



Dundee Big Lunch Takeover (BLT) 2019 - Task Force Brief

Aim: To dramatically increase participation in The Big Lunch in Dundee, paving the way for other Scottish cities to follow suit in future years.

Objective: 500 Big Lunch events across the city in 2019, growing to 1000 in 2020

By way of a quick introduction:

We are Caishlan Sweeney, Scotland Campaigns Manager and Sandra Brown, Scotland Manager, for [Eden Project Communities](#). We would like to work with you to make Dundee the first city in Scotland to embrace The Big Lunch across all its institutions, sectors and neighbourhoods. For that reason we are inviting you to an initial meeting of the Dundee BLT Task Force in the Pavilion, Baxter Park, Dundee on Friday 15th February 2019 from 1pm to 2.30pm.

Who are we and what is The Big Lunch?

At Eden Project Communities we aim to improve the happiness and wellbeing of people everywhere through building more resilient and better-connected communities and supporting others to do the same. We know that at the heart of sustainability is human connection and we all need to be better connected to be resilient to the future challenges we have yet to face, whether these are social, political, emotional or environmental.

[The Big Lunch](#) has been running in the UK since 2009 and has enjoyed participation by an average of 6 million people every year. It brings people together – it provides permission and a reason for people to connect with their neighbours and communities and to join in with something bigger. People are the key ingredient and we are hoping you will work with us to invite anyone and everyone to take part, share food and get to know their neighbours better.

This year, The Big Lunch weekend takes places on the 1st and 2nd of June.

We know great things happen when people come together, and we want Dundee to lead the way in Scotland in demonstrating this on a grand scale.

A few Stats and Facts - our external research shows us that:

In 2018 people raised over £8 million for hyper-local causes; an average of £565 per Big Lunch, for those that used the event to raise funds.

- 96% of Big Lunch organisers feel the Big Lunch brings different generations together and 83% say it brings people of different backgrounds together.
- 91% of attendees feel closer to their neighbours as a result of The Big Lunch.

- 80 % of people at The Big Lunch met new people and 76% made new friends!
- 84% of people at The Big Lunch feel a sense of belonging to their neighbourhood, against the national average of 62%.
- 82% of people say The Big Lunch say it has a positive impact on their community; 78% saying it has created a stronger sense of community.
- 77% feel more confident about getting involved in community activities after a Big Lunch.
- 66% of Big Lunch organisers feel The Big Lunch helps reduce crime and makes communities feel safer.
- 1.2 million people joined in The Big Lunch to feel less lonely.

Our previous research by CEBR (Centre for Economic and Business Research) shows that the [cost of disconnected communities](#) to the UK economy comes to £32 Billion per year. The annual cost to public services of social isolation and disconnected communities includes

- Demand on health services: £5.2 billion (equal to the cost of building 70 new Specialist Emergency Care hospitals)
- Demand on policing: £205 million (equal to the median yearly salary of 6584 police officers)
- Disconnected communities are also linked to a loss of productivity, with a net cost to the economy of nearly £12 billion

We are not suggesting The Big Lunch is the panacea to all, but it is an invitation to all to knock on neighbours' doors and have a fun social event. In turn, this provides an invaluable stepping stone for many friendships, for positive neighbourhood activity and the strengthening of community.

Last year we had 32 Big Lunch pack requests from Dundee and the year before 29.

Dundee has almost 150,000 inhabitants, and we would like to see pack requests rise to at least 500 in 2019, and for the people and organisations requesting packs to bring their good intentions of holding a Big Lunch to fruition. We can only achieve this with the support of people and organisations – such as your good selves - from all backgrounds, interests and walks of life across the city. So please join us at our first Task Force meeting on Friday 15th February, 1 – 2.30pm at the Baxter Pavilion, Baxter Park, Dundee.

Please RSVP using the email addresses below and do get in touch if you have any questions at all.

All the best,

Caishlan and Sandra

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