



# SILVER SUNDAY

THE NATIONAL DAY FOR OLDER PEOPLE - 1 OCTOBER 2023

## A GUIDE FOR RESIDENTIAL LIVING & CARE HOMES

If you can, try to create an event or activity which welcomes your older residents' friends and families, as well as other local people of all generations. Silver Sunday events come in all shapes and sizes. It could be a larger-scale event which runs across multiple homes, or a morning/afternoon of activities on one site or in one home. If you already run regular activities in October, we welcome you to 'badge' them as Silver Sunday events too.

### 1. SET YOUR GOALS

Think about what you want to achieve as part of a national programme of events. Who else from your homes' local communities do you want to invite? How can you involve other generations?

### 2. PLAN YOUR PARTNERSHIPS

Can you invite local entertainers, activity coordinators (artists, dance teachers)? Can you invite your local school, Scout or Guiding group or Civic leader or celebrity? How can local businesses such as hospitality, catering, lawyers support you?

### 3. CREATE COMMUNICATIONS & ENGAGEMENT

Use our toolkit, logo & templates from our [Resources](#) page plus ideas for social media & press releases. Register your events on our website so they're on our Event Map.

### 4. PLAN FINER DETAILS

Can you create a full calendar with a variety of activities catering to the mobility, ability and interests of your residents? What booking systems will you use, if any? Are all generations welcome?

### 5. CREATE A LONG LASTING LEGACY

Can this be the start of an ongoing partnership with local entertainers/ event organisers as well as businesses, schools, Scout or Guiding groups?

Be inspired by some of our hosts from previous Silver Sunday events:

- Mad Hatter's Tea Party with Bupa, Bradford
- Silver Sunday Lunch with Bluebird Care, Newbury
- Musical Afternoon with Healthcare Homes, Blandford Grange
- 60s Tea Dance with Sanctuary Care, Worcester
- Wild West Party with RCH Care Homes, Brentwood
- Harvest Festival with HC-One, Bredbury
- Silent Disco with Aura Care Living, Surrey



### GET IN TOUCH

**Lucinda Hurrey, Marketing & Project Officer**

07890 380 238

[info@silversunday.org.uk](mailto:info@silversunday.org.uk)

[silversunday.org.uk](http://silversunday.org.uk)  
[@SilverSundayUK](https://twitter.com/SilverSundayUK)  
[#SilverSundayUK](https://www.facebook.com/SilverSundayUK)



Silver Sunday is the flagship programme of the Sir Simon Milton Foundation, a Charitable Incorporated Organisation (CIO) Registered Charity Number: 1174405

