is no*

*automatic leave entitlement. Please speak to your line manager around leave for this period; this would be from your normal annual leave allocation. We will try to accommodate this but it will depend on business need and may not be possible in all cases.*

***I am upset or unsettled by these events. Where can I get support?*** Please speak to your colleagues and line manager for support. You can also get help 24/7 from the Norfolk Support Line on 0800 169 7676 or via [norfolksupportline.co.uk](https://norfolksupportline.co.uk) using the passcode 306366.

## **12. Further communications**

Depending on arrangements, it may be appropriate to publish media releases and/or social media around the funeral arrangements – for example any community screenings, tributes, or collections.

In general terms though there should be no unrelated proactive media activity during the period of mourning. Non-essential activity should be postponed until after the period of mourning.

## **13. Document version control**

<b>Version</b>	<b>Date</b>	<b>Author</b>	<b>Changes</b>
1	2021-11-18	James Goffin	Initial document.
2	2022-07-19	James Goffin	Minor revisions.
3	2022-08-23	James Goffin	Minor revisions.
4	2022-09-08	James Goffin	Approved by CEO and Mayor.
5	2022-09-08	James Goffin	Removed Norfolk Assistance Line from staff communications