



# Let's Create Jubilee Fund

## Final Report

By UK Community Foundations

May 2023



## #LetsCreate Jubilee Fund



**UKCOMMUNITY  
FOUNDATIONS**  
GIVING FOR LOCAL GOOD



LOTTERY FUNDED

Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

# Summary



In January of 2022, the Arts Council donated £4.5m to UK Community Foundations (UKCF) for onward distribution to 44 of our network of community foundations in England, as part of the Arts Council's Let's Create Jubilee Fund. This programme focused on funding creative and arts-based projects designed to celebrate The Queen's Platinum Jubilee in summer of 2022.

The programme supported 701 projects in total which were evenly spread around England and reached a wide range of people and communities.

In terms of delivery, feedback on the programme was largely positive. However, the fund was not without its challenges, which has highlighted learning to be implemented should a programme of this nature take place again.

44\* of our network of community foundations participated across England. This final report includes details on successful projects, as well as demographic information of both funded organisations and beneficiaries. Case studies have also been included, along with an evaluation of the programme against the Arts Council's equality objectives.

Thank you to the Arts Council for choosing to partner with us to help community projects, connect artists and creatives with local community and voluntary organisations, and to support local communities in celebrating The Queen's Platinum Jubilee. It was an honour for both UKCF and our members to be involved in this project, particularly in the light of Her Majesty The Queen's recent passing.

*\*Community Foundations for Lancashire and Merseyside are two separate organisations in their own right but operate as one office.*



*The Recovery Foundation's 'Art In Parks' project (above)*



*Horsebridge Arts Centre's '70 Years In The Making' project (above)*

# Successful Projects

The programme was a huge success, garnering a large amount of interest and an exceptionally high number of applications across the country:

- It was oversubscribed four-fold, with over 2,715 applications made for a total of over £18m.
- Over the months following the selection of successful applicants, 701 projects took place to celebrate The Queen's Platinum Jubilee across the country.
- Added together, the total number of artists employed by all funded projects is approximately 7000, with some artists taking part in several projects.
- Volunteers were engaged for over 100,000 hours.
- Over 1 million audience members attended projects live and with a further 1million+ attending online events.



# Distribution of Funding

In terms of understanding the protected characteristics and socioeconomic status of beneficiaries, data was collected from the projects on the primary beneficiaries they were supporting. It is important to note that primary beneficiaries may represent more than one of the selected categories, and that 84 projects (12%) did not share this information with UKCF.

1% of projects reported the LGBTQ+ community as being their primary beneficiaries. The national average of LGBTQ+ people in the UK is approximately 3% of the population. This shows a possible underrepresentation of the number of LGBTQ+ primary beneficiaries.

Around 17% (1 in 6) of people in the UK live in poverty. Therefore, people living in poverty may have been underrepresented where projects listed them as their primary beneficiaries (2%).

9% of projects stated that their primary beneficiaries were people living with a disability. Compared to the 22% of the UK population living with disabilities, this suggests an underrepresentation of primary beneficiaries living with a disability.

Primary Beneficiary Category	No. Projects
People with physical, mental or learning disabilities	64
Black, Asian or Minority Ethnic	51
Carers	2
Children and young people	148
Families/parents/lone parents	45
Homeless people	3
LGBTQ+ people	8
Local residents	173
Long-term unemployed/not in education	2
Older people	58
People in care or suffering serious illness	5
People living in poverty	13
People with alcohol/drug addictions	2
People with mental health issues	15
Refugees/asylum seekers /immigrants	7
Victims of crime/violence/abuse	4
Women	17

# Geographical Reach

This map shows the location of funded projects by postcode.

Community foundations in our network that participated in the Let's Create Jubilee Fund are based all over England. As a national membership we have a country-wide reach into communities of all types, from rural to urban, coastal to inland.

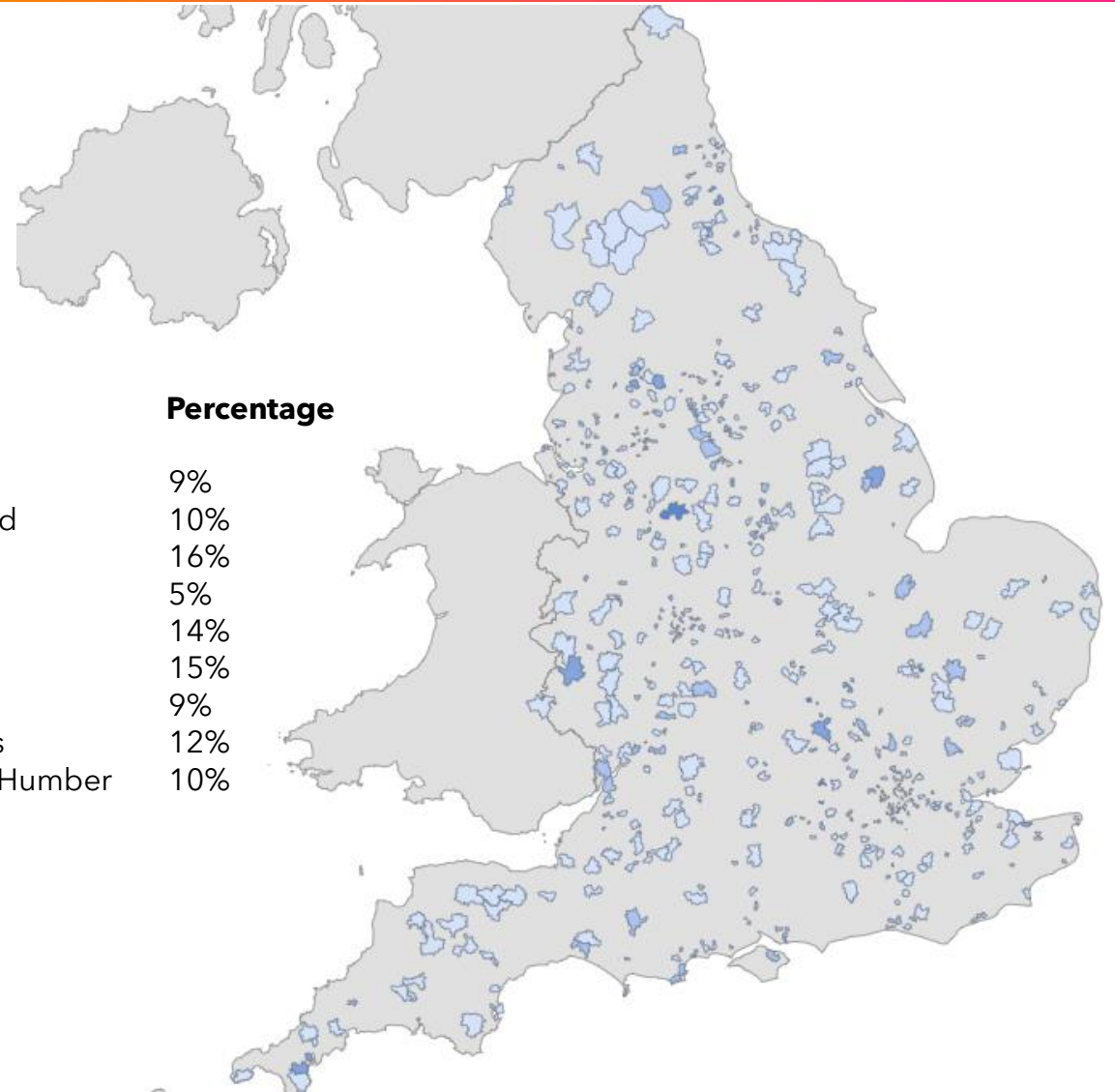
The map presents a very even distribution of grants, however there were slightly fewer grants distributed in the North East and South West.

## ONS Region

East Midlands
East of England
London
North East
North West
South East
South West
West Midlands
Yorkshire and Humber

## Percentage

9%
10%
16%
5%
14%
15%
9%
12%
10%



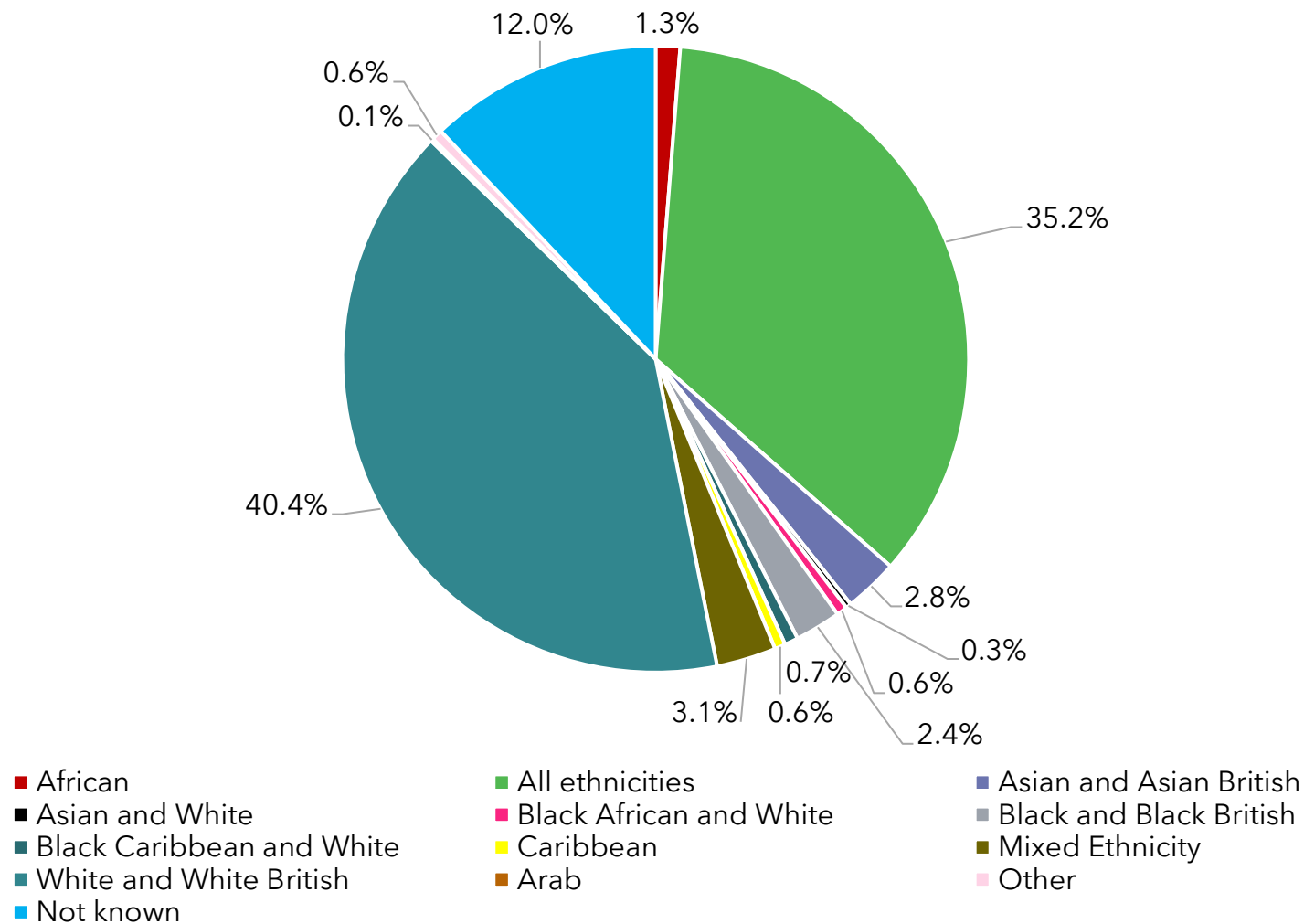
# Ethnicity

Projects broken down by ethnicity of primary beneficiaries by percentage.

In terms of ethnicity of beneficiaries, 40% projects primarily benefitted White and White British people, 35% projects primarily benefitted All Ethnicities and 12% projects primarily benefitted people from Black, Asian or ethnic minority backgrounds.

Around 12% of beneficiaries supported by this programme identified as being Black, Asian or from an ethnic minority background, which is close to the 2021 estimate of 13% of people in the UK belonging to this broad ethnic group.

**Average percentage of beneficiary ethnicity across all projects**



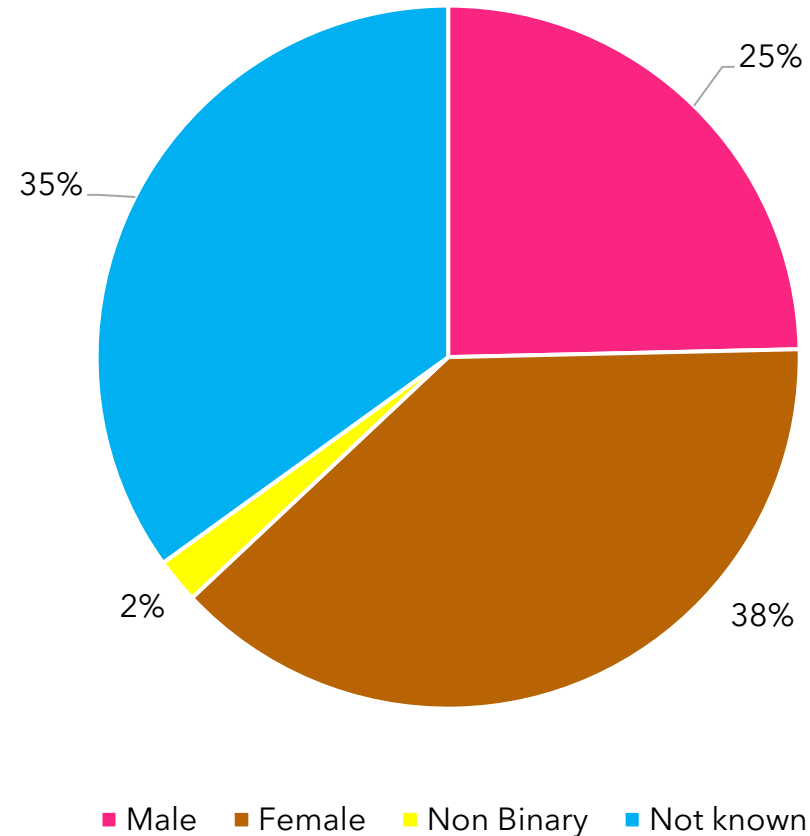
# Gender

650 projects (out of the total 701 that were funded) shared information about the identified gender of beneficiaries.

The average percentage of people identifying as female, male and non-binary across the funded projects were 38% female, 25% male and 2% non-binary, with 35% preferring not to say.

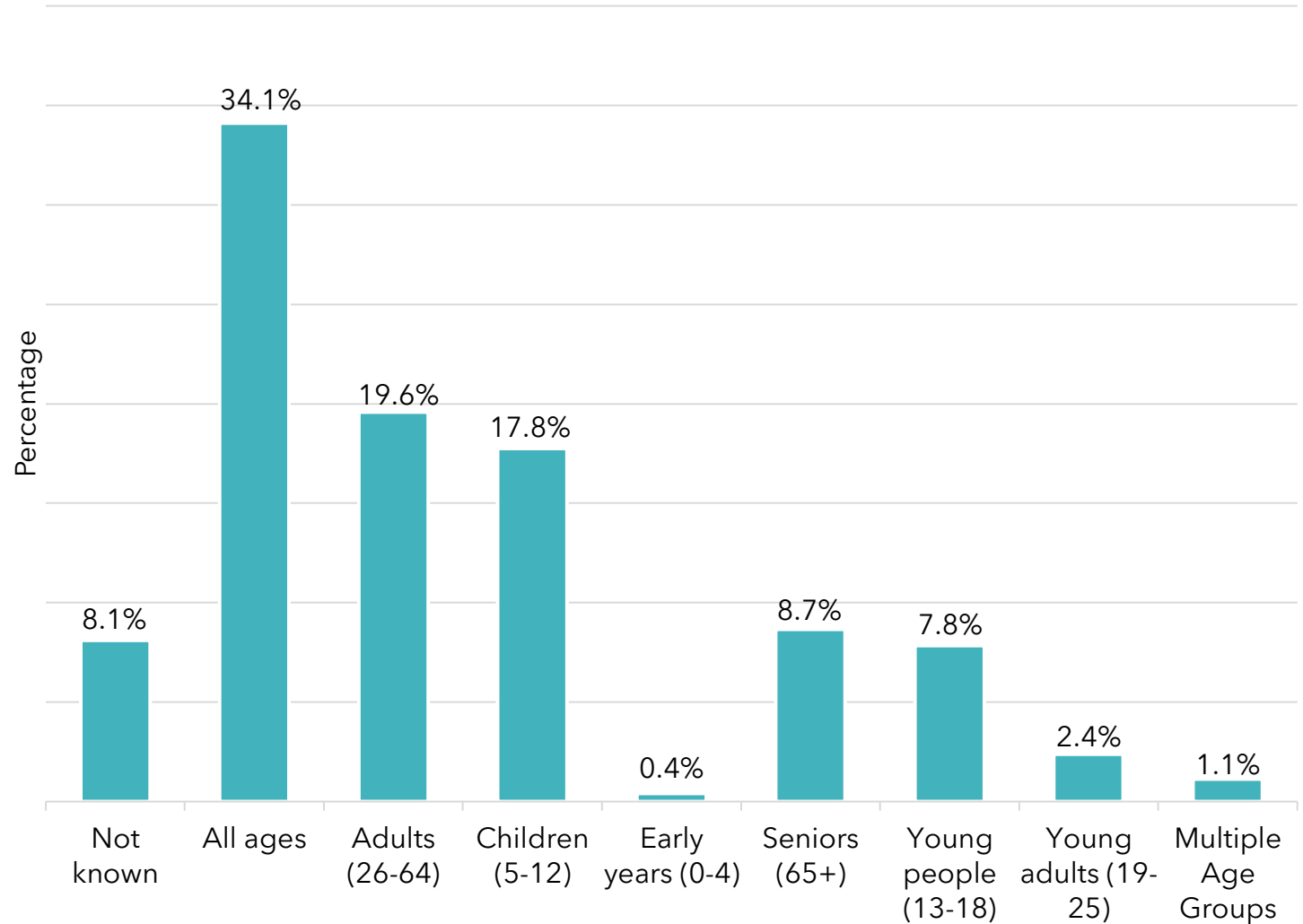
The known figures suggest a skew towards a female majority of beneficiaries.

**Average percentage of beneficiary gender across all projects**



# Age

This chart presents a varied split of age ranges across all funded projects, with a majority of projects having been aimed at 'all ages'.





# Leadership Diversity

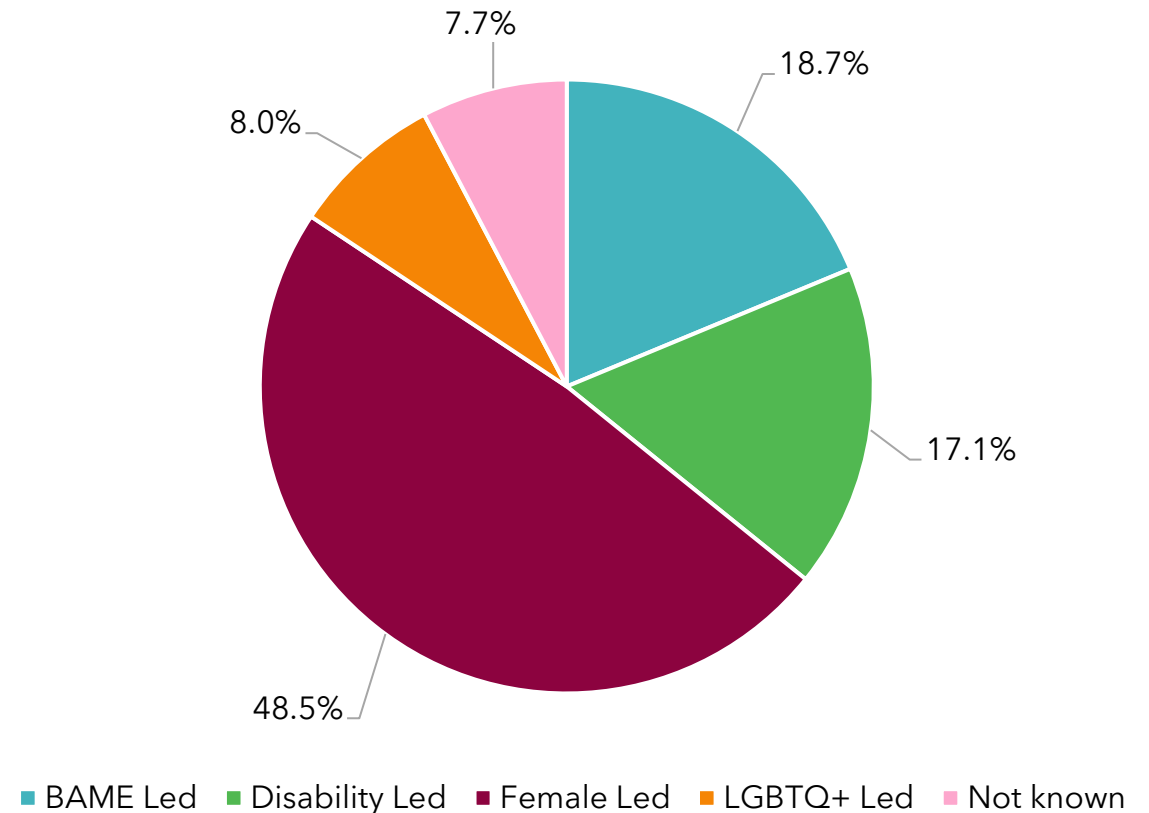
In terms of the leadership of funded organisations, demographic information highlights that BAME, disability, female and LGBTQ+ led organisations were overall well represented in this programme.

The percentage of disability-led organisations was 17%, which came in just under the 22% national average of people living with disabilities. This figure shows a potential underrepresentation of people with disabilities in funded organisations' leadership roles.

Just under 19% of the funded organisations were BAME led, which is a higher proportion than the 13% of the population who are Black, Asian or from an ethnic minority background.

LGBTQ+ led organisations totalled 8%. While there may have been an underrepresentation of LGBTQ+ primary beneficiaries selected by organisations in the application process (1%), there was a proportionately higher uptake of funding among LGBTQ+ organisations that support LGBTQ+ communities. This suggests that there could have been more LGBTQ+ primary beneficiaries involved in the Jubilee activities than indicated by groups.

**Organisational leadership demographic information**



# Demographic Evaluation

The UKCF network's approach to equity, diversity and inclusion (EDI) aligns with the Arts Council's equality objectives and this programme has been delivered under the industry-wide EDI data standard.

The UKCF network is continuously learning and responding to what EDI means in our practice, and it is a key part of the network's strategy. On this journey, UKCF is working to better listen and respond to what some of the most under-served communities in the country need, so that as a funder we can improve opportunities and outcomes for a wide range of beneficiaries.

The data presented clearly shows that this programme has reached a wide range of beneficiaries, and it has helped to reach into historically under-served communities, representing some of the rich diversity within the nation and bringing arts and culture into many communities.

This analysis focuses on primary beneficiaries, although data has been gathered for secondary/other beneficiaries. The data for secondary beneficiaries only strengthens the assertion that this programme has reached a wide range of people across the country.



*West Heath Community Centre's 'Always There For People' project (above)*



# Horncastle History & Heritage Society

The funded project at Horncastle History & Heritage Society incorporated four events: a community history and photography exhibition, a Jubilee-themed beacon lighting in an enchanted park, an exhibition of past celebrations for The Queen's coronation and previous Jubilees, and a celebratory street party.



*"The biggest challenge proved to be bad weather on the Sunday, with the main problem being communication rather than the weather itself as rumours circled that the event might be cancelled, leading to some stall holders being put off."*

*"In the event, the decision was made to move the performances from a stage in the Market Place to the Community Centre, which thankfully had been booked out to host refreshments."*





# Creative Paths CIC

Creative Paths CIC delivered the 'Tales from the Jubilee Cloak' project, which was a Platinum Jubilee project that has celebrated the memories, stories, and creativity of 70 older adults living in or using care services.

The project captured personal responses to the reign of Queen Elizabeth II, which were experienced through reminiscence and art sessions and the creation of a Jubilee Cloak. 70 square artworks were created in total for the cloak, a symbolic link to Queen Elizabeth II's 70-year Platinum Jubilee. All the artworks were then digitally scanned and printed onto fabric, to create the Platinum Jubilee Cloak.

The final cloak was four metres long, about the same size as the cloak worn by Elizabeth II during her coronation. The exhibition celebrated the creativity and memories of everyone who took part and helped to promote the benefits of arts projects in social care.

A reflective video was created using audio, video and photographs captured over the course of the project for sharing and evaluation purposes, [which can be viewed here](#).

Creative  
PATHS



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# Green Croft Arts Ltd

Green Croft Arts Ltd ran several activities, including a swing dance workshop, lantern making workshops, lantern parade, youth workshop, weekly community choir rehearsals and family arts workshops to celebrate The Queen's Platinum Jubilee in Gilsland, Northumberland.

The activity around the Jubilee event was a great success and members of the community have since contacted Green Croft Arts with their future ideas.

Other artistic events have already been programmed in the Village Hall.

Green Croft Arts went on to plan another community celebration event around the Festival of Saturnalia in December 2022 for Hadrian's Wall 1900 Festival, tying in with events already happening in the village.



# Pegasus Opera Company



*Pegasus Opera Company contacted a local Bedford born Black graphic designer to design the Caribbean Jubilee logo for the t-shirts worn by the choir throughout the day and served as souvenirs for all involved (above)*

Pegasus Opera Company provides opportunities for artists from African and Asian heritage, promoting opera among people of all ages in underserved and culturally diverse communities to expand their cultural horizons.

For the Jubilee celebrations, nearly 100 singers of all ages provided three pop-up stage performances along Bedford high Street, followed by a final performance at All Saints Church.

*"We learnt that when a project is created, curated and nurtured by the local community that engagement will happen organically as there is a trust for local groups who have a track record of engagement rather than just parachuting in on the day of an event."*

*"We are proud of our collaboration with LOWD and Just Purple presents and met regularly to ensure all partners were aware of their roles and responsibilities to ensure the project was a success!"*

# Grantee Feedback



SV2G's creative workshop series celebrated the Commonwealth Caribbean countries (above)

491 grantees fed back to us on their thoughts and feelings about this programme and how it went.

Overall, we can see a very positive message about this fund and the impact it has had on local communities in the country.

One grantee fed back the following:

*"A much-needed link between community health & wellbeing initiatives and the Arts. Open Age has struggled to obtain arts funding in the past (due to us being a community/health/wellbeing focused charity that works with Arts organisations to deliver projects) so it was fantastic that we could receive some support of this kind via a partnership project. We feel it would be great to see this kind of support happen more often!"*

*"Finally, just to offer a huge thank you to all the funders and partners involved in this fund for helping our two community groups put a performance project together which local older people really loved & benefited from."*

# Programme Feedback

We asked our participating community foundations for their feedback and reflections of this programme at all stages of the process.

There was an overall positive response, where community foundations felt that this programme was a fantastic opportunity to fund arts-based projects, connect with new community groups, introduce grantees to artists and fund exciting projects happening in their communities. Community foundations reported inspiring feedback from their grantees, who achieved a long-lasting community impact, increased local community spirit and provided innovative community activities.

Community foundations fed back that programme timelines were relatively short and would appreciate as much flexibility as possible to manage funding, assess applications and support grantees. Community foundations would also appreciate flexibility in the future to be able to set their own deadlines and to decide the range of grant amounts they will award. Some grantees also reported difficulty in finding suitable artists to partner with, in part due to the short timeline for applications. Regarding the high rate of oversubscription, it may have been of benefit to have the option to close the fund early on the basis of oversubscription for each community foundation.

In summary, if a programme of this nature were to take place again, we would recommend ensuring greater flexibility in terms of timelines, deadlines, and grant amounts. Also, less complex grant criteria for applicants and clearer guidance documents finalised ahead of programme initiation would be beneficial.



# Evaluation

The Let's Create Jubilee Fund, provided by the Arts Council and distributed by UKCF, was overall a massive success, funding hundreds of excellent activities in celebration of The Queen's Platinum Jubilee. The fund was initially a large hit, garnering an unexpected level of interest in the first few months of the programme.

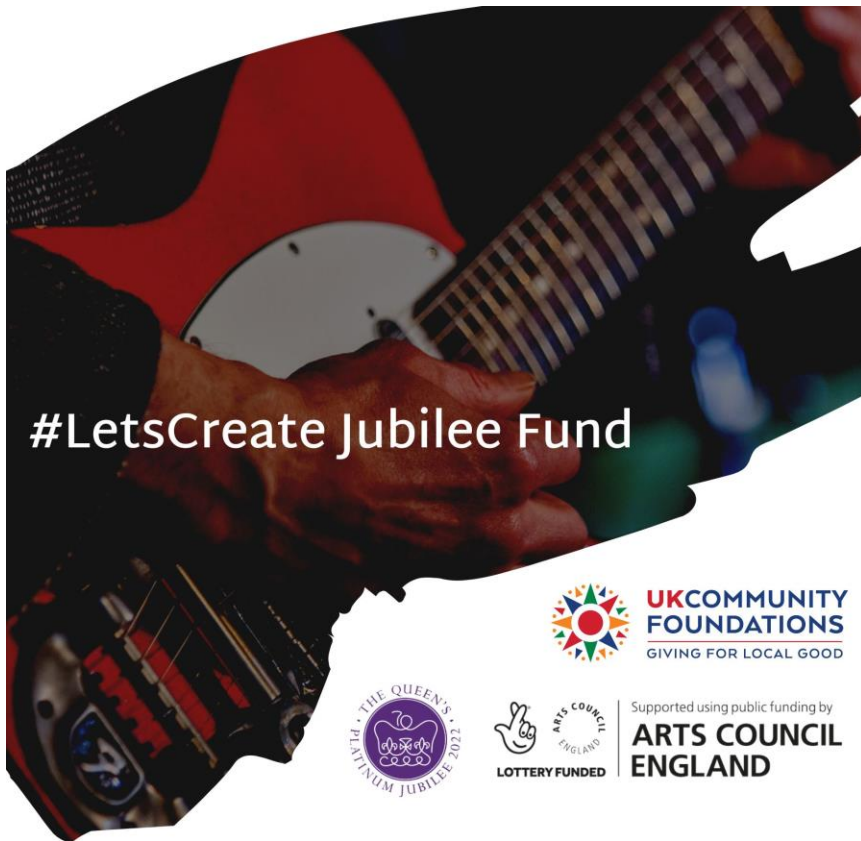
Analysis of the grants awarded shows not only that there was a wide geographical spread of activities, but it also shows funded projects have benefitted a wide range of people across the country in terms of protected characteristics and socioeconomic backgrounds. This is in line with the equality objectives of the Arts Council's and UKCF's EDI strategies.

There are still areas of improvement to be made in our grant-making practice, as highlighted in some of the analyses in the full report, and we will continue working closely with partners and applicants to learn and improve.

The case studies in this report represent just a few examples of the high-quality artistic projects which were able to happen through this funding. They give an idea of the fantastic array of creativity and art that occurred throughout England in the summer of 2022.

Feedback from grantees of this fund was overall very positive, which aligns with the feedback gathered from our network of community foundations.

Overall, this programme has been regarded as a fantastic opportunity to fund exciting and innovative projects and activities across the country. Thank you to the Arts Council for partnering with UKCF and 44 of our community foundations to deliver this inspiring programme.





# Resources

<https://www.funderscollaborativehub.org.uk/collaborations/dei-data-standard>

<https://www.ethnicity-facts-figures.service.gov.uk/>

<https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/sexuality/bulletins/sexualidentityuk/2020>

<https://commonslibrary.parliament.uk/research-briefings/sn07096/>

<https://commonslibrary.parliament.uk/research-briefings/cbp-9602/>

<https://www.ethnicity-facts-figures.service.gov.uk/uk-population-by-ethnicity/demographics/male-and-female-populations/latest>

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