



THE BIG LUNCH

DIGITAL AND SOCIAL MEDIA TOOLKIT

   @EDENCOMMUNITIES

#THEBIGLUNCH

WHAT IS THE BIG LUNCH?

The Big Lunch is the UK's annual get-together for neighbours. It's a chance to sit down with the people we live alongside, but rarely have the time to talk to, and this year it's taking place in communities across the UK on Sunday 3 June.

The Big Lunch is an idea from the Eden Project that began in 2009 and is made possible by the National Lottery. It's a simple act of community, friendship, and fun, and every year in June millions of people up and down the UK now stop what they're doing and come together for a Big Lunch. Last year, 9.3 million people took part at over 90,000 events. That's a lot of Lunching!

The beauty of The Big Lunch is that it really is for everyone. All of our communities and circumstances are different, but the simple idea of bringing people together to share food and conversation can be enjoyed by all. There's no right or wrong way to do it: events can be big or small, inside or outside, midday meals or Lunar Lunches under the stars.

What makes The Big Lunch BIG is people coming together at the same time across the UK to celebrate community. Every Lunch counts, whether it's five people sharing a snack or fifty-five people sharing supper under the stars.

Anyone can host an event, and we have free Big Lunch starter packs to help organisers, including posters, invites, and all the practical information they need to make it happen. Download the pack or request a postal version if you'd prefer:
<https://www.edenprojectcommunities.com/your-downloadable-big-lunch-pack>

Want to see what it's all about? This video will give you The Big Lunch low-down: <https://www.youtube.com/watch?v=uhpCAIO2luY>

Join in on Sunday 3 June, and help make The Big Lunch 2018 the biggest Big Lunch yet!



The more I read about The Big Lunch, the more I got excited about what a great event it could be. The thought of people coming together and having lunch for just one day was something different. When you see people having such a good time, it makes you feel good. – Kate, Pulteney, Scotland

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THE BIG IMPACT

The Big Lunch has a big impact. Behind the cupcakes, the bunting, and the street parties, is a movement that's building social capital on a mass scale.

The Big Lunch reaches into every type of community across the UK, and provides a simple platform of community cohesion on which other things can grow, from informal friendships, fun and conversations on the day, to tackling broader societal issues that may affect a street or neighbourhood.

Connections are made that last long after Big Lunch day. For many, holding a Big Lunch ignites a passion for doing more where they live, from checking on in an elderly neighbour or organising a school carpool, to borrowing tools and sharing resources.

We've seen The Big Lunch spark community clubs and groups, and people coming together to tackle issues that matter to them on a local level. Through the small and simple action of sharing a meal, people go on to transform the places where they live and this strengthens communities across the UK.



Most houses here have long-term residents who have been living here 20 or 30 years, but nobody really knew each other. That all changed at our first Big Lunch. Now we have an annual day set aside for each other, we all know one another well and look out for each other. There's a real sense of community, belonging, and security. – Brid Ruddy, South Belfast, Northern Ireland



You get to speak with people who you wouldn't normally talk to and form all age groups. We've had lots of feedback from people who think the area is improving as a result. It makes people feel better to be more connected to their neighbours. – Gill Butler, Cornwall, England



TWEET

For images, logos and graphics please use this link: <https://www.edenprojectcommunities.com/shareable-media>

#TheBigLunch is back on Sunday 3 June! Join in with the UK's annual celebration for neighbours for good food, good company, and good fun: <https://www.edenprojectcommunities.com/thebiglunchhomepage>

Food, friendship and fun, anyone? Take part in #TheBigLunch on Sunday 3 June for a day of community celebration (and lots of cake!): <https://www.youtube.com/watch?v=uhpCAIO2luY&t=1s>

Break out the bunting: it's Big Lunch time! Take part in the UK's annual celebration for neighbours, #TheBigLunch, on Sunday 3 June: <https://www.edenprojectcommunities.com/thebiglunchhomepage>

Looking for ways to bring your neighbours and community together? Take part in the UK's biggest annual celebration for neighbours, #TheBigLunch Download free planning resources here: <https://www.edenprojectcommunities.com/thebiglunchhomepage>

The chattiest streets are the happiest streets, so get your neighbourhood involved in #TheBigLunch and take part in the UK's annual celebration of community spirit! <https://www.edenprojectcommunities.com/thebiglunchhomepage>

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We suggest uploading the attached images to Facebook posts rather than using the automatic image the link pulls through. For images, logos and graphics please use this link: <https://www.edenprojectcommunities.com/shareable-media>

The Big Lunch is back on Sunday 3 June! There's still time to get involved in the UK's annual celebration of community: download your free Big Lunch pack here that includes everything you need to bring people together <https://www.edenprojectcommunities.com/your-downloadable-big-lunch-pack>

Looking for a way to bring people together where you live? Give The Big Lunch a go on Sunday 3 June! Here's what it's all about <https://www.youtube.com/watch?v=uhpCAIO2luY&t=1s>

Laura never knew her neighbours, until tragedy struck and she decided that then, more than ever, people needed to come together. Watch her story and bring your own community together for #TheBigLunch on Sunday 3 June <https://www.youtube.com/watch?v=s7ariHh8bRQ>

Break out the bunting: #TheBigLunch is nearly here! On Sunday 3 June, millions of people will be taking part in the UK's annual celebration of community. Join in <https://www.edenprojectcommunities.com/thebiglunchhomepage>

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SHAREABLE MEDIA

When sharing media, please credit @edencommunities.

Video: Laura Graham's story

Laura attended an Eden Community Camp and left inspired to hold a Big Lunch. Upon arriving home, she heard the news of the Manchester Arena attack, which made her more determined than ever to bring her street together.

Video link: <https://www.youtube.com/watch?v=s7ariHh8bRQ>

Sample post: "The whole aim of it was to bring people together, and that's what we've done." Laura @itscharacter brought her street together with a Big Lunch and they haven't looked back since. Inspired? Join in #TheBigLunch on Sunday 3 June.

Video: What is a Big Lunch?

Big Lunches can be big or small, inside or outside, casual or filled with games, activities and excitement. The most important thing is that people share good food, good company and good fun: small acts of connection that we know can make a big difference. In this short video, our friend Simon Callow helps decipher what a Big Lunch is all about.

Video link: <https://www.youtube.com/watch?v=uhpCAI02luY>

Sample post: #TheBigLunch is back again, bringing communities together to share food and fun. Want to find out what it's all about? Watch this video from !

STATS AND FACTS: WHY WE SHOULD FEED COMMUNITY SPIRIT

97% of people in the UK believe community projects have a positive impact on society

96% believe the cost of running community services is higher in disconnected communities

98% of people who've organised a Big Lunch would recommend it to friends and family

88% of Big Lunchers feel better about their neighbourhoods as a result of taking part

77% of Big Lunchers make new friendships they'd like to continue

65% of Big Lunch organisers go on to do more in their community

38% of Big Lunchers feel an increased sense of self esteem

£522 per year is saved by Big Lunchers who know and share with their neighbours

£2.9 billion per year is currently saved, as neighbourliness eases demand on public services

£23.8 billion per year could be saved through connected communities

1% gain in UK GDP could be seen through increased economic productivity encouraged by community initiatives

Read more about the impact of feeding community spirit here: <https://goo.gl/HwjioT>

QUESTIONS?

You can find the answer to lots of questions on our website: www.edenprojectcommunities.com

If you're still stuck, email us at: communities@edenproject.com



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