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Ms Sally Loudon
Chief Executive
Argyll and Bute Council
Kilmory, Lochgilphead
Scotland
PA31 8RT

10th February 2012

Dear Ms Loudon,

The Big Lunch – Sunday 3rd June 2012

As you may know The Eden Project has, over the last three years, organised an annual initiative for social change called **The Big Lunch**. The aim is to get as many of the 62 million UK residents as possible to share a meal together on one day each year. This simple idea has proved incredibly successful, with a staggering 97% of people recommending it to friends and 84% of participants stating that The Big Lunch has made them feel better about where they live. From humble beginnings in year one, the initiative has grown each year, with the best part of 2 million people taking part on Sunday 5th June 2011.

This year, we are honoured to be an official part of the programme of events announced by Buckingham Palace to celebrate **The Queen's Diamond Jubilee**. Her Majesty The Queen has written the enclosed letter of endorsement to wish organisers of Big Jubilee Lunches her 'best wishes', as recently announced in the press.

The Big Lunch will take place on **Sunday 3rd June** and a record number of people are expected to take part in street parties and community events right across the UK. Big Lunches, or Big Jubilee Lunches can take place in the street, park, back garden or a local community venue and range from just a few neighbours getting together to a whole village or town celebration.

I am writing to you, as an influential figure at your council, to ask you to support this vital project in its fourth year.

The support of councils has proven crucial to the success of the campaign to date. We are delighted that the vast majority of councils have taken measures to simplify

the procedure for road closures, enabling residents to enjoy street parties without mountains of paperwork, hassle and costs.

COSLA have been very supportive of the initiative, and this year we plan to shine a light on supportive councils who go the extra mile to encourage communities to get together.

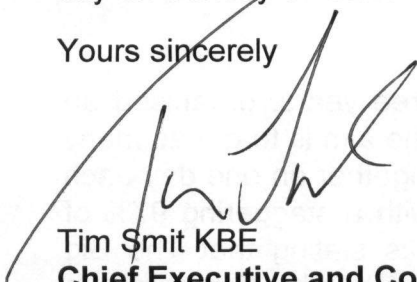
I'd like to ask you to cascade this letter, the fact sheet and organiser Packs that are enclosed for your information, to your communications, events and highways teams. Please encourage officers to promote this initiative and provide support for residents that organise Big Lunch or Big Jubilee Lunch events in June, where possible.

We have all the information, promotional materials and resources that you need. A Toolkit for councils, including media information for your press office, is available to download from The Big Lunch website or by calling Emily Watts on **0141 242 1512**.

The year's Big Lunch is set to receive a high level of interest and media attention. We will be implementing a strong local, regional and national PR strategy over the next four months. 'Star Councils', that make a special effort to support Big Lunch events in their area, will be recognised on our website, so please let us know if your council should be added to this page.

Thank you so much in advance for your support. I wish you a very happy Big Lunch day on Sunday 3rd June.

Yours sincerely



Tim Smit KBE
Chief Executive and Co-Founder, The Eden Project

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Argyll & Bute Council

16 FEB 2012

Chief Executive's Unit