

Playing* for Cake



Photo: Cakers soaking up the 'Summer Special' with Nicky in North Walsham.

Welcome to our September Newsletter

As you may have noticed, we've had a makeover, not just a splash of colour, but a full rebrand with bold values and a big vision. Playing for Cake has always been about more than singing; it's about helping people feel better, and we want that feeling to last.

This month's newsletter is packed with stories that celebrate our refreshed identity, our vibrant community, and the joyful chaos that comes with singing in gazebos on windy days! From Nicky's unforgettable moment centre stage at Latitude Festival to the heartfelt tribute to Sheila Sayward, we're reminded that music connects us in powerful ways, whether we're harmonising in a choir or simply sharing a smile at a wellbeing event.

We're excited to launch new sessions, explore new venues, and welcome new faces. So grab a cuppa, settle in, and enjoy this month's slice of PfC life, best served with a wiggle and a dollop of melody!



Playing* for Cake

Cake In The Field

Klarna

PRESENTS

LATITUDE



Most people head to a festival expecting to roam fields, catch live sets, and blend into the crowd, not to end up centre stage. But that's exactly where Nicky found herself at Latitude Festival.

Nicky earned her spot in Gareth Malone's 100-voice pop-up choir by uploading a short video singing a favourite tune, and a bit about herself. Two days of spirited, full-on rehearsals followed, with Malone's playful direction helping the group crack tricky harmonies and forge an instant bond.

When Sunday arrived, Nicky stood in the Obelisk Arena singing alongside her new choir family. Their voices soared over thousands of festival-goers!

"It was the most incredible experience. We performed on the main stage Sunday lunchtime, and I still can't believe I did it!" - Nicky.



Playing* for Cake

Freshly Baked

We teamed up with Norwich-based creative director Oliver Milner-Smith, whose work with local brands like Brick and Tallow has helped shape some of the city's most distinctive visual identities. Oliver brought his signature style—playful, thoughtful, and full of character, to our new look, helping us craft something that feels both fresh and familiar.

"I wanted to capture the essence of PfC, but avoid cliché traps. The bold typography, vibrant colour combos and playful language reflect the playful energy of its members and singing groups. Drawing inspiration from 60s cake packaging, the identity balances nostalgia with a modern edge, future-proofing it for new generations. Working on this has been pure joy." – Oliver



Photo: Oliver Milner-Smith

Our refreshed identity is designed to grow, evolve, and inspire others. The new look is vibrant and inclusive, welcoming people of all ages and backgrounds into a space we've all helped make upbeat, open, and connected.

Our website is changing too, soon to be packed with resources like breathing tips, wellbeing blogs, playlists, and more. We want people beyond Norfolk to benefit from what we've learned. This rebrand is our launchpad: making it easier for more people to join in, more people to run sessions, and more people to bring harmony into their own lives.

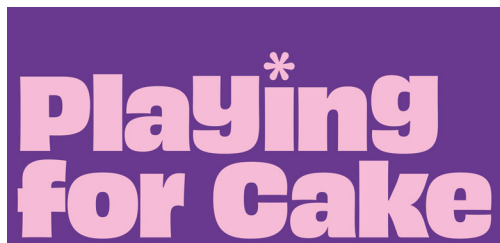


Photo: A peek at our vibrant new logo and colour palette. bold, bright, and unmistakably PfC.

Colour rules

Use pink and purple when talking about PFC generally. Use pink and red when we're talking about happiness specifically, and pink and green when it's about health.

Headlines and large type should be using the bold colour combinations - when we get into body copy, use the black on pink.

					
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Playing* for Cake



Gone With The Wind

Despite the wind doing its best to sabotage the setup (with a special shout-out to Melanie and Debbie's husbands for their gazebo heroics), Playing for Cake had a fantastic turnout at their stand during the North Walsham Wellbeing event. Bundled in fleeces and armed with stones to anchor leaflets, the team chatted with potential new members and handed out posters, newsletters, and plenty of smiles. Big thanks again to Melanie and Debbie for pulling it all together.

Terry's singing drew lovely attention, with passers-by joining in and percussion adding a splash of flair. The Cupcakes provided musical backup, even as the team chased runaway music sheets and secured the piano with pegs and tape. All in all, it was a windswept but wonderful day filled with music and community spirit.

New Sessions

We're all back from our summer breaks and raring to go! With new locations added, fresh sessions underway, and many more in the pipeline, please check our website for upcoming events and newly added sessions.

Look out for our leaflets and posters around the area, and feel free to recommend us to others. Help spread the word about the incredible work everyone is doing to help people feel a little better during these winter months.


May contain singers A dollop of laughter

Playing* for Cake

Singing for Health, Wellbeing and Fun!

FREE, friendly and informal singing sessions.
All ages and abilities welcome.
Sherringham Little Theatre,
Wednesdays from 3.30-5pm.
(Singing starts approx. 3.45pm).
Everyone welcome including carers and the cared-for.
Dementia-accessible.

www.playingforcake.uk
01263 340082



Best served with a wibble A dollop of melody


Playing* for Cake

Stronger Breaths, Brighter Voices!

For individuals with lung conditions or anyone looking to improve breathing and voice quality, including those with Parkinson's. Led by trained professionals.

North Walsham Sports Centre,
Spencer Avenue, North Walsham, NR26 9HZ
Fridays from 10.15 am to 11.45 am.

www.playingforcake.uk
01263 340082




Playing for Cake

Remembering Sheila

Recently, we lost one of our cherished Singing for Breathing members, Sheila Sayward. Sheila had asked that the group sing *Shalom* at her Celebration of Life service, a request the group were honoured to fulfil.

Fourteen Cakers attended the service, which was deeply moving and together they sang the song Sheila had chosen. The music was warmly received by all who attended.

Special thanks to David Beecroft for capturing the moment on video and in photographs, and heartfelt appreciation to everyone who took part in the singing. We hope Sheila approved of our efforts.



Lights, Camera, Action!



Earlier this year, David and Amanda took part in a brilliant filmmaking course through the 32 Steps To Togetherness project, and what they created is something truly special.

Their short film shines a light on Playing for Cake, capturing the laughter, the music, the friendships, and those quiet, meaningful moments that remind us why community matters.

As part of the film, David shared the story behind how Playing for Cake got its name, while Amanda spoke about the incredible effects music can have on our wellbeing.

We're proud to share it as part of a Norfolk-wide celebration of local voices and creativity!

Filmmaking isn't just about cameras; it's about connection. David and Amanda brought their whole hearts to this project, and it shows in every frame.



Playing* for Cake

In every newsletter, we'll meet a new Caker. This issue features Tommy—a regular at SUBs and a proud co-founding member of The Cupcakes!

What is your first memory of Playing for Cake?

I was walking down the road, dragging my feet, and Georgina and Les spotted me. They said, 'You should come along.' I did and they were my saviours.

Music rescued me. It gave me purpose.



What do you remember about your first Playing for Cake session?

I went in not expecting much. I don't play very well, but I try. And it just brought me on. I'm improving all the time. For someone my age, that's a big box tick.

What makes Playing for Cake special?

It's the people. Like-minded, into music, modest, encouraging. It's a community. And music—it's a pleasurable distraction, helps with breathing, memory, even puts my tinnitus in the background.

Are there hidden benefits to singing or performing?

Absolutely. It's helped me understand music better, even in a simple way. It's improved my memory, my breathing, and given me something to focus on. Music is always in the foreground now—and I don't mind that.



What's your favourite song to perform?

I used to have 60 or 70 songs in my head. Now I need the lyrics and chords in front of me. I collect thousands of songs—but I couldn't pick just one. I just love playing.

