



# BEYOND BUSINESS AS USUAL

BRING PEOPLE TOGETHER FOR FRIENDSHIP, FOOD, FUN AND ACTION

This year **The Big Lunch** and **The Big Help Out** are teaming up **5-8 June** for one big do – join in and be part of the UK's biggest celebration of community!



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## THE STORY SO FAR



**The Big Lunch** is the UK's annual get-together for neighbours and communities. Since 2009, it has brought millions of people together to share friendship, food and fun. Whether it's a cup of tea with a few neighbours or a party for the whole street, for those that take part it boosts wellbeing, sparks community action and grows local connections.



**The Big Help Out** started in 2023 and encourages everyone to lend a hand, get stuck in, and have a go at volunteering in their local communities. The idea - to make volunteering accessible, fun and enjoyable, showing that small acts can make a big difference. By joining in, people can meet others, develop skills, and help create stronger, more resilient communities.

This June **The Big Lunch** and **The Big Help out** are encouraging even more people to do something positive where they live!

Join the UK's biggest celebration of community, tuck into free resources and find out more at [TheBigDo.com](https://www.thebigdo.com)



Co-op are known as a member owned business who run on a series of values and principles, including concern for communities- The Big Lunch is a fantastic way of showing this principle in practice. By working with Eden, Community Organisations and other business partners, we can support communities to be better together.

**Ed Powell, Co-op  
Community Partnerships & Impact Manager**

## WHY IT'S GOOD FOR BUSINESS

From energising your workforce to strengthening your brand and improving employee engagement, the impact of bringing people together to do something positive goes far beyond a single day.

- ✔ **Unlock untapped potential** – Many businesses already offer volunteering days, but a significant proportion go unused. The Big Lunch and The Big Help Out provide a simple way to activate this time, creating meaningful action that benefits your organisation, employees and your community.
- ✔ **Boost employee engagement and skills** – Taking part helps employees feel more connected to each other and to the communities around them. Joining in will help build valuable skills like teamwork, leadership and problem solving.
- ✔ **Deliver real business value** – Supporting employee wellbeing and engagement isn't just the right thing to do, it's good for business. Volunteering can contribute to reduced absenteeism and improve morale. Research shows that it can even boost productivity by over £4.5k per employee!\*
- ✔ **Strengthen local connections** – Whether hosting a Big Lunch or lending a hand locally, taking part offers a visible and positive way to build relationships with your community. It helps foster trust with customers, partners and neighbours while showing your business as an active local contributor.
- ✔ **Enhance your brand and ESG impact** – Being part of a bigger moment that has national scale and reach is a great way to show your commitment to social impact authentically and locally. With [free resources available](#), it's easy to involve your team, share your story and bring your values to life for employees, customers and stakeholders.

## WHY IT MATTERS

The 2025 Big Lunch research shows:

82%

agree The Big Lunch event encouraged people to get more involved in voluntary work

82%

agree The Big lunch had a positive effect on their mental health and wellbeing

86%

said they were more likely to get involved in actively supporting nature and the environment



# HOW YOUR BUSINESS CAN TAKE PART **JOIN IN!**

- **Host a Big Lunch** – It's all about making connections, so you could use The Big Lunch to bring different teams together, connect with customers and suppliers, or build stronger relationships with neighbouring businesses. Consider adding a fundraising element for a charity partner, or support staff to volunteer and organise their own Big Lunch as part of your ESG commitments.
- **Lend a hand** – Support community groups, charities or grassroots projects by offering staff time or resources. Even a couple of hours can make a difference. Partnering with local organisations helps build meaningful, long-term community relationships. Or, why not organise a team activity such as a litter pick – it's a simple way to strengthen team bonds whilst having a positive impact locally.
- **Give something new a go** – Use The Big Help Out as way for your employees to try something different and support a cause they care about. Encourage everyone to explore GOVO, where you'll find lots of nearby volunteering opportunities for individuals and groups.
- **Have one Big Do!** – Combine a Big Lunch with a practical volunteering activity. As a team, you could help improve a shared space – plant flowers, repaint a community area or organise a clean-up. Then come together over food to celebrate what you've achieved.

We've made it simple for everyone to join in, with ready to-use toolkits, comms templates and ideas to make taking part rewarding for your business - visit [TheBigDo.com](https://www.thebigdo.com)

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Our team love getting together and taking part, and getting to know the people working at the business around us better. It always gives our team a chance to bond with people they might not work with all the time and space to relax.

**L. Wilson, We are Vista**

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Since we've worked with the Eden Project on The Big Lunch different opportunities have started to come up, it's changed our reputation as a business. People now know that Greene King are market leaders in terms of what we do and our authentic community impact and change. If someone is having better connections, they spend longer in the pub, and that increase in dwell time might mean they buy an extra drink, maybe come back again the same time the next week to meet the same person – so from a business point of view, it makes good sense.

**Sam Doughty, Greene King**



# HOW YOUR BUSINESS CAN OFFER SUPPORT



## OFFER SOMETHING PRACTICAL

Providing a venue, materials, food or an activity can make it easier for communities to take part and organise something in their area. Promotions, discounts or donations are also a great way to show your support and encourage others to get involved.



## SPREAD THE WORD

Let your customers, members and networks know about The Big Lunch and The Big Help Out. Share the idea and encourage people to take part - having a chat, posting on socials or popping it in a newsletter can stir up interest. We've created handy resources, including logos, social graphics and templates, to help.



## LET'S CHAT

We're keen to talk to people that would like to know more about The Big Lunch and The Big Help Out.

If supporting communities chimes with your organisation, business or campaign, and you'd like to find out how you can be part of the UK's biggest celebration of community, **get in touch with Elly Roper on [eroper@edenproject.com](mailto:eroper@edenproject.com) 07918602659**

The Big Lunch and The Big Help Out are led by the charity Eden Project, and made possible with the continued generosity from the Pears Foundation and Co-op.



Further supported by charities from across the UK - showing great things happen when we come together.



**BE PART OF THE UK'S BIGGEST CELEBRATION OF COMMUNITY - JOIN IN 5-8 JUNE!**