Kingsville Community Centre – Seniors Strategic Growth Plan (2020–2028)

Vision Statement

To be the hub where seniors in Kingsville and surrounding communities experience connection, health, learning, and belonging in an inclusive, accessible, and welcoming environment.

Strategic Goals

1. **Program Growth with Community Collaborators**
2. **Health & Wellness Expansion**
3. **Education & Lifelong Learning**
4. **Exercise & Physical Activity**
5. **Staffing & Volunteer Development**
6. **Satellite Space Utilization**
7. **Branding & Outreach**
8. **Outdoor Space Development (Community Garden & Gathering Spaces)**
9. **Accessibility & Inclusion for Physical Needs**

Strategic Timeline

Phase 1 – Foundation & Partnership Building (2020–2021)

Objectives:

- Formalize partnerships with local organizations (healthcare providers, fitness instructors, libraries, cultural groups, churches).
- Launch an advisory committee of seniors, community leaders, and volunteers.
- Audit existing facilities for accessibility needs.

Key Actions:

- **2020 Q1–Q2** – Begin partnership meetings; identify service overlaps and gaps.
- **2020 Q3** – Conduct accessibility audit and identify priority upgrades.
- **2021 Q1** – Introduce pilot programs with collaborators (e.g., seniors tech classes with health talks with local providers).

Status: ✅ Completed.

Phase 2 – Program Diversification & Health/Wellness Focus (2021–2022)

Objectives:

- Expand health and wellness offerings to include nutrition, mental health, and fall prevention.
- Offer varied educational and skill-based workshops.

Key Actions:

- **2021 Q2** – Add weekly fitness classes tailored for seniors (yoga, gentle aerobics, resistance training).
- **2021 Q4** – Partner with the town to secure the use of facility space for satellite programs.
- **2022 Q1** – Launch mental wellness initiative with group therapy and stress management workshops.

Status: ✅ Completed/In-progress.

Phase 3 – Community Presence (2022–2023)

Objectives:

- Develop a clear, recognizable brand identity for the centre.
- Increase community visibility and engagement.
- Begin integration of satellite spaces.

Key Actions:

- **2022 Q2** – Hire/contract marketing consultant to create a logo, tagline, and brand guidelines.
- **2022 Q4** – Launch updated website and social media platforms.
- **2023 Q1** – Host first annual “Seniors in the Park” event to promote programs and recruit participants.
- **2023 Q3** – Begin regular feature in local paper/newsletter.

Status: ✅ Completed.

Phase 4 – S.A.L.C. & Outdoor Garden Development (2023–2024)

Objectives:

- Integrate the Seniors Active Living Centre funding in collaboration with the Town of Kingsville.
- Incorporate accessible raised garden beds and shaded seating.

Key Actions:

- **2023 Q2** – Secure funding/grants for garden upgrades.
- **2023 Q4** – Install new raised beds,
- **2024 Q4** – Collaborate with the Town of Kingsville to receive S.A.L.C. funding.
- **2024 Q2** – Launch “Garden to Table” cooking series using produce grown by seniors.

Status: ✅ Major elements completed; ongoing expansion.

Phase 5 – Accessibility & inclusion Implementation (2024–2025)

Objectives:

- Ensure all spaces and programs are physically and socially accessible.
- Update branding with new logo.

Key Actions:

- **2024 Q1** – Complete facility upgrades (automatic doors, ramps, accessible washrooms).
- **2024 Q4** – Update branding with new logo.
- **2025 Q2** – Offer targeted transportation solutions for those with mobility challenges.

Status: 🚧 In-progress.

Phase 6 – Sustainable Growth & Satellite Expansion (2025–2026)

Objectives:

- Secure long-term funding for additional staff positions.
- Expand programs into additional satellite spaces in nearby towns.
- Transform the community garden into a multifunctional outdoor gathering and wellness educational space, featuring wheelchair-accessible pathways and covered seating.

Key Actions:

- **2025 Q3** – Secure funding/grants for garden upgrades
- **2025 Q3** – Hire additional administrative staff.
- **2026 Q1** – Pilot new programs in Kingsville, Ruthvan & Cottam using partner venues.

- **2026 Q4** – Evaluate expansion success and adjust offerings.

Phase 7 – Innovation & Intergenerational Integration (2027–2028)

Objectives:

- Incorporate technology and cross-generational engagement into seniors' programming.
- Maintain a vibrant and evolving program portfolio.

Key Actions:

- **2027 Q2** – Launch "Digital Skills for Life" initiative (smartphone, telehealth, online banking).
- **2027 Q3** – Establish a mentorship program connecting seniors with youth.
- **2028 Q1** – Review strategic plan and set new 5-year goals.

Measures of Success

- **Program Growth:** The Number of programs increased by 50% since 2020.
- **Participation Rates:** Year-over-year growth of 10%.
- **Community Partnerships:** At least 30 active collaborators by 2026.
- **Accessibility:** 100% of spaces compliant with accessibility standards by 2025.
- **Brand Recognition:** Increased public awareness measured through surveys and event attendance.