

Increasing Attendance at the Pollards Hill Lunch Club

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Commonside Community Development Trust
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Opportunity for Improvement



Wimbledon Guild Lunch Club

Silver Youth Club

Tamil Lunch Club

Hope Coffee Club

Pollards Hill Lunch Club

Friends in St. Helier Lunch Club

New Malden

Norbury

Mitcham

Morden

Thornton Heath

Worcester Park

Croydon



There is a lack of interest in a home meal delivery service.



4 of 80 members

still receive delivered meals at FISH.

Commonside staff are stretched thin.



Limited to existing
staff.



Volunteers are
sometimes unreliable.



There is no desire to
ride a bike.

Purchasing an electric meal delivery bike would require constant use.

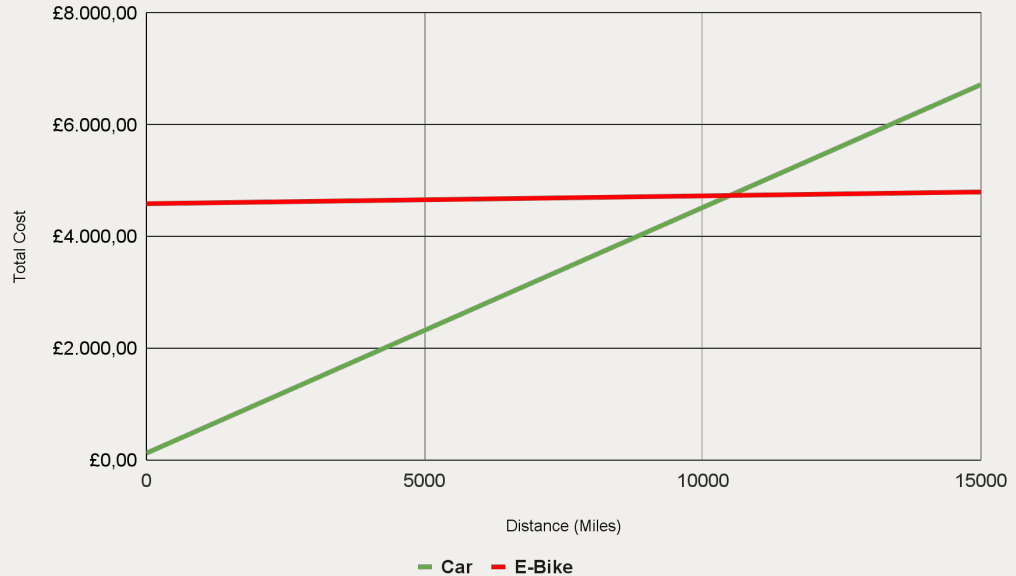
£4,590

Average cost of an electric cargo bike



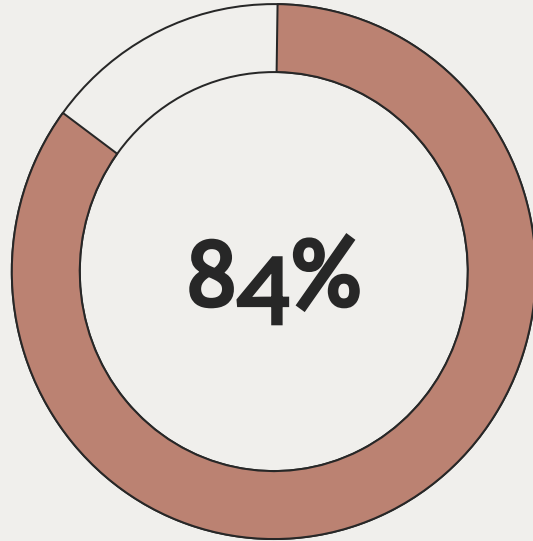
>10,000

Miles needed to offset initial investment



Loneliness can have adverse effects on an elderly person's wellbeing.

1.4 million older people often feel lonely.



never used the internet before,
therefore had trouble with technology

Increased risk for:

- Dementia
- Anxiety
- Depression
- Heart failure
- Premature death



Identify strategies to increase attendance at the Pollards Hill Lunch Club following its reopening after the end of COVID-19 lockdowns.



Make the lunch club more welcoming and engaging

Improve methods of advertising and outreach



Objective 1

Making the lunch club more
welcoming and engaging.



A welcoming, inclusive environment is important to lunch clubbers.



Bring a Friend Day

Hope C

h Club

"You are
welcome."

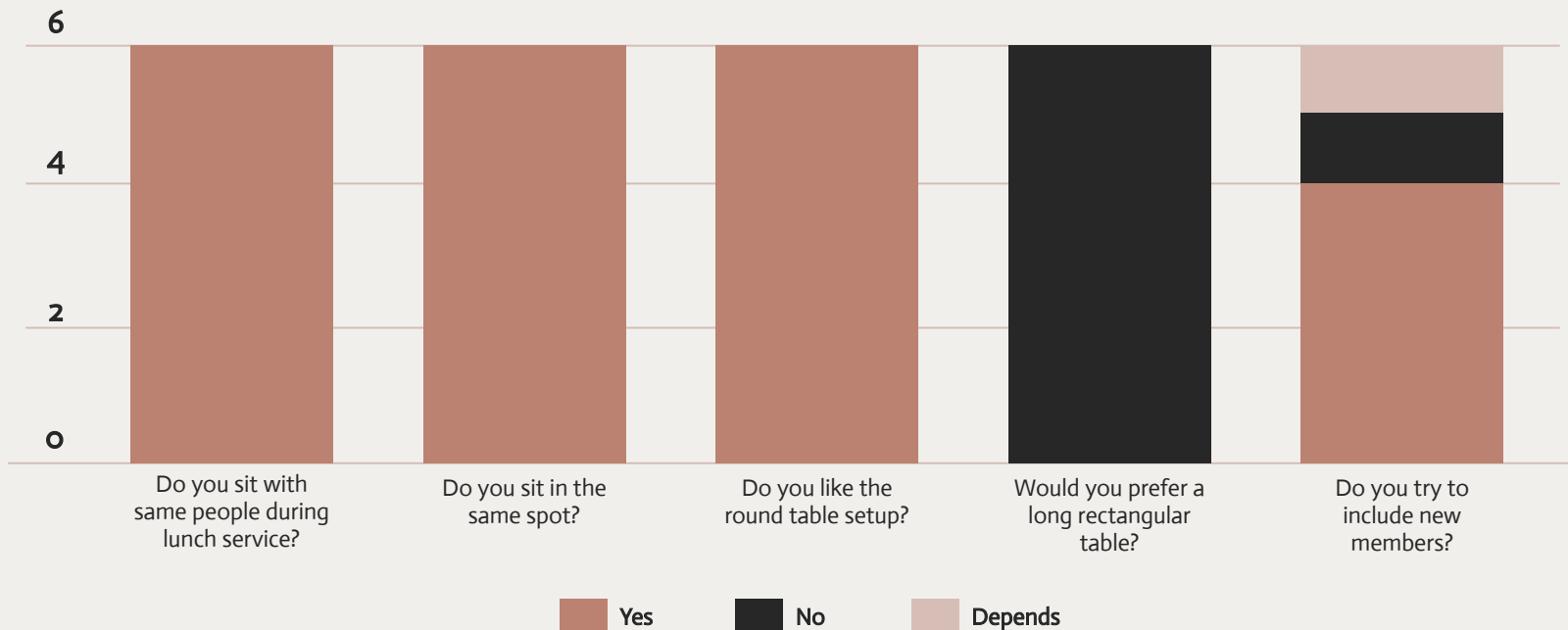
d have the
service more often.

"One of the best coffee
clubs in the area."

Felt like a family coming
together.



Creative ways to mix up lunch clubbers should be introduced.





New and familiar activities will help create
an engaging lunch club experience.

Lunch clubbers are most excited
about exercise classes.

13 members across some of the clubs we visited.

Silver Youth Club

Scattergories
Quizzes
Bingo

Wimbledon Guild

Games
Workshops
Classes

F.I.S.H. Lunch Club

Excursions
Parties



Activities We Recommend

Quizzes

Dance Classes

Bean Bag Toss
Tournament

Bring-a-friend
Day

Themed Events

Excursions

IT Classes

Films/Movies

Bingo

Personal Safety
Session

Outdoor Picnic

Name That Tune

Guest Speakers

Card & Board
Games

Reflection Group

Membership flexibility should be promoted more.



Hope Coffee Club

"Less of a commitment would be better."



Commonside Staff

"Members are completely free to pick their days but must call by the morning of at the latest."



Lunch Clubbers

"We usually don't have time to participate in activities."



Objective 2

Improve methods of
advertising and outreach.

Traditional advertising is still relevant yet less present since COVID.

Leaflets

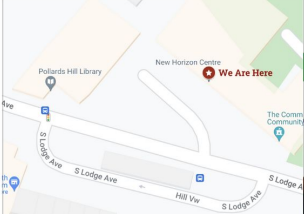
Currently handed out at front entrances, but used to be on display around the community.

Word of Mouth

“I do not know of any other way to hear about this place [unless if it's through a friend].”




Advertisement: Leaflet Design




New Horizons Centre
South Lodge Avenue, Mitcham, CR4 1LT

Volunteers always welcome and encouraged!

If you would like to help out, stop by or contact us using the number provided.





Commonsides Community Development Trust



Come join us!
Lunch Club

Monday, Tuesday, Wednesday, Friday
11am - 2 pm

Contact us at **020 8764 9582 opt 2** or visit <https://commonsides.net/> for more information.

Additional Offerings	Pollards Hill Lunch Club	Weekly Offerings
<p>Commonside Café</p> <p>Come join for tea and coffee Mondays and Fridays! 8 am - 10 am</p>		<p>Menu and activities are posted weekly online and in the dining room. Here is a sample:</p>
	<p>→ Join us for a £5 two-course lunch plus activities.</p>	<p>Monday Meal: Jacket Potato Activity: Bingo</p>
<p>Market</p> <p>Join us for some shopping Monday and Friday!</p>	<p>→ Primarily aimed at those age 55 and over.</p>	<p>Tuesday Meal: Pie and Mash Activity: Exercise</p>
	<p>→ Socialize, meet new people and have fun!</p>	<p>Wednesday Meal: Shepard's Pie Activity: Scrabble</p>
<p>Keeping in Touch</p> <p>If you would like, we can keep in touch with you or a loved one. We also have a Care Assistant staff member.</p>	<p>→ Come whenever you would like! Just give us a ring for meal before 9 am the day of.</p>	<p>Friday Meal: Fish and Chips Activity: Crafting</p>
		<p>Visit the Commonsides website or scan here. → </p>

Lunch clubbers and visitors are curious about what is going on at Commonsense.

Hope Coffee Club

“They need a menu board so people can see what they are making.”

Pollards Hill Lunch Club

Staff reported being asked about menu directly, or members look at the board.



Advertisement: Poster Design

Commonside's Pollards Hill Lunch Club



Lunch Club Hours

Monday, Tuesday, Wednesday, Friday
11am - 2 pm

Find out More

Contact us at **020 8764 9582 opt 2** or
visit <https://commonside.net/> for
more information.

Come join us for Lunch Club!

Two Course Meal and Activities for £5

We are flexible! Join whenever you would like just give us a call
at the provided number by 9 am the morning of or earlier

- Join us for a £5 two-course lunch
plus activities.
- Primarily aimed at those age
55 and over.
- Socialize, meet new people
and have fun!
- Come whenever you would
like! Just give us a ring for
meal before 9 am the day of.

Offerings

Activities: Bingo, Arts &
Crafts, Quizzes & Trivia,
Outdoor Picnics, and much
more!

To see a full
schedule of
meals and
activities scan
here



Commonside Community
Development Trust

Technology usage among lunch clubbers varies greatly.



3 members **comfortable**
1 member **uncomfortable**
3 members **very uncomfortable**



3 members **actively use**
4 members **do not use**

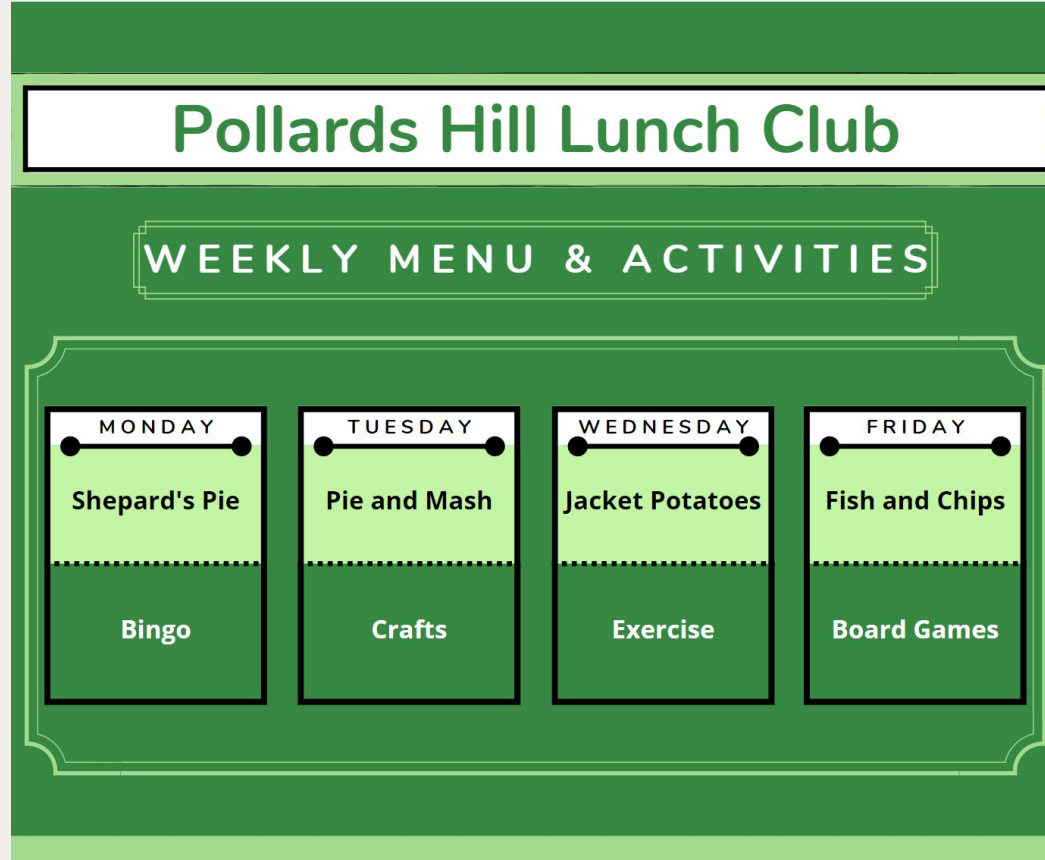


4 members **primarily use**
3 members **do not use**



4 members **regularly text**
3 members **do not text**

Advertisement: Online Post Design



The image shows a digital poster for the Pollards Hill Lunch Club. It has a green background with a white title bar at the top. Below the title bar is a section for the weekly menu and activities, which is divided into four columns for different days of the week. Each column has a header for the day, a light green box for the meal, and a dark green box for the activity. The design is clean and organized, with a decorative border around the main content area.

Pollards Hill Lunch Club

WEEKLY MENU & ACTIVITIES

MONDAY	TUESDAY	WEDNESDAY	FRIDAY
Shepard's Pie	Pie and Mash	Jacket Potatoes	Fish and Chips
Bingo	Crafts	Exercise	Board Games



Thank you!