



The Norfolk Lieutenancy On behalf of the Lord-Lieutenant

WWW.PLATINUMJUBILEENORFOLK.ORG

BRIEFING DOCUMENT

BACKGROUND

This website is a resource for all those in Norfolk organising or participating in events and activities for, or celebrating, HM The Queen's Platinum Jubilee. It's a source of information about local and national initiatives, and aims to enable as many people as possible to join in and celebrate the remarkable steadfastness, duty, service, and connection to Norfolk of its most special resident.

The website has been commissioned by The Norfolk Lieutenancy's Platinum Jubilee organising committee, on behalf of The Lady Dannatt, MBE, HM Lord-Lieutenant of Norfolk, from internationally-renowned Norwich agency Brand Experience. Since 5th February 2022, the website has been operating a sign-up facility for people to list events related to the Jubilee, and express interest in taking part in various Jubilee activities across the county. From 9am on Monday 11th April, it will be fully live.

WHAT WILL BE ON THE WEBSITE:

MAP AND LISTING OF ACTIVITIES

One of the features of the website is a map of Norfolk showing all activity related to the Jubilee across the county, including events like street parties, the location of Beacons being lit on the evening of 2nd June, Jubilee church services, and church bellringing to coincide with the national Service of Thanksgiving at St Paul's Cathedral on 3rd June.

Any individual or group organising an event related to the Jubilee can list it via the website. It will then appear on the map and also in a chronological listing of events, searchable by date and category of event.

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 bring the Jubilee celebrations into the heart of every community. Any Norfolk party can be listed on the website via the online form. More information about how to organise a street party and national events is available here:

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 on the evening of 2nd June. Norfolk currently has over 90 Beacons registered, more than any other county. Beacons have to be registered via the national website below, but will automatically be added to the Norfolk website. For more national information and to register a Beacon, visit the specific Beacons website: www.queensjubileebeacons.com.

CHURCH BELLRINGING

In collaboration with the Church of England and the Royal Household, it has been agreed that a focus for collective bellringing should coincide with the Service of Thanksgiving at St Paul's on Friday 3rd June (exact time TBC, but likely to be in the morning). Anyone organising bellringing as part of this celebration in Norfolk can list it as an event on the website. For more national information visit: <https://cccbr.org.uk/2022/01/12/hm-queens-jubilee/>.

PLATINUM JUBILEE CHALLENGE AWARDS

Individuals or groups wanting to take part in these Awards, conceived as a tribute to the late Duke of Edinburgh, whose own Award scheme has been so influential on the lives of generations of young people, can download a spreadsheet from the website to register the completion of their four challenges: Physical, Sustainable, Learning and Celebration. Once completed, the spreadsheet is then uploaded to the website, accompanied by the entrants' evidence (photographic, written, or recorded). When entries have been successfully assessed, their Platinum Jubilee Challenge Award badges and certificates are awarded. This scheme is open for the whole of 2022.

TRIBUTES TO HM THE QUEEN

One of the main purposes of the website is to celebrate and acknowledge the life and achievements of Her Majesty Queen Elizabeth II. Individuals will be able to submit personal tributes online, on the theme of 'What The Queen means to me'. These will be published on the website and it is hoped, published in book form at the end of the Jubilee year.

PLATINUM JUBILEE TRAILS

Four new walking and cycling Trails across the county, upgrading existing rights of way and opening up some new rights of way, have been identified already: Heacham to King's Lynn, Gressenhall to Dereham, Great Yarmouth to Lowestoft, and Gayton to Castle Acre. It is hoped more will be added over the course of the year. It is anticipated that the Trails will be open for use from late Summer 2022. Details of each Trail will be listed on the website.

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 about this national environmental initiative is available here: <https://queensgreencanopy.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.

To note Queen Elizabeth's international reputation for dignity and steadfastness there will be music from around 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.

Details of the performance are listed on the website, with information on how to attend, and links to the Royal Norfolk Show website. It is hoped that the performance will be livestreamed, to enable those who cannot attend in person to watch it. If this is not possible, the performance will be filmed and a recording will be available to view online after the event.

SOCIAL MEDIA LINKS

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

Pinterest: <https://www.pinterest.co.uk/platinumjubileenorfolk/> (@platinumjubileenorfolk)

Links to all these channels will be on the website. All channels are kept up to date and will feature the latest news and information related to the Jubilee year throughout 2022. For anyone involved in any of this Norfolk-based activity who uses social media, please tag the Platinum Jubilee Norfolk accounts listed above, and use the hashtag #platinumjubileenorfolk.

SIGN-UP TO NEWSLETTER

The website offers a sign-up to the Platinum Jubilee Norfolk e-news. Anyone can enter their email address to register to receive regular updates on what's happening across the county and beyond.

ACKNOWLEDGEMENT OF SUPPORTING PARTNERS

The organising committee has been actively seeking partnerships with local businesses, to enable staff to take part in activities and celebrations, and to raise money to benefit communities across the county. The Platinum Jubilee Fund has been established to support the costs of all the events and activities in Norfolk, as well as provide a legacy fund administered by the Norfolk Community Foundation, distributed according to the principles of the County Lieutenancy: 'To offer active support to the voluntary, commercial, social, and spiritual lives of the citizens of Norfolk.'

Supporting partners will be acknowledged on the website, as a means of recognising their support and thanking them.

MESSAGE FROM NORFOLK'S LORD-LIEUTENANT

“The Queen is deeply loved here in Norfolk. In return the county wants to demonstrate our affection and enormous gratitude for Her Majesty’s 70 years of remarkable service. To achieve this aim we have put together a very special series of events to honour a very special lady. This brilliant website will facilitate involvement by all ages in what we hope will be a truly exciting, joyful and action-packed year ahead. Please join us at as many events as you can. I can think of no better way of honouring Her Majesty the Queen during her extraordinary Platinum Jubilee Year than this.”

The Lady Dannatt, MBE, HM Lord-Lieutenant of Norfolk