

SILVER SUNDAY

THE NATIONAL DAY FOR OLDER PEOPLE – 1 OCTOBER 2023

INFORMATION PACK



SIR SIMON
MILTON
FOUNDATION



“ 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, learn new skills, make new friends and connect with the communities and generations around them – if we can have a Father’s Day and Mothering Sunday, why not a day for older people?! ”

CHRISTABEL FLIGHT, SILVER SUNDAY FOUNDER



WELCOME TO SILVER SUNDAY 2023!



Join us and hundreds of organisations to be part of the national day of celebration of older people this October.

Now in its twelfth year, Silver Sunday is more important than ever. In 2022, there were more than 1,000 events for older people across the UK, organised by fantastic local groups, businesses and volunteers. This year we have a bold ambition to double our reach and impact – but we need your help and we are asking everyone to put on a special event or just do something kind for an older person this October.

We are very grateful to the many partners who continue to host activities and welcome anyone who wishes to take part for the first time. Help yourself to the many resources, templates and ideas which are available for free on our website for hosts to use.

We look forward to celebrating Silver Sunday with you this Sunday 1 October in this very special year of the King's Coronation (we'll definitely be getting the bunting out for a Silver Sunday Coronation tea party!). However you decide to join in, whether it's in-person, online, indoors or outdoors please let us know - we can't wait to hear your plans.



The Silver Sunday Team

WHAT IS SILVER SUNDAY?

Silver Sunday is a national day of free, fun events and activities for older people: bringing generations together to help tackle loneliness and isolation in our older communities.

Founded by Christabel Flight, the campaign was launched by the Sir Simon Milton Foundation in Westminster in 2012 to help overcome loneliness and isolation amongst older people. It is also an opportunity to celebrate older people and thank them for their contribution to society.

Silver Sunday events are all designed to welcome our older population and many are also open to guests of all ages to encourage inter-generational connections.

It takes place on the first Sunday in every October and the next Silver Sunday is on 1 October 2023.



1,000 events in 2022



WHO WILL BE TAKING PART?

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

In recent years many organisations have also used their ingenuity to bring Silver Sunday to older people online or deliver something to their doorstep.

WHY IS IT SO IMPORTANT?

According to research by Age UK, demographic trends mean that the number of over 50s suffering from loneliness is set to reach two million by 2025/6¹. Recent research also shows that people who felt most lonely prior to Covid in the UK now have even higher levels of loneliness².

Silver Sunday connects older people with opportunities, services and people around them. Furthermore, 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.



Around
4 million
people aged 65 and over
living in England
are say they feel lonely.¹



35%
of older people are
more lonely as a
result of being in
lockdown during the
pandemic³



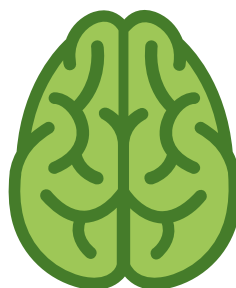
2/5
of all older
people say the
television is their
main company⁴



Lacking social
connections is
as damaging
to our health
as smoking 15
cigarettes a day⁵



Loneliness
increases the
likelihood of
mortality by
26%⁶



Loneliness and
social isolation
puts individuals
at greater risk of
cognitive decline
and dementia⁷

1. Age UK, July 2019 2. How has Covid and associated lockdown measures affected loneliness in the UK? What Works Wellbeing in partnership with UCL, 2020 3. Elder Survey on Elder Loneliness 2020 4. Age UK, 2014. Evidence Review: Loneliness in Later Life 5. Holt-Lunstad, 2010 6. Impact of loneliness and depression on mortality, 2016 7. Cacioppo, J.T. and Cacioppo, S., Older adults reporting social isolation or loneliness show poorer cognitive function, 2014.

HOW CAN I TAKE PART?

Organise an activity in your area, and register it on our website. For more details and guidance, our [Silver Sunday event toolkit](#) has a host of ideas and tips for organising events for older people.



1 ORGANISE AN ACTIVITY

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 YOUR EXISTING EVENTS

Do you already offer 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 – this will help encourage others to take part. Share with older people you know or work with.



5 FOLLOW US #SILVERSUNDAYUK

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

TOP 10 SILVER SUNDAY IDEAS

Silver Sunday activities are as diverse as the guests who bring them to life. Big or small – it is completely up to you what type of event you put on. Offer something you know your guests will enjoy or a new activity that they may not have had the chance to try before. Refreshments, music and some friendly faces always go a long way, too!



1. HOST A CORONATION PARTY

In this special year of the King's Coronation, host a tea dance or royal-themed party and welcome older people in your local area. It could be during the summer or closer to Silver Sunday, whenever works best for you.



2. STAR BAKER COMPETITION

Host a Bake-Off with a 'Silver Sunday Showstopper' competition and invite a local celebrity to be a guest judge. Host a tea party or picnic afterwards for everyone to enjoy the bakes!



3. COLOURING-IN SESSION

Hold a colouring-in session to make a group Silver Sunday artwork or collage. Create a relaxing space and share simple mindfulness techniques. Ask a local art shop to donate supplies.



4. SWINGING 60s DISCO

Have a 60s themed disco with hippie-style decorations – think tie-dye, peace signs, and bright groovy colours! Invite a local dancer or singer to perform hits from the decade. Try bellbottoms, funky shirts, headbands and big sunglasses for fancy dress.



5. SUPER SING-A-LONG

Invite a local performer or choir for a musical extravaganza! It could be in-person, recorded performance or an interactive live stream they watch on a TV screen or tablet. Provide instruments and microphones for participants.



6. BOARD GAME-A-THON

Host an afternoon of your favourite board games such as Scrabble, Cluedo, Monopoly or dominoes. Invite local volunteers to take part and have plenty of snacks and refreshments on hand to keep everyone's energy up!



7. PUB QUIZ & SUNDAY ROAST

Organise a pub quiz with an extra special Silver Sunday roast dinner, dartboard, snacks and drinks - or why not create your own signature cocktail. Let us know the ingredients!



8. TAKE A GROUP TRIP

Organise a group trip to an interesting local place or landmark, such as a zoo, the seaside or a castle or monument. Ask a local theatre, cinema or sportsground if they can provide free entry.



9. LOCAL HISTORY CHAT & COFFEE

Ask a local historian to share their knowledge of the local area. Invite local older people to explore their memories and create a book or time capsule together.



10. A TEA PARTY TO REMEMBER

Host a fabulous tea party with cakes, music and dancing! Have a fancy dress theme such as the 'Wild West' with a prize for the winner. Ask local volunteers to help make the decorations and costumes.

For more ideas and inspiration go to the Silver Sunday website or follow #SilverSundayUK on our social media pages.

SIMPLE ACTIVITIES

We welcome Silver Sunday activities in all shapes and sizes, from the smallest acts of kindness, to large-scale showstopper events. They can all have a hugely positive impact on an older person who might not have left the house or had a conversation in weeks. Here are a few alternative ways you can take part which don't require a venue:



★ VISIT A NEIGHBOUR

Something simple which shows your appreciation for an older person can make a huge difference. Bake a cake and deliver it to an older neighbour, write them a card, make a phonecall or bring a flask of coffee.



GO FOR A WALK

Ask your older neighbours to go for a walk to enjoy nature or local sights. If the weather is ok, autumn days in October can be particularly beautiful!



3. MAKE CARDS

Ask your local school or nursery to create handmade cards, letters or poems – simple hand or finger prints always add a personal touch. They would be gratefully received by a local care home, sheltered housing association or older people's charity.



4. SEND A GIFT

Could you organise a special treat, such as an afternoon tea box or craft activity, to be delivered to local older people? Get in touch with charities, companies or your local Council to see if they can help.



5. SHOW YOUR SUPPORT

Decorate your doors and front windows with to show that you are supporting Silver Sunday and encourage others too. Could your local Scouts or Cadets create a mural or video to show their support?

OUR SUPPORTERS

“As a member of Silver Sunday’s target audience, I can honestly say that it is a completely brilliant initiative.”

HER MAJESTY THE QUEEN CONSORT

► WATCH THE VIDEO



“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

“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



OUR SUPPORTERS

We are extremely grateful to the hundreds of organisations, charities, councils and businesses across the country who put on amazing events, donate gifts and funding, and volunteer their time to celebrate older people in our communities every Silver Sunday.



FAQs

Does my Silver Sunday event have to be on 1st October 2023?

No, we welcome events before and after Silver Sunday itself as a Sunday does not of course suit everyone. 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 encourage organisations 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.

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.

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.

Who is Silver Sunday run by?

Silver Sunday is the flagship programme of the Sir Simon Milton Foundation – a Westminster-based charity which helps young people to aspire and older people to thrive. We are a very small team with big ambitions to help tackle loneliness and isolation amongst the elderly.

FAQs (continued)

Do you help promote the events?

When you register your event on our website it will create an event page, which you can share online. It will also be added to our searchable Event Map and listings page, which is heavily used by older people and carers in the run up to Silver Sunday. We have also created a number of free online resources to help you spread the word.

Can we use the Silver Sunday logo?

Yes! We ask all organisers to use our logo across your marketing materials. It is available in different formats on our website.

Can you provide any branded materials for our event?

We have a very limited amount of Silver Sunday branded t-shirts and balloons for larger scale events, which are kindly donated by our very generous sponsors. We just ask in return that you send us some photos of them in action! Please get in touch if you would like to request some for your event.

We are hugely grateful to you and all of the organisations who have pledged to take part in Silver Sunday this year and find creative ways to bring the joy of Silver Sunday to thousands of older people and we look forward to seeing your ideas come to life this October!





“ ... The smiles and happy faces inspire me to host the event. I’m just so thrilled it all went well and everyone had such a good time.

I would encourage everyone to think about hosting a Silver Sunday event in their town, parish, club, organisation. It is such a worthwhile thing to do and leaves you walking on air for the rest of the year whilst you plan the next one! ”

COUNCILLOR MIMI HARKER, OBE



GET IN TOUCH

LUCINDA HURREY – MARKETING & PROJECT OFFICER

07890 380 238

info@silversunday.org.uk

silversunday.org.uk

@SilverSundayUK

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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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