



THE ROYAL MINT®
MUSEUM

Platinum Jubilee Project Evaluation

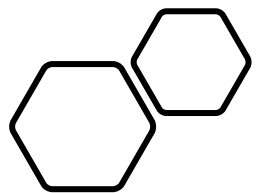


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Introduction

The reign of Her Late Majesty Queen Elizabeth II saw more jubilees than that of any other British monarch, presiding in her 70 years over periods of great national change and prosperity.

In 2022, the year of the Queen's Platinum Jubilee, the Royal Mint Museum hosted a national programme of activities to commemorate the Queen's long reign and the many changes to the country throughout it. We celebrated the achievements of the nation, exploring the Royal Mint's role in past Jubilees, bringing together people up and down the country to celebrate the momentous occasion.

Project Overview



The original project plan aimed to enable the Museum to build on the success of the 50th anniversary of decimalisation project; to continue to interact with hard-to-reach audiences. The Platinum Jubilee was expected to generate publicity for the whole celebration year, holding media interest. Running a themed events package throughout 2022 would allow the team to capitalise on this.

In 2022, the year of the Queen's Platinum Jubilee, the Royal Mint Museum hosted a national programme of activities to commemorate the Queen's long reign and the many changes to the country throughout it. We celebrated the achievements of the nation, exploring the Royal Mint's role in past Jubilees, bringing together people up and down the country to celebrate the momentous occasion.



The project aimed to:

- Deliver an exhibition to commemorate the historic event in the temporary exhibition space in the Royal Mint Experience.
- Provide education opportunities for children across Britain.
- Build on the success of the decimalisation reminiscence project with a re-imagined collection and increase the availability of boxes.
- Run a creative writing competition for primary school children across Britain.
- Run a medal design competition for art and design students and recent graduates throughout Britain.
- Deliver expert, prestige talks to a diverse range of groups and societies.
- Create a digital hub and new web content devoted to informing and educating on the topic of jubilees.
- Support project activities through social media and web resources.



Exhibition

- Visitors to The Royal Mint Experience viewed the Platinum Jubilee exhibition.
- The exhibition was scanned and is available on the museum website.
- Press articles about the exhibition were recorded.

On 7th February 2022 the Royal Mint Daily News Summary reported:

The launch of the new Platinum Jubilee exhibition at the Royal Mint Experience has generated high levels of engagement across social media reaching **44,134 thousand** people in the last 12 hours. Some post examples are attached, highlighting the content that's been captured by the social media team.

- On S4C's Prynhawn Da programme yesterday, The Royal Mint's preparations for the Platinum Jubilee celebrations were put in the spotlight. Myfawny Grantham, Beth Perry and Abigail Kenvyn were all interviewed for the piece, which touched on commemorative coins, the new circulating 50p and the new Platinum Jubilee exhibition at the Royal Mint Experience. Watch here (English transcript available beneath video player). Royal Mint Experience Unveils Brand New Platinum Jubilee Exhibition.

- Dailyadvent.com, 16 Feb 2022, UK, Keyword: Royal Mint Visitor Centre
- The Royal Mint Experience unveils brand new Platinum Jubilee exhibition
- Wales247.co.uk, 16 Feb 2022, UK, Keyword: Royal Mint Visitor Centre



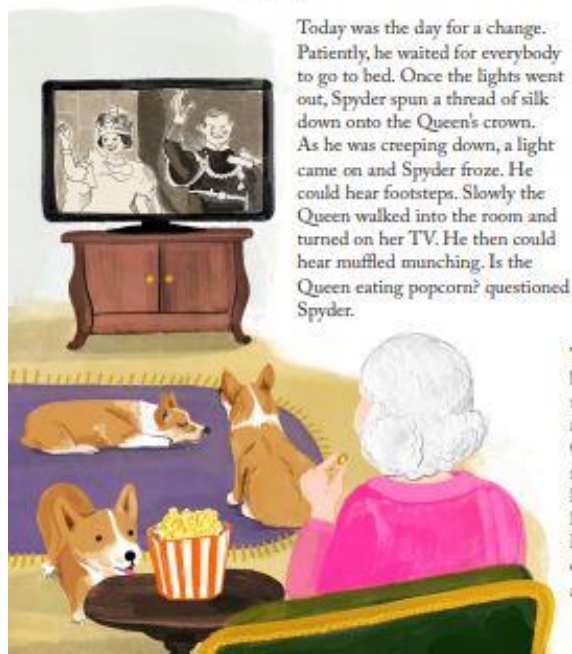


Short story
competition



Peering down from a chandelier, high up on a ceiling in Buckingham Palace, was a spider. His name was Spyder and he was seventy years old. Spyder had lived on this giant light his whole life because none of the maids could reach him with their dusters. Over his lifetime he'd seen many things, including all of the Queen's reign.

The best thing about Spyder is that he knew lots of things that nobody else knew about the Queen. He knew what conditioner she wore, he even knew her Wifi code! Even though Spyder knew so much, he was curious to find out more. He had spent 70 years on the world's most sparkly light, but his life felt dull. All he wanted to do was party!



Today was the day for a change. Patiently, he waited for everybody to go to bed. Once the lights went out, Spyder spun a thread of silk down onto the Queen's crown. As he was creeping down, a light came on and Spyder froze. He could hear footsteps. Slowly the Queen walked into the room and turned on her TV. He then could hear muffled munching. Is the Queen eating popcorn? questioned Spyder.

The Queen began watching back her Golden Jubilee on the TV. "Oh yeah, here comes a good bit!" she yelled. As the Queen was distracted, Spyder finished his journey down onto her crown. After he'd finished his little adventure, he didn't know what to do but he also didn't realise how tired he was and soon fell asleep.



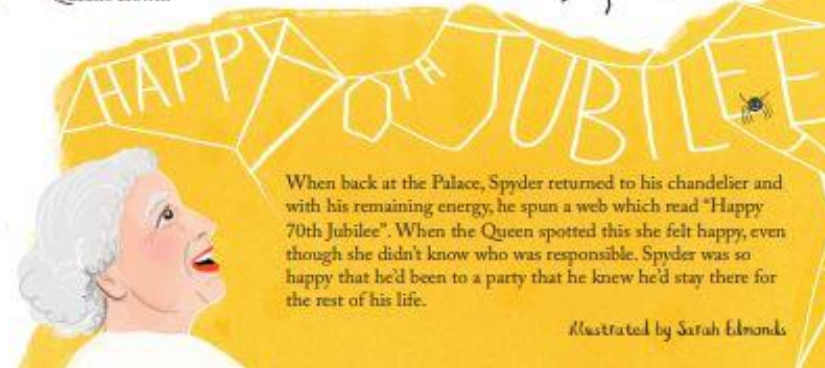
Suddenly he was woken up by shouting and cheering. He'd woken up on the crown but he was now also on the Queen's head and on the streets, partying! As he stood up on his eight unsteady sleepy legs, he realised what was happening.

He was at the Queen's Platinum Jubilee!



Every spider knew that no monarch had reigned for so long and he was the first spider to celebrate it. Spyder didn't waste any time. Firstly, he climbed out of the crown, made sure nobody was looking and leapt to try and get on some party food!

With a soft landing, Spyder wasn't hurt. Even though he was a spider, he loved cheese. Without thinking, he started gobbling down as much cheese as he could. But with only a small mouth, he was there until the party was over. Out of nowhere, Spyder got a whiff of a familiar scent. It was the Queen's conditioner. With his tummy full, he followed the smell and climbed back onto the Queen's crown.



When back at the Palace, Spyder returned to his chandelier and with his remaining energy, he spun a web which read "Happy 70th Jubilee". When the Queen spotted this she felt happy, even though she didn't know who was responsible. Spyder was so happy that he'd been to a party that he knew he'd stay there for the rest of his life.

Illustrated by Sarah Edmunds

- The competition was run across the whole of the United Kingdom.
- Children were invited to write a 500-word short story on the topic of the Platinum Jubilee.
- The winning story was illustrated by artist and illustrator Sarah Edmunds and won a voucher for £5,000 of books and equipment from Peters for the school library.
- A framed copy was presented to the Queen.



WINDSOR CASTLE

13th May, 2022.

Dear Ms James,

Thank you for your letter of 20th April, addressed to Lieutenant Colonel Michael Vernon, enclosing a framed copy of the winning short-story by Joshua Boholst from the Royal Mint Museum's recent Platinum Jubilee competition.

I have shown your letter and the short-story to The Queen who was most pleased to receive them. I would be grateful if you could convey Her Majesty's thanks and congratulations to Master Boholst.

This message comes to you with my good wishes.

Yours sincerely,

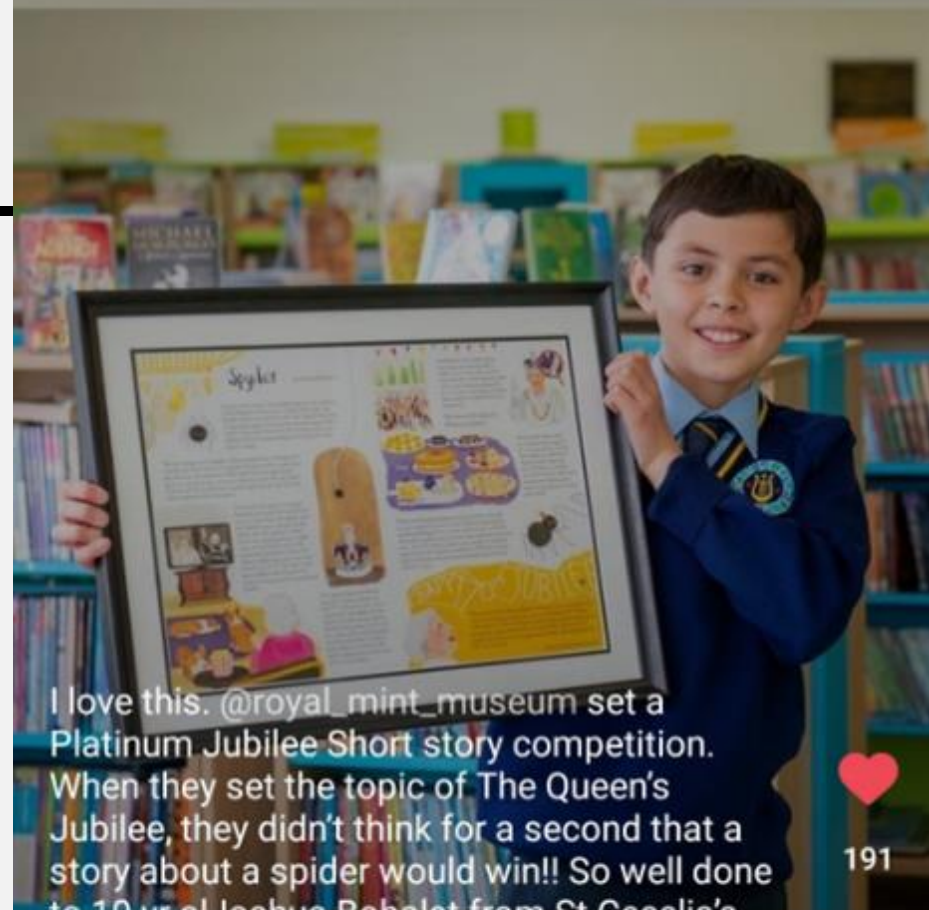
Matt Magee

Matt Magee
Assistant Private Secretary to The Queen

Ms Bethan James.



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I love this. @royal_mint_museum set a Platinum Jubilee Short story competition. When they set the topic of The Queen's Jubilee, they didn't think for a second that a story about a spider would win!! So well done to 10 yr ol Joshua Boholst from St Cecelia's Catholic Primary School in Surrey. I love your story about Spyder. It really is charming and will make you smile. Read it here <https://www.royalmintmuseum.org.uk/learning/short-story-competition/>



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The competition was featured in external press articles, We All Matter and the Royal Mint Museum daily news summaries.

The Royal Mint news summary - Friday 22nd April



Follow up. Completed on 28 April 2022.
You forwarded this message on 25/04/2022 07:32.



attached.

- The Week Junior profiles the winner of The Royal Mint Museum's Platinum Jubilee Short story competition. Article attached.

key news articles mentioning The Royal Mint:

Coin, Coal and Cheers

Group Travel World, 01 Apr 2022, p52, UK, Keyword: Royal Mint Visitor Centre



WEEKLY UPDATE

Quote of the week: "Adopting the right attitude can convert a negative stress to a positive one" - Hans Selye

21st April 2022

Celebrating our Short Story Competition Winner

On 31st March, the Royal Mint Museum held a special online event to present the winner of the second annual short story competition.

This year's theme was The Queen's Platinum Jubilee and the competition received over 550 entries from all across the UK.

10 year old Joshua Boholst from Surrey with his story 'Spyder' was unanimously chosen by the panel of judges, who are all published authors, and the story was illustrated by Sarah Edmonds.

A printed copy of the illustrated artwork was presented to Joshua along with a 2022 annual coin set. Joshua also won an investment of £5,000 into his school library. Sarah said "Joshua is a very talented young writer and it was a privilege to illustrate his funny, warm and unique story. As soon as I read it I could picture all the little details of Spyder's world - the chandelier, the brave journey down to the crown and the Jubilee party!"

This competition was a great spark for children's creativity and Joshua's story is a credit to him and his school. What will Spyder get up to next?!"

To read the story in full, visit <https://www.royalmintmuseum.org.uk/learning/short-story-competition/>



BRINGING THE STORY TO LIFE:

Robert Fitzpatrick came up with an idea to have the story narrated by staff and filmed so that we can share on our website and social media. It would be lovely to hear voices from across our whole business perhaps narrating a paragraph each.

It's a really short and lovely story but we are going to need volunteers to help to bring it to life!

If you would like to get involved, please email bethan.james@royalmintmuseum.org.uk



Joshua Boholst and his story.

Platinum prize winner

To celebrate the Queen's Platinum Jubilee (70 years on the throne), the Royal Mint Museum held a short story competition for writers aged from nine to 11. There were more than 550 entries but it was 10-year-old Joshua Boholst from St Cecilia's Catholic Primary School in Surrey, England, who won with his story *Spyder*, about an unexpected visitor to a royal party. Joshua's story will be published on the Royal Mint Museum website and will be illustrated by Sarah Edmonds. She said, "It was a privilege to illustrate his funny, warm and unique story," and described Joshua as a "very talented young writer".

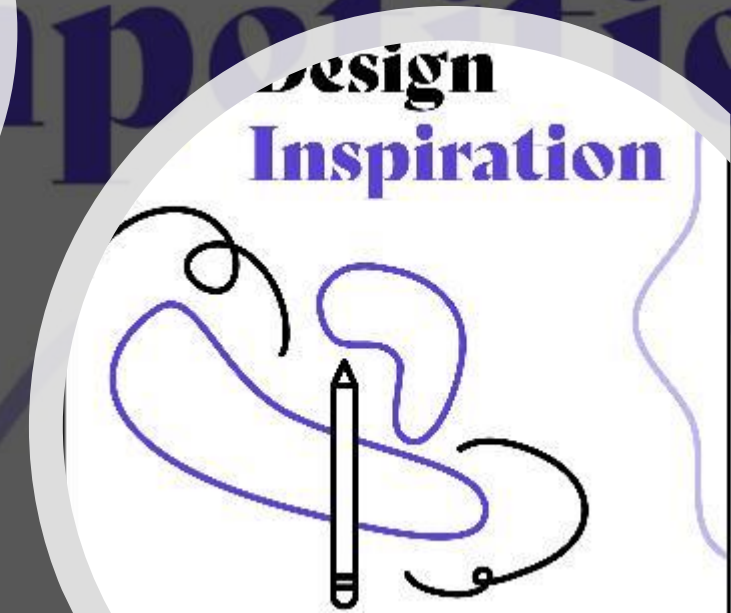
FINTY ROYLE - GINGER PIXIE PHOTOGRAPHY - JANE COX PHOTOGRAPHY - HARRYJOHNSON.CO.UK - GETTY IMAGES



Medal Design Competition

A design competition was run for art and design students throughout Britain themed on the Platinum Jubilee

Katie Price, a recent graduate of the Mdes Global Design course at Cardiff School of Art & Design, Cardiff Metropolitan University, generated website graphics.



- Entrants were asked to design a medal inspired by the changes that occurred during Elizabeth II's reign.
- The competition was open to all undergraduate students and recent graduates.
- Judges for the competition were Dr Kevin Clancy, Lee Jones, Product Design Lead at the Royal Mint and celebrated artist Hughie O'Donoghue RA.
- 120 entries were received.
- The winner, USW graduate Trystan Vaughan from Church Village, Rhondda Cynon Taff, won a struck specimen of his work and a cheque for £5,000. Trystan secured a position with the Royal Mint as a digital designer.



Obverse



Reverse

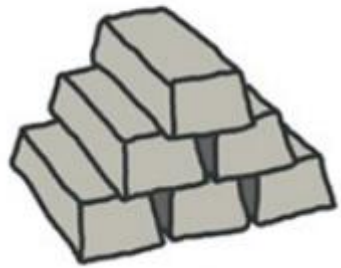




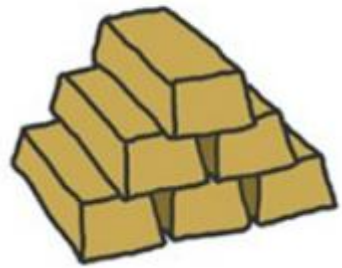
- The medal design competition was reported in two articles, both were picked up by the Royal Mint News Summary
- The winner of the competition announcement was picked up by the [West Wales Chronicle](#) and picked up in the Royal Mint News Summary

- Entries – 120
- Press reports – 3
- Instances picked up in the Royal Mint Daily News Summary – 3
- Articles in We All Matter – 2





Silver = 25 years



Gold = 50 years



Diamond = 60 years



Sapphire = 65 years



Platinum = 70 years

Education

Jubilee Resources

Digital resources were made available on the Royal Mint Museum Website.



Jubilee celebrations



The coronation of Queen Elizabeth II



Elizabeth II on coins



Queen Elizabeth II fact file



Royal castles



Timeline of the reign of Queen Elizabeth II

Jubilee celebrations provided child-friendly information on what a Jubilee is and how people have historically celebrated them, utilising historic images and film.

The coronation of Queen Elizabeth II set the scene of the 1953 coronation for children

Elizabeth II on coins takes children through the five coinage portraits.

Queen Elizabeth II fact file provides children with interesting and relevant information about the Royal Family, traditions and medals, as well as painting a picture of Queen Elizabeth II.

Royal castles takes children through the five Royal palaces throughout Great Britain.

Timeline of the reign of Queen Elizabeth II uses information about the technological development of coins and coinage designs to guide children through the reign.



Jubilee Outreach

We delivered several outreach sessions, which focused on the Platinum Jubilee and reflected the work the Royal Mint has done for past Jubilees.


These were delivered in person, locally, and virtually across the United Kingdom. One of these sessions was run in conjunction with the Big Pit Museum at Blaenavon Workmen's Hall and connected a local school with older community members to share stories and memories of the Coronation in 1953., locally,

Virtual visits = 368 pupils

Outreach = 90 pupils

Reminiscence Boxes





In 2021, the Museum launched a reminiscence box project for care homes in connection with decimalisation. The take-up and the feedback from residents was overwhelming and the project was short listed for a Museum and Heritage Community Impact Award. This success prompted the Museum to theme the contents of the boxes in 2022 around 70 years of the Queen's reign. The boxes are an interactive experience, providing a rewarding means through which long-forgotten memories can be re-awakened. The project was supported by Panasonic who donated Toughbooks to the project and Sainsbury Archive, the National Museum of The Royal Navy, The Postal Museum and the Royal Collection Trust contributed with imagery and content.

There was, in addition, a digital dimension added to the Platinum Jubilee project, through specially created content for the learning section on the Museum's website and through the Jubilee Collection pages which were added to during the project, highlighting objects from the collection with a connection to Jubilees past and present.

Reminiscence boxes

The project was paused in September of 2022 during national mourning following the passing of the Queen.

After receiving enquiries from carers, however, we recognised the importance of helping the residents to process and reflect on her remarkable life and legacy alongside their own lives, by reintroducing the collection.

For the first time in 2022 we provided transcripts of the audio in English and Welsh to help those with hearing impairments to participate in a wider group.



This reminiscence box was created to celebrate Her Late Majesty Queen Elizabeth II's historic Platinum Jubilee.

We hope it will now provide an opportunity to reflect on her remarkable reign.

Please be aware, the objects and audio have not been altered in the wake of Her Majesty's passing.



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- 337 UK wide loans gave access to the collection to an estimated 15,000 residents living in care homes or other care settings, plus staff members and the residents' visitors.
 - 199 feedback forms received.
 - 2704 recorded resident interactions.
 - 780 recorded staff interactions.



- A celebration reminiscence box cake was made by the Project Assistant and shared with the teams that helped the reminiscence box project to be so successful.
- The project continues to feature in the Royal Mint News Summaries.

Let there be cake!



Just before Easter, Megan James, Project Assistant at the Royal Mint Museum surprised the team by bringing in a cake masterpiece!

Meg, completely by hand, colour matched and hand built a massive hundreds-and-thousands centred replica reminiscence box. Undertaking eating all of that cake was tough, but we managed it with a bit of help from our friends at Despatch and Shipping - they were all too happy to help us in our hour of need!

The Museum team were blown away by Megan's creativity – and skills!

This is a terrific celebration of the Platinum Jubilee..... if you would like to share your cake making skills for the Jubilee, please email in your pictures to weallmatter@royalmint.com

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THE ORIGINAL MAKER

An overview of The Royal Mint news, and other topical stories.
For more information please contact press.office@royalmint.com, and follow our updates on LinkedIn.

News summary:

- The Royal Mint Museum is celebrating the Platinum Jubilee with care homes across the UK by encouraging conversation and fun among residents with their Jubilee edition "Museum in a Box" initiative and a special Jubilee party pack. Among the first to get involved was Jubilee Court Care Home in Nottinghamshire. Hear from RMM's Amy Williams and a carer and resident from Jubilee Court as part of a BBC Radio Nottingham interview [here](#).



Social History
Curators Group
enquiryshc@gmail.com
www.shcg.org.uk

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SE1 1JL.



SHC NEWS
SOCIAL HISTORY CURATORS GROUP
Issue 88 Spring 2022

Celebrating the Queen's Platinum Jubilee

Also inside this edition:

Women at the heart of general practice

From in-person exhibition, to online, and back again.

New wave of museum professionals

Trainee curators give us their views on recent exhibitions.



Celebrating the Queen's Platinum Jubilee

On 8th February 2022 the nation, and indeed the world, paused to acknowledge the 70th anniversary of the Queen's accession.

The main focus of celebration will fall over an extended bank holiday in early June but a number of initiatives are already underway and the Royal Mint Museum has for some time been planning how best to mark the occasion. One of the most publicly accessible is the temporary exhibition that opened in the Royal Mint Experience in time for the anniversary. It runs for the rest of the year and explores the evolution of Royal Jubilee in Britain through a range of objects, images and narratives. Building on the success of last year's short-story competition on the theme of decolonisation, the Museum has again organised a competition for primary school children on the theme of the Platinum Jubilee. This response from children's eyes on the country has been enthusiastic and wonderfully creative, with the competition winner expected to be announced before Easter.

Many of the objects on display have served as inspiration for the Museum's metal design competition, this year accepting entries on the theme of the Platinum Jubilee. Open to students and recent graduates, the annual competition offers up and coming metal artists the chance to secure their first major commission. In the year ending metal designs that commemorate 70 years of

The Queen's reign, the competition has encouraged artists to think creatively about the cultural and technological developments from throughout the long reign. The standard of entries has been consistently high and the range of media explored, from elegant proposals to the schemes for which the Royal Household are famous, demonstrates the enthusiasm with which student audiences have engaged with the brief. The winning entry will be shown in person and presented to the winner along with a copy becoming part of the Royal Mint Museum's collection.

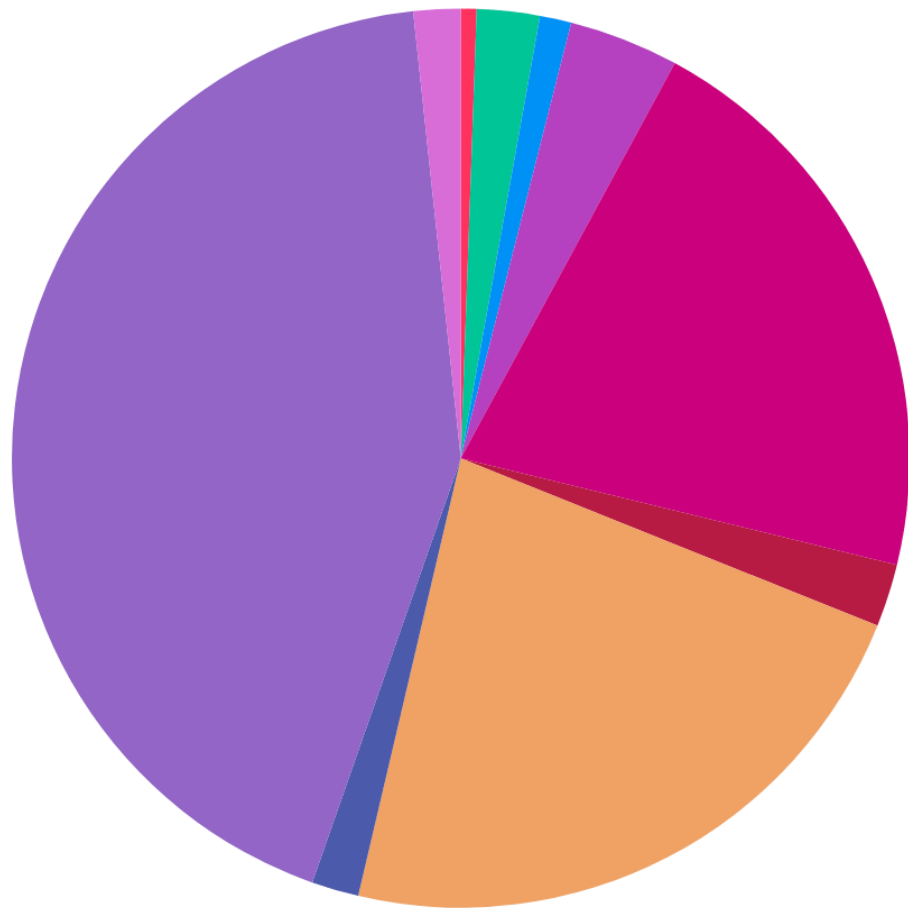
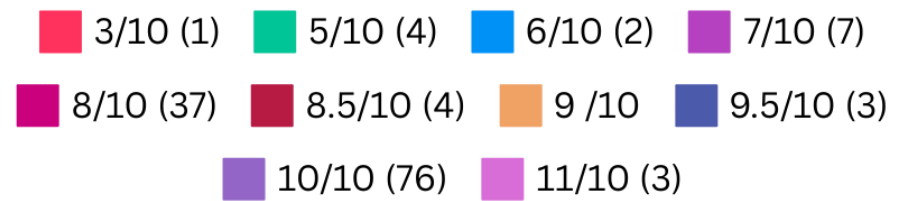
Last year the Museum launched a commissioned box project for own homes in connection with decolonisation. The take-up and the feedback from our clients was overwhelming and the project was short-listed for a Museum and Heritage Community Impact Award. This success has prompted the Museum to theme the contents of this year's boxes around 70 years of the Queen's reign. It is an incredible experience, providing a rewarding means through which long forgotten memories can be re-awakened. The project has been supported by Patrons who have donated Touchbook laptops to the project, Canterbury Archive, the National Museum of the Royal Navy, The Postal Museum and the Royal Collection Trust have contributed with imagery and content.

There is a digital dimension to the Platinum Jubilee project through specially created content for the learning section on the Museum's website. The Jubilee Collector pages will be added to in the coming months, to highlight objects from the collection with a connection to jubilee past and present.

Further information can be found at:
<https://www.royalmintmuseum.org/platinumjubilee>

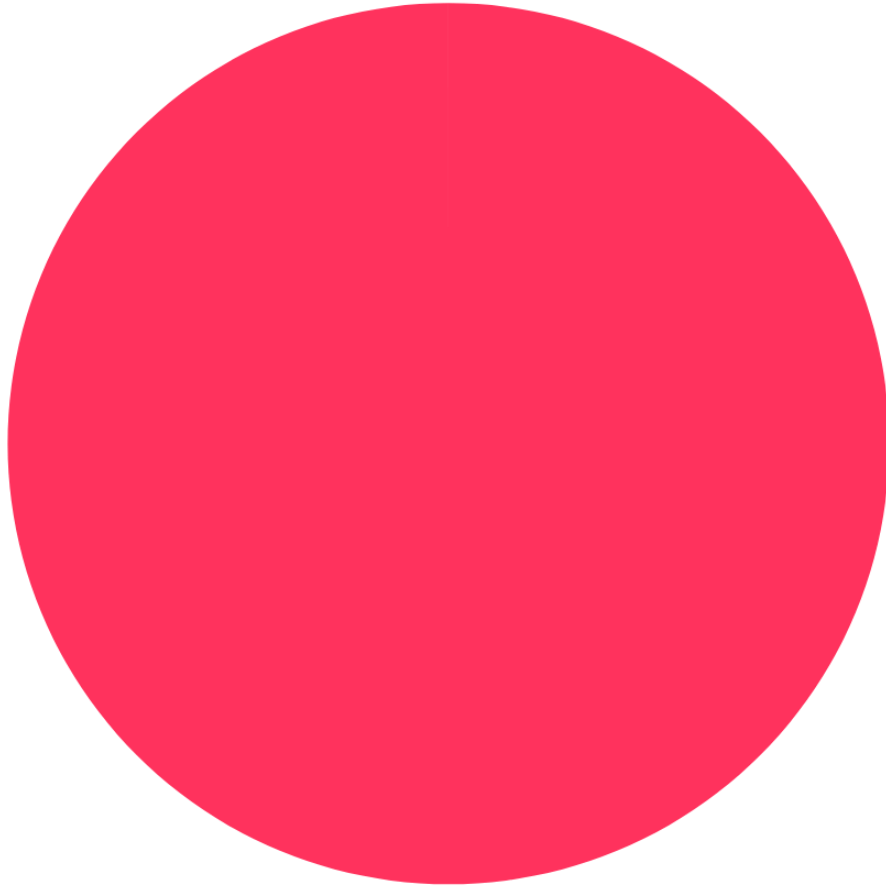
SHC: Bethan James

PROJECT COORDINATION: The Royal Mint Museum
bethan.james@royalmintmuseum.org.uk



We asked participants to 'please rate the experience from 1 to 10'.

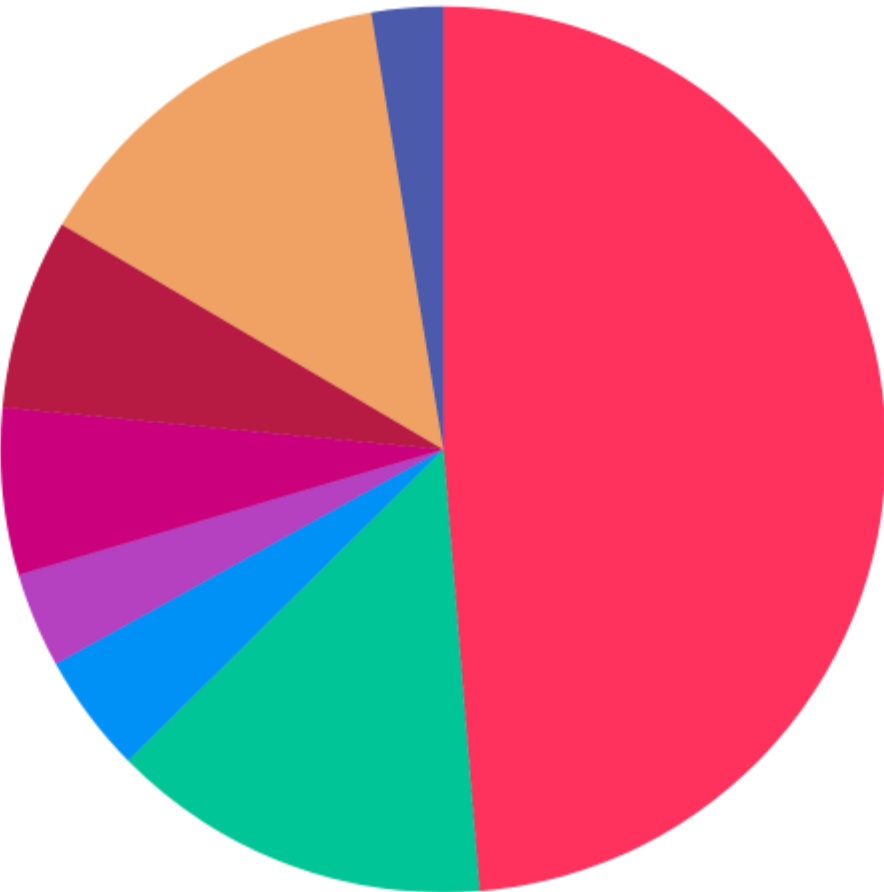
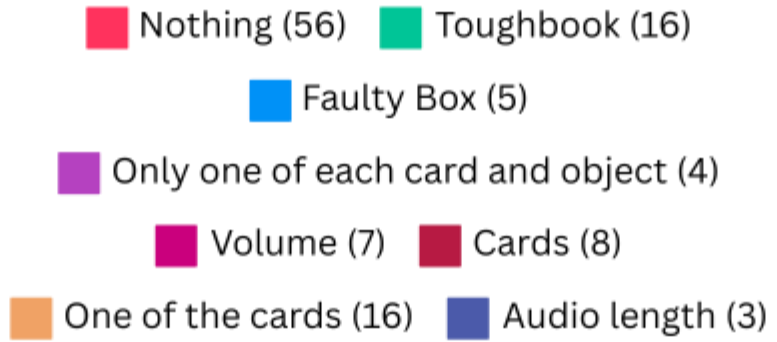
■ Yes



We asked participants 'would you like to borrow a box again in the future?'

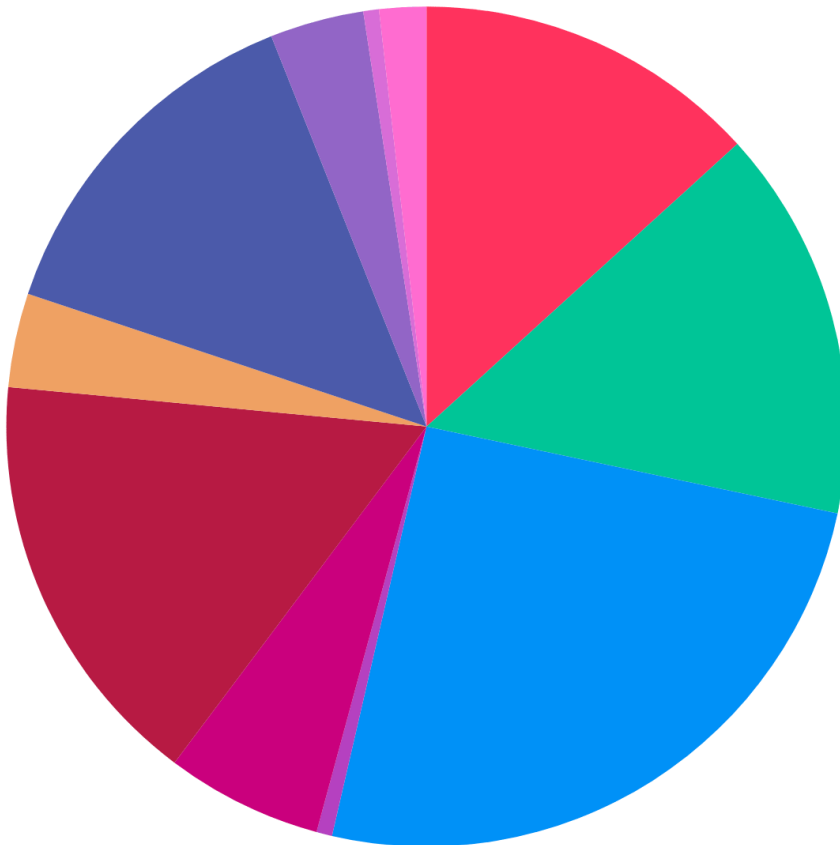
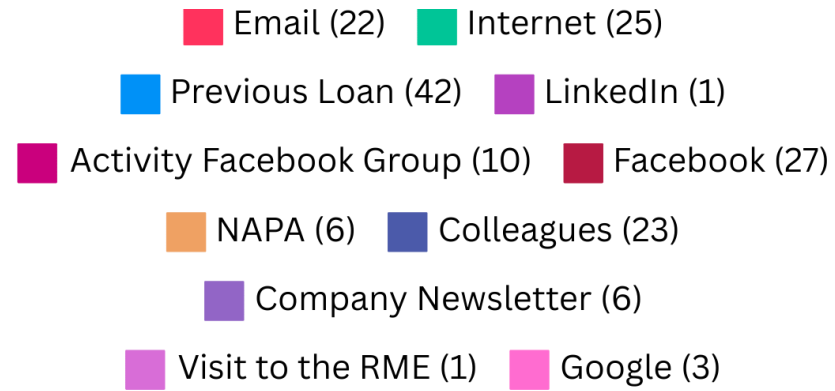
100% said yes





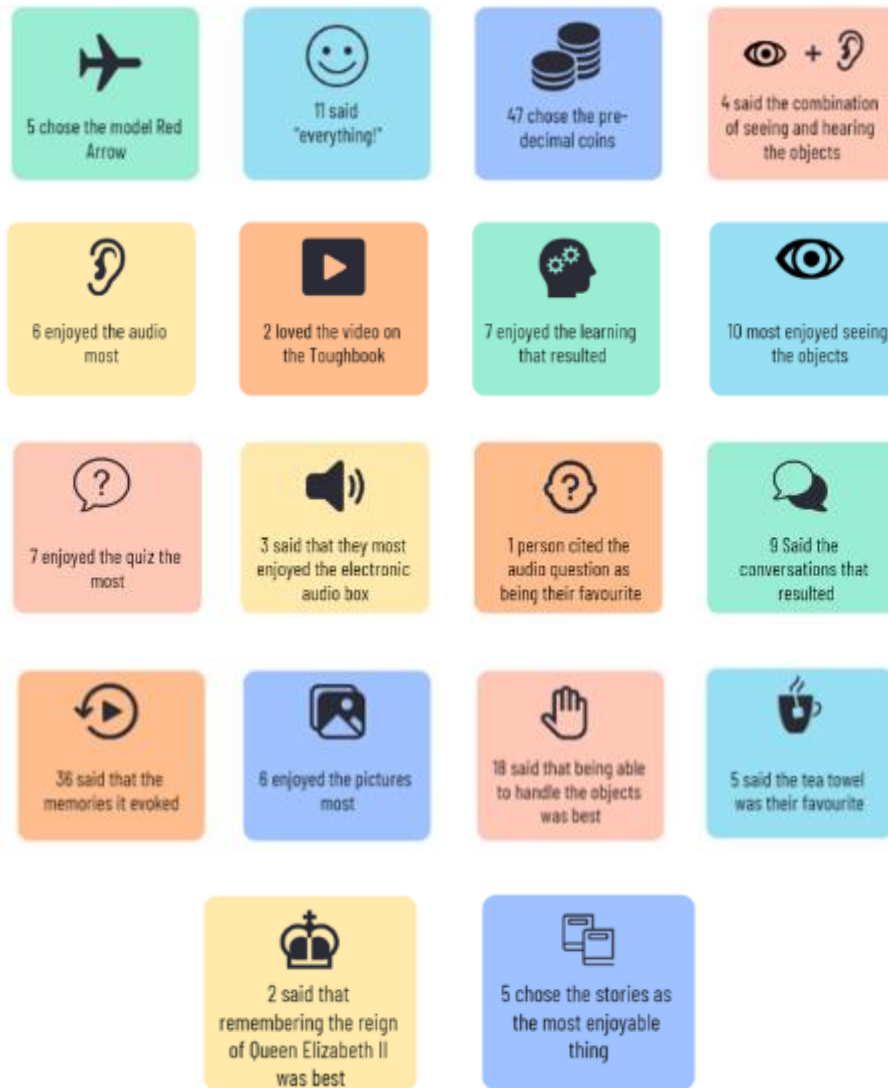
We asked participants 'what did you like least?'





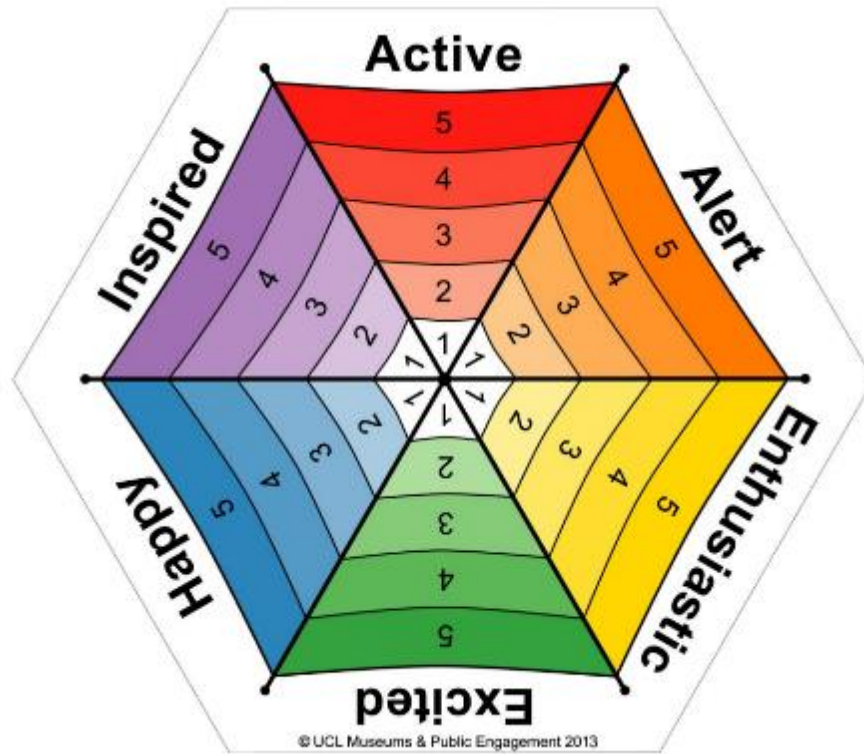
We asked participants 'from where did you hear about the project?'



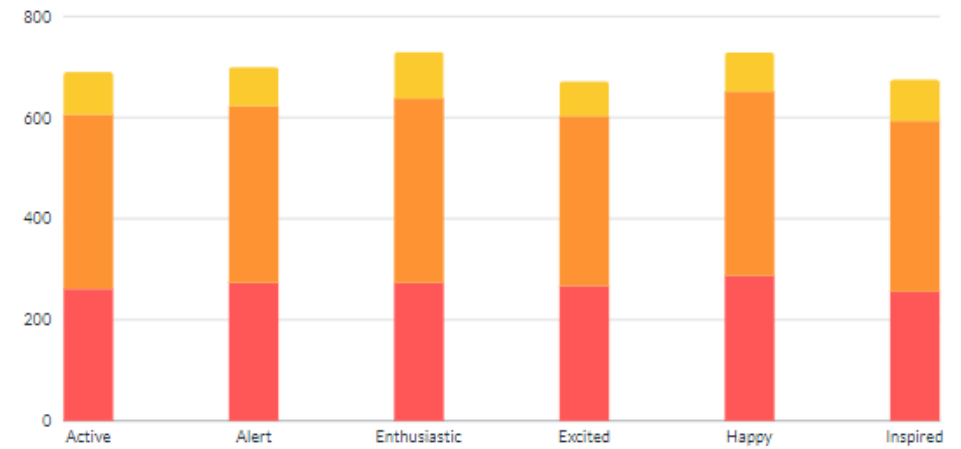


We asked the care setting “what was your favourite part of the experience?”

The UCL Wellbeing umbrella was again used to measure the effect of interaction with the reminiscence box.



WELLBEING UMBRELLA IMPROVEMENTS



Feedback soundbites

- "This penny was minted in the year of my birth - 1921". Queen Elizabeth House
- "Two residents left the group only to return with their own items to show and tell! Fabulous!". Haddon Hall
- "One gentleman who rarely interacts was so animated during the whole session and told me all about the coins" Cedar Lodge
- "One lady shared a story about her husband joining the Navy after watching Frank Fowler's interview. She said it brought back memories of her husband's stories" Hepworth House
- "One particular male resident with dementia loved the plane, he was playing like a little boy again" Donnington House
- "One gentleman remembered actually going in a red arrow plane when he was in the army. He told us other stories and facts about the planes" Finborough Court
- "A lady worked on the buses and it brought back happy memories handling cash and then converting it into new money" Assisi Place
- "The whole thing brought so many memories forward for all that took part in the activity from reminiscing to singing" Kathryn Court
- "It brought back so many different memories for most of our residents. It was such a lovely meaningful engagement from all of them" Elizabeth House
- "Memories were triggered for a particular gentleman about when he used to dance competitively with his wife which the care home knew nothing about" Ty Coch
- "We had multiple sessions - all of which were greatly improved by the end of the activity after looking at items and listening to information. Every single resident that looked at the box really enjoyed it and got something out of it"



Website, social media and digitisation

Throughout the project the website supported other Museum activities. A dedicated section of the website highlighted all strands of the project such as the Reminiscence boxes and the Short Story Competition. Learning pages with fact files about the Late Queen Elizabeth II were particularly popular and continue to be visited regularly in 2024.

The build up towards the Platinum Jubilee celebrations saw several successful social media campaigns on to promote the Museum's short story and medal competitions with videos and photographs seen by over 60,000 users. In addition, content was published on the Museum website to promote and support various aspects of the project including resources for the hugely successful reminiscence box project.

Analytics for the website at the end of 2021 show an uptick in site visits after the launch of the short story competition. 2021 Social media adverts to promote the short story competition watched by over 60,000 users.

Throughout the project the website supported other Museum activities. A dedicated decimalisation section included information on the various strands of the project, as well as information on the history of jubilees, collection highlights, learning content and audio-visual content.



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Queen Elizabeth II fact file



Queen Elizabeth II
Born 21 April 1926
Reigned 6 February 1952 – present

Elizabeth II is the longest-reigning monarch in British history, having reigned for over 70 years. She is the 16th longest-reigning monarch in the history of the United Kingdom.

She was crowned in 1953 and has since then celebrated her Silver, Diamond, and Platinum Jubilees. She is the only monarch to have celebrated all four.

She is the first British monarch to have been crowned in the 21st century, following the death of Queen Elizabeth The Queen Mother in 2002.

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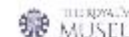
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The late Majesty Queen Elizabeth II has celebrated an extraordinary reign for 70 years. Don't forget to mark your Jubilee with us using #JubileeMuseum


Celebrating Jubilees




Jubilee celebration
A gold coin featuring the profile of Queen Elizabeth II.




The coronation of Queen Elizabeth II
A gold coin featuring the profile of Queen Elizabeth II.




Queen Elizabeth II
A gold coin featuring the profile of Queen Elizabeth II.



The coronation of Queen Elizabeth II
A gold coin featuring the profile of Queen Elizabeth II.



Queen Elizabeth II
A gold coin featuring the profile of Queen Elizabeth II.



Queen Elizabeth II
A gold coin featuring the profile of Queen Elizabeth II.

| The Royal Mint | The Royal Mint | The Royal Mint | The Royal Mint |
|----------------|----------------|----------------|----------------|
| 10p | 20p | 50p | 100p |
| 1p | 2p | 5p | 10p |
| 1p | 2p | 5p | 10p |
| 1p | 2p | 5p | 10p |



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Platinum Jubilee



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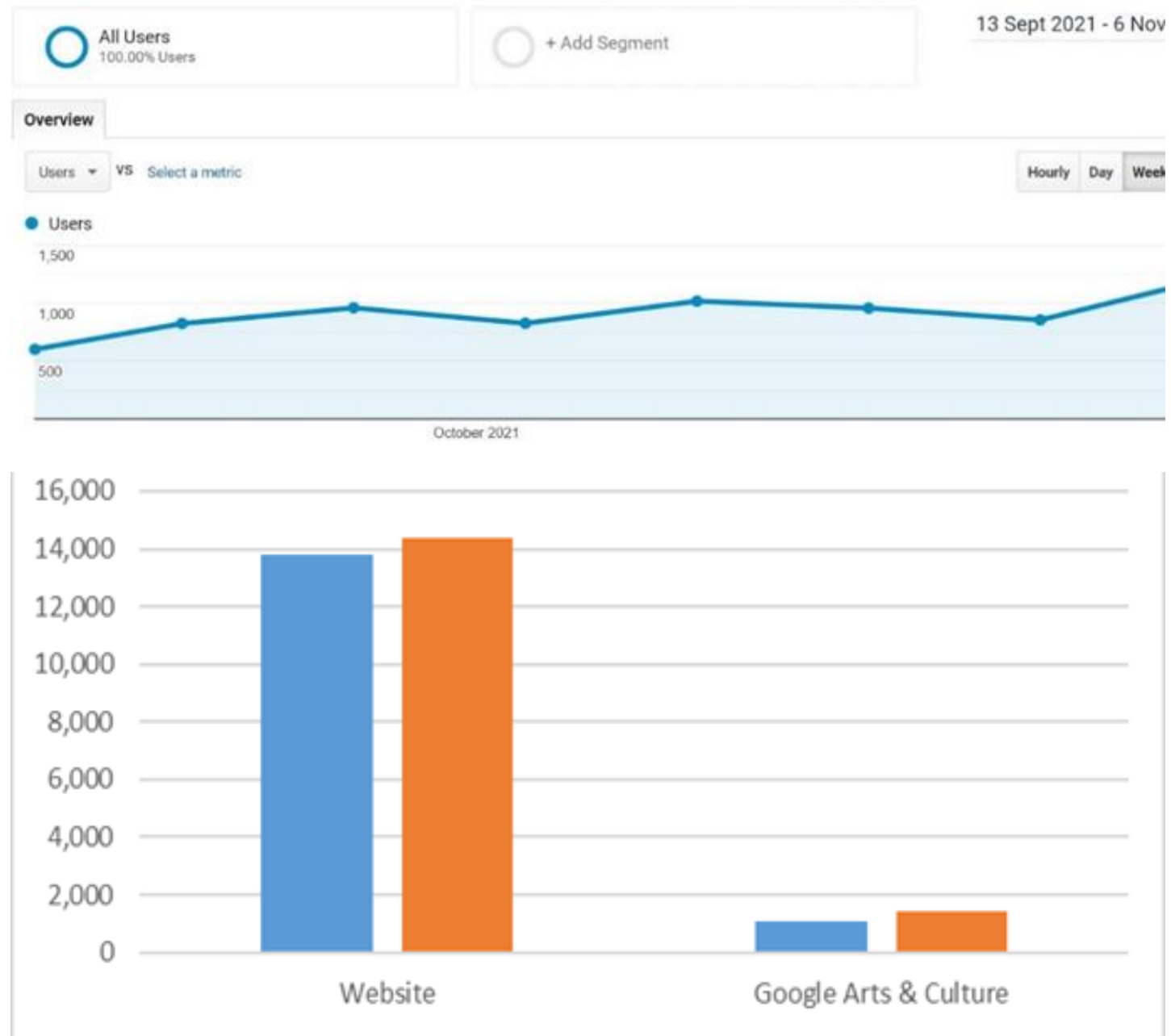


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Website analytics

November 2021

Since September 2021, the website has received 6,976 visitors. It has also received 18,653 page views. An increase over recent weeks has largely been due to the launch of the Platinum Jubilee short story competition with the learning and short story inspiration pages being particularly popular. 2,314 individual visits were made to the short story homepage during the period 13 September to 8 November.



June 2022

Across socials the most successful post celebrated the winner of the short story competition. This resulted in 25,000 reach and engaged 2500 people.



Our collection



Learning



You might also like



Overview

Users VS Select a metric

Hourly Day Week Month

● Users



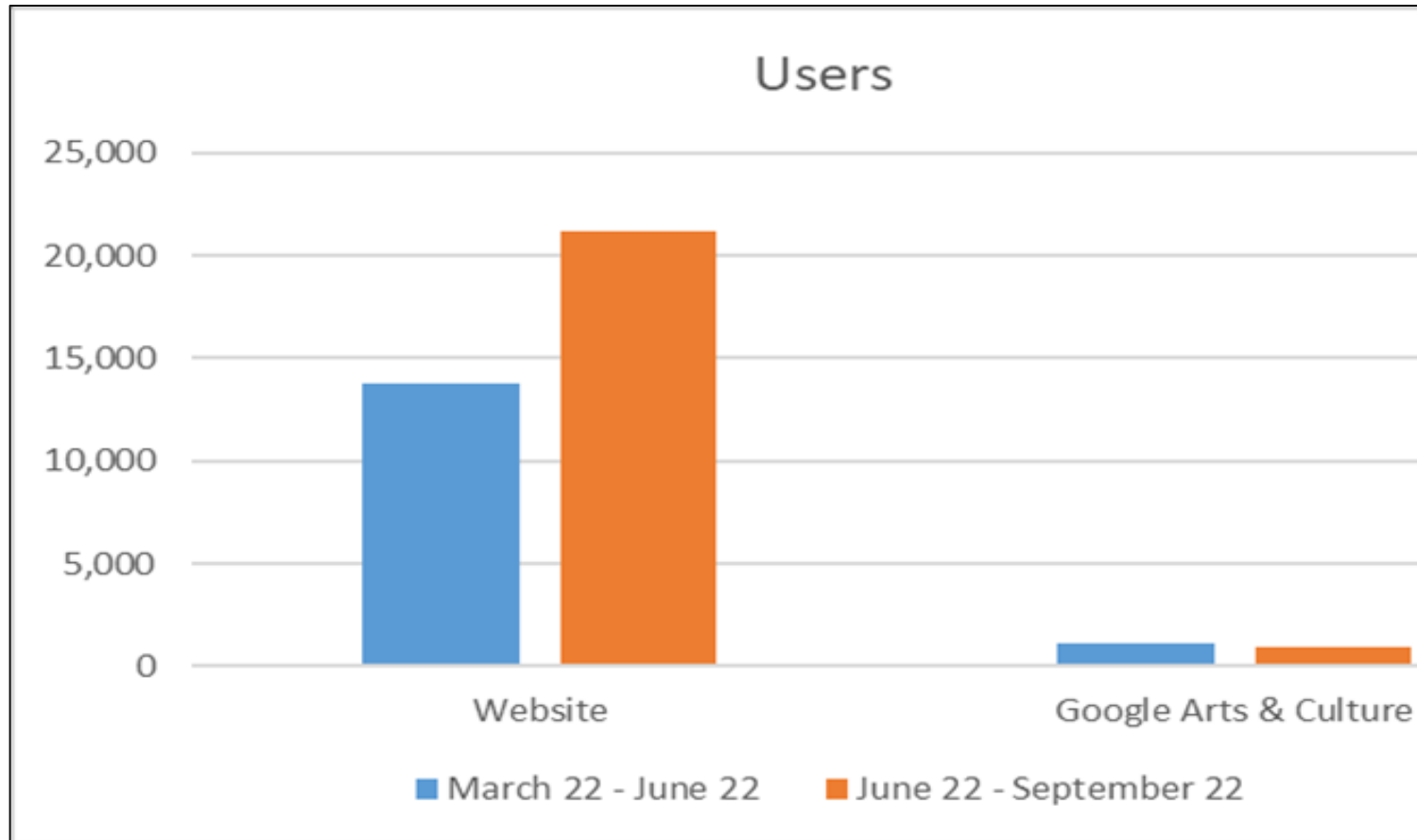
Nov 2021-March 2022

Social media adverts to promote the Platinum Jubilee medal competition have been watched by over 65,000 users.

Since the last meeting, the website has received 12,250 visitors. It has also received almost 25,000 page views. A continued increase in visits over recent weeks has largely been due to the launch of the Platinum Jubilee medal design competition with the inspiration and gallery pages being particularly popular. Over 1,000 individual visits were made to the medal competition homepage during the period 1 – 8 February.

September 2022

Across socials the most successful post celebrated the winner of the medal competition. This resulted in 41,500 reach and engaged 3,000 people.





Legacy

- The short story competition continues to grow annually.
- The medal design competition was in part responsible for the winning artist obtaining a contract as a Junior Designer with the royal Mint. .
- The reminiscence box project was utilised in a different context midway through the project. This increased understanding of its flexibility and impact. .
- The Project Assistant is now a permanent member of the team.
- The reminiscence box continues to be celebrated by the Royal Mint business as a 'giving back' initiative.
- Education sessions are now available digitally across the UK and on several different topics.
- The website has been further improved and content continues to be built upon, particularly through digitisation.
- Public speaking engagements and requests for interviews, contributions, papers and visits have increased further.
- The reach of the Museum is much expanded and continues to increase. Relationships created during the decimalisation project have been sustained and built upon.
- The team has grown in confidence and skills. Planning and scheduling are being refined and developed through the creation of a permanent outreach programme.