

# **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.

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## **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**

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## **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.

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## **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.

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## 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.

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## 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.

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## **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.

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## **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.

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## **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.

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## **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.