

Older People’s Day Event

Feedback report to Macclesfield Town Council

# What we did

The funding supported an event in Macclesfield for and about older people on International Older

People’s Day (1st October 2022). The goal was to celebrate older people.

We provided an afternoon of activities celebrating older people’s lives. It was an opportunity for older people to meet up and have fun.

Activities included a Tai Chi demonstration and taster session, interactive games, and competitions to showcase skills in writing, art and creativity. Information was available for older people and their families about how to live the life they want to for as long as they want.

The event was opened by the Mayor for Macclesfield. David Rutley MP attended. Both gave talks, highlighting the value of older people and volunteering in the community, and the services available through Age UK Cheshire East.

We captured the afternoon’s activities in this short video:


# What we didn’t do

Unfortunately, we were unable to find a choir available to perform and lead a sing-along at the event. The Zumba practitioner did not attend on the day, despite confirming our booking.

# Impact on the people of Macclesfield

Approximate 60 people attended the event, from primary school aged children to people in their 90s.

Everyone joined in the Tai Chi taster session, led by a local Tai Chi group. This showed how activity can be fun, whatever your ability.

People of all ages entered the competitions. There were several winners in each category, to celebrate the skills of all ages. Generations told us about how they had worked together on their miniature garden entries. Younger people were interested in the high standard of entries from older people.

The interactive games, such as ping pong ball in the jar and bagatelle brought people joy – either as a memory and talking point of playing as a child, or the sheer fun of mastering a tricky skill.

The event was supported by several Age UK Cheshire East volunteers, from serving refreshments to managing the games and information stalls. These volunteers live in the local community and may well become a familiar face to the older people who attended when out and about.

The event presented a positive image of growing older for older and younger people alike. It was a way for older people to feel valued and be valued by others. Regardless of their usual support network, everyone felt part of that community for the day. They left feeling happier and more joyful.

# Successes

* People who attended the event experienced activities to make them feel more valued by others.
* Older people went away better informed of the services available to them from their local Age UK.
* A wider audience attended due to the dual publicity from Age UK Cheshire East and Macclesfield Town Council.

# Challenges

* Publicity for the event was curtailed due to the death of Queen Elizabeth II and the national period of mourning.
* Some planned activities could not take place because specialists were not available or did not arrive on the day.
* It was difficult to attract a large number of entries for the competitions.

# Lessons learnt and future plans

Following our success, we intend to hold several similar events in 2023 across the Age UK Cheshire East area of benefit.

To make them the best they can be we will approach organisations earlier to encourage entries to the competitions. We will ensure publicity for the event is released in good time and to a wider range of outlets, to encourage higher attendance. This time we had to delay publicity because of the national mourning period following the death of the Queen.

The support given to us from Macclesfield Town Council has improved our confidence to approach town councils in the borough for support.

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