



# SILVER SUNDAY

The national day for celebrating older people



***“A regular guest told us that she always looked forward to receiving our invitation. A first time guest told us with tears in her eyes that she had not realised how lonely she was” - Silver Sunday Host***

Dear Friends,

**Welcome to Silver Sunday!**

Come and join us in a national day of celebration of older people on the first Sunday in October. Silver Sunday is a special day in the national calendar when everyone can come together to celebrate older people. Our ambition has always been to create a day in the nation’s hearts where older people feel valued and are given new opportunities to get out of the house, keep their minds and bodies active, learn new skills, make new friends and connect with the communities and generations around them.

Now in its ninth year, Silver Sunday is growing phenomenally thanks to the community of people who host activities and events for older people near them. In 2019 we had around 1,200 events across the UK run by hundreds of organisations with tens of thousands of older people - and those of all generations - participating in events as varied as walking football, art classes, tea parties, dances, tai chi, boat rides and cultural experiences. There is no such thing as a ‘typical’ Silver Sunday event with activities as diverse and welcoming as our older population.

It is a privilege to be a part of these events and see older people thriving and connecting with people around them. We are very grateful to the many partners who host activities year on year and welcome anyone who wishes to take part for the first time with many resources, templates and ideas on our website free for hosts to use.

Help us change the story around loneliness in older people again this year on **Sunday 4th October!**

**With much gratitude to you all,**

*Christabel*



**Lady Christabel Flight**

Founder of Silver Sunday  
Trustee, Sir Simon Milton Foundation

# WHAT IS SILVER SUNDAY?

Silver Sunday is a national day of free, fun events and activities for older people: bringing people together and changing the story around loneliness in the UK.

The campaign was launched by the Sir Simon Milton Foundation in Westminster in 2012 to help overcome loneliness and social isolation amongst older people and has grown year-on-year reaching hundreds of thousands of older people.



# WHO IS SILVER SUNDAY FOR?

**ANYONE AND EVERYONE!**

Silver Sunday events are all designed to welcome our older population and whilst some hosts stipulate age requirements of 50+ many are open to guests of all ages to encourage inter-generational enjoyment.

# WHY IS SILVER SUNDAY SO IMPORTANT?

Our older population is growing and so are the figures around loneliness with a nearly 50% rise in the 50+ age group in the next ten years.<sup>1</sup>

Silver Sunday connects older people with opportunities, organisations, services and people around them - and importantly it encourages wider society to reflect and reconnect with neighbours, family members and organisations where they too can help and benefit from the richness of a cohesive society.

<sup>1</sup> Age UK 2018 projections

# WHEN IS SILVER SUNDAY?

Silver Sunday always falls on the first Sunday in every October and we welcome events on the days surrounding this too.

# Sunday 4th October 2020

# WHERE IS SILVER SUNDAY?

We are delighted every year to reach more and more people across the UK. Our events happen in faith halls, care homes, pubs, galleries, libraries, fire stations, parks, river banks, sports grounds, homes - the list is endless!



## OUR VISION

Our vision is of a society where older people thrive and loneliness and isolation are just a memory. Our goal is to establish Silver Sunday in the nation's consciousness as a day when we celebrate the contribution older people have made to their communities. We will really achieve success when it ranks alongside Father's Day and Mother's Day in the national calendar.



## AIMS OF SILVER SUNDAY

1

### TACKLE LONELINESS

To reach isolated, vulnerable older people through activities and events which celebrate the contribution of older people and help connect them with other people and services

2

### INCREASE AWARENESS

To use Silver Sunday to increase the awareness of elderly isolation and celebrate the knowledge and contribution of older people

3

### BUILD COMMUNITY CONNECTIONS

To develop a partnership model across the country where charities, local authorities and businesses work together to support communities

4

### ENCOURAGE INTER-GENERATIONAL RELATIONSHIPS

To make Silver Sunday inter-generational, with participation from schools and youth movements

5

### CHALLENGE MINDSETS

To establish Silver Sunday as a national day on a par with Father's Day and Mothering Sunday

## WHY IS SILVER SUNDAY SO IMPORTANT?

There is a growing realisation that loneliness is a serious issue, which has far reaching implications, not just for individuals, but also for wider communities. Its effects are devastating and costly with comparable health impacts to smoking and obesity. <sup>2</sup>

Whilst loneliness can strike at any age, older people are at greater risk. Taking action to address loneliness can reduce the need for health and care services in future.



**75%**  
of older  
people in the  
UK are lonely



**2/5**  
of all older  
people say the  
television is their  
main company

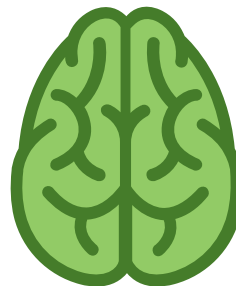


**56%**  
said they had  
never spoken  
about their  
loneliness to  
anyone



**15**  
**CIGARETTES**  
**A DAY**

Lacking social  
connections  
is as damaging  
to our health  
as smoking 15  
cigarettes a day



Lonely people  
have a  
**64%**  
increased chance  
of developing  
clinical dementia



Loneliness  
increases the  
likelihood of  
mortality by  
**26%**

<sup>2</sup> Local Government Association, 'Combating loneliness: A guide for local authorities'

## HOW DO I GET INVOLVED?

**Organise an activity in your area, and register it on our website. Our Silver Sunday event toolkit has a host of ideas and tips for organising events for older people.**

1

### ORGANISE AN EVENT

The possibilities are endless – a fashion show, a cheese and wine evening, dancing lessons – it just needs to be free, fun and social!

2

### TELL US ABOUT EXISTING ACTIVITIES

Do you already offer or know about activities for older people which will be taking place in October? Let us know and we'll help to promote them.

3

### REGISTER YOUR EVENT

Register your events on our website. It's a simple online form which only takes a few minutes to complete.

4

### SPREAD THE WORD

Promote Silver Sunday through flyers, newsletters and social media pages - this will help encourage others to take part. Share with older people you know or work with.

5

### FOLLOW US

Follow us on social media (@SilverSundayUK) and include us in your newsletters and blogs.

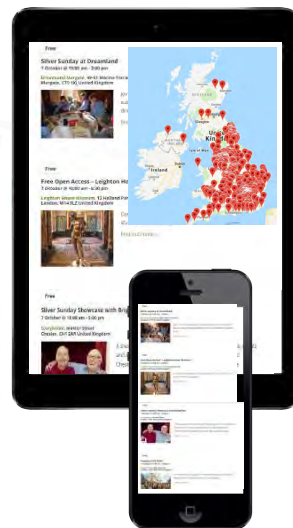


*Tip! Silver Sunday events aren't limited to Sunday 4th October – activities can take place around that date too.*

# MARKETING & RESOURCES



@SilverSundayUK  
#SilverSundayUK



[www.SILVERSUNDAY.org.uk](http://www.SILVERSUNDAY.org.uk)

1

## UK EVENT MAP

Users can search by area or category e.g. 'dancing' in 'Cambridge' or 'history' in 'Liverpool'. This page is heavily used by older people and carers in the run up to Silver Sunday

2

## UPLOAD YOUR EVENT

Organisers can upload their own events free of charge. After a simple moderation stage these will be publically available

3

## RESOURCES & TEMPLATES

Our popular logos, posters, letter, digital, invitation & press release templates are free to use - download them from our website and send us some pictures

4

## IDEAS & INSPIRATION

We have tips and ideas for successful events and photos, videos and news stories from previous Silver Sunday events to inspire you

5

## HELP SPREAD THE WORD!

Follow us on Facebook, Twitter and Instagram - share your photos, news, ideas and stories #SilverSundayUK



For larger-scale events we also have a limited number of branded t-shirts and balloons available. If you would like to request these or the use of any of our images, please email us: [info@silversunday.org.uk](mailto:info@silversunday.org.uk).



# MEDIA

We promote Silver Sunday at a national level and work with our event organisers and partners on a national and local scale to highlight the challenges around loneliness and isolation in older people - and promote positive stories of change, inspiring others to get involved.

# The Sunday Telegraph



**EXHIBITION**  
Howard Hodgkin: Painting India  
Wakefield  
A last chance to see this exhibition at the Hepworth, with more than 35 works that Hodgkin painted in the past 50 years. The paintings, such as From the House of Shapur Khoshro, above, characterise the colour and warmth of India, from fierce sunsets and oppressive rains, to the cities he visited. A gem. Until 8 Oct. [hepworthwakefield.org](http://hepworthwakefield.org) 01924 267360



The original cast and Seo, the British Film Institute's summer programme collection, the classic war film Mills, centre, will be shown at LBC, where the film joy shined.

**Culture Take Note**  
**Get ready for Silver Sunday on 1 October**  
Silver Sunday is an annual day of free activities for older people across the UK aimed at combating loneliness - and just having some fun. Everyone can get involved, whether helping to organise an event, spreading the word or simply joining in.



It started with a tea dance in 2012 organised by Chr Christabel Flight, Westminster's Older People's Champion, after she read a report revealing that more than a third of people over 75 said they were lonely. Since then it has grown so much that last year there were nearly 550 different free events across the country. Thousands of people were able to get out of their homes, attend a get-together and make some new friends and connections. From a party to a zumba class, curling to cricket - anything goes. Individuals, companies, communities and local authorities all join in the fun.



**TACKLING LONELINESS SILVER SUNDAY AIM OF LONELINESS AM**  
08:15 AND RED BULL'S MAX VERSTAPPEN IN THIRD BREAKING NEWS



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**Loneliness**  
**Plenty of cures for loneliness - from Silver Sunday to delicious desserts**  
Christabel Flight on Silver Sunday, Sara Gray on U3A, Christina Naylor on the difficulties of elderly people getting out and about, and Jean Jackson on lipreading classes  
Letters  
Thu 27 Sep 2018 18:47 BST



BBC London: Silver Sundays

## OUR SUPPORTERS



*“Silver Sunday is a special day for older people to get involved in community events and activities to bring back some of the traditional community spirit. It’s also a small thank you for your contribution to society.”*

*Joanna Lumley, Actress, author & activist*

*“Many people believe that these days growing older is something that should be celebrated. Silver Sunday certainly encourages the enjoyment side of getting out and about and meeting new people... and that is what we hope is achieved by Silver Sunday – a little encouragement to make the most of life.”*

*Gloria Hunniford, TV and radio presenter*



*“I feel really energised. It's really important to connect older people to the community because otherwise we'd be missing out on a huge amount of fun and wisdom. What Silver Sunday is doing is vital in stepping into a void and filling it up. The scope is endless.”*

*Will Young, Performer*



## FAQs

**Does my Silver Sunday event have to be on 4th October?**

No, we welcome events all around the day and often people are very grateful to attend multiple events near to them. Choose dates which best suit you and your audience.

**Is Silver Sunday the same as Older People's Day and Grandparent's Day?**

We like to celebrate all older people, not just those in our families. The United Nation's Day of Older Persons (1st October) is an international awareness day which aims to highlight issues affecting the elderly such as elder abuse. We founded Silver Sunday in 2012 to bring companies, organisation and individuals around the UK to organise uplifting and inspiring events and activities.

**We already have events planned for October – can we register them on your website?**

Yes please! In return we ask that you mention Silver Sunday and use our logo in your marketing materials. Silver Sunday is also a hub for connecting people with existing services and activities in their local area. Silver Sunday is also a very popular 'theme' for social events or programmes adding a special celebratory twist.

**Can I put my own spin on Silver Sunday?**

Yes! Just look at [#SilverSundayUK](#) and our Event Galleries on our website – all Silver Sunday events are so very different which is why they are so special to attend!

**Can we charge guests for tickets?**

The vast majority of our events are free as a way of giving back to older people in their area. Occasionally we are happy for organisers to ask for a small donation to cover running costs.

**Can you help with funding?**

We cannot currently help with funding. We advise organisers to contact their local councils or search online for local groups who may be able to help with money and volunteers.

**Do we need insurance?**

We advise all organisers to check they have public liability insurance before running an event to protect you if members of the public suffer personal injury or property damage.



## CONTACT US

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Lucinda Hurrey**

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SILVER SUNDAY  
CELEBRATING OLDER PEOPLE

**The Sir Simon Milton Foundation – helping young people to aspire and older people to thrive**

Silver Sunday is the flagship programme of the Sir Simon Milton Foundation.. find out more on our website [www.sirsimonmiltonfoundation.com](http://www.sirsimonmiltonfoundation.com). The Sir Simon Milton Foundation is a charitable incorporated organisation (CIO) Registered Charity Number 1174405

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