

the big lunch

an eden project

everything you
need to know...



What's it all about?



The Big Lunch is a very simple idea from the Eden Project. The aim is to get as many of the 61 million people in the UK as possible to have lunch with their neighbours once a year. Since starting in 2009, thousands of Lunches have taken place in all types of community – from the most deprived to the most secure - and nearly a million people have taken part each year.

It's a simple yet profound act of community that we know can have a real impact: research shows that when people get involved, they feel good and it has a noticeable affect on their area. After taking part in 2010, 80% of participants said that they feel better about where they live and 95% feel closer to their neighbours. What's more, we know that they keep in touch, lend each other a hand and plan future events together.

“nearly a million people have taken part each year”

We need your help to get more people than ever to come out and have lunch with their neighbours for The Big Lunch on Sunday 5th June 2011.

It's about

talking...

In an age where people spend more time in the company of reality TV stars than they do friends, family and neighbours and feel more comfortable communicating in the virtual worlds of Facebook and Twitter, there's an ever increasing need to encourage face-to-face interaction. One of the main aims of The Big Lunch is simply to get people out from behind closed doors and talking to each other.

It's about sharing...

The Big Lunch is for everyone and cuts across social, class, cultural and generational divides. For one day it encourages us to come together and share food, conversation and, with any luck, a good time.

We know that as a result of The Big Lunch, book clubs, babysitting circles and websites have been set up and that people start to share things - from lifts and lawnmowers, to tools and toys - with their neighbours. The Eden Project started The Big Lunch because they believe that we're better equipped to tackle the challenges that we face when we get together. It's about coming out of your home and into the street, park, garden (or anywhere you can get together), and sharing a meal and conversation and seeing what happens. In a time of austerity it can be argued that having fun with your neighbours is even more important than ever.

The Big Lunch and your organisation: Together we're stronger

We think that The Big Lunch is worth shouting about and we hope that you'll agree. There are some very simple ways that you can support the campaign outlined overleaf, but if you would like to discuss how we could work together in a more sustained strategic partnership, please get in touch.



What's in it for us?

Other than the lovely feeling that you'll get from helping build stronger communities, The Big Lunch can help your organisation by offering an opportunity to:

- Increase awareness of your work
- Recruit volunteers and raise funds
- Bring your staff, members and networks together

It's also a good fit with all different sorts of initiative, as it encompasses themes such as:

- Community cohesion
- Healthy eating
- Grow-your-own
- Sustainable living
- Local action projects



Five easy ways for you to support The Big Lunch:

1. Spread the word – stir up interest amongst your staff, members and networks. It's really easy, we can provide you with sample text, illustrations and photographs from previous Big Lunches to pop into your newsletter, magazine or on your website
2. Follow us on Facebook and Twitter and pass our links on to others
3. Recruit organisers – find people that want to run a Big Lunch and get them to sign up at www.thebiglunch.com. Everyone that registers will receive a pack in the post to help them get started and we'll provide them with all the information, guidance and support that they need to organise a great event (however big or small)
4. Organise a Big Lunch – in your community or for your staff, volunteers or members. If your organisation or company are open on Sundays, why not open your doors and hold a Big Lunch? If you're not, run an event the week before or after Sunday 5th June
5. Run a 'Little steps to The Big Lunch' session – we've created a pack for Big Lunch enthusiasts and those working closely with communities to help you run a session to encourage others to get involved. Contact us to find out more.



For more information, to download resources and register an event visit:

www.thebiglunch.com

For all Supporter enquiries please contact:

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or call 07713 069 672

