

Make your Silver Sunday amazing!

Age UK's Silver Sunday

The national day for older people

5 October 2025



Event toolkit





Thank you for taking part in Age UK's Silver Sunday 2025!

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

We know how special Age UK's Silver Sunday is to those who join us. Our ambition has always been to create a day 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 and activities every year.

In 2024, there were more than 1,300 events across the UK, with tens of thousands of older people taking part in activities 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 – activities are as diverse as our older guests.

Whether you're planning a large-scale or smaller 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. We look forward to seeing your activities come to life on and around **Sunday 5 October!**

Huge thanks as always,



Lucinda

**Lucinda and the
Age UK Silver Sunday team**



Get **planning**

Planning your event carefully is essential. 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 activity that has had low attendance numbers in the past. If you are a local business could you support community groups or charities holding a Silver Sunday event with grants, teas, or venues?



Prepare a 'plan b'

When you're thinking of what to do it is a good idea to have a contingency plan. For example, in the event of bad weather for an outdoor activity, could you provide an alternative indoor venue? Could you provide an online version for those who can't attend in person? 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 guests may not have left their homes or attended social activities in a long time, and may be feeling very anxious. Some may also be coming on their own which can feel daunting. Give plenty of information beforehand to help reassure them that it is well organised. Have an extra smiley face ready to welcome them too!

Tip! Organise a brainstorm with local older people to gather ideas and find out what 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
- Photography/filming
- 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 website to see ideas from other Silver Sunday 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 online booking page, or provide a contact number or email to manage numbers. It's often worth 'over-booking' by 20-30% in case of drop-outs. But remember that not all older people have access to online booking or emails.

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



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. Make sure you have contact details available for those who have any issues accessing the event online.



Recruit volunteers

Can you encourage colleagues, neighbours, friends or ask a local volunteer group to help at your event? The friendly chats and support can really make a difference to your guests. Your local youth organisation such as Scouts UK or the Cadets may also be able to help. Let them know how many hours you need them for and what you require them to do on the day.

On the day ensure you have a 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. For older guests in particular, we encourage all organisers to provide good ventilation, hand sanitisers and to have plenty of staff on-hand to help any guests who may have mobility requirements.



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

- Fire risks and evacuation procedures
- Trip or falling hazards (eg bag hooks/stairs)
- Electrical safety
- Adequate lighting, heating and ventilation
- Food preparation (eg good hygiene and ingredient/allergens listing)



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 from the beginning of your event (rather than anyone having to 'make a fuss' and request it themselves). Let guests know in advance if there will be lots of steps and/or a lift if available, disabled toilets, or support for those with visual/hearing impairments.

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.

If you are using a caterer, double-check that they have a food hygiene certificate and public liability insurance. Make sure all staff are aware of key ingredients.



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.

Tip! Invite carers along too. They can help to put guests at ease and travel with them - as well as enjoy the event themselves!

Tip! Ask guests in advance if they have any mobility needs so that you can plan accordingly.

Promote your event

It's quick and simple to register your event so it'll display on our searchable Silver Sunday online map. This will help people in your area to find it easily.



1. Register your event on our website

To register your Silver Sunday event on our map, you'll first need to create an account so you can come back and update your event listing at any time you need to. It shouldn't take more than five minutes to upload your information.

To Register and Add a New Event:

1. Go to ageuk.org.uk/silver-sunday and click **Organiser sign-up** in the top right-hand corner of the homepage.
2. Once you have submitted your details and are logged in, you can **Register your 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 silversunday@ageuk.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 you can use the hashtag **#AgeUKSilverSunday** and tag in Age UK.

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:

- Go to ageuk.org.uk/silver-sunday and click **Manage Events** in the top right-hand corner of the homepage.
- Select **Upcoming Events** to update your registered events.

2. 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 including local community groups
- Articles in local community printed magazines
- Information in your e-newsletters
- Information below your email signature block
- Digital screens in public areas
- Sending 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
- Sending 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
- Council magazines, websites and newsletters.



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, posters, letters, bunting, feedback forms, social media posts, and newsletter text.

Our social media guide also has details on how to tag Age UK in your Silver Sunday posts.

Tip! Tag Age UK on Facebook and Instagram by including our hashtag **#AgeUKSilverSunday** and share your ideas in our **Facebook group**.

Event checklist

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

1. Write an event plan

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 and 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 and 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. Special guests

If you have invited a special guest, such as the local Mayor, Councillor, or celebrity - assign a volunteer or staff member to look after them.

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.

8. Feedback forms

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.

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.

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.



Follow-up

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 Age UK's Silver Sunday. Thank you for showing people that you care!

Thank yous and feedback

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

Hopefully you have been able to collate feedback during your event. This is extremely useful to help improve future events as well as to share with sponsors and any potential new donors. We would love to see any quotes from your event too - please share them with us!

Share your photos and videos

Photographs and films provide wonderful memories for guests to look back on. Creating an online gallery can be an easy way to share larger files easily with lots of people. Make sure you have consent to share these and if using social media please remember to use #AgeUKSilverSunday or tag in Age UK. We'd love to include them on our website too.

Send them to your local journalist and council who might be interested in featuring your story.

Inspire others

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



Get in touch



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