

Social Butterflies

Social Butterflies is a spectacular art project where everyone is invited to take part!





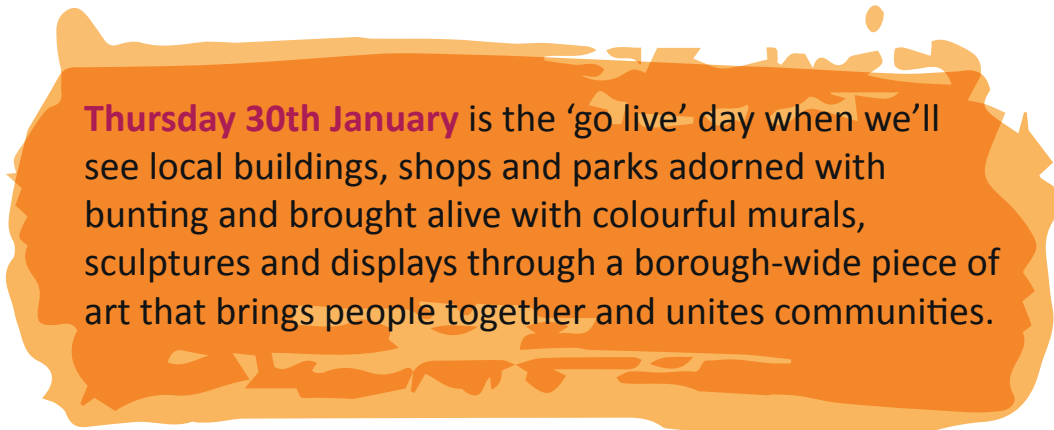
Spread your wings... ...make creative things

Watch out for butterflies as they start to pop up in towns, villages and locations across Cheshire.

If you're looking for a bit of inspiration, this handy toolkit will help you get started.

Social Butterflies is designed to encourage people to get together and have some fun by taking part in a spectacular art project.

Over the coming months, community groups, schools, clubs, local businesses and individuals are invited to create decorative butterflies out of wool, paint, wood, wire, flowers, metal (in fact, absolutely anything they like).



Thursday 30th January is the 'go live' day when we'll see local buildings, shops and parks adorned with bunting and brought alive with colourful murals, sculptures and displays through a borough-wide piece of art that brings people together and unites communities.

Time to get creative!

Whether arty or not, all groups and individuals are invited to be part of the bigger project by contributing a butterfly. It's time to spread your wings and release your inner artist!

How to take part

Create a butterfly. It's that simple. It can be made using any material you choose. Knit, sew, paint or sculpt your creation. It's up to you!

Where it will be displayed

Maybe you could put your butterfly in your front window, on the railings of your community centre, in your garden, a doctor's surgery or a local shop window. Go and ask and start a conversation. The sky's the limit!

Share with us

Visit our Facebook page and let us know what you plan to make and where you will display it. Don't worry, you can always change your plans later on (but please let us know)! Share your ideas as soon as you know what you're doing.

Once you've made it

Put your creation/s in a safe place until the 'Go Live' day on 30th January 2020. Remember to take a photo of your display and post it onto our Facebook page!

 /SocialButterfliesCheshire



Brightlife



Social Butterflies



Age-friendly Cheshire West

The butterfly is a symbol of change and transformation. It forms part of the identity for Age-friendly Cheshire West and has become synonymous with Brightlife, a local 5-year, project funded by The National Lottery Community Fund. Brightlife aims to help find ways of reducing social isolation and loneliness and is due to end in March 2020.

The butterfly represents the joy and pleasure to be had by staying connected and active in later life. Social Butterflies activities provide a continuation of the Age-friendly ethos to communities through a visible, engaging and participatory activity that reinforces some key messages:

- Creativity and connectedness is key to staying healthy and happy
- Social isolation is everyone's responsibility
- People of all ages need to be included, respected and valued by their community
- You are never too old to explore your creativity, everyone has an artist inside them!



Think big!



Or think small



Share ideas



Sew



Craft



Sculpt



Origami



Crochet



Get stuck in



Collage

**Social Butterflies
'Goes Live' on
Thursday 30th**

Social Butterflies is led by Brightlife and Cheshire West and Chester Council. It is a collaboration between Age-friendly Cheshire West, Brightlife and organisations, groups and communities from across the borough. The project celebrates Cheshire West becoming an age-friendly borough and part of the Global Network for Age-friendly Communities, through a very visible, creative activity that everyone can get involved in.

Every organisation or community group taking part has complete freedom in the design and scope of their creation. As long as they are able to cover their own costs for their contribution, we encourage entries of all shapes and sizes!

Not only does Social Butterflies provide an opportunity for individuals and organisations to work together to create a beautiful piece of community art, it makes a colourful statement that we are proud to be an Age-friendly borough.

Cheshire West and Chester Council is working with Brightlife and other key partners across the borough to inspire Age-friendly Cheshire West. This collaborative approach is bringing people of all ages together from across the borough to inspire communities to become Age-friendly. It aims to enable all of us, from the youngest to the oldest, to feel valued and have the opportunity to live a happy, healthy, active and enjoyable life and live life to the full as we grow older.

We are proud to be working together to create a friendlier, more connected, inclusive place to live, work and visit.

Things to consider

Please consider how you plan to display your piece of work. Do you need to hang it in some way? Are you able to take it down without leaving anything behind or causing any damage to the surrounding environment? If your piece of work is to be displayed outside, will it withstand the weather? Can it be secured so it doesn't fall over or fly away? Is it safe if someone touches it?

It is best practice to do a risk assessment before installing your display. If working with a venue they may already have a procedure for this. Voluntary Arts have some guidance which may be useful.

www.voluntaryarts.org/risk-assessment-for-event-organisers-a-beginners-guide

Disclaimer: Social Butterflies cannot be held responsible for any damage to property or people, so please keep yourself (and those around you) safe and get permission for your piece if required.

If you display your piece in a public space e.g. park, town square, community centre; you must:

- get permission
- check that the venues Public Liability insurance will cover the display
- provide a contact detail so the venue can reach the relevant contact
- state when you will put it up and take it down.

Don't forget to take your piece of work down when the project has finished – make a note in your diary.

If you would like to see an image of your butterfly displayed on our social media pages, please post the image to our Facebook page.

 www.facebook.com/SocialButterfliesCheshire



Let's be creative together! Find inspiration at...

 www.agefriendlycheshirewest.org/socialbutterflies

 **SocialButterflies**

 **@AFbutterflies**

 **/SocialButterfliesCheshire**



Proud to be working together to inspire communities in creating an age-friendly borough

