



# PAINT THE TOWN YELLOW



## PLAN OF ACTION FOR A CHATTY TABLE VOLUNTEER

A step-by-step guide to establish a successful Chatter & Natter table.

# TABLE OF CONTENTS

1. MISSION & VISION

2. WEEK ONE

3. WEEK TWO

4. WEEK THREE

5. WEEK FOUR

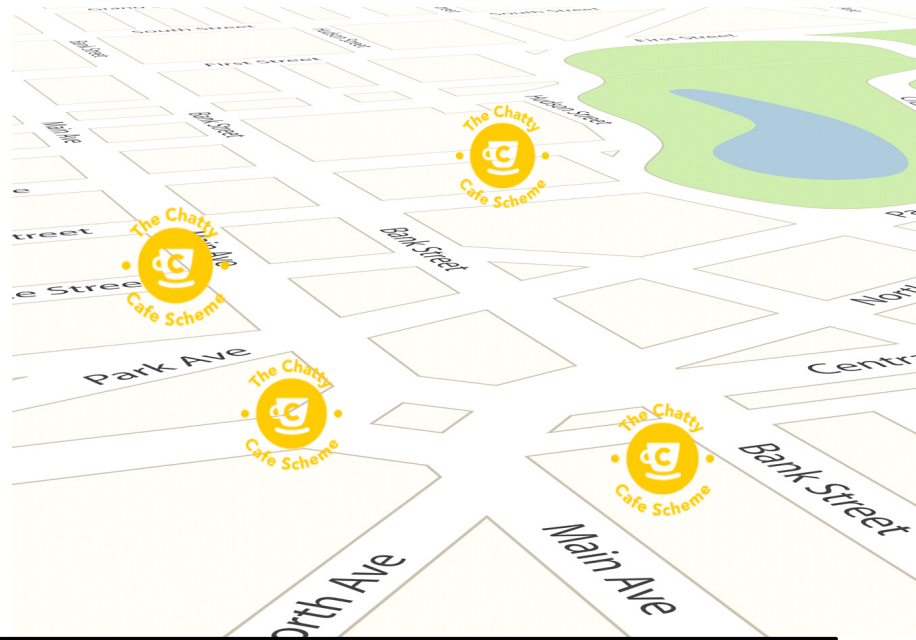
6. WEEK FIVE

7. WEEKS SIX - TWELVE



# VISION & MISSION

“HELP US ‘PAINT THE TOWN YELLOW’ - A NATIONAL CAMPAIGN TO ENCOURAGE AS MANY VENUES AS POSSIBLE TO OFFER CHATTER & NATTER TABLES, TO CREATE OPPORTUNITIES FOR HUMAN INTERACTION, WHERE A SIMPLE ‘HELLO’ CAN MAKE A PERSON GO FROM FEELING INVISIBLE TO VISIBLE.” BY ALEX HOSKYN, FOUNDER.



## Story behind the Chatty Cafe

“After having a baby, I spent a lot of time in the local town centre pushing the pram around the high street and in the shops. I noticed what a difference it made when shop keepers said hello. On one occasion I was in cafe with my baby son, I looked around and there was an elderly lady on her own looking fed up, on another table there was a young man with additional needs and who looked to be his carer. They were looking around the room not making any conversation. I began to think what a difference we could make to each other if we could have sat together and had a chat. I didn’t feel comfortable going over to them in case they thought I was after something.

I started to think about the idea of a Chatter & Natter table, where customers could sit together if they are happy to chat to other customers.

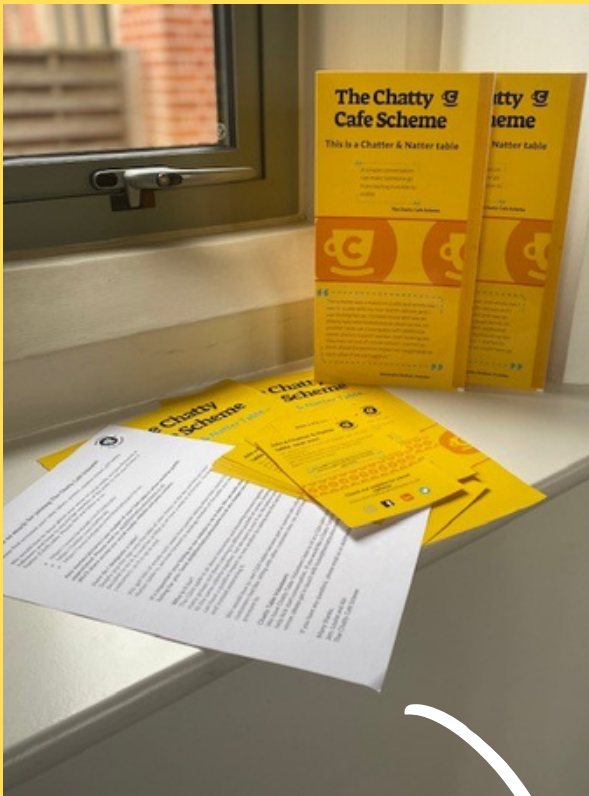
I found it really beneficial speaking to different types of people, as sometimes I wanted a change from going to ‘mum and baby’ type groups. It was also important to me, that anyone could sit at a Chatter & Natter table if, in that moment, they felt like it. Because there were plenty of other times that I felt fine being on my own“

The aim of Chatter & Natter tables has always been that these tables become a normal everyday part of cafe culture. So, people are familiar with them, and can sit at them if they want to.



# WEEK ONE

## MAKE CONTACT WITH YOUR VENUE



This is what is in the **Welcome Pack**. The venue will receive this in the post when they sign-up and subscribe via our website.



Once you've completed your Chatty Cafe volunteer training, you are now ready to be matched to a venue and get started as a Chatty Table Volunteer!

First step is to arrange a visit to your venue and talk through the following steps together:

1. Ask your venue if they have decided on/designated a Chatter & Natter table in their venue – consider if it is accessible for all of your community and can customers easily see the table sign?
2. Agree a day and time each week to host the Chatter & Natter table – if possible, stick to this for the first 12 weeks, to establish continuity for your community – the simpler it is at the start the easier for people to remember!
3. Let all of the staff know about the scheme – this helps when venue owners and Managers are off...it spreads the word!

Don't forget – anyone over 18 years old can join the table, you may see the same people each week or some people might attend just the once.



# WEEK TWO

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## PAPARAZZI WEEK

Once you have agreed with the venue a preferred day and time of the week to host your Chatter & Natter table, the next step (week 2) is all about getting the Chatter & Natter table noticed in your community; this is where painting the town yellow comes alive!

The more you talk and showcase the table and venue the more your community will understand the purpose of the Chatter & Natter table and you can reach the wider community. We encourage the promotion of your venue through Facebook and Instagram, and, through old tried and tested ways of flyers to pin up around town.



### Follow these steps.

- Find 2 local press names – newspaper and magazines in your area. These can often be found on Google and/or social media. The contact you will need is often known as a 'Community News Reporter,' you will need their email address which should be available on the newspaper/magazine websites.
- Send the press release out using [template 1](#). The local press are likely to respond as they love our scheme, we bring positive news to their communities!
- Do you have a Mayor or a celebrity within your community who can officially open your Chatter & Natter table – contact them using [template 2](#).



# WEEK THREE

## GET YOURSELF KNOWN ABOUT TOWN



1

### WHO KNOWS ABOUT THE TABLE IN YOUR COMMUNITY?

Not everyone within your community can access social media so we have designed a poster for you, see [template 3](#). All you need to do is add the venue name, day, time, and website address, and then 'Paint the Town Yellow' by displaying them for your community to see.

2

### WHERE CAN WE PUT A POSTER?

Posters will need permission to be displayed. Suggestions for where to put posters include; doctors' surgery, dentist surgery, community centres, care homes, cemetery noticeboards, leisure centres, charity shops, library, primary school noticeboards, pharmacies and funeral directors (as this service can be helpful for recently deceased families).

3

### POSTER DISTRIBUTION

Fill in the gaps on the poster and you will have a bespoke poster for the venue, print off (we recommend approximately 10) and spread the word!



# WEEK FOUR

## ORGANISE THE BIG DAY!

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### PLANNING THE LAUNCH WEEK

A Chatter & Natter table launch date can be set at a time that suits you and your community as you know your area best. It's a personal preference whether you want to have a launch date, but we have found that a launch date can really help get some attention, so your community understand what the table is all about. If you can get your Mayor/Sheriff and local press along to open the event this reaches a wider audience and word of mouth helps spread the word. One of our volunteers, with support from the venue, used bright yellow balloons outside the venue (as shown below); they got lots of attention!!



# WEEK FIVE

## SHARE YOUR NEWS!

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### TELL US HOW YOUR CHATTER & NATTER TABLE IS GOING

At week five it's time for an update! Please can you email, WhatsApp, or text us with an update of your progress. It is important that you keep us in the loop so we can monitor the impact that you, the venue, and the Chatter & Natter table are having on your community. We want to celebrate with you or if you would like some more help, we can support you.

### SOCIAL MEDIA POSTS

Your volunteering journey makes very interesting reading to other volunteers. At week 5 it would be very helpful if you could send us photos of your table in action (remember to get permission from those sitting at the table first). Adding a few lines of what has been happening makes very interesting reading. Maybe you would like to tell the world what made you become a volunteer with us, or tips to share with other volunteers. All of these things help the tables become a success. If you would like to set up a Facebook page which table attendees could join and you could post updates about your hosted session, please get in touch with us, and we can support you to do this.





# WEEKS SIX – TWELVE

## KEEP GOING FOR 12 WEEKS AND DON'T GIVE UP!

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The steps carried out in weeks 1 – 5 should give your Chatter & Natter table the best chance of success and lead to participants sitting at your table.

During weeks 6 – 12, the most important thing is consistency, so hosting the table at the same time and day every week. Being there for people who find out about your sessions and knowing that a volunteer will be there to welcome them.

Please feel free to repeat the steps above, ie. reach out to local press again during these later weeks, as they might be interested in writing a follow up story and could help share your success and further promote your table.

Don't forget to utilise any local networks you have to keep promoting your Chatter & Natter table, this might be in the form of putting posts on local facebook groups, at your local football/cricket club and many more.

The reason this plan is set at 12 weeks, is because the most successful Chatter & Natter tables, have had the same table volunteers, carrying out the steps above, for 12 weeks. After this time, we are finding that table volunteers could potentially step back, and the tables run themselves. The ultimate aim is that the Chatter & Natter table becomes an established weekly place for people to meet, chat and connect.

The most important thing is to enjoy yourself!! Thank you for taking the time to read this guide, if you have any questions please don't hesitate to ask us.

**Good luck, thank you and enjoy meeting new people!**



**WE HAVE TRIED AND TESTED THIS APPROACH AND WE KNOW IF YOU  
ARE WILLING TO PUT IN THE EFFORT IN THE BEGINNING, THE TABLE  
WILL SOON BE RUNNING ITSELF**



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## **CONTACT US**

[www.thechattycafescheme.co.uk](http://www.thechattycafescheme.co.uk)