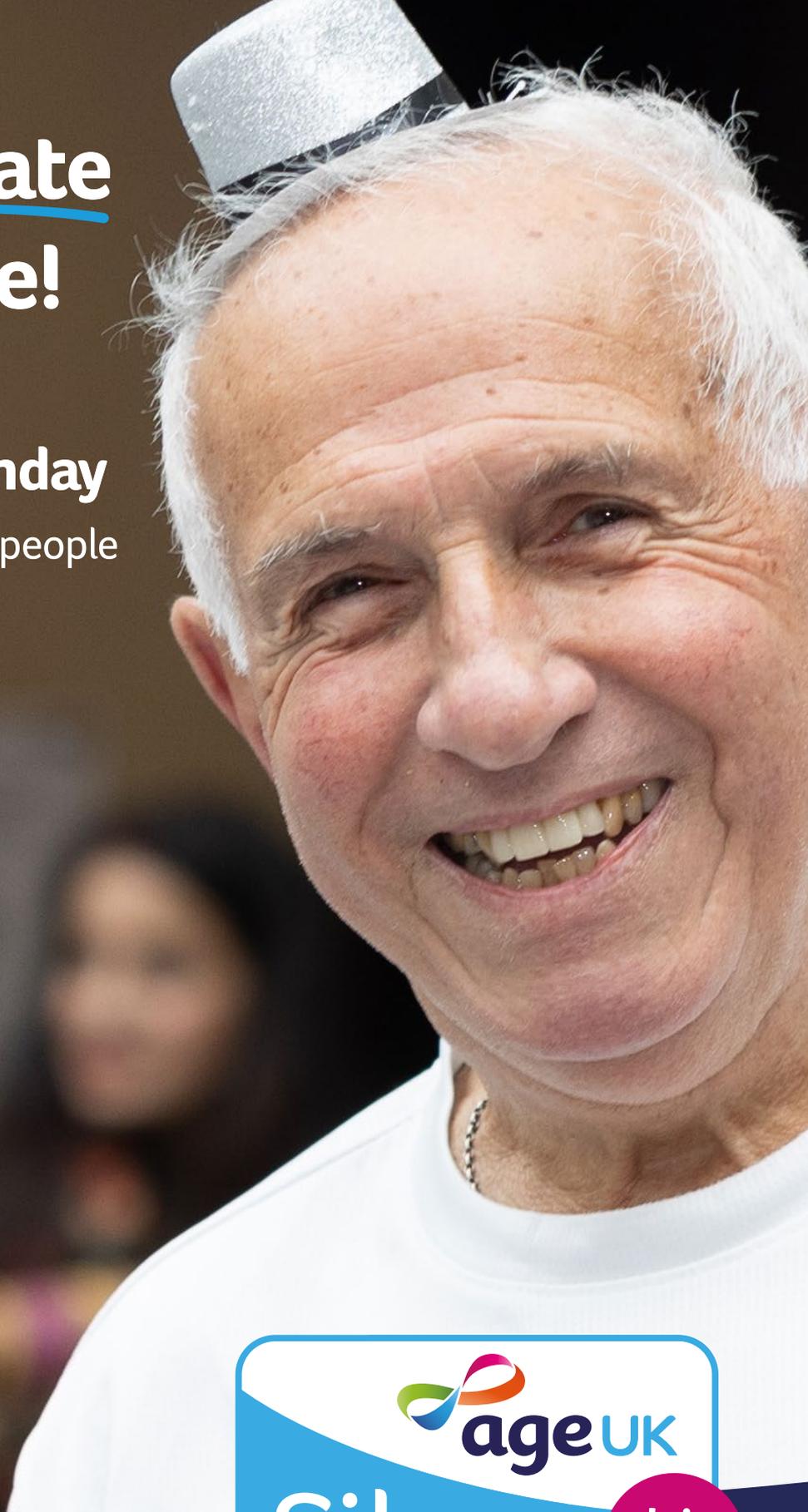


Let's celebrate  
older people!

**Age UK's Silver Sunday**

The national day for older people

5 October 2025



Silver  
**Sunday**

Join  
us!

**Information Pack**



Our ambition has always been to create a day in the nations' hearts where older people feel valued and are given new opportunities to get out of the house, learn new skills, make new friends and connect with the communities and generations around them – if we can have a **Father's Day and Mothering Sunday, why not a day for older people?!**

**The Lady Christabel Flight MBE**  
**Silver Sunday Founder**





# Welcome to Age UK's Silver Sunday 2025!

Join us and hundreds of organisations and be part of Age UK's national day of celebration of older people this October.

It's the biggest celebration of older people in the UK, and every year hundreds of Age UK Silver Sunday events are organised by generous local groups, businesses and volunteers and reach tens of thousands of older people UK-wide.

In 2024, there were more than 1,300 events for older people across the UK, organised by fantastic local groups, businesses and volunteers. This year we have a bold ambition to double our reach and impact – but we need your help! We are asking everyone to put on a special event or just do something kind for an older person this October.

We are very grateful to our many partners who continue to host activities and welcome anyone who wishes to take part for the first time. Help yourself to the many resources, templates and ideas which are available for free on our website for you to use. We look forward to celebrating Silver Sunday with you this Sunday 5 October. However you decide to join in, please let us know – we can't wait to hear your plans.

Huge thanks for all your support,



*Lucinda*

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



# What is Age UK's Silver Sunday?

Age UK's Silver Sunday is a national day where communities come together by hosting fun and free activities for older people. It takes place every October and this year, it's on Sunday 5 October.

Alongside local Age UK charities working in communities across the country, we're determined to create more opportunities for older people who are feeling lonely, isolated or simply want to change their day by trying something new, as well as celebrating ageing and all older people have to offer.

If you're interested in hosting an event, we'd love you to get involved.



Events like this are vital. I volunteered for 25 years and when I had to give it up, I thought it was the end of my life. I think Silver Sunday is wonderful and a chance to forget all my troubles. I feel upbeat when I come to events like this - I'm on cloud nine for days after! I feel like I'm young again.

**Silver Sunday guest**

# Who will be taking part?

We are delighted to reach more and more older people across the UK every year, with the support of people like you.

Our events happen in faith buildings, care homes, pubs, galleries, libraries, fire stations, parks, riverbanks, sports grounds, private homes – the list is endless! Everyone can take part in Silver Sunday.

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



I love taking part in Silver Sunday because at RCH, our residents really look forward to a day dedicated to them, we plan well in advance and it is a highlight in our activities calendar.

A very well attended day where we, along with family and friends, celebrate the elderly and recognise them for their lived experiences and memories that they continue to share with us. We celebrate their wisdom, kindness, love of life and their extraordinary resilience. We owe them so much.

**Angela Reynolds, RCH Care Homes**



The smiles and happy faces inspire me to host the event. I'm just so thrilled it all went well and everyone had such a good time.

I would encourage everyone to think about hosting a Silver Sunday event in their town, parish, club, organisation. It is such a worthwhile thing to do and leaves you walking on air for the rest of the year whilst you plan the next one!

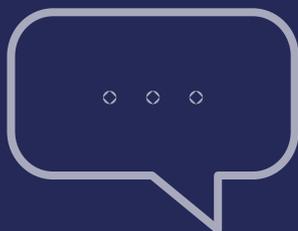
**Councillor Mimi Harker OBE, Buckinghamshire Council**

# Why is it so important?

Age UK's research shows that nearly 1 million older people in the UK often feel lonely. Silver Sunday connects older people with opportunities, services and people around them. What's more, it encourages wider society to reflect and reconnect with neighbours, family members and organisations where they too can offer support.

**26%**

of the older population rely on clubs or social groups for company



Older people feeling lonely are about

**25%**

more likely to go on to develop dementia



**1.5 million**

older people rarely leave their home



**58%**

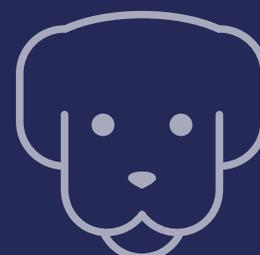
of older people rely on watching television or listening to the radio for company

**26%**

of the older population rely on exercise and taking part in physical activity for company

**2.9 million**

older people say they rely on their pet for company



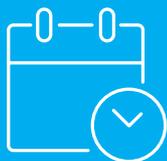
# How can I take part?

We'd love you to organise an activity in your area and register it on our website! Whatever you choose to do, you'll help make this Silver Sunday one to remember for older people in your community. For more details and guidance on how to get started, download our Silver Sunday event toolkit - it's full of handy tips and ideas.



## Organise an activity.

The possibilities are endless – a fashion show, a cheese and wine evening, dancing lessons – it just needs to be free, fun and social!



## Tell us about existing events.

Do you already offer activities for older people which will be taking place in October? Let us know and we'll help to promote them.



## Spread the word.

Promote local Silver Sunday through flyers, newsletters and social media – this will help encourage others to take part.



## Social media.

Join our Silver Sunday Facebook group and show your support on social media using #AgeUKSilverSunday. Follow @age\_uk on social media and include us in your newsletters and blogs.

# Top 10 Age UK Silver Sunday ideas



**Silver Sunday activities are as diverse as the guests who bring them to life. Big or small – it's completely up to you what type of event you put on. Offer something you know your guests will enjoy or a new activity that they may not have had the chance to try before. Refreshments, music and some friendly faces always go a long way, too!**

- 1. Host a community open day** Showcase your organisation with a fun open day, welcoming all parts of the community, including older people. Ask local youth groups to support as volunteers. Put on some free activities and demonstrations to show off what you do.
- 2. Star baker competition** Host a Bake-Off with a 'Silver Sunday Showstopper' competition and invite a local celebrity to be a guest judge. Host a tea party or picnic afterwards for everyone to enjoy the bakes!
- 3. Art session** Hold an art session to make a group Silver Sunday artwork or collage. Create a relaxing space and share simple mindfulness techniques. Ask a local art shop to donate supplies.
- 4. Swinging 60s disco** Have a 60s themed disco with hippie-style decorations – think tie-dye, peace signs, and bright groovy colours! Invite a local dancer or singer to perform hits from the decade. Try bellbottoms, funky shirts, headbands and big sunglasses for fancy dress.
- 5. Super sing-a-long** Invite a local performer or choir for a musical extravaganza! It could be in-person, a recorded performance or an interactive live stream they watch on a TV screen or tablet. Provide instruments and microphones for participants.
- 6. Board game-a-thon** Host an afternoon of your favourite board games such as Scrabble, Cluedo, Monopoly or dominoes. Invite local volunteers to take part and have plenty of snacks and refreshments on hand to keep everyone's energy up!
- 7. Pub quiz and sunday roast** Organise a pub quiz with an extra special Silver Sunday roast dinner, dartboard, snacks and drinks - or why not create your own signature cocktail? Let us know the ingredients!
- 8. Take a group trip** Organise a group trip to an interesting local place or landmark, such as a zoo, the seaside or a castle or monument. Ask a local theatre, cinema or sportsground if they can provide free entry.
- 9. Local history chat and coffee** Ask a local historian to share their knowledge of the local area. Invite local older people to explore their memories and create a book or time capsule together.
- 10. A tea party to remember** Host a fabulous tea party with cakes, music and dancing! Have a fancy dress theme such as the 'roaring 20s' or 'super silver' with a prize for the winner. Ask local volunteers to help make the decorations and costumes.

# Simple activities

We welcome Silver Sunday activities in all shapes and sizes, from the smallest acts of kindness to large-scale showstopper events. They can all have a hugely positive impact on an older person who might not have left the house or had a conversation in weeks. Here are a few alternative ways you can take part which don't require a venue:



## Go to an event.

We encourage people to see what activities are taking place near them and take an older relative, neighbour or friend along. You can search for events near you on our Silver Sunday map.



## Visit a neighbour.

Something simple which shows your appreciation for an older person can make a huge difference. Bake a cake and deliver it to an older neighbour, write them a card, make a phone call or bring a flask of coffee.



## Go for a walk.

Ask your older neighbours to go for a walk to enjoy nature or local sights. Autumn days in October can be a particularly beautiful time to get outdoors!



## Make cards.

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



## Send a gift.

Could you organise a special treat, such as an afternoon tea box or craft activity, to be delivered to local older people? Get in touch with charities, companies or your local council to see if they can help.

# FAQs

- **Is Age UK's Silver Sunday the same as Older People's Day and Grandparent's Day?**

We like to celebrate all older people, not just those in our families. The United Nation's Day of Older Persons (1 October) is an international awareness day which aims to highlight issues affecting older people, such as elder abuse. Silver Sunday was founded in 2012 to encourage organisations and individuals around the UK to organise uplifting and inspiring events that welcome all older people and their communities.

- **Does my Silver Sunday event have to be on 5 October 2025?**

No! We welcome events the week before and after Silver Sunday itself as a Sunday doesn't suit everyone. Often people are very grateful to attend multiple events near to them. Choose dates which best suit you and your audience.

- **We already have events planned for October – can we register them on your website?**

Yes please! In return we ask that you mention Silver Sunday and use our logo in your marketing materials. Age UK's Silver Sunday is also a hub for connecting people with existing services and activities in their local area.

- **Do we need insurance?**

We advise all organisers to check they have public liability insurance before running an event to protect you if members of the public suffer personal injury or property damage.

- **Can we charge guests for tickets?**

The vast majority of our events are free as a way of giving back to older people in their area. We are happy for organisers to ask for a small donation to cover running costs.

- **Can you help with funding?**

We can't currently help with funding. We advise organisers to

contact their local councils or search online for local groups who may be able to help with money and volunteers.

- **Who is Silver Sunday run by?**

Silver Sunday was conceived in 2012 by The Lady Christabel Flight, who at the time was a trustee of the Sir Simon Milton Foundation, and it was run by the Foundation for many years. In 2024, Age UK took on Silver Sunday. Our vision is of a world where every older person feels included and valued. Alongside local Age UK charities working in communities across the country, we are determined to create more opportunities for older people who are feeling lonely, isolated or simply want to change their day by trying something new, as well as celebrating ageing and all older people have to offer.

- **Do you help promote the events?**

When you register your event on our website it will create an event page, which you can share online. It will also be added to our searchable Event Map and listings page, which is heavily used by older people and carers in the run up to Silver Sunday. We have also created a number of free online resources to help you spread the word.

- **Can we use the Age UK Silver Sunday logo?**

Yes! We ask all organisers to use our logo across your marketing materials. It is available in different formats on our website.

- **Can you provide any branded materials for our event?**

We have a very limited amount of Silver Sunday branded T-shirts and balloons for larger-scale events, which are kindly donated by our very generous sponsors. We just ask in return that you send us some photos of them in action! Please get in touch if you would like to request some for your event.

# Get in touch



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