

SILVER SUNDAY

Celebrating older people and tackling loneliness and isolation amongst the elderly



SIR SIMON
MILTON
FOUNDATION



Dear Partner,

Thank you for your interest in supporting Silver Sunday.

As Westminster's Older Peoples Champion, I have made it my mission to change the way we view older people.

I believe – after years of contributing to our society and communities – we should all value and celebrate our older generation, and give them opportunities learn new skills and make new friends. I also believe that people stay well and healthy if they are happy, but most importantly if they have something to look forward to.

Through a variety of free activities over one weekend Silver Sunday offers people over 65 a chance to keep active in body and spirit, try new things, meet their neighbours and, ultimately, overcome loneliness which as you may know affects three-quarters of older people. It's a great way to showcase your organisation and reach older people who may not otherwise be aware of how you can help them.

In 2017 thousands of older people attended more than 750 events across the UK including mass Tai Chi, ballet workshops, a walking football competition, tea parties across Bupa and Sanctuary Care homes, ferry trips and many more. Silver Sunday events can be anything, anywhere, just so long as it brings older residents together.

This year Silver Sunday will be taking place on **Sunday 7th October** and we really do hope we can make it a day when the nation pauses to think about older friends, neighbours and grandparents, and actually do something for them.

We have a Father's Day and Mothering Sunday, why not something for older people too? Our aim is to establish the day in the nation's conscience as a day to think about older people and give them a day to remember!

I have seen first-hand how much joy these activities can bring, as well as the long-term benefits of connecting older people to local resources and bringing generations and communities together.

We very much hope you will be able to join in the celebrations and help us to reach many more lonely and isolated people.

Yours sincerely

Christabel

Councillor Christabel Flight

Founder of Silver Sunday
Westminster Older People's Champion
Trustee, Sir Simon Milton Foundation



SILVER SUNDAY
CELEBRATING OLDER PEOPLE

SUNDAY 7th OCTOBER 2018



**Silver Sunday
is an annual
day of fun and
free activities
for older
people across
the UK**

WHAT IS SILVER SUNDAY?

Silver Sunday is a national day for older people on which local communities and organisations host free events for people aged 65 and over.

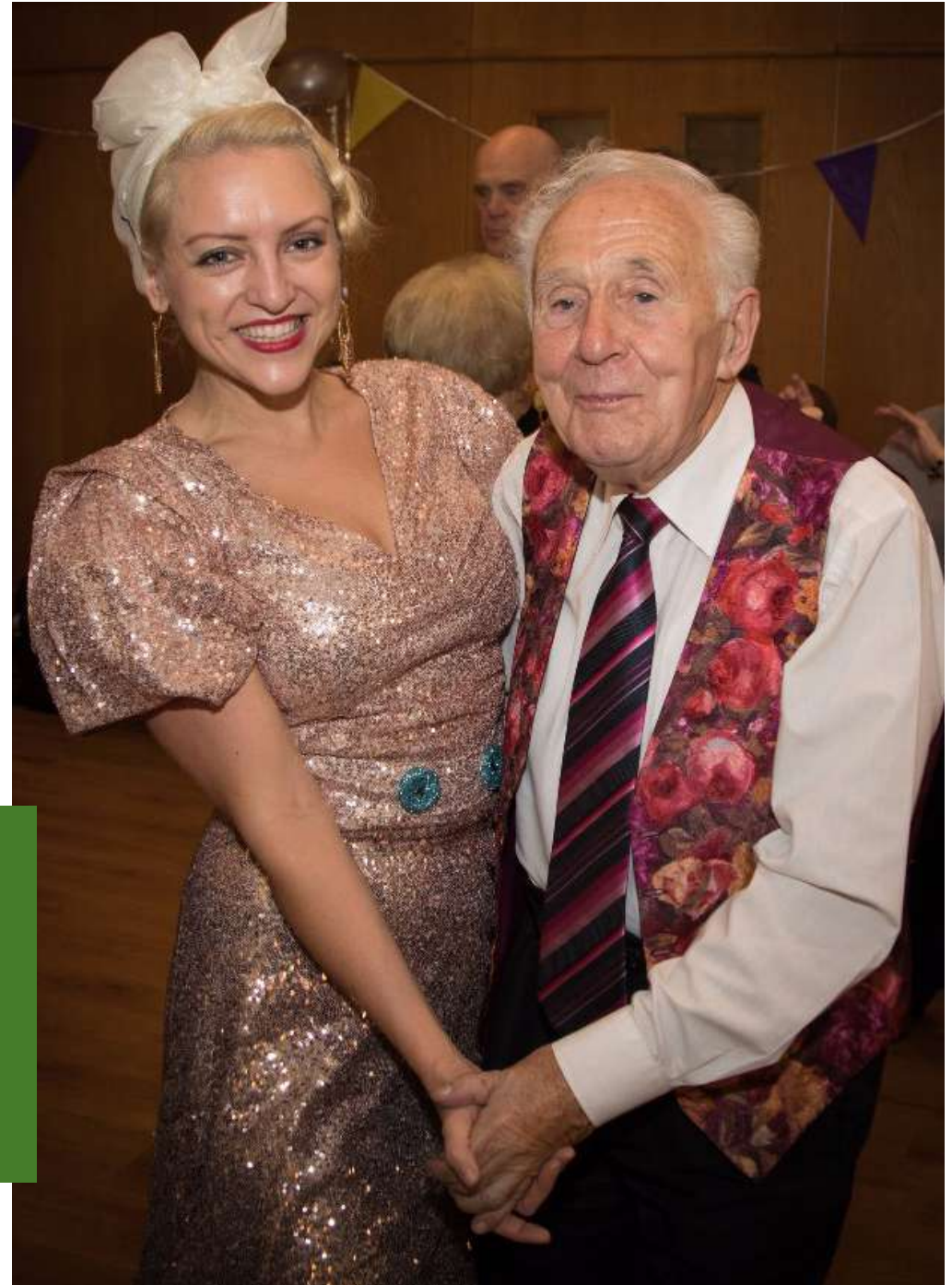
The campaign was launched by the Sir Simon Milton Foundation in Westminster in 2012 to help overcome loneliness and social isolation amongst older people and has grown year-on year. It is also an opportunity to celebrate the older people and thank them for their contribution to society.

In 2013 it went national as local councils, community organisations and businesses across the UK embraced the initiative. Last year, thousands of people took part in more than 750 events across the country.

The next Silver Sunday takes place on Sunday 7th October 2018.

“I’d never feel so young without all the activities. It’s something to get dressed for in the morning and gives you a reason to go out and mix with people. To be in an atmosphere like this is just wonderful. It helps with your joie de vivre!”

- Prim



WHY IS SILVER SUNDAY SO IMPORTANT?

Although it was once an issue which was considered unimportant, today there is a growing realisation that loneliness is a serious issue, which has far reaching implications, not just for individuals, but also for wider communities. It is now widely recognised that its effects are devastating

and costly – with comparable health impacts to smoking and obesity.¹ Whilst loneliness can strike at any age, older people are at greater risk. Taking action to address loneliness can reduce the need for health and care services in future.



75%
of older
people in the
UK are lonely



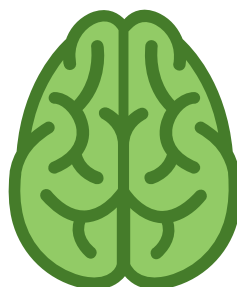
2/5
of all older
people say the
television is their
main company



56%
said they had
never spoken
about their
loneliness to
anyone



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



Lonely people
have a
64%
increased chance
of developing
clinical dementia



Loneliness
increases the
likelihood of
mortality by
26%

¹ Local Government Association, 'Combating loneliness: A guide for local authorities'

OUR VISION

Although Silver Sunday is officially a single day in the annual calendar (always the first Sunday in October) the aims and potential impact of the project are long-term.

Ultimately, our goal is to establish Silver Sunday in the nation's consciousness as a day when we celebrate the contribution older people have made to their communities. We will really achieve success when it ranks alongside Father's Day and Mother's Day in the national calendar.



AIMS OF SILVER SUNDAY

1

TACKLE LONELINESS

To reach isolated, vulnerable older people through activities and events which celebrate the contribution of older people and help connect them with other people and services

2

INCREASE AWARENESS

To use Silver Sunday to increase the awareness of elderly isolation and celebrate the knowledge and contribution of older people

3

BUILD COMMUNITY CONNECTIONS

To develop a partnership model across the country where charities, local authorities and businesses work together to support communities

4

ENCOURAGE INTER-GENERATIONAL RELATIONSHIPS

To make Silver Sunday inter-generational, with participation from schools and youth movements

5

CHALLENGE MINDSETS

To establish Silver Sunday as a national day on a par with Father's Day and Mothering Sunday

HOW DOES SILVER SUNDAY HELP?



1

SUPPORTS OLDER PEOPLE

Gives them confidence and can often be the first step to getting out and trying something new

—
Makes them feel valued and part of the community

—
Presents ageing and older people in a positive way



2

INTRODUCES LOCAL FACILITIES

Encourages older people to discover local facilities such as libraries, museums, leisure centres and community centres



3

PROMOTES EXISTING SERVICES

Can be used as a vehicle to highlight existing groups and activities for older people

—
Connects older people to services and providers which offer ongoing activities throughout the year, e.g. weekly coffee groups



HOW DOES SILVER SUNDAY HELP?

In 2017:

50%

of people came into contact with the Silver Sunday event organiser for the first time

90%

said it helped them get out and about and meet new people

92%

agreed that it helps them to feel part of their community

68%

say they are likely to keep in contact with the people they met

83%

found out about other local events and services as a result of Silver Sunday



“Events like this are vital. I think Silver Sunday is wonderful and a chance to forget all my troubles. I feel upbeat and when I come to events like this I’m on cloud nine for days after. I feel like I’m young again.”

- Maria

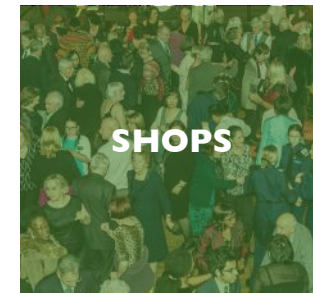
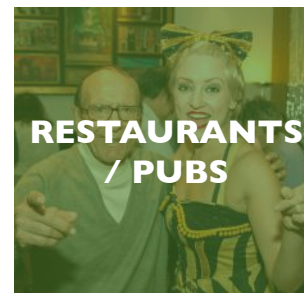


**Everyone can
get involved,
whether that's
organising an
event, spreading
the word, or
attending an
activity**

WHO CAN TAKE PART?

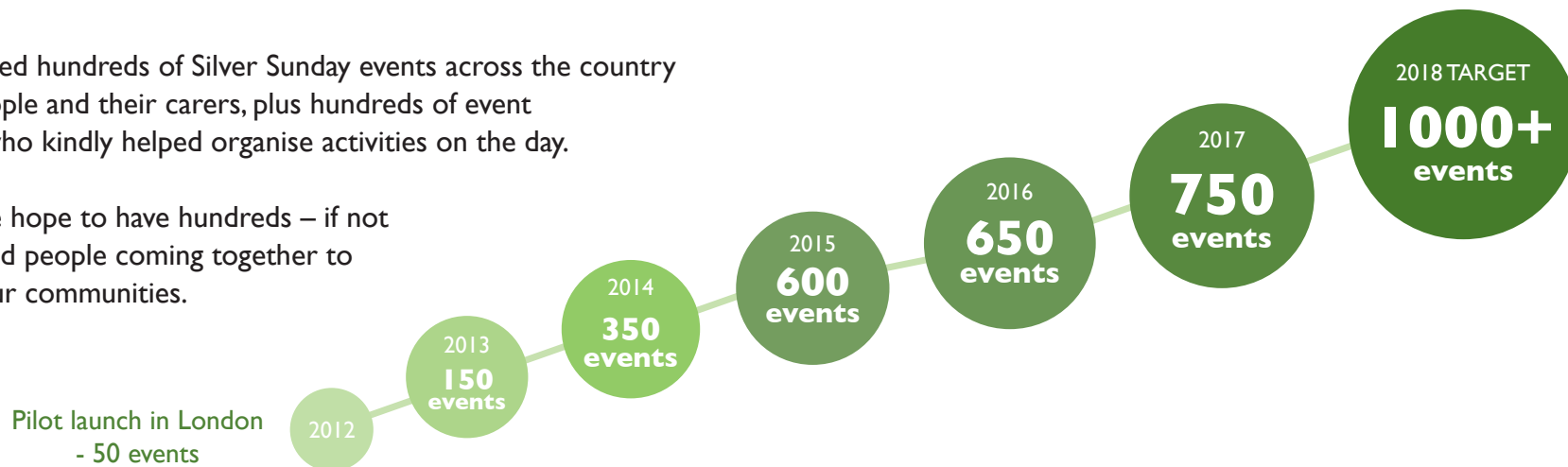
Everyone can get involved! From an individual visiting an elderly neighbour, to a tea party at local church hall, or a restaurant group offering free lunches.

Our aim is to develop a partnership model where charities, local authorities and businesses work together to support communities. Some of our partners include:



Thousands of people attended hundreds of Silver Sunday events across the country last year, including older people and their carers, plus hundreds of event organisers and volunteers who kindly helped organise activities on the day.

This year, with your help, we hope to have hundreds – if not thousands – more events and people coming together to celebrate older people in our communities.



HOW CAN I GET INVOLVED?

Organise an activity in your area, and register it on our website. Our Silver Sunday event toolkit has a host of ideas and tips for organising events for older people.

1

ORGANISE AN EVENT IN YOUR LOCAL AREA

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 ACTIVITIES

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

5

FOLLOW US

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



Tip! Silver Sunday events aren't limited to Sunday 7th October – activities can take place around that date too.

MARKETING SUPPORT



The Silver Sunday website silversunday.org.uk is a useful tool for helping to promote your events.

Users can search by area and/or category - for example, 'dancing' in 'Cambridge', or 'history' in 'Liverpool'.

Organisers can upload their own events (free of charge and as many events as you like!) to the website by filling out an online form. A moderator from the Silver Sunday team will review your event details, and be in touch to let you know when it has been published, which is usually the same day. If you need to amend any information, you can contact us and we'll update it.

Using a responsive web design, it can be easily viewed on desktop, tablet and mobile devices.

As well as tips and ideas for running successful events, we regularly update the website with relevant content on working with older people, loneliness and isolation.

If you would like to submit a news article, video or blog that you think might be of interest and would like us to feature, please email us at: info@silversunday.org.uk.

MARKETING SUPPORT

We provide a number of professionally designed templates, including:

- Logos
- Invitation
- Posters
- A5 flyer
- Bunting
- Stickers
- Digital screen
- Name badge

You can also find examples of forms, letters and press materials, such as:

- Press release
- Sample newsletter copy
- Social media post examples
- Risk Assessment form
- Letterhead
- VIP invitation letter
- Sponsorship request letter
- Feedback forms
- Thank you letter

For larger-scale events we also have a limited number of branded t-shirts and balloons available. If you would like to request these or the use of any of our images, please email us: info@silversunday.org.uk.



Logos

Posters



Invitation with logo examples - Swan Walk Shopping event, Horsham (above)
Tea Dance with the Mayor, Dalton (right)



CASE STUDY: MID-SUSSEX DISTRICT COUNCIL

Mid Sussex District Council and Sir Nicholas Soames MP invited older people from around the District to join them for afternoon tea on Sunday 8 October 2017.

Sir Nicholas and his guests were supported by young volunteers from local Guide and Scout troops, alongside representatives from Mid Sussex District Council, Haywards Heath Town Council, East Grinstead Town Council and Sussex Police.

Entertainment was provided by Charlotte Weller, a 19-year-old graduate of the world famous Brit School, who delighted the crowd by performing pop hits and show tunes from famous musicals.

The event was closed by the Sackville Instrumentalists, a wonderful group of students who study music at the nearby Sackville School.

“This year [2017] we have played our part in helping Silver Sunday grow by offering a grant of £250 to local voluntary groups that wanted to stage an event for Silver Sunday. The take up has been tremendous and we now have 11 new Silver Sunday events taking place throughout Mid Sussex this October.”

Councillor Jonathan Ash-Edwards
Cabinet Member for Resources and Economic Growth



CASE STUDY: SANCTUARY CARE

There was music and dancing when over 80 Sanctuary Care homes hosted Silver Sunday tea dances across the country.

There were a variety of different themes for the events. Lake View Residential Care Home in Brookside, Telford hosted a masquerade ball complete with live music, a school band and plenty of dancing. Meanwhile in Pershore, Worcestershire, there was an array of feathered headbands and glitzy dresses as the team and residents at Heathlands Residential Care Home stepped back in time with a 1920s themed event.

Residents and staff at The Rosary Nursing Home in Bridgwater, Somerset were transported back to a traditional English village fete from the comfort of the home with bright bunting, garden games and live music. At Ivydene Residential and Nursing Home in Plymouth the team dressed as land girls and officers for their 1940s themed celebration.

And in Hersden, Kent, residents at Meadow View Residential and Nursing Home rolled back the clock for a 1950s rock and roll inspired party.

“We were very proud to once again champion Silver Sunday and extend the care and kindness shown in our homes to the wider community. We really valued having the opportunity to welcome older people from our local areas to share this very special day with our residents and teams...”

Mark McCarthy, Managing Director Sanctuary Care



OUR SUPPORTERS



“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

“Many people believe that these days growing older is something that should be celebrated. Silver Sunday certainly encourages the enjoyment side of getting out and about and meeting new people... and that is what we hope is achieved by Silver Sunday – a little encouragement to make the most of life.”

Gloria Hunniford, TV and radio presenter



FAQs

Does an event have to take place on Silver Sunday, or could we hold our event on a nearby day instead?

Sunday was first chosen as our day to celebrate older people as research showed this is often the loneliest day of the week for elderly people in the UK. Most of our events take place on Silver Sunday itself, but we also have a number of activities that take place before, during October and even some later events in November. Most importantly, we recommend you choose a date which works best for your audience and resources.

What is the difference between Silver Sunday and Older Peoples' Day?

The 'United Nations Day of Older Persons' was established by the UN General Assembly in 1990 and takes place annually on the 1st October. It is an international awareness day which aims to highlight issues affecting the elderly, such as elder abuse.

Silver Sunday is a day when companies, organisations and individuals across the UK put on free and low-cost events for people aged 65 and over. It was founded in 2012 by Westminster's Older People's Champion, Councillor Christabel Flight, and the Sir Simon Milton Foundation, after a report showed that a third of older people in the borough were lonely. The aim is to celebrate their contribution to communities, as well as offer a modest way to help reduce isolation amongst the elderly.

We already run an event for Older People's Day. Can we still promote it on your website?

Yes, of course. In return we ask that you mention Silver Sunday in your event description, our logo on your marketing materials.



Walking Football Silver Sunday Cup ,Worcester Trust



Book Lovers Tea Party, Coventry Library

Can we charge guests an entrance fee or ask for donations on the day?

The vast majority of Silver Sunday events are kindly offered free of charge by groups and companies, as a way of giving back to older people in their local area. A few activities are offered for a reduced low-cost rate or ask for a small donation, usually no more than a few pounds, to help towards event running costs.

We already offer free / low-cost activities for older people throughout the year. Can we add those taking place in October to the Silver Sunday event listings?

Yes. One of our aims is to help people to discover services and facilities in their local area, and as such we are keen to help promote existing projects and free events for older people. We ask in return that you mention Silver Sunday in your event description and use our logo in your marketing materials. Some organisers who already offer services for older people may also give it a Silver Sunday 'twist'. For example, a weekly coffee group for older residents might make a Silver Sunday cake, or incorporate a Silver Sunday quiz within their usual activities.

Do you give grants to help towards running costs?

Unfortunately we are unable to provide grants for events. We advise organisers to contact their local council or search online for local groups that might be able to help.

Do we need insurance?

When you organise an event, you are responsible for making sure that it doesn't pose a risk to others. Public liability insurance protects you if members of the public suffer personal injury or property damage because of your business. We advise all event organisers to check with your organisation if you have public liability insurance before planning an event.



Llama visit, East Devon Homes



Tai Chi, Lloyd Park Walthamstow

VIDEOS



HEALTH | MONEY | TRAVEL | HOME

SAGA

SEPTEMBER 2017 CA
SAGA OCCASION MAGAZINE

MONTHLY

10 types of headache

Which one is yours?

What jolly japes we had!
75 years of The Famous Five



Queen of the silver screen

Dame Judi Dench on finding later-life love – and losing her sight.

EXHIBITION
Howard Hodgkin: Painting India
Wakefield

A last chance to see this exhibition at the Hepworth, with more than 35 works that Hodgkin painted in the past 50 years. The paintings, such as *From the House of Bhupen Khakhar*, above, characterise the colour and warmth of India, from fierce sunsets and oppressive rains, to the cities he visited. A gem. Until 8 Oct. hepworthwakefield.org, 01924 247360

the original *East and Sea*, the British Film Institute's summer programme collection, the classic war film *Dr. No*, centre, will be shown at the cinema, where the film is joy themed



Culture Take Note

Get ready for Silver Sunday on 1 October

Silver Sunday is an annual day of free activities for older people across the UK aimed at combating loneliness – and just having some fun. Everyone can get involved, whether helping to organise an event, spreading the word or simply joining in.



Silver Sunday 1 October

It started with a tea dance in 2012 organised by Cllr Christabel Flight, Westminster's Older People's Champion, after she read a report revealing that more than a third of people over 75 said they were lonely. Since then it has grown so much that last year there were nearly 650 different free events across the country. Thousands of people were able to get out of their homes, attend a get-together and make some new friends and connections.

From a tea party to a zumba class, curling to cricket – anything goes. Individuals, companies, communities and local authorities all join in the fun.

This year, Silver Sunday will take place on 1 October and this is a call for you either to help with or join in a free activity being held in your area.

Highlights this year include a Friendship Matinée at the Royal Albert Hall, featuring a tribute to the rock band Queen by the Royal Philharmonic Orchestra, a mass Tai chi session, dance workshops organised by the English National Ballet, and afternoon tea and a tour of Lord's Cricket Ground. But just a cuppa and some cake in your local village hall would do fine! For details of events or to submit your own Silver Sunday event, do please visit silversunday.org.uk

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Features



My plan to grow old in a commune with friends

On this Silver Sunday, Joanna Lumley serves a reminder that the elderly need our help to beat loneliness

Growing up, I remember our household being full of all generations – aunts and grandmothers, women's step-grandfather. My cousin of course, a maiden aunt, children whose parents were abroad (as mine sometimes were). We

people aged 75 and over live alone, while Age UK reports that two fifths of older people say the television is their main company. Behind statistics like this lie millions of lives blighted by loneliness.

This is why, five years ago, Silver Sunday was launched. This year's incarnation takes place today: a day of free events and activities for older people across the country, and a day for everyone else to show they are thinking about them.

My own involvement in this started when I attended the second ever Silver Sunday tea dance a few years ago. (I've since decided, incidentally, that the dance is my all-time favourite type of entertainment.) Held by Westminster City Council, it was cooked old people.

Disappointed while Joanna Lumley, a patron of Silver Sunday, above, is surrounded by people, others are not so lucky from all over the borough, bringing them together for dancing, cake and tea. No one was alone that day; they arrived in buses together, danced together and took tea together.

Elsewhere, Silver Sunday takes place in many different forms. This year's activities include events such as a boat trip along the Bristol Harbour, a walking football tournament in Wokingham, film screenings in London and many other besides.

Organisers describe it as "a day when we ask the nation to pause, think about older people and celebrate their contribution to society".

checkouts, the use of which can deprive the elderly of the one opportunity for human interaction they might have that day. (I don't use the self-checkouts, preferring to queue at the till for the pure joy of the human contact it involves.)

Our public debate is full of "young people's" issues: GCSE grades, A-level results, universities. This was, of course, not always the case. When I was young, no newspapers wrong their heads endlessly over our grades; we were still schoolchildren. Somehow the present passion for youth has stolen today's headlines.

So where do old people fit into this society? (Those who are grandparents have their designated part to play, but what about those who are not?) These are often the people who don't know how to make contact with others and feel vulnerable and lonely. This, in turn, makes them less likely to go out and make friends.

These living in tower blocks can be especially cut off. The friendly neighbour of yesterday, who could see over the garden fence that you hadn't hung out your washing one day, might have knocked on the door to check all was OK. This kind of gesture once helped build a collection of neighbours into a community. In the modern era, people may live in the same locality but they don't necessarily feel there's a community there, or that they belong, or that their input and opinions are valued.

As we move from our 20s to our 30s and 40s, we have less time to be with our friends, as our busy lives expand and family matters often fill up the gaps between work. Life becomes more complicated. But as we get older, we need friends more than ever. Dr Alexander, Folkestone says: "These friends then last, and their support is vital. I remember them with great fondness. I hope of steel, however, aren't enough when you reach that age where your friends start to die."

I have been blessed so far, and have always had someone there. But I can't help thinking of the awful statistic that one in five of us feels lonely all the time.

No one should feel lonely. If we all take the time to remember them, and particularly the elderly in our community, no one has to. As I told in *Room Silverman*

For details of Silver Sunday events in your area, visit silversunday.org.uk or call 020 7641 2600

our cashiers are disappearing and being replaced by self-service.



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SILVER SUNDAY
CELEBRATING OLDER PEOPLE

The Sir Simon Milton Foundation – helping young people to aspire and older people to thrive

The Sir Simon Milton Foundation sponsors Silver Sunday. We are a Westminster based charity that helps young people into work through education and training and aims to reduce loneliness and isolation amongst older people. Find out more on our website www.sirsimonmiltonfoundation.com.

