City of Peterborough

To:	**Members of the Arenas Parks and Recreation Advisory Committee**
From:	**Rob Anderson, Recreation Division Coordinator**
Meeting Date:	**October 17, 2017**
Subject:	**Report APRAC17-033** **Older Adult Recreation Services**

Purpose

A report to inform of collaboration between the Senior Recreation Centres and the City, to review and improve upon the delivery of recreation services geared to the older adult population.

Recommendation

That the Arenas Parks and Recreation Advisory Committee approve the recommendation outlined in Report APRAC17-033 dated October 17, 2017, of the Recreation Division Coordinator, as follows:

That report APRAC17-033 be received for information.

Budget and Financial Implications

There is no budget or financial implication resulting from the approval of the recommendation of report APRAC17-033.

Background

In 2016, City staff invited representatives from each of the three Senior Recreation Centres, Activity Haven, Mapleridge, and Whitlaw Mariners to meet collectively to discuss opportunities to improve on the provision of services to the community's older adult population. Each organization had individually identified to City Staff their operational challenges. There were common themes among the identified challenges. Therefore, Staff believed a collaborative approach to addressing the challenges may be the most effective action. Representatives from the Peterborough Sport and Wellness Centre (PSWC) were invited to participate, as the PSWC also provides recreational programming suitable for older adults. Such action is in keeping with Vision 2025, and the Age Friendly Plan.

Leisure Trends and the Older Adult

In January 2017, a presentation on Leisure Trends for Older Adults was made to the group by Mr. Robert Lockhart, who was the lead consultant on the City's Vision 2025 project. Mr. Lockhart volunteered his time to prepare the information and make the presentation. The details of Mr. Lockhart's research are attached as Appendix “A”.

Collaborative Actions

As a result of the information provided on leisure trends for older adults over the next ten years, it was recognized by the three Senior Recreation Centres and City Staff that collectively we need to consider:

- How well will current older adult facilities meet the evolving social and leisure interests, perspectives and values of older adults;

- The types of activities that can be supported, the capacity of current facilities, their ability to be enlarged and/or renovated, location and accessibility, and their stand-alone nature; and

- How well will current programs relate to the evolving social and leisure interests & perspectives of older adults?

A working group was established, consisting of representation from each organization to prepare an Ontario Trillium Grant application for funding to secure a consultant to conduct a study and prepare an older adult recreation service and facility strategy, with focus on:

- Recreation, culture and social services in the public, non-profit and commercial sectors.
- Link the research and recommendations to other relevant studies, plans and policies.

- Research and assess the evolving role and interrelationships of service providers - including the current service delivery model (system-wide and individual providers).
- Research service delivery models in other urban municipalities.
- Research and assess the current supply of facilities, programs and services in the study area.
- Research and analyze facility use and program participation patterns, as well as membership patterns in older adult organizations in the study area.
- Research the rapidly growing and changing older adult market, and the evolving interests and perspectives of current and future older adults (the demand assessment must include an effective stakeholder and community consultation program).
- Assess current strengths and challenges, as well as future trends and opportunities in the study area.
- Building on current strengths and future opportunities, and addressing identified challenges and needs - recommend an effective Regional Older Adult Services and Facility Provision Strategy – encompassing:
  - preferred roles and interrelationships of service providers – incorporating opportunities for partnerships and other types of strategic alliances;
  - the role of volunteers and ways to optimize this resource;
  - required culture and recreation programming and related services;
  - required culture and recreation facilities and a preferred regional facility provision model (for indoor and outdoor facilities) – not including conceptual design of facility solutions;
  - marketing and communications;
  - ongoing research and planning;
  - application of new digital technology to all aspects of this sector;
  - high level cost implications and other required supports; and
  - an actionable implementation strategy.

It is anticipated the cost to conduct the study and develop a strategy would cost approximately $75,000. Activity Haven has offered to be the lead applicant on the funding grant to conduct the work. The City can partner, but is categorically ineligible to be the lead.

Summary

The City and the three Senior Recreation Centres are working collaboratively to conduct a study and prepare an older adult recreation service and facility strategy, designed to better align with the evolving leisure trends for older adults over the next ten years. If the grant to fund the study and strategy is approved, a consultant will be secured and the work will take place throughout 2018.

Submitted by,

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Attachments:

Appendix A – Leisure Trends and the Older Adult

Appendix A

Leisure Trends and the Older Adult

The older adult market is comprised of many sub-markets, each with their own perspectives and leisure interests, with the ‘age’ sub-markets influenced on the generation that each represents. The social and leisure interests of other sub-markets are influenced by gender, culture, income, physical and mental ability and degree of mobility. The big Baby Boom generation (age 51-70 in 2017) will increasingly influence the senior adult population with their characteristics; values; perspectives; and social, leisure and wellness interests. Within four years, this generation will be completely within the age considered ‘older adult’.

The older adult market is becoming more ethnically diverse. Influenced by the Baby boom generation, older adults will represent a wider range of leisure interests and, in many cases, a higher level of involvement in and commitment to their most favourite activities. This generation is more demanding and has higher expectations for services and facilities than any previous senior adult market. Boomers are more physically active and generally healthier, and will seek wellness and other opportunities to help extend life. Some will have a greater ability to pay for their favourite leisure and wellness interests and activities (although some sectors of the older adult market will continue to be financially insecure). This emerging market of older adults is generally better educated and more globally aware, and has a greater interest in life-long learning and an appetite for information, a stronger ecological and environmental ethic, is more self-motivated, and more likely to be looking for personal and spiritual fulfillment. Many are more likely to continue working, even if part time, and may be less likely to offer as much of their spare time for volunteering as previous generations of older adults. They will be more independent, technologically savvy and mobile. All of this is in comparison to the ‘traditional’ seniors, many of whom are the parents of the Baby Boom generation, and have been the principle customers of our seniors’ centres and programs for many years. Marketing professionals have branded the new senior adult as ‘Boomers with zip’ or ‘Zoomers’.

The last of the Baby Boom generation will age out of the older adult market in 40-50 years, depending on longevity. The percentage of older adults will continue to increase after 2031, but more slowly. By 2035, the leading edge of the big Millennial generation with be age 55 and will begin to replace the aging Baby Boom generation as the next wave of older adults.

One of the principle and rapidly growing sub-markets of older adults is the frail elderly - as life expectancy increases and the Baby Boom generation reaches that phase of their life cycle. The age 85+ population is projected by Statistics Canada to triple in size by 2056.

A Transition is Underway

What is anticipated is that most of the leisure interests that have been characteristic of pre-Baby Boom seniors will remain relatively strong for another decade or so, but then they will gradually decline in popularity as that sector of the older adult market gradually ages out of significant involvement in leisure activities. Over the next decade, the interests and perspectives of the Baby Boom generation will continue to augment and eventually replace some of the interests that have traditionally been the focus of social and recreation programming and activities for older adults. Educational programs will become more popular than card and board games, and pickleball will become more popular than shuffleboard and carpet bowling. Participation in golf, curling and lawn bowling will decline, while participation in water aerobic programs, attending festivals, cycling and gardening will increase.

Trends in Leisure Interests

For this new generation of older adults, there should be ***increasing* interest** in the following types of leisure activities:

- Activities and programs that support mental wellbeing and life-long learning (formal and informal)
- Programs focused on spirituality (meditation, mindfulness), wellness, holistic health and mind-body integration (Yoga, NIA, Pilates, Tai Chi)
- Fitness and wellness activities and programs – all types and tailored to age-specific requirements – from floor-based to full-service strength and conditioning – Zoomers tend to lean toward more individualized activities (workout areas, indoor running/walking tracks) rather than group fitness programs
- Linear recreation activities for fitness and pleasure (walking, jogging, running, cross-country skiing, walking with poles, and cycling)
- Lower intensity gym sports (e.g., pickleball and badminton – as a replacement for tennis, squash and racquetball)
- Aquatic activities, especially fitness-oriented and therapeutic – including the full range of water aerobic programs
- Intergenerational programs, as well as programs that are not segregated by age, but rather by ability and interest
- Socializing with friends
- Reading
- Visiting libraries
- Internet research and learning
- Computer use (games, Internet, wide range of programs)
- Visiting art galleries and shows
- Visiting museums and historical re-enactments
- Attending and participating in festivals
- Learning about other cultures and participating in related programs, activities and events

- Programs that involve and engage immigrant older adult populations and bring different cultures together to learn and share
- Visiting markets (food fairs, crafts, art)
- Attending dramatic arts, dance and music events for entertainment
- The creative arts – trending toward increasing interest in higher levels of endeavour, including digital photography, drawing and painting (all mediums), sculpture and wood carving
- Orienteering and Geo-cashing
- Nature study/appreciation, including bird watching, hiking, and cross-country skiing and biking, often in gentler environments
- Gardening (individual and community)
- Adapted team sports (low intensity baseball/softball, soccer and hockey on smaller, high quality playing surfaces)
- Boating and fishing
- Comfortable camping
- Dining out
- Travel

General Patterns

- It is anticipated that tomorrow's older adult will more likely want to mix with younger adults and participate in activities based on their ability rather than age. That will have implications for 'older adult-specific' programming that has been the norm for decades.

- Most will not want to be labelled as a 'senior'. Zoomers will avoid programs, groups and facilities that are labelled 'seniors', 'older adults' or 'mature adults'. Activities such as bingo, shuffleboard, carpet bowling, and card and board games may be avoided by many of the new generation of older adults because they are often associated with an older generation of senior adults.

- At least initially, Baby Boomers want to think 'young' and will pursue activities that help them maintain or improve their health and wellbeing. Health and wellness is very important to this generation, and programs and facilities to support physical health and mental wellbeing will be popular - and this generation will be willing to pay for these opportunities, because of their importance to them.

- Safety and security will become increasingly important to this new brand of aging adults.

- Most of this new generation will be more willing to pay for a program, course or organized activity than to volunteer to organize and offer it. Programs that blend the role of the programmer and the skills and abilities of the participants will create opportunities that are more empowering and rewarding to the participant, and provide more opportunities to learn, enhance leadership skills, broaden horizons and develop new skills.

- This new generation of older adults will also expect quality services and facilities that will evolve with their interests, needs and abilities.

- Because of busy schedules and time constraints, they will be increasingly interested in short duration program cycles and drop-in opportunities. Membership commitments will become increasingly less popular with this group. That will have significant implications for membership-based operational models.

- The expectations of older adults re: volunteering are changing, increasingly influenced by the values, perspectives and experiences of the Baby Boom generation. Recent patterns have seen a lower level of involvement by new seniors – in terms of absolute numbers and hours-per-year of commitment. However, if volunteer opportunities are better matched to the skills, interests, expectations and schedules of Zoomers, and this new generation of volunteers are better supported, more are likely to volunteer and remain engaged.

- With their full day time schedules and increased mobility, Zoomers will increasingly demand prime time at facilities, rather than the traditional weekday daytime periods.

- An increasing proportion of the new generation of older adults tend to enjoy activities that are more individual and small group in nature rather than the traditional large group events. This will have implications for fitness programming, and many other large group-oriented and team activities.
- Many municipalities have begun to make adjustment to provide the types and quality of facilities that are of increasing interest to adults of all ages. Examples include more trails (especially hard-surfaced), full-service fitness centres with programming tailored to the older adult, easy access to swimming and therapeutic pools, more facilities to support the creative arts, more performance facilities and special event spaces (indoor and outdoor), accessible washrooms, accessible outdoor culture and recreation facilities, higher quality food service facilities (including healthier food and beverages as well as adjacent, comfortable sitting/socializing areas/cafes), higher quality turf for playing fields and ball diamonds (safety issue), more adult-size outdoor sports facilities, amenity-rich arenas, and more shaded areas adjacent to outdoor facilities.

- There is a trend away from stand-alone facilities such as arenas, swimming pools and seniors centres - and toward the clustering of facilities into medium to large, one-stop complexes that include a variety of complementary culture and recreation components plus other facilities such as a library, a health centre or specialized clinic, a municipal office, one or more secondary schools, etc. Within these multi-facility complexes, there could be an older adult wing or component - primarily for middle-aged and older seniors who seek a less busy and more secure environment.

The Profile of Members of Older Adult Centres

From the 2010 Older Adult Centres' Association of Ontario study titled **Building Bridges for Tomorrow**, the following is the profile of current members of older adult centres:

§ All age categories of older adults age 55+.
§ Primary market is age 65-75 (41%) and 76-85 (35%). 8% are over the age of 85.
§ Boomer members have increased from 8% to 15% over the past ten years
§ Compared to the general population, older adult centres cater to a larger proportion of the 85+ population.
§ In general, older adult centres cater to individuals from lower to middle income brackets, including a very high proportion of single, low income women. Almost one quarter are considered low income and at or near the poverty line.
§ Older adult centres do not attract very many members from the population of new Canadians. Only 15% are from ethnic backgrounds and 4% are visible minorities. 91% have English as their first language.
§ Typically, three quarters of members are women. The proportion of males ranges between 16% and 34%.
§ Education levels vary with age, with the younger members tending to have achieved a higher level of education.
§ Almost 50% of members are single, divorced or widowed.
§ Over 40% of members live alone.
§ Members are generally very independent in terms of lifestyle and daily living. Less than 10% of members receive any type of community support services and less than 5% receive any type of in-home services.
§ Members tend to retain membership for a long time, with at least one quarter being members for more than 10 years, and more than half being members for more than five years.
§ For two thirds of members, the typical length of stay is two to four hours, and more than half of members attend two to four times per week.
§ One third of members live within two kilometres of their centre and 85% live within ten kilometres of the centre.
§ More than two thirds of members drive to the centre, with rural communities being even more dependent on the automobile. Less than 5% of members use special needs transportation. Almost one quarter stated that they might use the centre more if transportation was more available.
§ Less than one third of members are active at other leisure facilities.

Province-wide Program Participation and Interest in Programs by Members of Older Adult Centres (from Building Bridges for Tomorrow, 2010)

§ Special event, trips and travel are the most popular activities at centres.
§ More than one third of members are interested in fitness programs/activities.
§ Educational programs are twice as popular as cards, dispelling the myth that older adult centres are primarily 'card clubs'.

§ Boomers are more active in fitness, visual arts and health-related activities. Interest in cards is far below the average with this age group.
§ For *new* programs, the demand was greatest for health and wellness-related activities, as well as physical activities. Demand was lower for traditional arts and crafts programs. Weight loss programs and health promotion services are two of the most requested *new* programs.
§ Members rated programs in the centres at 9 out of 10.
§ Almost one quarter of members participate in health-related programs, with weight loss, health promotion, hearing clinics, and eyesight clinics being the most popular across the age groups. Interest in foot care and hearing clinics increases with age. Interest in health promotion is highest among Baby Boomers.
§ Foot care is the most utilized health service.
§ Slightly more than 15% of centres offer a full basket of community support services.
§ More than one third of centres offer an adult day program, congregated dining and transportation services.