

SILVER SUNDAY

THE NATIONAL DAY FOR OLDER PEOPLE – 2 OCTOBER 2022

A HELPFUL GUIDE FOR HOSTING A FUN, SAFE EVENT



SIR SIMON
MILTON
FOUNDATION

THANK YOU FOR TAKING PART IN SILVER SUNDAY 2022!

Thank you for being a part of a phenomenal group of people celebrating older people across the UK this October.

We know how special Silver Sunday is to those who join us. Our ambition has always been to create a day in the nations' hearts where older people feel valued and are given new opportunities to get out of the house, make new friends and connect with the communities and generations around them. It is a growing success thanks to the amazing people like you running events & activities every year.

In 2021, there were more than 750 events across the UK with tens of thousands older people 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 as our older guests.

Whether you are planning an online or in-person event, we hope this guide will help you to be creative, be ambitious and inspire those around you to join in with Silver Sunday too. Look forward to seeing your activities come to life on Sunday 2 October!

With much gratitude to you all,

Christabel Flight

Silver Sunday Founder

Points of Light
Award Winner 2020



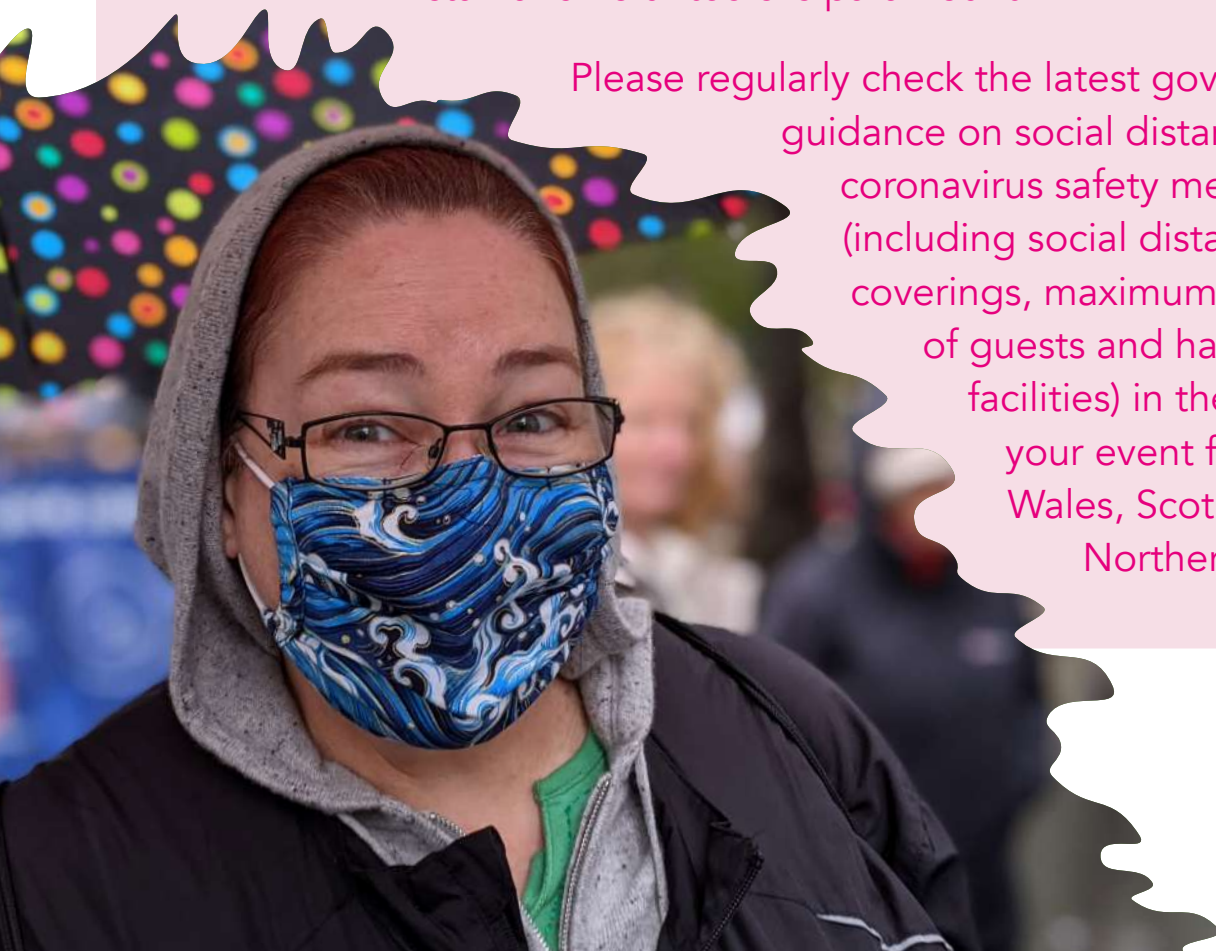
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IMPORTANT NOTE

We encourage all Silver Sunday event hosts to follow the latest government guidelines when planning your activities and to be particularly mindful when welcoming older people and those in the most vulnerable groups to your activities. As always, the safety of all guests, staff and volunteers is paramount.

Please regularly check the latest government guidance on social distancing and coronavirus safety measures (including social distancing, face coverings, maximum number of guests and handwashing facilities) in the run up to your event for England, Wales, Scotland and Northern Ireland.



1 GET PLANNING

Planning your event carefully is essential in helping to ensure your event is enjoyable and runs smoothly on the day. We've listed some points below to give you an idea of some of the things you might need to think about.

✧ SET YOUR GOALS

Most Silver Sunday events aim to give people an opportunity to try something new, feel part of their community or meet new people. Most importantly of course, we want all guests to enjoy themselves!

If you are an organisation you may also want to target people who haven't used your services or venue before, or promote an event or activity that has low attendance numbers in the past. If you are a local business could you support local community groups or charities holding a Silver Sunday event with grants, teas, or venues?

✧ ALWAYS HAVE A 'PLAN B'

When you're thinking of what to do it is a good idea to have a contingency plan. For example, if new social distancing rules were put in place, could you offer an online version instead? In the event of bad weather for an outdoor activity, could you provide an alternative indoor venue? Could you offer doorstep deliveries to bring Silver Sunday to older people instead?

If you do have contingency plans in place, make sure to let your guests and volunteers know when and how you will update them.

✧ GIVE REASSURANCE

Some older people may not have left their homes or attended social activities in a long time, and may be feeling very anxious. Some guests may also be coming on their own which can feel daunting. Give them plenty of information before the event to help reassure them that it is well organised. Have an extra-smiley face at the entrance to welcome them too!

Tip! Organise a brainstorming session with local older people to gather ideas and find out what activities they would enjoy.

✧ PLAN YOUR BUDGET

Your biggest costs are most likely venue, refreshments, staff and entertainment. Events can also be organised on little or no budget by sourcing sponsorship or in-kind donations such as a free venue or catering. Consider approaching local businesses to request their support and offer them free publicity in return, such as a presence on the day or a credit on your website or event flyer. It may also be worth checking if your local Council or a nearby charity provides grants for community events for older people.

Think about the following when planning your budget:

- Venue hire
- Food/refreshments
- Chair/table hire
- Decorations
- Performers
- First aiders
- Photographer
- Equipment/IT support for online events

✧ CONFIRM YOUR EVENT DETAILS

Decide on the type of event you want to hold, based on your aims and budget. Visit our events ideas on our website for inspiration from other Silver Sunday event organisers.

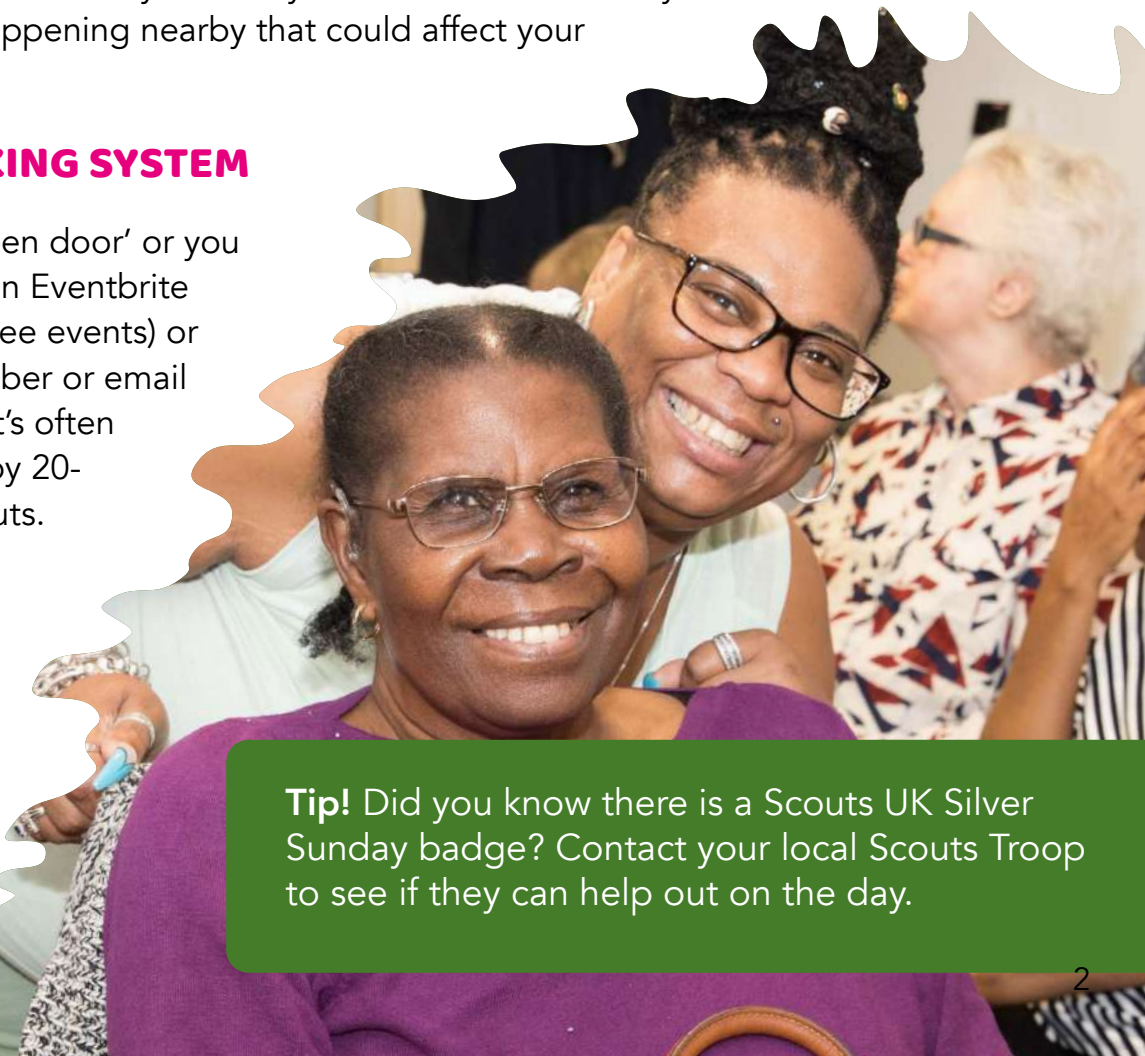
Confirm your venue, ideally ensuring it has disabled access, is well ventilated and has plenty of space. Check what public transport links and parking facilities are available.

Think about the best time of day to hold your event. Are there any other similar events happening nearby that could affect your turnout on the day?

✧ CREATE A BOOKING SYSTEM

Your event may be 'open door' or you might want to set up an Eventbrite page (free to use for free events) or provide a contact number or email to manage numbers. It's often worth 'over-booking' by 20-30% in case of drop outs.

Consider asking for contact details in case there are any changes to your event that you need to let your guests know about.



Tip! Did you know there is a Scouts UK Silver Sunday badge? Contact your local Scouts Troop to see if they can help out on the day.

✧ VIRTUAL EVENT BOOKINGS

To keep online events safe and secure, it is recommended that you do not make your meeting link public by not sharing on websites or marketing materials. Instead, send the link and password out to all confirmed guests just prior to the day with contact details if they have trouble connecting.

✧ RECRUIT VOLUNTEERS

Can you encourage colleagues, neighbours, friends or ask a local volunteer group to help out at your event? The friendly chats and help can really make a difference to your guests.

Your local volunteering charity or youth organisation such as The Scouts or a local cadet group may also be able to help. Send a message out asking for help, letting them know if they need to volunteer for all or part of the event and indicating what you need them to do on the day.

For larger events with a team of volunteers, send out a volunteer briefing note in advance including details of health and safety procedures and pre-event and on-the-day contacts. On the day ensure you have a pre-event volunteer briefing so they are clear on their role and what is expected of them.

✧ HEALTH AND SAFETY

It is important for the event to run smoothly and as an event organiser, you have responsibilities around the welfare and safety of your guests. A risk assessment can help to identify and prepare for potential risks. Find out more from the **Health and Safety Executive website** to help you make sure you are doing what you need to do.

As a general rule, please be aware of the following:

- Fire risks and evacuation procedures
- Trip or falling hazards
- Electrical safety
- Adequate lighting, heating and ventilation
- Consent forms for physical activity

For the latest government guidelines on social distancing, face coverings and hand washing please go to **www.gov.uk/coronavirus**.

✧ MOBILITY NEEDS

Some older guests may use a wheelchair, walking frame or have reduced mobility. Make sure you have plenty of volunteers on hand to help them move around safely - paying particular attention to any stairs or steps that they might need assistance with.

Have plenty of seating available and on-hand right from the beginning of your event (rather than anyone having to "make a fuss" and request it themselves).

If you are hosting a larger scale event it might be helpful to ask guests when they are booking if they have any mobility needs, so that you can be well prepared in advance.

✧ FOOD HYGIENE

Visit the **Foods Standards Agency website** for advice around the preparation, storage and serving of food. If you are using a caterer, double-check that they have a food hygiene certificate and public liability insurance.


✧ INSURANCE

When you organise an event, you are responsible for ensuring your guests are not at risk. Public liability insurance protects you if members of the public suffer personal injury or property damage because of your business. Check if you have this before planning an event. Check that any equipment you hire is appropriately insured.

✧ TRANSPORT

If your venue has minimal public transport links, or you know some of your guests may need travel assistance, research what is available in your local area. Some organisations may be able to help, including Dial-a-Ride and the Royal Voluntary Service.

Ask around for local volunteer or taxi companies to help transport guests to and from your venue. Remember to check any drivers have insurance cover for doing so.

A photograph of three men sitting at a table. The man on the left is wearing a red polo shirt with a logo that says 'BETTER' and is waving his right hand. The man in the middle is wearing a white shirt and glasses, smiling. The man on the right is wearing a white shirt and a striped tie, also smiling. There are yellow flowers in a glass jar on the table.

Tip! If you are providing food, ask guests at least two weeks in advance of your event if they have any dietary requirements or food allergies. Make sure all staff are aware of key ingredients.

2 PROMOTE YOUR EVENT

As soon as you have confirmed your event details, add them to event listings page and searchable map on our website.

✦ REGISTER YOUR EVENT ON OUR WEBSITE

It shouldn't take more than five minutes to upload your information.

To Register and Add a New Event:

1. Go to silversunday.org.uk and click **Organiser sign-up** in the top right-hand corner of the homepage.
2. Once you have submitted your details, select **Add an Event**.
3. Complete all of the new event details section. Give as much information as possible including if free food/refreshments will be available, timings for activities, a contact number for enquiries and bookings, and a photo of your venue or similar events you may have held previously.

It will now feature on our national Event Map so anyone can search for it [here](#).

If you are holding multiple events, please get in touch to see if we can help with the uploading process at info@silversunday.org.uk.

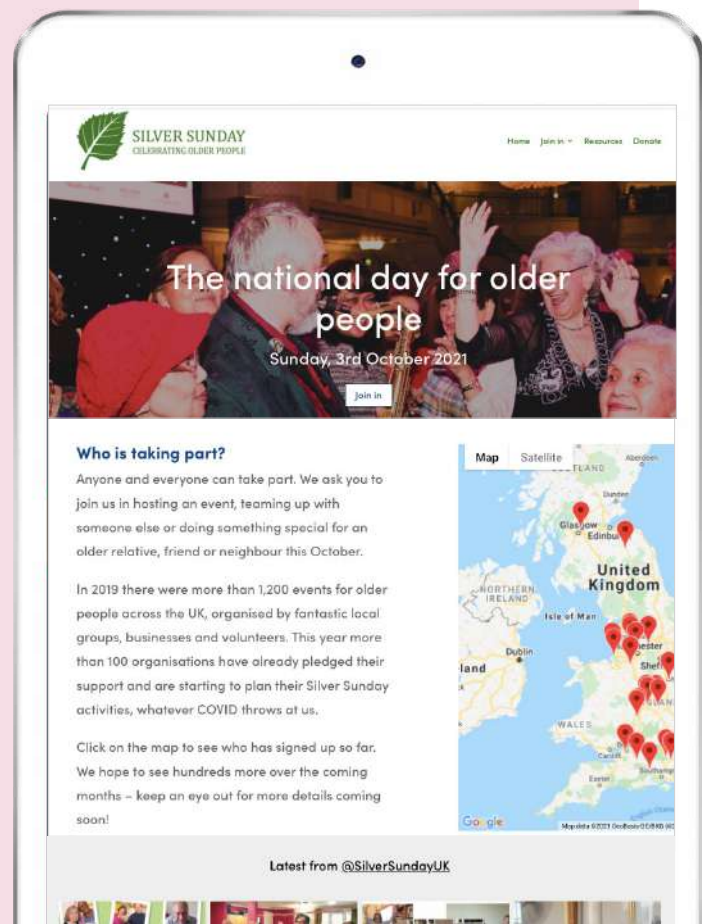
Share Your Event Page

You can send this link in emails, newsletters, social media and your website. If you share it on social media (Facebook, Twitter or Instagram) with the hashtag #SilverSundayUK we will share it for you too.

To Edit your Event Details

If you need to change or update your event details at any point, you can do it directly from the website:

4. Go to silversunday.org.uk and click **Manage Events** in the top right-hand corner of the homepage.
5. Select **Upcoming Events** to update your registered events.



☆ SPREAD THE WORD

Let people know about your event using your organisation's publicity channels, working alongside partners and via the media.

Just some of the ways in which you can tell people in your local area include:

- information on your website
- posting on social media
- articles in printed magazines
- information in your e-newsletters
- information below your email signature block
- digital screens in public areas
- send invitations directly to people on your database
- displaying posters in your venue and other local venues visited by older people such as shops, libraries, GP surgeries, faith groups and community centres
- send a press release to your local media including newspapers, radio stations, TV stations, local magazines and listings press to let them know about your event.

☆ USE OUR RESOURCES

You are welcome to use all our promotional material and templates available for free on the Resources section of our website. We update these from time to time so keep coming back to see what is new as the big day approaches.

Resources include logos, invitations, letters, bunting, feedback forms, social media posts, newsletter text, and volunteer badge templates.

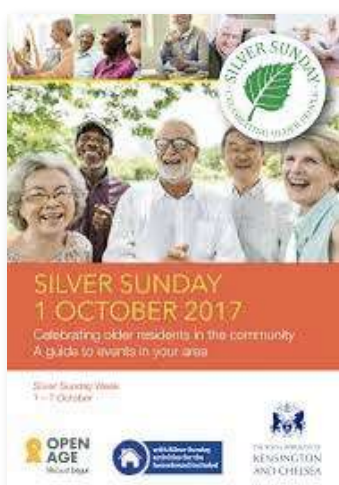


Tip! Tag us on Twitter, Facebook and Instagram by including @SilverSundayUK or our hashtag #SilverSundayUK and we'll retweet and share your event details.

✪ USE OUR BRANDING

Here are some examples of how our logos have been used to create eye-catching marketing materials. Please share your designs with us either via info@silversunday.org.uk, using #SilverSundayUK on Twitter, Facebook or Instagram or post it in our Facebook group - we love seeing them come to life in all their variety and it inspires others too.

Download our logo from the Resources section of our website.



❖ FREE DOWNLOADABLE RESOURCES

Download our templates from the Resources section of our website.

POSTERS



Come along this Silver Sunday!

JOIN US AND CELEBRATE THE NATIONAL DAY FOR OLDER PEOPLE

EVENT: _____

ONLINE / IN PERSON: _____

DATE: _____ TIME: _____

LOCATION: _____

ORGANISATION / CONTACT: _____

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INVITATIONS



Come along this Silver Sunday!

JOIN US AND CELEBRATE THE NATIONAL DAY FOR OLDER PEOPLE

EVENT NAME: _____

DATE: _____ TIME: _____

LOCATION: _____

ORGANISATION / CONTACT: _____



Come along this Silver Sunday!

JOIN US AND CELEBRATE THE NATIONAL DAY FOR OLDER PEOPLE

EVENT NAME: _____

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SOCIAL MEDIA



BADGES

Name _____

VOLUNTEER

SILVER SUNDAY CELEBRATING OLDER PEOPLE

DIY BUNTING



3 EVENT CHECKLIST

The day is approaching! Here is a helpful list to ensure it goes as smoothly as possible:

✓ 1. WRITE AN EVENT OVERVIEW

With timings, contacts, checklists, guest names (if known) to make sure you don't forget anything. Do what you can to create the space to enjoy spending time with your guests too!

✓ 2. BRIEF YOUR HELPERS

It's helpful to give volunteers as well as entertainers an overview of your event as well as safety briefings. You can send this to them in advance and run through it on the day.

✓ 3. REMIND YOUR GUESTS

You may wish to send an email to your guests or their carers to say how much you're looking forward to welcoming them to your event.

✓ 4. HEALTH & SAFETY

You will have created a Risk Assessment by now and ensured you have Public Liability Insurance. Make sure you have a point for First Aid too.

✓ 5. PHOTOGRAPHY & VIDEO

It's advisable to put a poster up saying that photos will be taken and for guests to notify you if they want to be excluded, especially if you plan to share these afterwards.

✓ 6. BAKE, MAKE & CREATE

Can you create a special Silver Sunday cake or cupcakes? We get so excited when we see these photos!

✓ 7. DECORATE!

Balloons, bunting, plants and cakes are always popular! If you have an entrance area consider using a chalkboard sign or posters to welcome guests on arrival. This can often take longer than planned so start early.

✓ 8. FEEDBACK FORMS

Use our template or create our own. It's a lovely way to hear from your guests, give them the opportunity to express their thanks and provide contact details for the future. Don't forget to let your guests know about any other activities they can attend once Silver Sunday is over, too.

✓ 9. CELEBRATE YOUR EVENT

Nominate someone to live stream or share photos from the event on social media. If a journalist or film crew is joining you make sure they have someone looking after them too.

✓ 10. THANK YOU GIFTS

If there is anyone you'd like specifically to thank on the day, remember to plan this in advance. You may also want to offer them a small gift.



4 FOLLOW-UP & FEEDBACK

Once the final guest has left, the floor is swept and your feet are up remember how incredible you are for being a part of Silver Sunday. Thank you for showing people that you care!

★ THANK YOU NOTES

At the end of your event you can thank all your guests and helpers in person and it's nice to follow up with a written thank you for making it so special. This might include guests, special guests, sponsors, volunteers, performers, venue hosts, or photographer.

★ FOLLOW UP FOR FEEDBACK

Hopefully you have been able to collate feedback during your event. We would love to see this, any quotes and particular stories around your event. You can email them to us at info@silversunday.org.uk.

★ SHARE YOUR PHOTOS & VIDEOS

Make sure you have consent to share these and if using social media please remember to use #SilverSundayUK or tag us in @SilverSundayUK. We'd love to include them on our website too.

★ KEEP IN TOUCH

We hope your Silver Sunday event creates a long lasting legacy within your community. Consider ways you can keep the momentum going with future events, referrals to year round activities or facilitating new friendships and interests.

★ INSPIRE OTHERS

If it wasn't for wonderful people like you, Silver Sunday wouldn't have the impact it continues to have.

Continue to spread the word about what special moments you have created and perhaps others will be inspired to act too. You're amazing doing this. Keep the connections going and growing!

Tip! Share your feedback and let us know how many people attended to help us to continue to reach more older people next year.

GET IN TOUCH

LUCINDA HURREY – MARKETING & PROJECT OFFICER

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silversunday.org.uk

@SilverSundayUK

#SilverSundayUK



Silver Sunday is the flagship programme of the Sir Simon Milton Foundation. The Sir Simon Milton Foundation is a charitable incorporated organisation (CIO) Registered Charity Number 1174405.



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