

## Press Release

Tuesday 8<sup>th</sup> March 2022

### **Two Official Platinum Jubilee Pageant Projects Announced for Children and Young People**

- Young people to bring the Jubilee celebrations home to their schools and communities
- Projects teach lasting creative, sustainable and STE(A)M skills
- The Queen's Platinum Jubilee Pageant is working with the Ideas Foundation and the Engineering Development Trust to deliver these initiatives
- Tickets to the Platinum Jubilee Pageant will be awarded to a selection of young people

Children and young people from across the UK are being invited to create a 'Commonwealth of Kindness' with the Ideas Foundation and a 'Sustainability Street Party' with the Engineering Development Trust in two new initiatives to leave a lasting impact on their careers and communities.

Rosanna Machado, CEO of the Platinum Jubilee Pageant said: "We're thrilled to be working with the Ideas Foundation and Engineering Development Trust on these exciting initiatives. Ensuring that children and young people across the UK can play a part in the Platinum Jubilee Pageant is something very important to us. We want to ensure that the Pageant leaves a lasting social and environmental impact and these initiatives will help teach some valuable creative, sustainable and STE(A)M skills which can be used long into their future."

#### **Commonwealth of Kindness**

Under the theme of the 'Commonwealth of Kindness', Ideas Foundation will be working with young people to celebrate values of diversity, sustainability and kindness through creating digital stories that will be displayed on billboards across the UK. Creations could be imagery, words or be interactive e.g., encouraging people to use social media or a QR code that explains the work.

The first workshops will begin in North Yorkshire on 7 March. Other areas that have been invited to take part are Manchester, Derbyshire, London, West Cumbria, Somerset, Leeds and Birmingham. Schools and colleges will be showcasing their creative responses to the brief in their local communities. Some of the winning ideas will be displayed on 6-sheet digital posters close to participating schools.

Tickets to attend the Platinum Jubilee Pageant will be allocated to the schools and colleges taking part.

#### **How can your readers get involved?**

The creative brief can be used by young people in primary, secondary, and further education. The brief will be available to download on the Ideas Foundation website at

[www.ideasfoundation.org.uk](http://www.ideasfoundation.org.uk). Schools and colleges can apply to be involved by contacting [ideas@ideasfoundation.org.uk](mailto:ideas@ideasfoundation.org.uk) by 25 March 2022.

Readers can keep up to date on ideas generated by students through Ideas Foundation social channels @ideasfoundation and through posts on the website.

### **The Platinum Jubilee Pageant with EDT**

EDT (Engineering Development Trust) and the Industrial Cadets will run a UK wide activity around planning a 'sustainable street party' or local event, to commemorate The Queen's Platinum Jubilee Pageant. Students will create posters outlining their sustainable solutions to the brief.

The project aims to educate, engage and excite students about the aims of The Queen's Jubilee Pageant and provide active learning experiences in STE(A)M related careers, giving them the opportunity to gain knowledge and exposure that will help them make decisions about their future.

Tickets to attend the Platinum Jubilee Pageant have been allocated as prizes for selected entries. The Industrial Cadets Challenger framework means that every student that submits their work will receive an Industrial Cadets Challenger Award, whose Patron is His Royal Highness The Prince of Wales, enabling employability skills in young people. Entries will be judged by industry experts with regional finalists representing areas across the UK and overall winners.

### **How can your readers get involved?**

Two different briefs have been created for lower and higher secondary students, enabling any young person from secondary school across all four nations put forward an entry. Both briefs ask students to think about how a sustainable and carbon neutral event could work. EDT has designed a resource pack that encourages wider research and self-learning, using data provided by the Pageant as well as its own content creation. Students can enter through their schools or individually by registering at [The Platinum Jubilee Pageant | EDT \(etrust.org.uk\)](https://www.etrust.org.uk). The brief for the activity and resources pack is available via EDT's School portal.

The Pageant, taking place on the 5<sup>th</sup> June 2022, has been created to bring a once-in-a-lifetime experience to millions of people, in celebration of The Queen's 70-year reign as well as the collective service of our country and communities. More than 6,000 military personnel, performers, key workers and volunteers will unite to tell the story of the seven decades in the awe-inspiring festival of creativity. Marking the reawakening of the creative sector and drawing on talent from every part of the United Kingdom and across the Commonwealth, the Pageant will combine pomp and ceremony, street arts, theatre, music, circus and costumes. People will be able to enjoy the Pageant in-person on the streets of London, on TV, via a digital experience or by hosting events in their own communities.

The Platinum Jubilee Pageant is supported by major household British brands, as well as leading international companies. Lloyds Bank is the Bespoke Partner. Platinum Partners include Burberry, Moët & Chandon, M&S and St James's House. Pageant Partners include

Air Partner, Boodles, Bloomberg, Cadbury, Cadogan, Endava, Fortnum & Mason, McDonald's, Meta, Sotheby's, Waitrose & John Lewis and Whispering Angel.

- Ends -

### **Note to Editor – further stories**

These initiatives will create community stories of how schools and children are engaging with the Platinum Jubilee Pageant. We will be following those involved and collecting stories and images to share with you regularly. We welcome media coverage and can arrange filming and interview opportunities with participating schools and organisations for in-depth coverage of these projects in local communities at your request

### **About The Queen's Platinum Jubilee Pageant**

The Queen's Platinum Jubilee Pageant will take place on Sunday 5th June 2022, processing along The Mall and surrounding streets in celebration of The Queen's 70-year reign.

The organising company, The Platinum Jubilee Pageant, has commissioned artists and communities from around the country and Commonwealth including military personnel, performers, key workers and volunteers from across the UK, who will come together to tell the story of The Queen's 70-year reign and our transforming society. The Platinum Jubilee Pageant Company is co-chaired by Sir Michael Lockett KCVO and Nicholas Coleridge CBE. The CEO is Rosanna Machado and Pageant Master is Adrian Evans.

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Visit [www.platinumjubileepageant.com](http://www.platinumjubileepageant.com) for more information or follow the company on Twitter, Facebook or Instagram.

For media enquiries about the Platinum Jubilee Pageant, please contact Shephard Communications - [Platinumjubilee@shephardcommunications.com](mailto:Platinumjubilee@shephardcommunications.com). Imagery and other downloadable content is available at the Media Hub. Password: PlatinumJubilee

### **About Ideas Foundation**

Ideas are the foundation of any creative endeavour. The Ideas Foundation understands this and works with young people, regardless of their backgrounds to encourage them to explore and develop their own ideas. stimulate their innate creativity and give them a voice. As the brightest ideas don't come from one place, or one type of person.

We do this in a variety of ways. We:

- Offer students projects where creating ideas is welcomed and nurtured.
- Introduce students to a range of inspiring mentors and role models
- Expose students to a wider than usual range of occupations where their inventive minds might feel more at home

- Create workshops in which students can explore and develop ideas – working on live briefs with real audiences.
- Encourage teachers to invite more creative thinking into the classroom

IF has been working since the year 2000 to nurture creativity and has supported over 100,000 students. Read more here at <https://www.ideasfoundation.org.uk/about-us/our-story/>

### **About EDT and Industrial Cadets**

EDT delivers over 40,000 STEM experiences a year to young people, with a vision of a society where all young people have opportunities to develop their skills and knowledge to help them make informed choices about their future. As a key part of EDT's portfolio, Industrial Cadets creates education and career pathways for young people promoting the development of the next generation of the UK's young minds. EDT accredits outreach activities through a quality framework and celebrate with Industrial Cadets Awards for young people. First initiated by its Patron, HRH The Prince of Wales in Teesside, this year EDT is celebrating the milestone of 100,000 Industrial Cadets, welcoming the return of Industrial Cadets Awards Week and launching the collective ambition to reach 250,000 Industrial Cadets on the way to 1 million. Read more here <https://www.etrust.org.uk/about-us>