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Promoting The Big Lunch 2021: Toolkit for Local Authorities

We spread the word nationally about [The Big Lunch](#) but councils can play a huge role at a local level to help encourage as many people to take part as possible.

Please use the sample social media posts, newsletter and editorial copy and information on our [Social Fitness](#) research in this Toolkit to help you promote The Big Lunch 2021.

[The Big Lunch](#) ties in with many areas of local government work, so please also share information with your colleagues in different departments and ask them all to help spread the word:

- Community engagement
- Environment and sustainability
- Public health / healthy eating
- Highways
- Leisure and culture
- Tenancy involvement

About this year's Big Lunch

The Big Lunch is all about celebrating community connections and getting to know one another a little better and this year, there are more reasons than ever to get together.

That's why we're teaming up with good causes across the UK to celebrate summer 2021 with a whole **Month of Community** from 5 June. This includes Thank You Day on 4 July.

Communities can join whenever works best for them, whether that's to say cheers to volunteers, connect with neighbours or simply to say thank you.

Assets

#MonthOfCommunity assets are available to download [here](#).

Images, logos and other shareable media can be found [here](#).

(Please credit @edencommunities)

Contact

If you need any further information or materials to spread the word, please get in touch:

Phone: 0800 022 3357

Email: communities@edenproject.com

Keep up-to-date with all things Big Lunch on social media using the Hashtags:

#TheBigLunch

#MonthOfCommunity

You will find us on [Twitter](#), [Facebook](#) and [Instagram](#) [@edencommunities](#)



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Sample newsletter/editorial copy

Short version:

Make a big date to celebrate and give thanks to our neighbours and communities

[The Big Lunch](#) is the UK's annual celebration to give thanks and get to know our neighbours and communities. This year, there are more reasons than ever to get together as The Big Lunch kicks off a summer of community, friendship and fun.

The Big Lunch has teamed up with good causes across the UK to celebrate summer 2021 with a whole [Month of Community](#), including Thank You Day on 4 July. You can join in and hold a [Big Lunch safely](#) when it works for you and your community, whether that's to say cheers to volunteers, connect with your neighbours or simply to say thank you.

Join in and set your own big date to celebrate the #MonthOfCommunity with [The Big Lunch](#) from 5 June. Online, on your doorstep or over the fence. It's on.

Check out [this film](#) to find out more and order your Free Big Lunch pack at: thebiglunch.com

Longer version:

Make a big date to celebrate and give thanks to our neighbours and communities

The Big Lunch is the UK's annual celebration to give thanks and get to know our neighbours and communities. This year, there are more reasons than ever to get together as The Big Lunch kicks off a summer of community, friendship and fun.

The Big Lunch has teamed up with good causes across the UK to celebrate summer 2021 with a whole [Month of Community](#), including Thank You Day on 4 July. You can join in and hold a [Big Lunch safely](#) when it works for you and your community, whether that's to say cheers to volunteers, connect with your neighbours or simply to say thank you.

Reconnecting with people in our communities will be great, however a survey conducted for The Big Lunch by OnePoll has revealed that over 20 million people in the UK are suffering with re-entry anxiety.

Around 55% of the UK's population are still wary about socialising without restrictions, while around 10 million people have said that they have forgotten how to have a proper conversation. Despite the apprehension, there are over 25 million people who ARE



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relieved about the prospect of socialising without restrictions, so The Big Lunch aims to help those who aren't build up their social fitness and feel confident about getting back out into their communities.

Join in and set your own big date to celebrate the #MonthOfCommunity with The Big Lunch from 5 June. Online, on your doorstep or over the fence. It's on.

Check out [this film](#) to find out more and order your Free Big Lunch pack at thebiglunch.com

Already got plans for a Big Lunch underway? Share your story online using #TheBigLunch and contact the team at: communities@edenproject.com

Sample social media posts



Facebook Post 1:

Our friends @Edencommunities are helping get communities back up and running with the #MonthOfCommunity. Download your free Big Lunch pack and start planning. Check out this film to find out more: <https://tinyurl.com/7bhtdf5u>

Post 2: There are more reasons than ever to get together so this year The Big Lunch is a truly moveable feast. From 5 June @Edencommunities are kick starting the #MonthOfCommunity and are inviting you to host a Big Lunch when it works for you – pick your big date to celebrate! <https://tinyurl.com/7bhtdf5u>



Twitter Post 1: Did you know that over 20million people in the UK are anxious about their social fitness after lockdown? We've got the perfect cure! #TheBigLunch will kickstart the #MonthOfCommunity from 5 June. Find out more and come and join us

Post 2: Our friends at @edencommunities are hosting #TheBigLunch on 5-6 June so we can get communities talking again. Fancy joining them? Check out this film and sign up for your free pack: <https://tinyurl.com/7bhtdf5u>



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Instagram Post 1: This year #TheBigLunch is a truly moveable feast running throughout the #MonthOfCommunity so pick your big date to celebrate and bring your community closer together in 2021.

Post 2: We can't wait to take part in #TheBigLunch to kick off the #MonthOfCommunity with our friends @edencommunities. Head to their page to get more information on how you can join in and help the UK improve its social fitness this summer.

The Big Impact

Stats and infographics showing the difference Big Lunches made to communities and neighbourhoods across the country available [here](#)

Key figures from Big Lunch Research* 2021:

- Over 20 million people have re-entry anxiety
- Over 55% of the population feel anxious, apprehensive or scared about socialising without restrictions, with women feeling this most
- 1 in 5 of us are worried about social pressure increasing post lockdown
- 10 million worry they have forgotten how to have a proper conversation
- BUT 12 million people now feel closer to their neighbours and almost three quarters of the population are now comfortable meeting small groups locally outside
- It's time to get socially fit says Jo Brand
- A quarter of the population is worried about their ability to readjust to normal levels of social interaction again
- 64% of people are worried about visiting crowded places, and
- The nation is divided on physical contact with half (53%) saying they feel confident and comfortable with the idea of hugging once restrictions are lifted and the other half planning to keep their distance

**Survey conducted by OnePoll for The Big Lunch April 2021*



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**The following awareness days and weeks form part of the
Month of Community:**

- Volunteers Week 1-7 June
- The Big Lunch 5-6 June
- Neighbourhood Watch Week 5-11 June
- Carers Week 7-13 June
- Loneliness Awareness Week 14-18 June
- Refugee Week 14-20 June
- Small Charity Week 14-19 June
- The Great Get Together 18-20 June
- Thank You Day 4 July