

ABINGDON-ON-THAMES TOWN COUNCIL

COMMUNITY SERVICES COMMITTEE

TUESDAY 9th MARCH 2021

Agenda item 15 – Platinum Jubilee

1. Introduction

- 1.1 The purpose of this report is to outline existing ideas for the Platinum Jubilee in 2022 and agree the purpose of the events and the next steps to take.

2. Proposed aims of the events:

2.1 The main aims of the event are:

- Bring together the community
- Reach out to disenfranchised groups
- Cultural engagement
- Promote Heritage
- Market Abingdon
- Bring in sponsorship
- Facilitate business community links

2.2 Important factors for consideration:

- Inclusivity
- Sustainability
- Cost to council tax payer
- National Guidance issued from government

3. Post Covid Bounce back

- 3.1 Consideration should be given regarding how best to assist with:
- Economic bounce back
 - Community bounce back

4. Events

- 4.1 Please see Appendix A for a table of proposed events to consider.
- 4.2 Community events - Members are asked to consider whether it would be appropriate to give grants for community events, if yes what would be the criteria and purpose?

5. Decorations

5.1 Members are asked to consider the below in regard to decoration:

- Areas in town that might be decorated for the occasion.
- Flags
- If flowers are to be considered perhaps this ties in with Bloom
- Working with residents and businesses for window displays etc

6. Procurement:

6.1 It is suggested that the below factors are all considered regarding the procurement of the event:

- Bulk procurement of decorations to offer to businesses and community groups, should we explore idea in principle.
- Possibility of Abingdon specific items
- Avoid single use plastic decorations.
- Abingdon bunting project, homemade bunting that community contributes to, store for future events.
- Town Merchandise

7. Marketing:

7.1 Consideration needs to be given to what is on any brochures and the Town Council website/social media.

8. Bandstand:

8.1 The following areas need to be considered with regard to the possible installation of a bandstand to mark the Platinum Jubilee.

- Agree location with landowners
- Identify steering group
- Set up organisation and bank account
- Launch in Town Crier and Parish Meeting
- Options and costs
- Set out plan
- Alternative if not going to happen

9. Further ideas for Jubilee project could include:

- Jubilee cycle network
- Jubilee woods
- Jubilee branding may help to bring in funding, raise awareness and create a timeframe
- Museum doing Jubilee and queen exhibitions

10. Next Steps

- 10.1 It is recommended that a Jubilee working group is established and then a meeting held to discuss the ideas above and agree on the next steps and the actions needed to progress.