

COMMITTEE	Enterprise, Planning and Infrastructure
DATE	20 April 2010
DIRECTOR	Gordon Macintosh
TITLE OF REPORT	City Events - 50+ Programme
REPORT NUMBER:	EPI/10/084

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## **1. PURPOSE OF REPORT**

This report provides a summary of the 50+ events programme designed and implemented by the 50+ Events Officer from 1 April 2009 to 31 March 2010. It also outlines the proposed programme for 2010/2011.

## **2. RECOMMENDATION(S)**

The Committee is asked to note the 2009/2010 programme and approve the proposed programme for 2010/2011.

## **3. FINANCIAL IMPLICATIONS**

The 2009/2010 programme was funded by the Common Good Fund and has been delivered within the agreed budget of £195,000. The 2010/2011 programme funding has been agreed and it will be delivered within the agreed budget. The funding level has not increased for the last 5 years however the numbers of those living longer has; the programme has therefore been tailored to meet the needs of as many as possible within budget.

## **4. SERVICE & COMMUNITY IMPACT**

The programme aims to meet the needs of the Community Plan & Single Outcome Agreement -2008-2011 by delivering the following benefits:

- Valuing our people in the city
- Supporting and celebrating cultural diversity
- By valuing our identity
- Aberdeen's 50+ Festival presents a strong positive image of itself locally and nationally
- Promoting lifelong learning
- Supporting local business to grow
- Health Policies integrated into events
- Waste Aware into events
- Community Safety Issues
- Delivery of financial information
- Employment related issues - retire or not (Business Enterprise)
- Intergenerational events
- Social Inclusion

The 50+ activities also assist in ensuring that this age group remain active contributors to society supporting economic growth and civic pride. They will also maintain better health by continuing to be active in society therefore reducing the overall burden on public funds.

## **5. OTHER IMPLICATIONS**

The 50+ programme is delivered by 1 full time Officer with part time administration support.

All council policies are adhered to in the delivery of the programme.

## **6. REPORT**

The 50+ Events Officer is responsible for the delivery of a high quality programme of activities to the 50+ age group in Aberdeen. This age group has seen a steady growth in numbers in recent years and is predicted that life expectancy will continue to increase\*. (47 years in 1900, 77 years in 2000, and forecast at 85 years in 2030).

- We now have an extra lifetime to work, play, learn, and develop
- The current generation of over-60s is the healthiest and most active on record
- In 1975 28% of the workforce was over 50 years, by 2025 this figure will rise to 33%
- With an 'extra lifetime' comes opportunities for:
  - Second homes
  - Second families
  - Second degrees
  - Multiple careers
- Workforce implications alongside the consumer implications
  - (employment pool is getting older)
- Senior markets will be regarded as increasingly important across the economy

\* 'Future Trends in Lifestyles and Leisure' by Muriel Muirden & Ben Martin, Economics Research Associates, Scottish Enterprise.

It is therefore vital that a wide variety of activities are available which keep this age group active and therefore reduce the burden on the health service and other agencies.

The wide choice of events and activities provided throughout the year attracts both new and repeat participants and users with different abilities from aged 50 to 90.

The Aberdeen directory of 50+ activities is produced by the 50+ Events Officer and is a compilation of opportunities available all over Aberdeen City including social, education, culture, sport and leisure activities. This essential guide to "get out and about" in Aberdeen provides a valuable resource to the 50+ age group and ensures they know what they can do when and how to book.

The popular 50+ 'Out and About' outdoor activities programme, now in its 14<sup>th</sup> year, introduced people to a range of adventurous activities in the unique sea, river and mountain environments of the area. Three different challenge levels ensure we cater for all abilities.

Other regular events featured include the Older Peoples Festival, a Community Choir, Arts Classes, Tea Dances, Dinner Dances for blind, deaf and special needs and fitness and exercise classes.

Appendix 1 lists all the events and activities that were included in the 2009/2010 programme.

In order to deliver the programme, we have built up trust and good relationships with both internal and external partners, individuals, groups, organisations, agencies, educational bodies, and the medical profession who offer specialist services allowing for diversity and best value.

Appendix 2 lists the partner agencies and organisations.

Listed below are some highlights of the events calendar in the 2009/2010 programme.

### **Aberdeen's 50+ Festival**

The festival was a resounding success with over 5000 people attending activities throughout the city. The events department was inundated with calls to book on to one of the 121 activities offered over the three week festival period. It is proposed to transfer the festival bookings for 2010 to Aberdeen Box Office to improve the booking service for our customers which will be more efficient and provide a smoother process.

### **Tea Dances**

All 4 tea dances were sold out with a total attendance of 1440. All dances were held in the Beach Ballroom where a strong sense of community was evident.

### **Dinner Dances**

Dinner Dances were held for Grampian Society for the Blind, Aberdeen and North East Deaf Society and people with physical and learning disabilities. Total attending was 1440. All these dances are well attended with healthy waiting lists.

### **Special Needs and Arts Programmes**

These programmes were delivered city wide by the Council's Arts Development Team. The improvements to mental health and wellbeing are measured along with social inclusion levels by bringing together communities to express their culture and identity through the arts.

*Special Educational Needs* classes were delivered to 207 citizens with 5936 points of contact.

*50+ Arts programmes/classes* were delivered to 562 citizens with 4181 points of contact.

## **Aberdeen's Singing Chorus**

The 300 strong community choir celebrated their 10<sup>th</sup> Anniversary after 10 weeks of rehearsals finishing with a concert at the Music Hall on 18<sup>th</sup> November 2009. The concert was a sell out with 1400 people attending. The Lord Provost was in attendance. A DVD and CD of the concert was produced and has been sent all over the world.

We regularly receive feedback at all events and take on board the valuable and constructive comments that are supplied by many of our users and participants to further develop the events programme

## **Proposed Programme of Events for 2010/2011**

Events proposed for this year include:

### **The 50+ Outdoor Programme April – November 2010**

New activities will be included in the programme aimed at the less confident or physically less able. (This will be highlighted by new challenge levels in the brochure)

**The 50+ Directory** will be printed and be in circulation for a two year period.

**Three Tea Dances** to be held at the Beach Ballroom.

**Deaf Dinner Dance** at the Beach Ballroom.

**Special Needs Dinner Dances** will have a change of format to a Carvery meal with a Disco and hire of a large Glitter Ball for sensory stimulation.

**The Blind Society Dinner Dance** will be held at a city hotel.

### **Aberdeen's 50+ Festival - 13 September to 6 October 2010**

The launch of the festival will comprise a fashion show event held at the Beach Ballroom 25 August. Auditions were held on the 10<sup>th</sup> March to find 20 residents aged over 50 to act as models for the wellbeing and lifestyle event. Local department stores will be exhibiting and providing products on the day.

The festival dinner for 200 people will be held in a local hotel. Entertainment will be provided in the hotel with special room rates available. The hotel will also provide a widescreen television for a Chocolate making workshop to be held for 100 people.

Last year's links with the University of Aberdeen continue this year with additional educational talks to be held over two days instead of one in the Town House. A new link with the Astronomer's Society will provide an interesting element to an already fun, interactive and informative Festival.

## **7. REPORT AUTHOR DETAILS**

Louise Scott, Marketing & Events Manager  
[loscott@aberdeencity.gov.uk](mailto:loscott@aberdeencity.gov.uk)  
01224 522577

Alice Brooks, 50+ Events Officer  
[ABrooks@aberdeencity.gov.uk](mailto:ABrooks@aberdeencity.gov.uk)  
01224 523913

## **8. BACKGROUND PAPERS**

*“Future Trends in Lifestyles and Leisure”* by Muriel Muirden & Ben Martin,  
Economics Research Associates, Scottish Enterprise.

## **APPENDIX 1 List of Events and Activities – 2009/2010 Programme**

'Out and About' Outdoor Activities Programme - January to October 2009

Easter Tea Dance - April - Beach Ballroom

Grampian Society for the Blind Annual Dinner Dance - May - Beach Ballroom

50+ Directory published and circulated - June

Summer Tea Dance – June - Beach Ballroom

North East Deaf Society Annual Dinner Dance – August - Beach Ballroom

Aberdeen's 50+ Festival - 14 September to 7 October 2009

Aberdeen's 50+ Festival Tea Dance - 7 September - Beach Ballroom

Aberdeen's Singing Chorus – September/October rehearsals - Cowdray Hall

'Special Needs' Annual Dinner Dances - 21/22 October – Beach Ballroom

Aberdeen's Singing Chorus Concert - 18 November - Music Hall

Entertainment for Senior Citizens across the city from April 09 to March 10

Arts and Special Needs Classes – all year – City Wide

Exercise and Fitness classes (Cardiac Rehabilitation) – all year – City Wide

## **APPENDIX 2 Partner Agencies and Organisations**

Aberdeen City Council - City Moves  
Aberdeen City Council - City Archivist  
Aberdeen City Council - Arts Development Team  
Aberdeen City Council - Education, Culture and Sport  
Aberdeen City Council - Torry Library  
Aberdeen City Council - Central Library  
Aberdeen City Council - Maritime Museum  
Aberdeen City Council - Duthie Park  
Aberdeen City Council - Cowdray Hall  
Aberdeen City Council - Adventure Aberdeen  
His Majesty's Theatre  
Aberdeen College  
Scottish Ballet  
Royal Scottish National Orchestra  
Aberdeen Sports Village  
Robert Gordon University  
School of Psychology, University of Aberdeen  
Department of Archaeological Studies, University of Aberdeen  
Department of Physics and Science, University of Aberdeen  
Techfest (Science & Technology Festival)  
Scottish Culture & Tradition (SCaT)  
The National Trust for Scotland  
The Suttie Centre, Foresterhill Hospital  
Alzheimer's Scotland  
Grampian Food Producers  
Aberdeen Forward  
Salvation Army  
Broomhill Activity Centre  
Inchgarth Community Centre  
Balnagask Community Centre  
Jamie Hutcheon, Chocolatier of 'Cocoa Ooze'  
Dobbies Garden Centre  
Aberdeen and North East Family History Society  
Aberdeen Volunteer Centre  
Granite City Chorus  
Aberdeen Arts Centre  
British Red Cross  
Gordon Highlander's Museum  
Aberdeen Childline  
British Heart Foundation  
Station House Media Unit (SHMU)  
BBC Radio Scotland