

**FULL
OF LIFE**

Welcome to your event ideas toolkit.



1. Getting started

Your guide to pain-free planning from developing an idea to publicising your event

2. Choosing your event

Whether you need a small, simple event or something a bit larger, here are some 'ready made' event ideas to help get you started

3. Publicising your event

Here are a few hints to help you promote your event and make the most of it with local media

4. See what other people did

Here are a few examples of successful events, big and small, from last year to spark your imagination.



1. Getting started

Pain-free planning

Developing an idea

Organising logistics

Safety first

Celebrating Older People's Day is a great way of building new relationships between people of all ages and will create a real buzz in your local community. Planning an event can seem a daunting task but this step-by-step checklist covers everything you will need to consider.

1. A step-by-step approach

Plan your event one step at a time and remember to keep it achievable and fun for you to do. Before you start thinking about ideas, consider the following:

- How many people do you envisage attending
- The theme for this year's Older People's Day is getting and staying active in later life. Encouraging people to prepare well for and enjoy a positive later life benefits each of us individually and society as a whole.
- However we appreciate that physical activity may not be an appropriate option for your event, but we would still encourage you to hold an event in line with the overall objectives for the Day. For example, it highlights the contribution older people make to our society, tries to tackle any negative attitudes or stereotypes by bringing different generations together, or promotes a positive view of later life.
- When you might hold your event – Older People's Day is on 1 October

2. With a little help from your friends

Gather members of your organisation together and brainstorm ideas. Meeting somewhere light and bright, such as a local café, will really help get the creative juices flowing. It's important your event is fun for you to organise and for people to attend. Your chosen idea doesn't have to be wild or new; some of the best events take a fresh look at an old classic. Decide if you want to keep it simple or create a 'big bang' event that makes a real statement.

3. Research your idea thoroughly

Produce a shortlist of your top three ideas and research them thoroughly. Talk to potential partners and local organisations that may wish to sponsor your event. Approach neighbours and friends of all ages to see if they like your ideas and if you're thinking of the sort of event they'd like to attend. Also contact potential venues to discuss your plans and check availability.

FULL OF LIFE



1. Getting started

Pain-free planning

Developing an idea

Organising logistics

Safety first

1. The best of the bunch

Once you've chosen an idea you'll need to finalise the details and start thinking about logistics.

2. Decide on a location

Cafés, restaurants, bars and community centres are ideal for hosting local events. Think about how many people might come, public transport links and parking facilities. Make sure you speak to your chosen venue to check they are happy to host the session.

3. Choose a date and time

Check out local papers and websites to make sure there are no other similar events already planned. Think about whether you will need a full day, an afternoon or an evening for your event. Some events are perfect for a weekday evening while others will need to be held at the weekend.

4. Working together

Consider setting up a core events team to plan your event from start to finish. This could comprise dedicated members of your organisation, friends and even family. With the theme for this year's Older People's Day in mind, why not consider including people of different ages. This will ensure that your event will bridge the generation gap and appeal to all. Allocate roles and responsibilities and have regular team catch ups. Writing a 'to do' list for everyone, complete with deadlines, is a great way of making sure everything is on track and will be completed on time.

5. Working out a budget

The budget required will very much depend on the size and scope of your chosen event. Many community events can be organised at little or no cost and a selection of these can be found in our 'ready made' event suggestions contained in this toolkit.

When planning your budget, consider the following factors:

- If you need to hire your chosen venue there may be a cost attached
- Do you need to hire audio visual and sound equipment?
- Will you be providing refreshments? If so, for how many?
- You may need to hire additional chairs and/or tables
- Bunting, balloons, streamers and poster printing will all incur a small cost

6. Let us know about your event

Events will be promoted on www.direct.gov.uk/fulloflife so that the general public can find an event near where they live. You can submit details of your event to be included.

Or, even if your event is not open to the public please tell us about it, we'd love to hear what you're up to. Any events which are especially innovative or best represent the aims of Older People's Day we may wish to follow up for inclusion in press or publicity work.

FULL OF LIFE



1. Getting started

**FULL
OF LIFE**

Pain-free planning

Developing an idea

Organising logistics

Safety first

We have purposefully kept things simple. The ideas suggested will be enjoyable to organise and fun to attend but you should carry out a basic risk assessment as part of the planning process for your event. Try to anticipate any risks involved, and then try to prevent them or minimise them wherever possible.

The checklist below will ensure you consider all the important factors:

- Any slipping, tripping or falling hazards
- Fire risks or fire evacuation procedures
- Electrical safety
- Inadequate lighting, heating or ventilation
- If you are holding a walk or ramble you will need to ensure the route is safe
- Be careful regarding security if there are large amounts of money at the event

Working with children and vulnerable adults

As part of your risk assessment you will need to determine if a Criminal Records Bureau (CRB) check is required. Nothing we have recommended should require this but we are obliged to make you aware of the necessary guidelines.

If parents and/or carers are not present at your event, and the adults in charge will have unsupervised access to children and/or vulnerable adults, you will need to carry out background checks from the Criminal Records Bureau (www.crb.gov.uk).

These checks can take some time to obtain and should be factored into your planning timetable. Also consider asking parents, guardians and carers to sign consent forms for physical activities such as walks and rambles.

Insurance

Persons undertaking large events should also consider taking out the appropriate Personal Accident and Public Liability Insurance. The Department for Work and Pensions cannot accept responsibility for claims, of whatever nature, which may arise from an event that is outside of its control. Please see the following link for further information:

www.businesslink.gov.uk/bdotg/action



2. Choosing your event

FULL OF LIFE

Pick of the best

Smaller events

[Neighbourhood clean-up](#)

[The big cake sale](#)

[Knit and natter](#)

[Games night](#)

[Community ramble](#)

[Community walk](#)

[Clothes swap party](#)

Larger events

[Ultimate quiz night with a twist](#)

[Start a community garden](#)

[Skills swap shop](#)

[Strictly comes to town](#)

[Cookery demonstration](#)

[Talk and try](#)

[Treasure hunt](#)

Most communities have a local sports field or public park that would benefit from a clean up. Inspire local residents of all ages to work together for an afternoon to make a difference. Green spaces that are clean and safe will be enjoyed by people of all ages creating the perfect environment where old and young can meet. It's a good way to get active, it's rewarding and will strengthen your local community.

1. Decide on a location

Talk to your members, local residents and other organisations (schools, churches) and decide on an area of land to be improved.

2. Choose a date and time

Estimate the time required to complete your clean up. Remember, it's a quick makeover not an ongoing project. Lots of people picking up litter, sweeping and disposing of rubbish will make a big difference! We recommend holding your event on a Saturday or Sunday afternoon.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Adapt our Full of Life poster and display on local public notice boards, such as your local library, supermarket or school. And remember to let us know too.

4. Plan


- Everyone will need to be briefed on the task for the day
- Appoint a project leader and make sure everyone understands their role
- Consider creating teams that include people of different ages
- You could make it into a competition with a prize for the most rubbish collected
- Make sure you have a plan for disposing the rubbish responsibly at your nearest rubbish depot and remember to recycle wherever possible

5. Budget

A small budget will be required for purchasing bin bags and rubber gloves. Buying drinks and snacks for all your workers would also be a nice way to thank them for their time.

6. Talk to the press

Organising a community clean up is a great way to raise the profile of your organisation with local media. The press release template has been designed for you to adapt and distribute. If you inspire lots of local residents to get involved on the day, why not invite local journalists to be part of the clean up too!



2. Choosing your event

FULL OF LIFE

Pick of the best

Smaller events

[Neighbourhood clean-up](#)

[The big cake sale](#)

[Knit and natter](#)

[Games night](#)

[Community ramble](#)

[Community walk](#)

[Clothes swap party](#)

Larger events

[Ultimate quiz night with a twist](#)

[Start a community garden](#)

[Skills swap shop](#)

[Strictly comes to town](#)

[Cookery demonstration](#)

[Talk and try](#)

[Treasure hunt](#)

A cake sale is a great way to engage with local residents and bring people together. Invite people to bring what they can, from cookies to impressive decorated cakes. People can be invited to show off their tried and tested recipes for traditional favourites, for younger enthusiasts to try some of these classic tastes that have been perfected through generations of baking. You could even consider inviting a local baker or member of your organisation with a knack for baking to demonstrate how to bake the perfect sponge and/or offer a prize for the most creative cake.

1. Decide on a location

Parks, sports fields, church halls, community centres and local schools are all options to check out and consider. Think about how many people might come, public transport links and parking facilities.

2. Choose a date and time

Set aside a minimum of two hours for your sale. The event would work well at the end of a busy weekday or during the weekend. Check out local papers and websites to make sure there are no similar local events already planned.

3. Tell people about it

Talk to your members and consider issuing an email invitation. Adapt our Full of Life poster and display on local public notice boards, such as your local library, supermarket or school. And remember to let us know too.

4. Plan


- A group of people will be needed to price the cakes and set up the tables
- Appoint someone to count takings at the end of the sale
- Remember to fully dismantle all furniture and props used

5. Budget

Little or no budget will be required to organise and host a cake sale. If you are unable to find a venue that will accommodate you for free, you may need to set aside budget to rent a local hall.

6. Talk to the press

The press release template has been designed for you to adapt and distribute. Strong photographs really help to bring a story alive; take as many as you can and issue the best with the press release.



2. Choosing your event

Pick of the best

Smaller events

[Neighbourhood clean-up](#)

[The big cake sale](#)

[Knit and natter](#)

[Games night](#)

[Community ramble](#)

[Community walk](#)

[Clothes swap party](#)

Larger events

[Ultimate quiz night with a twist](#)

[Start a community garden](#)

[Skills swap shop](#)

[Strictly comes to town](#)

[Cookery demonstration](#)

[Talk and try](#)

[Treasure hunt](#)

Knitting clubs are currently taking the nation by storm. This event will encourage people of all ages and levels of expertise to get together to share skills and stories. Older people, with a lifetime of knitting experience, can teach younger knitters a stitch or two. In return, newer knitters can teach the traditionalists contemporary patterns and cutting edge techniques. It's creative, relaxing, and a great way to meet others.

1. Decide on a location

Local cafés, restaurants, bars and community centres are ideal. Think about how many people might come, public transport links and parking facilities. Make sure you speak to your chosen venue to check they are happy to host the session.

2. Choose a date and time

A two hour session on a weekday evening or a Saturday afternoon would work well. Check out local papers and websites to make sure there are no other similar events already planned.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Adapt our Full of Life poster and display on local public notice boards, such as your local library, supermarket or school. And remember to let us know too.

4. Plan

Even the smallest events require a plan:

- Appoint three or four serious knitters to help those that might not be as skilled
- Consider bringing some interesting knitting patterns – some easy, others trickier – to get people started

5. Budget

Holding a knit and natter session should require little or no budget to set up. If you decide to hold your event at a local café or bar approach people beforehand to ensure they are happy to pay for their own refreshments.





2. Choosing your event

Pick of the best

Smaller events

[Neighbourhood clean-up](#)

[The big cake sale](#)

[Knit and natter](#)

[Games night](#)

[Community ramble](#)

[Community walk](#)

[Clothes swap party](#)

Larger events

[Ultimate quiz night with a twist](#)

[Start a community garden](#)

[Skills swap shop](#)

[Strictly comes to town](#)

[Cookery demonstration](#)

[Talk and try](#)

[Treasure hunt](#)

Apparently you can learn more about someone by playing a game than going on ten dinner dates... Bring local residents of all ages together by inviting them to the ultimate games night. Ask people to bring traditional board games and consider setting up interactive gaming consoles. Traditional board games – with lots of shouting out – really help people relax and interact.

1. Decide on a location

Church halls, community centres and local schools are all options to consider. Think about how many people might come, public transport links and parking facilities.

2. Choose a date and time

Set aside a minimum of two hours for your games evening. The event would work well at the end of a weekday or during the weekend. Check out local papers and websites to make sure there are no similar local events already planned.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Adapt our Full of Life poster and display on local public notice boards, such as your local library, supermarket or school. And remember to let us know too.

4. Plan

- Think about how best to use your chosen venue – perhaps divide the room into different games zones. You may need to hire additional chairs and tables
- Consider appointing 'champions' to lead each game and put people into teams of mixed generations
- Everyone should have time to play at least two games each
- Movie style snacks and treats like popcorn and nachos are easy to prepare and will ensure energy levels are kept high

5. Budget

You will need to find a small budget to cover refreshments and if you are unable to find a venue that will accommodate you for free, you may need to set aside budget to rent a local hall.

6. Talk to the press

If your games night is large enough, shout about your involvement in Older People's Day and the role you have played in bringing different generations together. The press release template has been designed for you to adapt and distribute. Strong photographs really help to bring a story alive; take as many as you can and issue the best with the press release.

FULL OF LIFE



2. Choosing your event

Pick of the best

Simple events

[Neighbourhood clean-up](#)

[The big cake sale](#)

[Knit and natter](#)

[Games night](#)

[Community ramble](#)

[Community walk](#)

[Clothes swap party](#)

Larger events

[Ultimate quiz night with a twist](#)

[Start a community garden](#)

[Skills Swap Shop](#)

[Strictly comes to town](#)

[Cookery Demonstration](#)

[Talk and Try](#)

[Treasure Hunt](#)

Rambling can be enjoyed by people of all ages. Many people are on the look out for opportunities to keep active and some of the younger 'sat nav' generation have little or no experience of reading a map and exploring their local countryside.

It's simple to organise and a great way to meet new people. Light refreshments are easy to provide and people can be encouraged to bring their own picnics.

1. Decide on a location

First you need to decide where you want to ramble to, how long you want it to take and agree the route. The best rambles often take walkers past historical sites or attractive local beauty spots and can be enjoyed by walkers of all abilities. Think about how many people might come and public transport links at the start and end of the ramble.

2. Choose a date and time

Weekends work well for most people and we recommend holding your ramble on

a Saturday or Sunday. Check out local papers and websites to make sure there are no similar local events already planned.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Adapt our Full of Life poster and display on local public notice boards, such as your local library, supermarket or school. You might want to suggest that people come dressed comfortably in old clothes and comfortable walking shoes. And remember to let us know too.

4. Plan

- Walk the route first with a small team to ensure that it's suitable
- Print maps for everyone on the day
- Consider placing markers at key points
- Ensure that everyone has water and drinks regularly throughout the day
- Have a trained medic or first aid kit on hand in case of any emergencies

5. Budget

A small budget may be required for maps, markers and any refreshments you may want to provide.

6. Talk to the press

The press release template has been designed for you to adapt and distribute. Strong photographs really help to bring a story alive; take as many as you can and issue the best with the release. Remember to capture older and younger walkers enjoying the local countryside together. You might want to consider inviting local journalists to take part in your ramble.

Top tip:



You might want
check out:

www.ramblers.org.uk



2. Choosing your event

FULL OF LIFE

Pick of the best

Smaller events

[Neighbourhood clean-up](#)

[The big cake sale](#)

[Knit and natter](#)

[Games night](#)

[Community ramble](#)

[Community walk](#)

[Clothes swap party](#)

Larger events

[Ultimate quiz night with a twist](#)

[Start a community garden](#)

[Skills swap shop](#)

[Strictly comes to town](#)

[Cookery demonstration](#)

[Talk and try](#)

[Treasure hunt](#)

If you don't want to organise a ramble through the countryside a community walk in a more urban area will be just as enjoyable. Encourage older and younger participants to interact by splitting people into pairs. Each pair could have a combined age of either 50 or 100! The walk would be a fantastic way to celebrate Older People's Day and will build new relationships with your local community.

1. Decide on a location

First you need to decide where you want to walk to, how long you want it to take and agree the route. Community walks don't have to be through the countryside, you could make your way through a nearby historical town or local wildlife spot. Think about how many people might come and public transport links at the start and end of the walk.

2. Choose a date and time

Weekends work well for most people and we recommend holding your walk on a Saturday or Sunday. Check out local papers and websites to make sure there are no similar local events already planned.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Adapt our Full of Life poster and display on local public notice boards, such as your local library, supermarket or school. You might want to suggest that people come dressed comfortably in old clothes and comfortable walking shoes. And remember to let us know too.

4. Plan


- Walk the route first with a small team to ensure that it's suitable
- Print maps for everyone on the day
- Consider placing markers at key points
- Ensure that everyone has water and drinks regularly throughout the day

5. Budget

A small budget may be required for maps, markers and any refreshments you may want to provide.

6. Talk to the press

The press release template has been designed for you to adapt and distribute. Strong photographs really help to bring a story alive; take as many as you can and issue the best with the release. Remember to capture older and younger walkers enjoying the walk together. You might want to consider inviting local journalists to take part in your ramble.



2. Choosing your event

Pick of the best

Smaller events

Neighbourhood clean-up

The big cake sale

Knit and natter

Games night

Community ramble

Community walk

Clothes swap party

Larger events

Ultimate quiz night with a twist

Start a community garden

Skills swap shop

Strictly comes to town

Cookery demonstration

Talk and try

Treasure hunt

Everybody is thinking about making the most of what we already have – and with a Give & Take clothes party, we can make the most of what our friends, family and local community have too! Give & Take clothes parties consist of each guest bringing at least one piece of loved but now unwanted clothing to the party and in return they get to choose one 'new' piece that has also been donated by fellow partygoers.

Coats, hats, dresses, trousers and shoes are all added to the mix, and for an added extra, any unwanted accessories can also be donated as a bonus for partygoers to mix and match with their new items.

1. Decide on a location

Church halls, community centres and local schools are all options to check out and consider. Think about how many people might come, public transport links and parking facilities.

2. Choose a date and time

Set aside a minimum of two hours for your party. The event would work well at the end of a busy weekday or during the weekend. Check out local papers and websites to make sure there are no similar local events already planned.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Our toolkit contains a poster that you can adapt and display in local public information zones, such as your local library, supermarket or school. Include party information, the date, time, location and a contact email/telephone number. And remember to let us know too.

4. Plan

- Decide who the party is for - ladies only, children, men? All three? Tailor your posters and invitations accordingly
- Everyone will need to be briefed on the objective for the party
- Appoint a project/party leader and make sure everyone understands their role
- Decide how many people will be needed to 'take' donated items as entry to the Give & Take party and to assist with clothes rail and table management
- Consider if any refreshments are needed
- Consider if any changing areas are needed – you might want to put up some screening to provide privacy
- Consider how many clothing rails and hangers / tables will be needed – you might ask local clothes shops for hanger donations and even some new clothes to add to the mix!

FULL OF LIFE

- Appoint someone to collect any unwanted items and arrange delivery to a local charity shop
- Remember to fully dismantle all furniture and props used

5. Budget

Little or no budget will be required to organise and host a Give & Take clothes party. If you are unable to find a venue that will accommodate you for free, you may need to set aside budget to rent a local hall. Do also consider costs for clothes rails and possibly refreshments too.

6. Talk to the press

Shout about the role your organisation has played in celebrating Older People's Day. Organising a Give & Take clothes party is a great way to raise the profile of your organisation with local media. The press release in our toolkit has been designed for you to adapt and distribute. Strong photographs really help to bring a story alive; take as many as you can and issue the best with the press release. Why not invite local journalists to Give & Take too!

Top tip:



For further information
on Give & Take clothes parties visit
www.swishing.org



2. Choosing your event

Pick of the best

Smaller events

Neighbourhood clean-up

The big cake sale

Knit and natter

Games night

Community ramble

Community walk

Clothes swap party

Larger events

Ultimate quiz night with a twist

Start a community garden

Skills swap shop

Strictly comes to town

Cookery demonstration

Talk and try

Treasure hunt

Invite the local community to the ultimate quiz night with a twist. Teams will require at least one member born in each of the last six decades and questions would be set by three people from different age groups. A team-based event like this can be a great way to strengthen relationships between people of different ages.

1. Decide on a location

Large family pubs in your area would work well but village halls and community centres are excellent alternatives. Visit a number of venues and check out the facilities. Think about how many people might come, public transport links and parking facilities. Approach the landlord/venue owners and explain you're looking to host a large community quiz night. It's a great profile raising opportunity for the chosen venue and will bring lots of new customers to their door.

2. Choose a date and time

Set aside around two hours for the quiz. The event would be a great way to spend a quiet Sunday afternoon and/or evening. Check out local papers and websites to make sure there are no similar local events already planned.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Adapt our Full of Life poster and display on local public notice boards, such as your local library, supermarket or school. And remember to let us know too.

4. Plan

- Gather together a core team and designate roles and responsibilities
- Ask people (born in different generations) to research and compile three rounds of ten questions
- Lots of websites have questions and forms that can be easily downloaded
- Approach someone with real stage presence and a booming voice to

act as quiz master

- Do you have a local celebrity who would be happy to support the quiz?
- Organise prizes
- Develop answer forms for each team and buy enough pens and pencils

5. Budget

A pub quiz is a cost-effective event to organise but a small budget will be required to cover the prizes, forms and pens. People can buy their own refreshments at the bar.

6. Talk to the press

The press release template has been designed for you to adapt and distribute. Strong photographs really help to bring a story alive; take as many as you can and issue the best with the press release. Consider inviting your local paper to take part in the quiz!

FULL OF LIFE



2. Choosing your event

Pick of the best

Simple events

[Neighbourhood clean-up](#)

[The big cake sale](#)

[Knit and natter](#)

[Games night](#)

[Community ramble](#)

[Community walk](#)

[Clothes swap party](#)

Larger events

[Ultimate quiz night with a twist](#)

[Start a community garden](#)

[Skills Swap Shop](#)

[Strictly comes to town](#)

[Cookery Demonstration](#)

[Talk and Try](#)

[Treasure Hunt](#)

October is a busy time for gardeners and presents an ideal opportunity to launch an initiative that brings together the entire community. Volunteers of all ages will work to rejuvenate a patch of land. Consider creating an area for people to grow their own produce.

1. Decide on a location

Talk to your members, local residents and other organisations (schools, churches) about where to plant your garden. Seek approval from your local council.

2. Choose a date and time

Estimate the time it will take to complete your garden, then calculate how many group sessions will need to be organised. One three hour session on a weekday evening and a weekend morning throughout October would be ideal. Decide when the first session will take place and start planning...

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation that calls for volunteers. Adapt our Full of Life poster and display on local public notice boards, such as your local library, supermarket or school. And remember to let us know too.

4. Plan

- Create a core team that consists of three or four dedicated volunteers and allocate responsibilities
- Set out the objectives for the garden, what the end result will look like and key stages to be reached along the way
- Approach local garden centres to see if they will sponsor the project by providing free plants and equipment
- Gather together all the equipment you'll need and bags to dispose of any garden rubbish – ask people to bring their own gardening equipment
- Purchase refreshments for hard working gardeners at each of your sessions

- Think about specific jobs that can be undertaken by children and those who are less mobile

5. Budget

Sponsorship wherever possible will enable you to keep costs to a minimum and most organisations will want to be associated with community projects.

6. Talk to the press

Organising a community garden project will present you with fantastic profile raising opportunities. The press release template has been designed for you to adapt and distribute as required. Invite press to a small ceremony to mark the first planting and allow them to talk to some of the volunteers involved. Once completed, they can visit the garden to see the results for themselves. Remember to take some good before and after pictures! Why not invite a local paper to be part of the volunteer team.

FULL OF LIFE



2. Choosing your event

Pick of the best

Smaller events

[Neighbourhood clean-up](#)

[The big cake sale](#)

[Knit and natter](#)

[Games night](#)

[Community ramble](#)

[Community walk](#)

[Clothes swap party](#)

Larger events

[Ultimate quiz night with a twist](#)

[Start a community garden](#)

[Skills swap shop](#)

[Strictly comes to town](#)

[Cookery demonstration](#)

[Talk and try](#)

[Treasure hunt](#)

Stop unusual skills being lost from your local community by hosting a big skills swap shop. These are sessions at which older and younger people share their skills. No matter what your age, it's never too late to learn a new skill. For example, invite people to come and improve their maths, learn about bookkeeping or hone their golf swing. A skills swap shop will allow people of different ages to interact and meet new people.

1. Decide on a location

Church halls, community centres and local schools are all options to check out and consider. Think about how many people might come, public transport links and parking facilities.

2. Choose a date and time

Set aside a morning or afternoon during the weekend for your swap session. Check out local papers and websites to make sure that there are no other local events already planned.

3. Tell people about it

Talk to your members and consider issuing an email invitation. Adapt our Full of Life poster and display on local public notice boards, such as your local library, supermarket or school. And remember to let us know too.

4. Plan

- Think about how best to use your chosen venue
- Perhaps you could divide the room into different skills zones – e.g. maths, sport, cookery etc
- You may need to hire additional chairs and tables
- Consider appointing 'champions' to kick off each session
- Organise for certain swappers to give a brief talk or session on their chosen skill

5. Budget

If you are unable to find a venue that will accommodate you for free you may need to set aside budget to rent a local hall.

6. Talk to the press

The press release template has been designed for you to adapt and distribute. Strong photographs really help to bring a story alive; take as many as you can and issue the best with the press release. Why not invite journalists to visit the event and learn some new skills! They could even be encouraged to give a small demonstration on shorthand.

FULL OF LIFE



2. Choosing your event

FULL OF LIFE

Pick of the best

Simple events

[Neighbourhood clean-up](#)

[The big cake sale](#)

[Knit and natter](#)

[Games night](#)

[Community ramble](#)

[Community walk](#)

[Clothes swap party](#)

Larger events

[Ultimate quiz night with a twist](#)

[Start a community garden](#)

[Skills Swap Shop](#)

[Strictly comes to town](#)

[Cookery Demonstration](#)

[Talk and Try](#)

[Treasure Hunt](#)

Piggy back on the popularity of the Strictly Come Dancing TV show and organise a dance evening for your local community. Feature dances like the jive and salsa, which people from all generations can enjoy. A professional dance demonstration could kick off proceedings and then invite everyone to put on their dancing shoes.

1. Decide on a location

Church halls, community centres and local schools are all options to check out and consider. Think about how many people might come, public transport links and parking facilities.

2. Choose a date and time

The event can be as large or as small as you like. Host an intimate session on a weekday evening or a big bang event on a Friday or Saturday night. Check out local papers and websites to make sure there are no similar local events already planned.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Adapt our Full of Life poster and display on local public notice boards, such as your local library, supermarket or school. And remember to let us know too.

4. Plan

- Gather together a core team and designate roles and responsibilities
- Approach your local dance school or sports centre to see if they would be happy to sponsor the evening
- Search on the website for details of local dance instructors
- Hire music equipment and speakers if required
- Choose the dances to be learned
- Create a music list
- Consider providing a selection of Latin canapés and refreshments

5. Budget

The amount required will depend on the size and scope of your event. Provision will need to be made for any audio visual equipment that needs to be hired and if you are unable to find a venue that will accommodate you for free you may need to set aside budget to rent a local hall.

6. Talk to the press

The press release template has been designed for you to adapt and distribute. Strong photographs really help to bring a story alive; take as many as you can and issue the best with the press release.



2. Choosing your event

Pick of the best

Simple events

[Neighbourhood clean-up](#)

[The big cake sale](#)

[Knit and natter](#)

[Games night](#)

[Community ramble](#)

[Community walk](#)

[Clothes swap party](#)

Larger events

[Ultimate quiz night with a twist](#)

[Start a community garden](#)

[Skills Swap Shop](#)

[Strictly comes to town](#)

[Cookery Demonstration](#)

[Talk and Try](#)

[Treasure Hunt](#)

Everyone has a favorite recipe, that they love to make time and again. Some may have been passed down through the family or picked up on holiday, while others may just be the perfect solution to using up the left-overs in the house! Why not organise a live cookery event for people to demonstrate how to make their signature dish. There could also be a theme such as 'Traditional British' or how about inviting younger members along to enjoy the innovative and tasty recipes that were created while there was rationing. You could even ask a chef from a popular local restaurant to lead a demonstration.

1. Decide on a location

Schools or colleges are ideal as they often have purpose-built cookery work stations around a larger demonstration area. This also gives the added dimension of allowing guests to re-create the recipes that they have just seen rather than just sampling them afterwards.

2. Choose a date and time

If you use a school or college the event will have to be out of hours. If people are going to re-create the recipes there will be preparation work to do in advance to ensure all the ingredients are ready. It would be a good idea to end the event at lunch or dinner time so that people can enjoy the food that has been created.

A Saturday morning or weekday evening would work well. Check out local papers and websites to make sure there are no other similar events already planned.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Our toolkit contains a poster that you can adapt and display in local public information zones, such as your local library, supermarket or school. Include the date, time, location and a contact email/telephone number. Depending on space, you may want to ask people to sign up. And remember to let us know too.

4. Plan

- Invite demonstrators/recipe ideas from your members. Alternatively the demonstrator could be someone from the school or college, a chef from a local restaurant, or someone you know who is a skilled cook.
- If guests are going to re-create the meal at their individual work stations then it is probably best to have just one demonstrator due to the time it will take. However, if the guests are only going to step-up and help with certain aspects of the meal and then sample it, two or three demonstrators will ensure a nice variety.
- If participants are to create their own dishes, you will need to ask


them to bring their own ingredients. You could consider supplying some of the basic ingredients, such as flour or sugar, to make this easier

- Work with the demonstrators to come up with a menu that can be made and eaten in the allocated time
- It may be necessary to limit the number of guests you invite due to the cookery space available – you might want to consider asking people to sign up in advance
- To help speed up the event, it may be useful to weigh out all the ingredients in advance
- Think about crockery and cutlery – do you need to provide paper plates or containers for people to take their creations home?
- You may also want to serve drinks to accompany the food.

5. Budget

Plan in advance so that you know how many people to expect and what quantities of ingredients will be required. If you are supplying ingredients, you could charge a small entrance fee to cover costs. If you decide to invite a local chef to attend, you may want to give them a thank you present at the end. A small budget may be required to provide refreshments for people as they arrive or to accompany the food.

FULL OF LIFE



2. Choosing your event

Pick of the best

Simple events

[Neighbourhood clean-up](#)

[The big cake sale](#)

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Larger events

[Ultimate quiz night with a twist](#)

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[Skills Swap Shop](#)

[Strictly comes to town](#)

[Cookery Demonstration](#)

[Talk and Try](#)

[Treasure Hunt](#)

Hosting a series of taster sessions for different activities is a great way to encourage people of all ages to try new things and to meet new people. From French classes to badminton, and yoga to gardening, a Talk & Try event will enable groups of people to learn new skills and discover new interests together.

1. Decide on a location

Sports and community centres provide the best locations for Talk & Try sessions, as they will be set up with the equipment needed. You may want to consider a space that has both indoor and outdoor options, in case of poor weather. Think about how many people might come, public transport links and parking facilities.

2. Choose a date and time

Weekday evenings and weekend afternoons are convenient for most people – many centres already offer these taster sessions, so you should talk to the venue hosts first to establish a time that will work well. Co-ordinate with the instructors of the chosen taster sessions to decide the length of time each taster should last. Check out local papers and websites to make sure there are no similar local events already planned.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Our toolkit contains a poster that you can adapt and display

in local public information zones, such as your local library, supermarket or school. You might want to advise people to wear comfortable clothes and trainers if sports activities are included. And remember to let us know too.

4. Plan

- Decide what sort of tasters you'd like to offer – sports or adult learning? Crafts or IT? Then approach the relevant local centre – most sport, community and adult learning centres have coordinators who help to arrange public engagement activities. Remember, this event could be a good opportunity for them to recruit new members, so this might encourage them to help you
- Work with the venue to establish a selection of classes or activity tasters that are to be offered, and establish a length of time for each of them – the idea is to give a taste, so a 15-20 minute session on each activity should be ample time
- Make sure you include events that are suitable and interesting for everyone, from young children to the elderly
- Arrange a running order for your event, and write it up on some large sheets of paper or card so all participants know where they need to be and at which time
- Consider how many people are likely to attend, and ensure the centre is equipped to cope with them – you may want to ask people to sign up in advance

- Think about the layout of your event – allow plenty of space for the sporting sessions and if possible different rooms for different activities so people are able to try out all of them
- Arrange some ice breaker activities to get people of all ages interacting together, and to help your participants to relax
- Consider refreshments – most centres have cafes or vending machines from which participants can purchase their own drinks and snacks, but you might want to ask the centre to offer free soft drinks


5. Budget

If you are unable to find a venue that will accommodate you for free, you may need to set aside budget to rent a local hall. You may wish to charge people a small entry fee for participating to help cover this cost.

6. Talk to the press

Shout about the role your organisation has played in celebrating Older People's Day. Taster sessions will provide lots of excellent photo opportunities and interviews for local media. The press release in our toolkit has been designed for you to adapt and distribute. Strong photographs really help to bring a story alive; take as many as you can and issue the best with the press release. Why not invite local journalists to participate?

FULL OF LIFE



2. Choosing your event

Pick of the best

Smaller events

Neighbourhood clean-up

The big cake sale

Knit and natter

Games night

Community ramble

Community walk

Clothes swap party

Larger events

Ultimate quiz night with a twist

Start a community garden

Skills swap shop

Strictly comes to town

Cookery demonstration

Talk and try

Treasure hunt

A bit of healthy competition can make for a very lively community event! Why not get to know your local town or village a little better, and get some camaraderie, teamwork and friendly rivalry going at the same time with a community treasure hunt? Provide each team with a list of 'items' to find around your local area – these can be answers to questions rather than actual 'things', such as the colour of the menus at the local café, the number of steps leading up to the town hall, or the date inscribed above the door of the local historic house.

1. Decide on a location

You'll need to choose a meeting point for all the teams involved – this could be a local landmark, or perhaps a café or pub – which can also double up as a place to meet for refreshments after the treasure hunt. Think about how many people might come, public transport links and parking facilities.

2. Choose a date and time

Saturday or Sunday afternoon is probably the best time to get people of all ages taking part, and you will need to set a time limit for the treasure hunt – one hour should be ample

time without letting participants get too tired. Remember, the days will be getting shorter, so time it for early afternoon to ensure teams are not out after dark. Check out local papers and websites to make sure there are no other similar events already planned.

3. Tell people about it

Talk to your members and perhaps consider issuing an email invitation. Our toolkit contains a poster that you can adapt and display in local public information zones, such as your local library, supermarket or school. Include the date, time, location and a contact email/telephone number. You might want to let people know to wear warm and waterproof clothing. And remember to let us know too.

4. Plan

- Get together with a group of friends, colleagues and family, and think about local landmarks, quirks and lesser-spotted details that could make good 'items' to collect on the treasure hunt, and write these up into a list. A friend or neighbour may be able to photocopy these at work, or they could be copied at the post office for a small price
- Think about how you are going to arrange teams – do you want people to enter in a team, or are you going to set

teams on the day? Do you want a mix of ages on the treasure hunt?

- Appoint a team of volunteers to help coordinate teams on the day
- Have a dedicated judge to help you mark the teams' efforts
- Think about a prize – you may be able to convince your local café or pub to provide a voucher for a free lunch in exchange for the local publicity
- Ensure you have enough copies of the list of treasure hunt items, and a large supply of pens
- Participants can purchase their own refreshments in the café or pub, but you could ask if the establishment would provide the first soft drink or cup of coffee for free

5. Budget

The Community Treasure Hunt should cost very little to arrange – just a small budget for pens and photocopying, if needed.

6. Talk to the press

Shout about the role your organisation has played in celebrating Older People's Day. The press release in our toolkit has been designed for you to adapt and distribute. Your local paper or radio station may even want to enter a team!

FULL OF LIFE

3. Publicising your event

Making a Splash

Tell people about it

Writing your press release

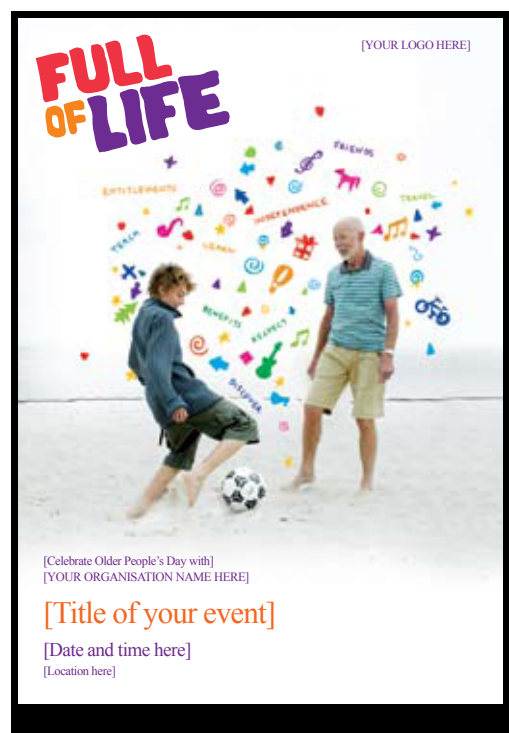
Full of Life Poster

Tell people about your event by downloading and adapting our Full of Life poster, to display on local public notice boards, such as your local library, supermarket or school. Include the date, time, location and a contact email/telephone number before printing out. Consider distributing flyers outside your local school, supermarket or at your local town centre. Remember to contact the organisations in question for permission beforehand.

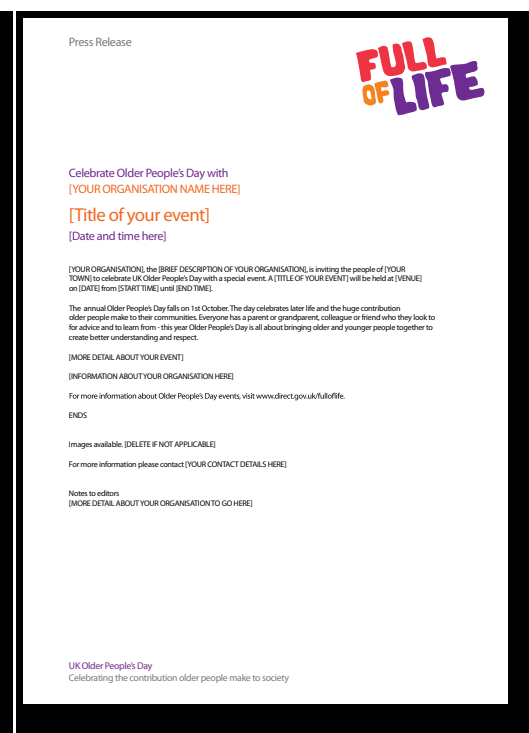
Talk to the press

Shout about your involvement in Older People's Day, the role you have played in bringing different generations together, and your achievements. To make it as simple as possible, we have designed a press release template for you to adapt and distribute either before or after your event. Strong photographs really help to bring a story alive; take as many as you can and issue the best with the press release.

FULL OF LIFE



poster template



press release template



3. Publicising your event

Making a Splash

Tell people about it

Writing your press release

Who am I writing this for?

Take a look at some of the publications and pieces by the journalists you're targeting. It will give you an indication of style and of the kind of language they use. It also helps you to understand the kind of story they like; the press release you had in mind may not be right for them at all, and you'll need to change your ideas to get them interested.

How should I construct a press release?

The 'news' should always be the starting point for a press release, so if the recipient reads no further than the headline and the first paragraph, he/she will have a clear idea about the story. When writing a press release always remember the five 'W' rule for the opening paragraphs: Who, What, Where, Why, When. By answering the five W's in the first and second paragraphs it will help you to construct your story in a newsworthy style. Subsequent paragraphs should provide information that expands on your news and illustrates the main point, so that by the time you get

to the end of a press release you're in the realm of general company background information.

What about the headline?

Generally, it's best to keep headlines as punchy and unambiguous as possible. However, this may sometimes be difficult. The news may be too complex to summarise in five or six words, in these cases you can use what's called the 'second head' or 'sub-heading'.

How long should a press release be?

Generally, a press release should be no more than one-and-a-half to two pages. If you have more information that helps to illustrate your story, you can include this within separate background documents if the journalist has expressed interest in your press release.

Journalists get hundreds of press releases every week, so anything you can do to make your point clearly will be a big bonus for them.

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Picking up the phone

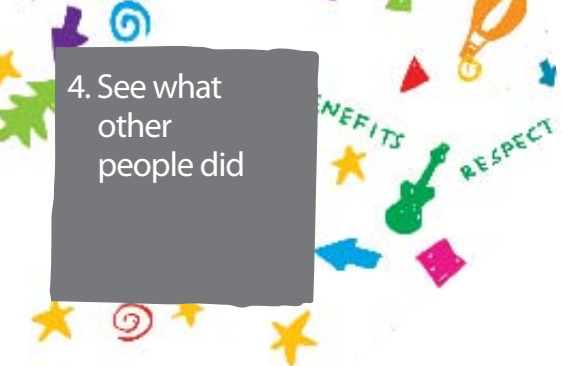
In most cases the quickest way to get a journalist interested is to give them a call. Briefly explain what you would like to send them and outline the story. That way you will quickly know whether or not they are interested.

Don't forget broadcast

Press releases can also be used to get your local radio, and even TV, interested. Before you contact radio or TV in your area, check you have the following:

1. A good, confident spokesperson who will be happy to be interviewed
2. Something exciting / interesting / different to film

The best approach is to let them know about your event around two days in advance so they can plan accordingly.



4. See what other people did

See what other people did

In 2009 there were over 1000 local events organised on or around Older People's Day. Events were varied from allotment projects to tea dances, exercise classes to achievement awards, and ranged from a couple of hours to multi-day festivals. Here are a few examples of successful events from previous Older People's Days to spark your imagination.

Active Newcastle - Full of Life Event

Active Newcastle held a family friendly fun day with the option to try a variety of activities from private gym inductions, table tennis, badminton, bowls, curling, chair exercises, dance mats, basket ball, netball, keep fit, yoga, pilates, egg and spoon races and rounders; relaxation sessions including Indian head massage, reflexology, manicures and pampering instead; accompanied by stands providing information from a range of organisations including Age Concern Newcastle, Newcastle Welfare Rights Service, The Elders Council, Newcastle Warm Zone, the Local Pension Service, Tyne and Wear Fire Service, Active Newcastle and Newcastle Health Trainers.

Age Takes Centre Stage Festival

A free celebration day attended by over 500 people over 50 to launch the Age Takes Centre Stage Festival. Alex Watson from Tyne Tees TV, Backworth Colliery Band, Going Platinum from the Sage Silver Programme all attended and there were taster sessions, displays and entertainment throughout the day.

Big Telly Theatre Company Spring Chickens - The Show!

A night that placed older people at the centre of their local community, by celebrating their creativity and imaginations!

Five shows written and designed by older people, each with their own professional director and crew took place simultaneously in five different venues in Northern Ireland. The five shows are as diverse as the people involved - one group explored carnival in its true form as a celebration of life, there was an opera about voyages, a piece inspired by the Moulin Rouge, a theatrical version of a silent movie and a lot of laughter, music and

dance. As all the venues had web-streaming, audiences at each performance caught a live glimpse of all of the other performances throughout the region, and people at home could also watch on the internet.

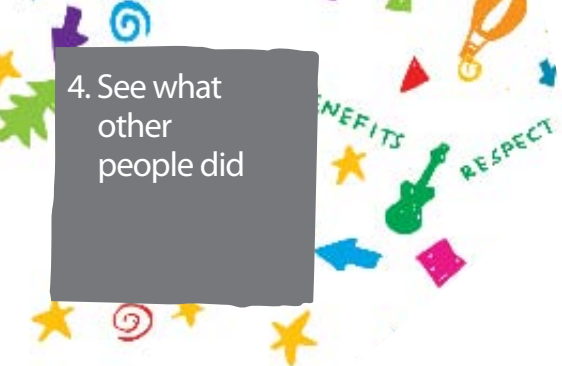
Bupa Wants Talent shows

Bupa organised local talent shows for the over 65s in hundreds of their locations across the UK.

English Churches Housing Group Afternoon tea / fun and games

Organised a lovely Full of Life afternoon - The residents of their sheltered schemes got together to celebrate the event. It was the first time they had highlighted the event and they combined it with the Christian Aid Tea Afternoon. The residents and guests were treated to a 'talk' about the 'full of life day' and reflected on the contribution they can and most already make to our society. They had a great couple of hours - guessing the number of teabags in the jar / taking part in a raffle / doing a quiz and talking to and getting to know each other. It was much enjoyed by all

FULL OF LIFE



4. See what
other
people did

**FULL
OF LIFE**

and they felt well worth doing again! In the process they also raised money for Christian Aid."

Gloucestershire County Council - Full of Life Festival

The Full of Life festival for Older People saw over 50 exhibitors on hand with information on how to stay full of life in older age. There was confidential advice on money/benefits, a live cookery demo, the chance to win a Nintendo Wii, singing, Tai Chi and belly dancing. The winners of the Achievements of Older People in Gloucestershire Awards were also announced.

Hyndburn Over 50s Forum Held five events themed around the Full of

Life emotions. Vitality was represented by a walk along the canal, Knowledge involved the members and guests taking part in a quiz, Talent had an afternoon of dancing, Wisdom involved Lancashire dialect poetry and a speaker, and Energy was a vigorous walk round the gardens at Clayton Hall.

York Older People's Assembly - York 50+ Festival

This was the 5th annual festival for York. Over 100 events including performances, workshops, displays, socials, talks, discussions, dances, health & beauty, exercise and sports.