



SUNDAY
7th JULY
#THANKYOUDAY

thankyouday.org.uk



A Guide To Help Publicans Get Involved

What is Thank You Day?

When

7th July 2024

Where

Your pub, pub garden or a local community space.

How

Organise an event at your pub, offer space for an event to be hosted at the pub by a local group, or provide support to a local event/s already being organised.

Why?

Helps to create connections among a range of organisations and people in your local area. Publicans supporting Thank You Day will help connect people in their local community, which can have a positive impact on their wellbeing.

Encourages a feel-good factor in your pub amongst customers and team members. Getting involved helps to reinforce your pub as at the heart of its community, which helps people to perceive your pub positively.

Approximately **6.5 M*** people in GB participated in Thank You Day 2023

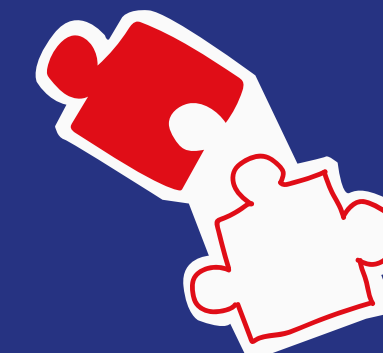
Approximately **15 M** adults across the UK have heard of TYD

For those who participated in Thank You Day 2023:



61%

said their local areas feel more united



89%

met someone from a different background



58%

said Thank You Day made it easier for them to meet new people



71%

agreed that Thank You Day made them speak to their neighbours

Thank You Day is a proven mechanism for helping people and communities to reconnect, but we need your help to make it happen.

Thank You Day 2024



Be part of it

Publicans are being invited to celebrate the local legends that make a difference in their local areas on this year's Thank You Day on Sunday, 7 July. With lots of organisations and businesses across the UK getting involved in a range of exciting activities, this year's Thank You Day looks set to be the best one yet.

The aim of the day, which is now in its fourth year, is to show appreciation for the millions of people who give their time everyday to do amazing things to help support others and help make their community a wonderful place to live.

There are millions of people who give their time to make their community a great place to live (including publicans) and the aim of Thank You day is to help ensure people don't lose sight of that and celebrate their amazing contributions.



Recognise those who make a difference in your area

Whether they're volunteer litter-pickers, Chatty Café table hosts or MeetUpMondays organisers; hospital appointment drivers or meals on wheels drivers; community fridge, warm space or dementia support volunteers; sports club coaches, youth mentors, conservation volunteers, charity fundraisers, community gardeners and crafters, first aid responders or people who have supported this year's [Big Help Out](#), there is certain to be a number of people you want to show appreciation for.

Give thanks in your pub

Pubs which offer community services, such as community cafés, allotments, or village stores, or are community-owned and have a committee of volunteers helping support run the pub, might want to host an event to say a big thanks for their support.

The list goes on for the type of volunteers/workers you may wish to thank - the important thing is to use the day to say thank you to anyone you think really deserves some recognition. It really will help to make their day.

Thank You Day 2024 - Be a part of it

Community takeovers

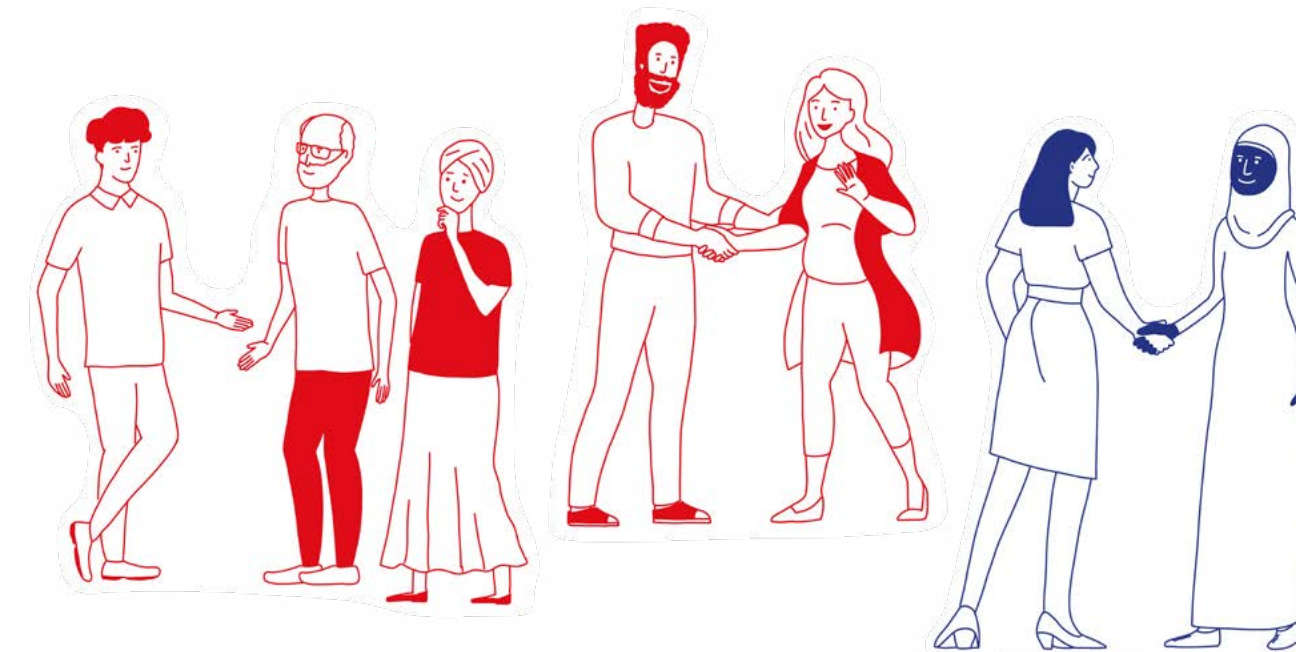
This year's theme of 'Community Takeover', encourages people to use the spaces and places familiar to them in their local community to create moments of gratitude, celebratory events and opportunities to help people connect with new people in their area. Pubs and pub gardens could be ideal venues for a community takeover. Or if your pub isn't big enough to host then why not show your support for Thank You Day events being organised locally.

Partner with another organisation

If publicans are keen to get their pub involved, you may want to team up with a local group or organisation (such as the WI who are encouraging their 200,000+ members to organise events), to let them host an event at the pub and organise their own activities to invite people along to.

'Cheers For Volunteers'

Royal Voluntary Service is once again leading the charge on a 'Cheers for Volunteers' moment, and calling on as many people, charities, organisations and communities as possible to raise a glass (or a cup of tea!) to say a heartfelt thank you to the nation's hard-working volunteers. **KNOW MORE.**



Thank You Day 2024 - Planning Tips

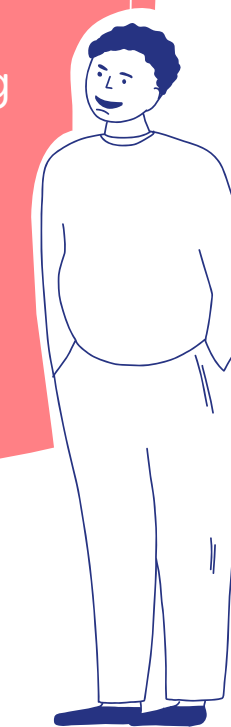
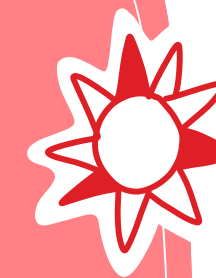
Thank pub volunteers in your area

- Decide if you are going to collaborate with a local group/s or individuals to help organise your event.
- Host a quick planning meeting and allocate different areas of responsibility and tasks/actions for the event.
- Look at what local clubs/groups, such as drama and music groups, kids' groups, and skills, such as crafters, are available your area to help support you event with activities or making things.
- The event doesn't have to be costly if you can get the right people, organisations and other businesses involved.

Publicans are often the community connectors in their local areas and help to drive togetherness through the range of services, activities and events they organise which have a positive social impact on local people.

So taking part in Thank You Day and helping to recognise others who help to make a difference in their communities feels a natural fit for pubs to get involved in.

**John Longden, Chief Executive,
Pub is The Hub**



The value that pubs bring to local areas, be they on a busy urban high street or in a countryside village, is more than the economic; it is also the social, cultural and community value that makes pubs such an essential and dynamic part in knitting together neighbourhoods and promoting social cohesion. Each year pubs help raise over £100 million for charities and there are numerous examples of pubs hosting local voluntary groups in bringing together people in achieving good causes for their communities. There can be no better place to celebrate these volunteers than by saying Thank You than in their local pub.

Emma McClarkin
**Chief Executive of the British
Beer & Pub Association**



Thank You Day Inspiration – I

1. Event to fit your community

Consider teaming up with locals to create a thanking event. Find a way to give thanks that is appropriate for your local community.

Whether it's a Thank You Day lunch or afternoon tea, sports game or activities, a community picnic or walk or a street party start planning your own Thank You Day event now!

2. Show thanks through music

An afternoon tea party could work well as a Thank You Day celebration. Support a tea party with Thank You inspired live music or a sing-along. Making Music, www.makingmusic.org.uk, may be able to help publicans connect with local groups to perform at event. Another idea is to ask your local choir (including dementia-friendly and school choirs) or music groups to put on a 'Thank You Day' performance. The WI, who is a Thank You Day partner, has some choirs who did performances in pubs last year, so it is worth seeing if your local group can help.

A special Thank You Day song was released last year which groups may wish to take inspiration from [HERE](#).

3. Family focussed event

Why not look to support the Thank You Day initiative from charity Playing Out, who are supporting parents and families to ask local authorities to close residential roads and streets for children's play

parties, so families can come together in their own neighbourhoods.

4. Host BB-Thank-Q

Food is a great way to bring people together to say thank you.

Could you host a 'BB-Thank-Q' at your pub? Thank You Day organisers are encouraging people across the UK to host BB-Thank-Qs as part of this year's celebrations.

A BBQ is an efficient and sociable way of feeding lots of people and ideal if you have a great garden.

Publicans could look to put on a Thank You Breakfast/ Brunch. This could be a BB-Thank You Breakfast, with sausages/bacon cooked on the BBQ.

Or why not consider a 'Cheers To Volunteers' BB-Thank Q and drinks event, with the time spanning before/after the national 'Cheers To Volunteers'. Partner with a local drinks supplier (if your pub's buying agreement allows) or a brand to help support this.

Why not feature [these delicious recipes](#), created for Thank You Day, by chef BBQ Ben, who is an ambassador for Love British Food.

5. Thank You Cards

Publicans could perhaps look to partner with a local WI, craft group to host a thank you card making and/or writing sessions ahead of or on Thank You Day.

Locals could be invited along to the pub for a cuppa/drink and to make or write card/s for an organisation or individual they would like to thank in the local community. Or why not encourage your local nursery or primary school to create some cards/decorations for local legends.

The cards could be delivered to the recipients by a team of volunteers.

If Thank You Day decorations are made, these could perhaps be hung on a 'Thank You' tree at the pub.

5. Thank You Day Art Exhibition

Why not host a Thank You Day inspired community art exhibition in a space at your pub. Encourage local artists, creative groups linked with the pub and local children's groups, such as the Scouts, Guides and Brownies or local playgroups and schools to get involved.

Each organisation could be briefed to create a piece of thank you art work dedicated to a specific group/individual in your local area.

Thank You Day Inspiration – II

6. Thank You Gifts

Could you collaborate with local businesses to help sponsor and organise celebratory gifts to say ‘thank you’ to hard-working and dedicated volunteers.

Or if your pub hosts or has links with a local craft/art group could you encourage them to make Thank You Day gifts?

Link with an allotment/gardening group to grow some plants, such as sunflowers, that can be given to volunteers as a thank you gift at an event. If your pub has its own garden/community allotment perhaps some flowers/plants could be grown through this.

Be inspired for your growing with **Pub is The Hub’s gardening guide**, produced in partnership with Horticap.

7. Get Baking

You might also consider asking your kitchen team or a local baker to cook up some sweet treats, such as Thank You biscuits or cupcakes which can be dropped off to local volunteers and organisations, such as your local GPs/hospital, fire station, care homes etc.

Another suggestion is to organise a community bake-off competition, with locals encouraged to cook up thank you inspired treats, which can be served at a Thank You Day event.

8. Fundraising Coffee Morning

Could you look to host, or partner with a local group (like the WI) to put on a ‘Thank You’ coffee morning for representatives of local charities/groups to come along and enjoy meeting each other and have some hot drinks and cake.

A local baker may be willing to create a special ‘Thank You Day’ cake, which could be a cut during the event as a special moment along with a ‘Cheers For Volunteers’.

9. Host a Thank You Day Quiz

Put on a fun quiz afternoon or night with free drinks and nibbles for different local groups/organisations to bring a team along to take part.

The winning team could perhaps win a cash prize for their charity/organisation.

Or why not look to organise a bingo night, featuring facts linked to the numbers called about the charities/organisations invited to the Thank You event.

Add some extra interest to your event by asking a local VIP to help host it.

10. Support Community Litter Pick

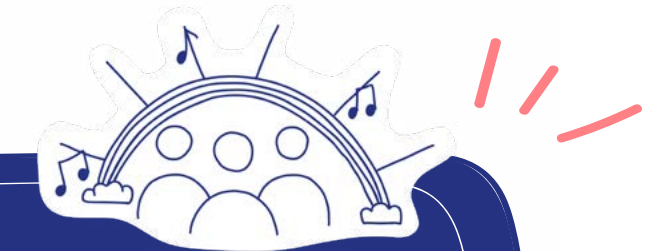
Join The Conservation Volunteers on a Litter pick! Why not get your friends, family and neighbours

together to show your appreciation for the place you live by organising a community clear-up? Whether it’s three of you doing some litter picking or a hundred of you coming together to paint the local community centre, giving back is a great way to say ‘thank you’ to your local environment!

*Bonus Inspiration: Create a fundraiser!

Why not organise a raffle, auction or sponsored event at the pub to be hosted on Thank You Day to help raise money for local groups that deserve some appreciation and a boost to their funds.

Ideas include a sponsored walk, cycle ride or sports match.



Be Inspired & Collaborate with Others!

There are a range of wonderful partners and organisations involved in Thank You Day 2024 activating a range of exciting initiatives.

CHECK OUR WEBSITE

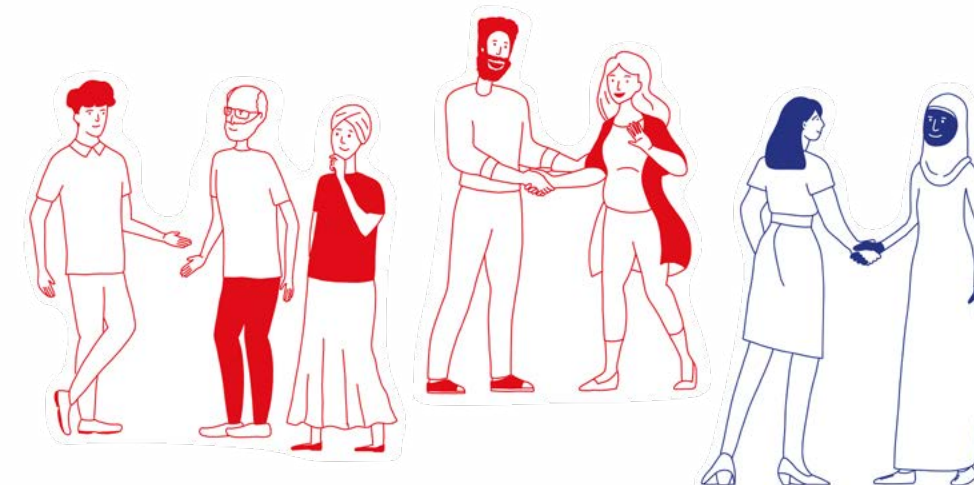
Marketing Tips – Promote your Events!

Pre-Event

- If you have decided to host an event then make sure you get the Thank You Day date of Sunday, 7 July, in peoples' diaries ASAP.
- For a special touch, why not create a printed or digital invite that can be sent out to the local legends that you want to show your appreciation for.
- Create posters with details of date and time, key activities and what's included. Feature details of your Thank You Day event on your pubs' website and newsletter.
- Collaborate with community influencers, such as parish/local councillors, to identify who your local community wants to thank, or you could ask your customers to nominate groups/individuals for praise.
- Promote your Thank You Day activities through local media, including radio.
- Download the **Thank You Day event creators pack** for lots more tips and inspiration.
- Find more resources and ways to amplify on **the website!**
- Create facebook events for your community takeover/Thank you Day activities.
- Tag in on socials the local groups/organisations and businesses and use **#ThankYouDay** on your social media posts.
- Feature some of the stories behind the groups/individuals you are celebrating as part of Thank You Day in the run-up to the event and on the day itself.

On the Day & Beyond

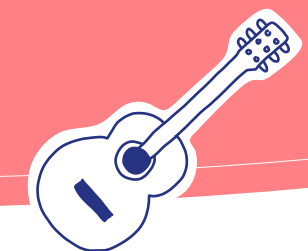
- Don't forget to take photos and videos of your event/activities and what you've achieved.
- If your pub is taking part in the national 'Cheers To Volunteers' ensure you video it and take pics to share.
- Thank You Day doesn't need to be a standalone event, but something that you can keep going every year if wanted, so having lots of lovely images and videos will be really helpful in promoting future events.
- If you set up a social media page keep it going beyond the event. You could use it to help recognise local groups, businesses and individuals that are making a difference in your local area through the year.
- You could consider having a 'Local Legend' of the week/month that you feature on social media. The monthly recipient could be given a Thank You Day drink or meal for two.



Share your event details

Get in touch with the Thank You Day team so we can help highlight your events.

EMAIL US



Stay in touch!

Thank You Day Website

Pub Is The Hub Website

BBPA Website

Long Live The Local Website



Organisations behind the Thank You Day campaign



/together is one of the biggest and most diverse coalitions ever assembled in the UK, dedicated to bridging divides in our country, and building communities that are kinder, closer, and more connected.



Thanks to National Lottery players, /together has received £1 million over three years from The National Lottery Community Fund, the largest funder of community activity in the UK.

THANK YOU



thankyouday.org.uk