



## Lancashire and the Commonwealth in 2018

2018 represents a special year for the Commonwealth, with a number of critical events coinciding.

The Commonwealth Summit (also known as the Commonwealth Heads of Government Meeting – CHOGM) takes place every two years. This year, it will be hosted by the UK. Since it is likely that The Queen will not travel overseas to a future summit, this will probably be the last one that She attends personally, and therefore it provides an opportunity to celebrate Her Majesty's connection with the Commonwealth.

The four year cycle of the Commonwealth Games sees Queensland play host in 2018. The year also marks the 100 year commemoration of Armistice Day and the end of the Great War, where it is important to remember that one in twelve Allied fatalities were from the pre-partition Indian Army, along with fallen soldiers from across the Commonwealth.

Whilst many of the main celebratory and commemorative events will take place in London, 2018 is a year to celebrate the Commonwealth across the country – and, indeed, across the Commonwealth.

Lancashire has a proud heritage closely connected to the Commonwealth. Many people in the diverse community in Lancashire have Commonwealth connections, including the Duke of Lancaster's Regiment which has formal allegiances with units in Australia, Canada, India, Malaysia, New Zealand, Pakistan and South Africa.

It is hoped that the people of Lancashire will embrace the Commonwealth in 2018, getting together to celebrate our rich and diverse Commonwealth connections and cultural heritage, and in doing so, honour The Queen.

## The Commonwealth Heads of Government Meeting

The Commonwealth is an organisation with deep roots and profound strengths. The Commonwealth's uniqueness lies in its human networks. These people-to-people links define the organisation and we need to recognise and nurture them.

From 16-20 April 2018, the UK will host the Commonwealth Heads of Government Meeting in London and Windsor. With the theme of '**Towards a Common Future**', leaders will work to address common challenges, and focus on delivering:

- **A more prosperous future:** boosting intra-Commonwealth trade and investment and maximising the opportunities offered by the 'Commonwealth Advantage'
- **A more secure future:** increasing cooperation across security challenges including global terrorism, organised crime and cyber attacks
- **A more sustainable future:** building the resilience of small and vulnerable states to deal with the effects of climate change and other global crises
- **A fairer future:** promoting democracy, fundamental freedoms and good governance across the Commonwealth

We want a Commonwealth with a strong and vibrant future built on deep partnerships that



embrace its unique and diverse membership.

## Campaigns calendar and key dates



Led by the Cabinet Office, the project aims to engage with the 2.4 billion citizens across the Commonwealth and make them part of a public engagement programme. They are putting together an exciting agenda of public activity that will run until the end of summit week in April:

- November: they launched the social media channels and started the #ourCommonwealth campaign on Twitter and Facebook
- From Commonwealth Day on 12 March until the end of summit week (22 April), people will be hosting Commonwealth Big Lunches across the Commonwealth
- April: people across the Commonwealth will be celebrating the Games and cheering Commonwealth athletes before supporting the summit

Here in Lancashire we want to help people and organisations from across the county to run and promote their own events celebrating the Commonwealth, supported and coordinated by the county's Lieutenancy.

### Social media promotion

By promoting both the national and regional activity, you can help us expand our reach and contribute to the success of the summit.

Please share and use our Lancashire Commonwealth website and Twitter hashtag to promote and support events:

**Website:** [www.LancashireCommonwealth2018.com](http://www.LancashireCommonwealth2018.com)

**Twitter hashtag:** #LancsCC18

Our Lancashire website will be live by 25 January.

Also please share, like and follow the website, Facebook and Twitter accounts from the national campaign:

**Website:** <http://www.chogm2018.org.uk>

**Facebook page:** <http://www.facebook.com/Commonwealth2018>

**Twitter handle:** @Commonwealth18

We would like you to support our social media channels and engage with our campaigns by:

- tweeting or liking our posts
- sharing our content on your social media channels

Please use the hashtag #ourCommonwealth in any online posts you may publish.



We would like you to ask your contacts to share with us **their Commonwealth stories**: do they have a unique link to the Commonwealth? Do they have a positive Commonwealth-linked story to tell? We are looking to feature stories from individuals, diaspora groups, teams, businesses and partnerships on our social media channels as part of our #ourCommonwealth campaign, and will also use this content to help populate the website and a commemorative magazine.

If you are aware of anyone who would like to share these, please email: [emma@marketinglancashire.com](mailto:emma@marketinglancashire.com)

## How to get involved with our campaigns

### Logos

We'd like any printed or web based promotions or event invitations to carry the main CHOGM logo along with the Lancashire Commonwealth Celebrations 2018 branding. You'll be able to download these at [www.LancashireCommonwealth2018.com](http://www.LancashireCommonwealth2018.com) or request them by email from [emma@marketinglancashire.com](mailto:emma@marketinglancashire.com)

### The Commonwealth Big Lunches

The Commonwealth Big Lunches, in partnership with the Eden Project, will take place across the 52 Commonwealth countries. Launched on Commonwealth Day (12 March), we will encourage people to host lunches until the end of the summit week (22 April). People are invited to come together to share Commonwealth food with their sports clubs, community groups, schools, youth organisations, businesses, friends and families.

The lunch is an opportunity for your organisation to get together with its contacts, partners and network to discuss policies, causes or issues that matter to you.

We would like to ask you to host a lunch and encourage your contacts, stakeholders and network to also host one. The lunch is scalable: for example this could be a party in a garden, a street gathering, business meeting, roundtable, school lunch or something larger which looks to bring different communities together, from a couple of people to hundreds.

You are able to add your own Commonwealth Big Lunch to the calendar of Lancashire Commonwealth events online at <https://www.visitlancashire.com/information/add-an-event-to-vl-com>

If your lunch is open to the public, please email [getinvolved@chogm2018.org.uk](mailto:getinvolved@chogm2018.org.uk) and it will be advertised on the national website. When hosting a lunch, we would ask you to encourage people to attend a lunch and to share pictures with us on social media using the hashtag #CommonwealthBigLunch along with #LancsCC18.

Early in 2018 the Cabinet Office will launch a digital lunch pack with fun and educational Commonwealth facts, guidance and recipes from Commonwealth chefs. You can register



your interest to pre-order a free pack and find more information by visiting [www.commonwealthbiglunches.com](http://www.commonwealthbiglunches.com) – but we would suggest you start planning now.

### **Commonwealth Day**

The 52 countries of the Commonwealth will come together to celebrate Commonwealth Day on 12 March 2018. This will mark the final run-up to the summit. Local communities celebrate Commonwealth day through a number of different means such as events in schools. This could be an appropriate moment for you to host a Commonwealth Big Lunch. We are encouraging institutions, organisations and businesses to raise the Commonwealth Flag at special flag-raising ceremonies on 12 March at 10am across the county.

Flags are available to purchase from a range of suppliers, including the official supplier to Fly a Flag for the Commonwealth:

JW Plant & Co Ltd, 39 Ashley Road, Leeds LS9 7AJ  
[www.jwplant.co.uk](http://www.jwplant.co.uk)  
[Pauline@jwplant.co.uk](mailto:Pauline@jwplant.co.uk)  
0113 248 0454

If you would like a Deputy Lieutenant to attend a flag raising ceremony, please email [Sue.wilding@lancashire.gov.uk](mailto:Sue.wilding@lancashire.gov.uk)

### **We want to support what you do**

We would like to ask you to theme events or activities organised by your organisation or network with a Commonwealth link.

Please share any event or activity with a Commonwealth link taking place near you. Whether a Commonwealth Big Lunch, a Commonwealth-themed exhibition, community event, performance, or any activity with an interesting Commonwealth connection - we will help spread the word.

We will provide our 'proud to support' logo to organisers. If this is open to the public, we can promote this activity online on our social media channels and on our 'how to get involved' page on the summit website. This page, launching in January, will gather information about activities and events with a Commonwealth link taking place across the Commonwealth. We want to involve people all over the UK and the Commonwealth; featuring your activity would help showcase the work of your organisation or partners, and help you to reach new audiences. The Lieutenancy will be coordinating special visits to schools across the county.

The county would like the celebrations to continue beyond the Summit throughout 2018, and including the Armistice commemorations and Lancashire Day in November. We look forward to your support.

If you would like the Lord Lieutenant or a Deputy to support your event, they will make every effort to do so. Please contact [Sue.wilding@lancashire.gov.uk](mailto:Sue.wilding@lancashire.gov.uk)

To add your event, please use the interactive calendar:  
<https://www.visitlancashire.com/information/add-an-event-to-vl-com>

Or email [emma@marketinglancashire.com](mailto:emma@marketinglancashire.com)