

Celebrating The Queen's Platinum Jubilee with the Big Jubilee Lunch and the WI



On 6 February this year, Her Majesty The Queen became the first British Monarch to celebrate a Platinum Jubilee, marking 70 years of service to the people of the United Kingdom, the Realms and the Commonwealth. To celebrate this unprecedented anniversary, events and initiatives will take place throughout the year, culminating in a four-day UK bank holiday weekend from Thursday 2nd to Sunday 5th June. The bank holiday will provide an opportunity for communities and people throughout the United Kingdom to come together to celebrate the historic milestone.

The Big Jubilee Lunch, Sunday 5 June 2022

Every year since the idea began in 2009, The Big Lunch has encouraged communities to celebrate their connections and get to know each other a little bit better, coming together in a spirit of fun and friendship. In 2022 The Big Lunch will bring the Jubilee celebrations into the heart of every community. People are invited to share friendship, food and fun with neighbours as part of the Platinum Jubilee celebrations. A Big Jubilee Lunch can be big or small - street party or picnic, tea and cake or a garden barbeque.

We are delighted that the NFWI will be supporting The Big Jubilee Lunch and encouraging WIs around the country to celebrate the Jubilee with fellow members, friends, family and the local community on Sunday 5th June 2022.

How to make the most of celebrating the Queen's Jubilee

1) Hold an event that's open to your community

When an individual WI creates an event to celebrate the Queen's Jubilee that is open to the community and not just for its members, it can go under the banner of the Big Lunch and be added to the Big Jubilee Lunch's map of events [Pop your Big Lunch on the map! | Eden Project Communities](#).

This map will be on the Big Lunch's website and will highlight what is happening locally so people can plan which event they want to attend to celebrate. Being added to the Big Lunch's map is a great promotional opportunity for our WIs and we hope that the majority of WIs will take up this opportunity.

2) Think about the needs of your local community

Think about your local community and choose an event that suits the needs of who you are hoping will attend. A street party is a great way to get into the festivities and involves the whole community. WIs could hold garden parties, afternoon tea with friends and family or virtual cocktail parties; make your event themed or ask your guests to 'dress-up'.

Think about what time of day would be best; would an afternoon suit most people or are you hoping to make sure people who work during the bank holiday can come, if so, an evening event would fit better?

Think about the age range and provide seating for those who need it where they can see what's happening and be a part of what's going on as well as space for children to play. You could run party games for the whole family to play such as pass the parcel, musical statues and hangman. You could hire entertainment such as a DJ, bouncy castle or a face painter or maybe you have WI members who can do the face painting or henna 'tattoos' Remember to make clear that parents/adults are responsible for looking after children.

Outdoor events are less likely to be affected by covid but the weather is a risk! **Have a back-up plan in case there is rainy weather such as having gazebos.**

If you are holding a street party, remember to get permission in advance to close a road. Please see [gov.uk](https://www.gov.uk) for more information. You will also need to do event safety planning; a risk assessment is a good way to do this and have a document for your records.

3) **Get your community involved**

The most successful community days are the ones that get the local community feeling connected with each other and involved with the event. Getting people involved is also a great way for your WI to get to know people more, promote the event and promote your WI all at the same time.

Hold a family craft day to make the decorations for the Big Jubilee; you could make pom-pom garlands, design cards, create paper bunting, or make jubilee themed origami such as crowns. Include a special Jubilee project for attendees to take home as a thank you. Again, make clear that parents/adults are responsible for looking after children. This could also act as a 'taster day' for your WI and you could have promotional material about your WI up during the craft day.

Ask for volunteers for much more basic tasks such as setting out table and chairs, helping to clear up or helping to provide food. Talk to all the women who attend the craft day or volunteer to help about your WI and whether they would be interested in joining.

Reach out to a specific group that your WI particularly wants to connect with and to promote membership to. For example, this could be a local women's football or cricket team; ask them if they wanted to run a taster activity at your Big Jubilee Lunch. It might be a mother and toddler and group you want to particularly focus on; send them a box of homemade cakes or biscuits with invitations along with information about your WI. Follow up with any groups you reach out to and ask if they want more information about becoming a member or coming along to visit your WI.

Invite the local primary school, girl guides, brownies or scouts to design a poster for the event. This could be an individual competition where the best three will be displayed on the day or you could ask each group to work together and design one poster each about the Queen's Jubilee. This type of poster activity raises awareness of your WI to the groups you reach out to, and you could ask if any of the parents, teachers or group leader would like more information about joining the WI. It's also

a great way to involve your community as you are raising awareness of the WI to future generation of members.

Contact a local care home and find out if they are allowing visitors; take your Big Jubilee Lunch to them by visiting with some decorations, cakes and watch the Jubilee celebrations on television together. You could ask the home about what types of activities would be suitable to run, maybe there is a craft project you could do together, play music or games.

4) **Raise awareness of a local cause**

Use the Big Jubilee Lunch to raise awareness about a local cause or charity and urge your community to action. For example, hold a food collection drive for a local food bank; this would fit well with a theme of sharing food and coming together. Some food banks take clothes as well as food - check beforehand to find out what kind of food and other donations they need.

Ask attendees to bring items for WI care packages for a local women's refuge. Again, get in touch beforehand to find out what kind of donations they need. You can do this by going to www.womensaid.org.uk/domestic-abuse-directory/

When you have decided which local cause you are collecting for and identified your list of suitable donation items, use boxes or reusable bags to put the care or food packages together. (You can add a nice message of support from your WI to each package for a personal touch).

It is up to you if you want to include putting the items into care packages as part of your Big Jubilee Lunch or whether your WI will take back all the donations and sort them at a following WI meeting.

5) **Fundraising**

The Big Jubilee Lunch is an excellent opportunity to fundraise which is a brilliant way to support local charities and your own WI which is, after all, a local charity. Why not set out collecting jars, hold a raffle as part of your Queen's Jubilee event or run a cake sale. WIs can also use online crowdfunding platforms to raise money. When fundraising always be clear you are fundraising for your local WI not the NFWI.

There are lots of different activities which could help raise funds such as a quiz or bingo, hold a competition on the day such as 'bake a cake fit for a queen' or create a crafting competition such as crafting a crown; link this to the WI's stance on environmental awareness and state that the crown must be made out of household recycling. Please see My WI for [information on holding a competition](#).

The main thing to remember with fundraising is to check the [WI fundraising guidelines](#) for more details. If you are going to choose another cause to raise funds for, it must be a local not national charity, but you can raise money for a local branch. The charity must align with the WI's charitable objectives however this still gives you a huge scope to choose who you want to fundraise for.

A very important must is to be very clear where the funds are going. If you are going to recoup your costs of putting on a Big Jubilee Lunch that's fine – be clear that the proceeds after costs go to the

charity. If you're raising funds jointly for your WI and another charity, again be clear that the funds will be split and how the proceeds are being split.

6) Virtual WIs

Most of the above can be adapted for **virtual WIs**; share all the recipes in advance with your attendees and everyone can eat 'together' and have a chat. Make it quite elaborate with themed recipes or as simple as tea and cake together.

Alternatively, hold a cook-a-long or cocktail/mocktail make-a-long and everyone enjoy the food or drink together. Hold a craft-a-long with the instructions and list of materials needed sent out in advance; maybe the craft-a-long project with all the materials needed could be sent in advance as a goody bag to be opened and then made together.

Hold a virtual quiz or virtual bingo event with the Jubilee theme in mind.

Try a virtual competition, for example, challenge attendees to make a crown out of household recyclables – entrants could either send you pictures for judging ahead of the event, the winner to be announced during the Big Jubilee Lunch or you could instruct attendees to have all the materials they need ready and give them a time limit to make a crown live and wear it for judging during your WI Big Jubilee Lunch.

A quiz, bingo or competition could be 'just-for-fun' or you can charge entry to these activities as a fundraising drive.

Invite specific groups with a special e-invitation. Maybe there is an on-line book or craft club you're aware of that you think might like to be part of your Big Jubilee Lunch; theme the day by asking everyone to wear something purple. Hold a pre Big Jubilee Lunch craft event where you all make decorations together and then have them on display during your Big Jubilee Lunch.

Send attendees 'electronic goody bags' as a thank you with an e-card, messages from your WI, links to memes, a playlist, your WI's programme and an invite to your next WI meeting.

7) Numbers

Remember to think about numbers. What is the maximum capacity for your event (this will include your WI members as well as members of the public)? Think about the capacity for the location and also the number your WI can comfortably manage. How are you going to control numbers? [Eventbrite](#) is an excellent way to issue tickets. Free events can use Eventbrite without charge. There are other ways to keep a track of numbers; have a pre-numbered spreadsheet for example. Do what your WI finds easiest to manage but do keep a track.

8) Promotion

Use the opportunity to promote your WI to your local community whether your WI is virtual or in-person. Use posters, leaflets, social media posts all promoting your event and WI. You can use the guide in My WI to [create your own](#) or you can use the poster provided with this guide.

Once you have your posters/leaflets ready, put them in prominent places such as the library, town hall, supermarket noticeboard and post office. Put them in places likely to appeal to potential WI

members such as independent shops, bakeries and cafés, farm shops, craft shops and haberdasheries. We recommend you also have a think about more unusual or previously untapped places such as the back of the pub or café toilet doors, nail/beauty salons, gyms and chemists.

Contact your local community Facebook page and ask if you can post about your event.

Have you got a website? If yes put your event on the home page. Create a poster with a QR code that takes people to your event.

If you are using social media to promote your event, remember to regularly check if there is any interest to follow up with.

Make sure the contact details on the poster are not anyone's personal details. Use generic contact details such as nameofWI@gmail.com and make sure messages are checked regularly.

Have your WI's contact details ready to share at your events, this could be a poster for people to take a picture of and/or flyers or cards to take away with them.

When promoting your WI make it clear what women gain by joining your unique WI. Are there lots of outings or opportunities to make friends? Are your sub-groups a draw, do you have a book club, a supper club or dancing lessons? Include a summary with your WI's contact details about what makes your WI special.

Remember to take interested women's names and contact details. Make sure you allocate a member(s) to follow up and make contact with them about visiting/joining.

Contact your local media about your event. Create a press release about your event to invite any local journalists along to attend; write a follow up press release ready to send with photos immediately after the event, make sure you include your WIs contact details and that you are open to new members. See the [NFWI PR Guide](#) for more details on writing a press release and publicising your WI.

Look at the other groups and events running in your local area and have a think about any you can tap into. For example, if you are holding a craft event, are there local knitting and crafting groups you can specifically send invitations to? If you do get a positive response, maybe you can ask if they would like a talk with your WI ahead of the Big Lunch in June or to create a joint craft display that celebrates the Queen's Jubilee? Be sure to give every member your WI's details.

Are there any other ways to showcase your WI linked to the Queen's Jubilee? The Queen will have been on the throne for 70 years. Can you create an exhibition or display with the key things your WI has done in each decade of the Queen's reign? Have you campaigned on particular local issues, taken part in the national campaigns, won any WI competitions (or have your members won any)? Have you created community displays, supported local causes such as making baby hats for the premature baby unit, food parcels for the food bank, care packages for a women's refuge or masks for hospital staff? All of this would make a brilliant and informative display the whole community could enjoy whilst celebrating the Queen and your WI.

Make the most of the WI corgi hunt ‘Where’s Winnie?’. Put up posters about the hunt, post on social media, invite the local school, girl guides, scout club, walking group to look for them, maybe use this as an opportunity to hold a talk – explain all about your WI as part of launching the corgi hunt locally. If you are a virtual WI, those members that want to participate, can each create a corgi to hide locally to them and use your website to say which areas people can hunt in. Alternatively, create a ‘Find the Corgi’ on an image similar to ‘Where’s Wally’ and have this to download from your website.

9) Prison WIs

We have six prison WIs in a number of different federations. At the time of writing, they are still living with severe Covid restrictions and we do not know if they will be able to come together for their own Big Jubilee Lunches in June. However, we can still **make sure they are included in the Queen’s Platinum Jubilee celebrations.** Your WI could send them the material and instructions to make a Winnie corgi for them to either keep or gift. Alternatively, your WI could make extra Winnies and send them to prison WIs for the women to give to their children. If you have a women’s prison local to you but it doesn’t run a prison WI you can still donate there.

If you want to get involved with supporting prison WIs and know there is a prison WI in your federation, simply contact your federation for details. Otherwise please contact Juliet Isherwood Membership Project Officer at j.isherwood@nfwf.org.uk or contact the Membership Team at membership@nfwf.org.uk

10) Make your event as environmentally friendly as possible

WIs are brilliant at being green. **Here’s a few ideas for you to think about...**

- Make your decorations from paper such as paper chains, tissue paper pom-poms and paper crowns. Repurpose old clothes to make bunting and napkins. Use up your stash to knit or crochet decorations.
- Wrap food in wax wraps and use biodegradable bin bags to collect rubbish. Plastic free tea-bag are great.
- Collect old jam jars and fill them with flowers from to add to the table decorations. If possible, use picnic ware you already have or look in a charity shop for crockery and cutlery instead of buying disposable ones.
- Add a friendly reminder to recycle at the end of your paper invitations. After the event, take down all your posters and recycle them.

Key community event pointers

1. Choose what kind of event you are holding well in advance.
2. Set a budget.
3. Choose your location/venue and book it early. If you are holding a street party get a permit from your local council. WIs in both England and Wales can get more information from gov.uk
4. Make sure your insurance covers the event.

5. Do your safety planning.
6. Get your local community involved.
7. Divide tasks into pre-event tasks such as booking the venue and on the day tasks such as serving drinks.
8. Allocate tasks to specific WI members.
9. Identify if there are any tasks for all members to help with such as cleaning up afterwards.
10. If you are going to have more than one activity, make sure you draw up a running order for the day for your WI to refer to. This will keep your event running smoothly. Create a program as part of your publicity material.
11. Draw up a list of resources and materials needed for each activity. Allocate a WI member to be responsible for making sure everything that is needed is there on the day and to run the activity.
12. Draw up a list of items that you will need to source externally and identify vendors for example:
 - DJ/entertainer
 - face painter
 - singer
 - speaker
13. Plan the food. Will you hire a caterer or will be members be asked to contribute their cooking/food prep skills? Please see the guide on [food hygiene](#) on My WI.
14. Think about inviting special guests such as the mayor or MP. If they attend, make sure this is on your press release.
15. Arrange for someone to take photographs at the event. Use the best quality camera available and get a variety of shots such as close ups, line ups and activity shots, make sure you can see people's faces and they are in focus.
16. Promote the event.
17. If you are sending invitations send these well in advance, including to your WI members.
18. Ask attendees to post on your Facebook about how much they enjoyed the event, you could create a hashtag for your event and ask them to use it.
19. Ask attendees to tag your WI into any photos they post on their social media, provide your account(s) details. This information can be part of the booking confirmation. Have notices or leaflets at the event with your social media information, so people know how to find your WI and follow up with you if they are interested in joining.
20. Share your events with the membership team at membership@nfwl.org.uk
21. Most of all enjoy the day!