

SILVER SUNDAY

THE NATIONAL DAY FOR OLDER PEOPLE – 6 OCTOBER 2024

INFORMATION PACK



SILVER SUNDAY
CELEBRATING OLDER PEOPLE





“ 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?! ”

THE LADY CHRISTABEL FLIGHT, SILVER SUNDAY FOUNDER

WELCOME TO AGE UK'S SILVER SUNDAY 2024!



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

Running since 2012, Silver Sunday is now more important than ever. In 2023, there were more than 2,000 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! **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 our 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 you to use.

We look forward to celebrating Silver Sunday with you this **Sunday 6 October**. However you decide to join in, please let us know – we can't wait to hear your plans.

Huge thanks for all your support,
Lucinda and the Silver Sunday Team



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WHAT IS AGE UK'S SILVER SUNDAY?

Age UK's 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. It is also an opportunity to celebrate older people and thank them for their contribution to society.

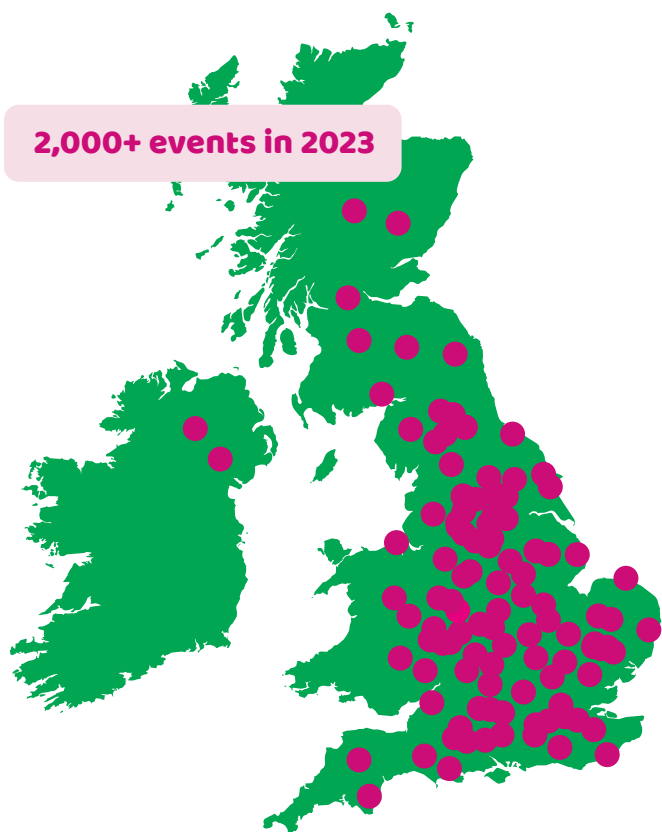
Silver Sunday is a powerful way to draw attention to the problem of loneliness among older people. Celebrating the contribution of older people to society also increases their happiness and wellbeing and presents an opportunity to bring generations together.

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 of every October and the next Silver Sunday is on 6 October 2024.



2,000+ events in 2023



WHO WILL BE TAKING PART?

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

Everyone can take part in Silver Sunday. We're asking all individuals, charities, local authorities, community groups and businesses to do something for older people in their local areas this October.

WHY IS IT SO IMPORTANT?

According to research by Age UK, nearly 1 million older people often feel lonely.¹

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 offer support.



1. Age UK analysis of data drawn from wave 13 of Understanding Society, the UK Household Longitudinal Study, scaled up to the UK age 65+ population using ONS mid-year population estimates 2. Age UK calculation based on data (weighted to be representative of the UK population) from Yonder online and telephone omnibus research polling for Age UK, November 2023 (weighted sample of 2632 people aged 65+ in the UK, between 14th and 27th October 2023) and ONS mid-year 2021 population estimates (published 21st December 2022). 3. <https://www.sciencedirect.com/science/article/abs/pii/S1568163718302472>

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 ABOUT 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



5 FOLLOW US #SILVERSUNDAYUK

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

OUR 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 COMMUNITY OPEN DAY

Showcase your organisation with a fun open day, welcoming all parts of the community, including older people. Ask local youth groups to support as volunteers. Put on some free activities and demonstrations to show off what you do.

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, a 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 'roaring 20s' or 'super silver' 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. Autumn days in October can be a particularly beautiful time to get outdoors!

★ MAKE CARDS

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

★ 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.

★ 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?

FAQs

Does my Silver Sunday event have to be on 6 October 2024?

No! We welcome events the week before and after Silver Sunday itself as a Sunday doesn't 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 (1 October) is an international awareness day which aims to highlight issues affecting older people, 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 can't 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 was founded by Christabel Flight, and the campaign was initially launched by the Sir Simon Milton Foundation in Westminster in 2012 to help overcome loneliness and isolation among older people. In March 2024 Silver Sunday was taken on by Age UK.

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. We can't wait to see 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 (BUCKINGHAMSHIRE)

GET IN TOUCH

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