

Christmas Plus One



A Publican's Guide to Joining In Helping others, helping your pub



Heineken UK - Brewing Good Cheer

together /tə'geðə/
1 with each other

Christmas Plus One is supported by:



pub is the hub



About Christmas Plus One

This Christmas initiative is being organised by Together Coalition, www.together.org.uk. Their aim is to help build kinder, closer, and more connected communities by bringing people together and bridging divides.

Christmas Plus One is supported by Heineken UK and Pub is The Hub's 'Join Inn – Last Orders for Loneliness.' During the festive season we are asking publicans across the country to encourage local charities, community groups and their customers to help tackle loneliness in their local area by bringing someone as a 'Plus One' to their pub.

The key media activity and press coverage for Christmas Plus One will focus on **Tuesday, 14th December 2021**, when a national 'Christmas Plus One Day' will take place. You may want to plan a special Plus One event at your pub on this date. If this doesn't work for you, feel free to plan your Plus One activity at any time during December.

Heineken UK will be supporting this initiative with its 2021 Brewing Good Cheer campaign, which has been supporting communities in tackling loneliness since 2017, and will be inviting Plus Ones to all of their 140 managed operator pubs.

For more information about Christmas Plus One visit: www.pubisthehub.org.uk/christmas-plus-one/ and www.together.org.uk/christmasplusone



Why get involved?

- Most of us experienced some form of isolation and loneliness during the Covid-19 lockdowns, including many publicans. Plus One provides an opportunity to reach out and re-connect with people you may have helped during this period, or customers you haven't seen for a while. Evidence shows that helping others also **benefits your own mental health and well-being**.
- It **makes commercial sense** as communities that come together, stay together, keeping your business viable and sustainable into the future.
- This is a way to establish yourself as a **community connector** and showcase your pub to a new audience. By reaching out to local charities and

activity groups you can make your pub more accessible to local people, giving them a reason to come and join in.

- **This doesn't need to create more work for you.** Simply incorporate this call to action into other December activities you are doing, asking your customers and local community to bring along someone who may be feeling lonely as a Plus One.
- Your team may enjoy **being part of a positive initiative**, helping to make a difference. Research shows people are increasingly attracted to both working at and visiting businesses with a strong social conscience.

How to get involved

We appreciate Christmas is already a busy time for publicans, however we hope that one of the following scenarios will enable you to participate, especially if your regulars are made aware of Christmas Plus One through the national media coverage of the initiative.

Enlisting the help of local charities, community groups and their volunteers is one way of getting others to identify people who would really enjoy coming to the pub to join in. This might lead to further visits into the New Year, ensuring Plus One becomes a regular outing for them.

1. Just raise awareness of Christmas Plus One with your team and customers, encouraging them to bring a Plus One to your pub. You may want to recognise someone's participation with a complimentary drink or treat for the Plus One.



Put a Plus One poster up in your window and around your pub letting customers know you are participating, again encouraging them to bring a Plus One to your pub for a chat, coffee, bite to eat or drink on December 14 'Plus One Day' or anytime during December.

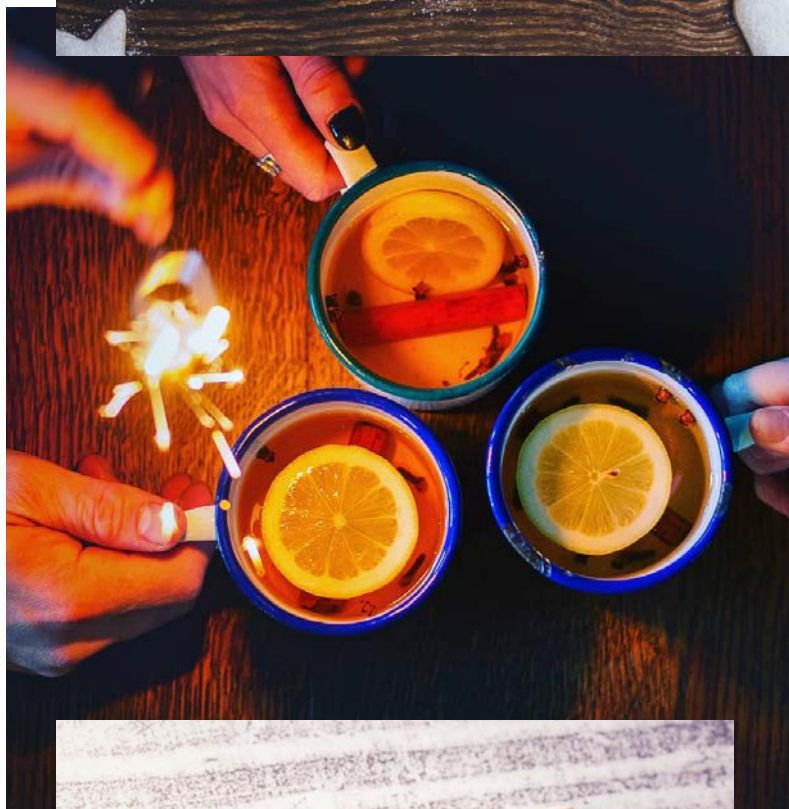
Download the poster at:

www.pubisthehub.org.uk/christmas-plus-one

3. Incorporate the Christmas Plus One call to action into things you are already doing during December. Encourage customers who bring a Plus One to your pub to raise awareness through social media posts using the #ChristmasTogether. Make sure you shout about the initiative on your social channels too. **Download Christmas Plus One social media assets here:** www.pubisthehub.org.uk/christmas-plus-one

4. Organise a specific event on Tuesday 14th December, or a series of other simple activities during December. If you do plan an activity/event for Christmas Plus One Day, make sure to let your local media know as they may be keen to cover the event.

5. Let us know how you are getting involved so we can add your pub to our campaign news and help to PR what your pub is up to. **Get in touch at** jo.bruce@pubisthehub.org.uk



Ideas to help you organise a Christmas Plus One moment

1. Arrange festive activities and if possible, get one of your local connections to help host or run an event/activity for you at your pub. This also makes sure that whatever you do meets the needs of those people it is intended to benefit. Having a theme often helps, and is a fantastic way to encourage conversation, helping your Plus Ones to make new friends from within the local area.

Activity ideas

- **Festive afternoon tea** – combine with classic Christmas music, carols, or a Christmas movie.
- **Meet Up and Mince Pie Mondays** – coffee mornings running throughout December.
- **Games afternoons/evenings** – provide new Christmas games for customers to play or stick with traditional family favourites such as bingo. Or look to host a festive quiz night or afternoon.
- **Crafting sessions** – run workshops to make Christmas decorations, wreaths, cards or presents – local florists and retailers may be happy to support you with this.
- **Community festive fun** - Christmas lights switch on in the pub, an outdoor Christmas market, winter BBQ or carol singing night.
- **Festive walks** – organise a walk (perhaps around local festive lights) which starts and ends with refreshments at your pub.

2. Link in with topical events: focus your Plus One event around current well known TV programmes such as the Strictly Come Dancing final or a festive bake-off competition coffee morning to raise money for a local charity or community group.

3. Don't forget outdoor activities: even if your pub is already busy inside, look to get someone to organise a local festive walk around this event with hot drinks/soup afterwards in the pub's garden/outdoor space – just this simple activity can still make such a difference to someone's day.

4. Doorstep plus One: Please think about anyone still self-isolating at home and maybe do a doorstep visit with a mince-pie, carol singers or just have a caring conversation.



4. Use national days as a platform for events: Think about connecting with a local charitable organisation who may also have a special day/event in December that you could link with or host. Having a theme or purpose to your event may help you identify a potential audience and Plus One invitee. For example:

- Alzheimer's Society - **Elf Day** on Friday, 3rd December is an opportunity to get young and old together to dress up as Elves www.alzheimers.org.uk/elf-day
- Save The Children - **Christmas Jumper Day** on Friday 10th December - especially if you have a knitting or crafting group who meet in your pub www.savethechildren.org.uk/christmas-jumper-day
- **Jane Austin Day** on Thursday, 16th December - for those with a book club or library offer the opportunity to have an afternoon of reading, mince pies and mulled wine.
- Brain Tumour Research – **Wear a Christmas Hat Day** on Friday, 17th December www.braintumourresearch.org/fundraise/wear-a-hat-day-events
- Or if you are involved with a local charity or help deliver meals or services to local people during the festive season see if you can get customers to bring along a Plus One to help. Anything that connects people with their local community is good.

5. Stuck for ideas, then visit

- www.edenprojectcommunities.com/stuff-you-can-do who have all year-round content that might inspire you.
- www.virtualvillagehall.royalvoluntaryservice.org.uk/christmas-crafts to find inspiration for crafting activities.
- www.theimaginationtree.com/kindness-elves – more information on lovely ideas to help spread some cheer.



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Please 'Join Inn' and 'Together' we can help build kinder, closer, and more connected communities by bringing people together and bridging divides.

Join Inn to help tackle loneliness



If this initiative inspires you to want to do more to help tackle loneliness in your local area you can find other helpful publican guides with ideas and inspiration at: www.pubisthehub.org.uk/join-inn-last-orders-for-loneliness



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