Reimagining the Lunch Club

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Abstract

Individuals born between 1946 and 1964 (known as baby boomers) are expected to be far more active and engaged in retirement than prior generations of seniors. Social service organizations must adapt to meet boomers' demands and expectations. In collaboration with the Commonside Community Development Trust in Merton, England, the goal of our project was to identify what services, support, and activities Commonside could provide to better meet the needs of aging baby boomers. Through comprehensive background research, interviews, surveys, and focus groups, we developed a list of recommended activities that Commonside could implement within their "Lunch Club for Over 55s" program. This list included walking groups, day trips, health services, brain exercises, and more.

Acknowledgements

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- The various organizations throughout the U.K. that participated in and/or shared our online surveys with their communities to help us build a larger sample size.

Executive Summary

The Commonside Community Development Trust is a non-profit social welfare organization dedicated to providing services for the elderly and families of their community. Commonside is located in the borough of Merton in London and operates the New Horizon Center. They offer services for many different age groups, but one of their most prominent programs is the "Lunch Club for Over 55s" which provides elderly members of the community an opportunity for social engagement as well as a hot midday meal. This club runs from 11:00 am to 2:00 pm every weekday and there are approximately 80 people registered.

Project Goals and Objectives

Our project with Commonside centered around the notion that "baby boomers" (i.e., those born between 1946 and 1964) are predicted to have far different expectations regarding retirement than individuals in previous generations. In total, there are just over 1.5 billion "baby boomers" in the world - 14.8 million of whom reside in the UK (Fry, 2018). As baby boomers near retirement, they are expected to be the most engaged group of older adults with a multitude of varying passions, life experiences, interests, and values. While the generation before them is known to prefer more sedentary activities, baby boomers will likely be seeking to maintain their active lifestyles, further their education, and travel. Government agencies, churches, community groups, and other service organizations, such as Commonside, are only just beginning to recognize these demographic changes and plan for their implications. Therefore, Commonside asked our team to explore how the services and activities of their Lunch Club program could be reimagined to meet the needs of the post-war generation who are nearing retirement age.

The overall goal of our project was to identify what services, support, and activities the Commonside Trust could provide to better meet the needs of older people in the future. We achieved this goal through the completion of three main objectives:

1. Analyze demographic trends for the Borough of Merton and Commonside relating to service provision for the elderly.
2. Assess the current and best practices that organizations similar to Commonside are taking in regard to services and activities to accommodate the boomer generation.

3. Identify stakeholder opinions about services, support, and activities that Commonside might provide for older adults in the future.

To execute these objectives, we conducted surveys, interviews, and focus groups with staff members from organizations similar to Commonside as well as with the key stakeholders in this project. These stakeholders included the Commonside staff and board, the current members of the Lunch Club, Merton Councilors, and most importantly, baby boomers themselves. Given that the COVID-19 pandemic circumstances did not allow us to travel to London as planned, our methodology was adapted to be executed remotely; thus, we relied more heavily on online surveys and Zoom video calls to collect data.

Findings and Recommendations

We found a strong agreement among stakeholders that specific planning and improvement is needed in order to meet the needs of the aging baby boomers. We compared the services and activities that local organizations currently offer with those that baby boomers indicated they will want in retirement. A clear gap emerged - the baby boomer generation wants more active and exciting activities, many of which activities local organizations do not currently offer.

Additionally, from our research on the current and best practices in elderly social services, we learned that many organizations are taking the first steps to accommodating boomers, and are beginning to recognize that they will have different needs and expectations. The activities and programs that many of these organizations offer have a strong focus on health, socialization, remaining active, and furthering an individual's education.

On the other hand, we analyzed why those in the baby boomer generation (who have recently retired) do not take advantage of services or programs offered by local organizations. Of the survey participants who indicated they were retired, nearly half had not participated in any offerings from a community organization due to a lack of time, lack of interest, and being unaware of opportunities. We conclude that effective outreach and marketing will be key components for success in the future. The baby boomer generation is very independent, and will not likely seek out social programs, so community organizations such as Commonside should not only prepare to offer new types of activities and services that will appeal to this active population, but also market these services more effectively and aggressively.

Taking the above conclusions into consideration, we developed a list of recommended activities that Commonside could implement within their "Lunch Club for Over 55s" program. The list included, but is not limited to, the activities and programs shown in Table E.S.-1 below. Alongside each activity/program is the reason why we believe it will be suitable to the baby boomers (third column), as well as a brief analysis of the feasibility of implementing the program/activity (fourth column). The feasibility column shows how each activity ranks on a 3-point scale: easy, moderate, or difficult to implement, based on feedback from all of the stakeholders and other organizations. Finally, additional notes regarding logistics are documented in the last column.

Table E.S.-1: Final Recommendations for Lunch Club Programs/Activities

	Activity/Program	Reasons	Feasibility	Additional Notes
1	Walking Groups	Active, Social	Easy	Can offer the walking group as a substitute for the after-lunch activity multiple times a week
2	Day Trips (markets, museums, stately homes, gardens)	Active, Social, Travel	Moderate	Need volunteers (1 for every 3 lunch clubbers), as well as transportation
3	Brain Exercises	Education, Skill Enhancement	Easy	Needs planning and continuous modifications in order to maintain engagement
4	Blood Pressure Checks	Health	Moderate	Potentially needs approval from a health professional and testing equipment
5	Yoga	Active, Social	Easy	Members can watch a video session on a large screen to guide them, or a staff member can run the session

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1. Introduction

Between 1946 and 1964, just over 1.5 billion "baby boomers" were born - 14.8 million of whom reside in the UK (Fry, 2018). These individuals, now between the ages of 56 to 74, are expected to live much longer than previous generations given improved nutrition, lifestyles, and healthcare. Physically, the boomer generation will be the healthiest generation of seniors, with 90% having no disabilities between the ages of 65 and 74 (Haber, 2009). As a result, boomers are expected to be the most engaged group of older adults, with a multitude of varying passions, life experiences, interests, and values (Banerjee and Sperazza, 2010). Harkin and Huber describe the condition of the boomer generation as follows:

> "Many baby boomers are beginning to enjoy a windfall; the combination of wealth, health and longer life gives them a new phase in life. In this phase they have the chance to 'live again', to focus on being mature but independent, discerning but carefree, and in which they can revisit their own desire for personal fulfillment free from the pressures of overwork and childrearing." (Harkin and Huber 2004, p. 13)

Government agencies, churches, community groups, and other service organizations (both private and non-profit) are only just beginning to recognize these demographic changes and plan for their implications. This planning includes developing an understanding of what baby boomers will want and expect to do as they age, as well as how service organization and others can best meet their needs.

The Commonside Community Development Trust is a non-profit social welfare organization located in the borough of Merton in London that provides social services for the elderly. From its establishment in 2002, it has provided programs and services for free or at minimal cost to patrons. One of the programs run by Commonside is the "Lunch Club for Over 55s." This program fosters a positive social environment for the elderly community in Merton and surrounding boroughs by providing its members a place to get together, share a meal, and participate in pre-planned activities. As Commonside looks to the future and the upcoming needs of the community, it is increasingly clear that those people who are between 56 and 74 years old today will not necessarily be seeking the traditional Lunch Club service when they are older. The aim of our project with Commonside was to address this issue and help design a realistic plan for the future to accommodate boomer expectations.

The overall goal of our project was to identify what services, support, and activities the Commonside Trust could provide to better meet the needs of older people in the future. We achieved this goal through the completion of three main objectives:

1. Analyze demographic trends for the Borough of Merton and Commonside relating to service provision for the elderly.
2. Assess the current and best practices that organizations similar to Commonside are taking in regard to services and activities to accommodate the boomer generation.
3. Identify stakeholder opinions about services, support, and activities that Commonside might provide for older adults in the future.

To execute these objectives, we conducted surveys and interviews with staff members from organizations similar to Commonside as well as with the key stakeholders in this project. These stakeholders included the staff and board at Commonside, the current members of the Lunch Club, the Merton council, and most importantly, the aging population of baby boomers.

Through the execution of our methodology (Chapter 3), we found that local U.K. organizations generally agree that the baby boomer generation will be seeking different activities and services and that their organizations should take steps to plan for this, but it is also important to take community demographics into consideration. Additionally, the survey responses revealed that a handful of activities and services are of high interest to boomers, including brain exercises, blood pressure checks, walking groups, and day trips. Based on these findings, we recommended that Commonside implement active and engaging activities such as those listed above, while keeping the cost of attendance low to satisfy Merton's boomer generation in their retirement.

2. Background

This chapter provides context about the current social state of aging baby boomers and defines the scope of our project with Commonside. Section 2.1 addresses the ways in which baby boomers are dissimilar to the generations of elderly that came before them. The section also describes the current standard and innovative approaches that different countries are taking to provide social services for their elderly populations. Section 2.2 analyzes the demographics of the borough of Merton, where Commonside is located, as well as the implications these demographics may have on Commonside. Additionally, several of the current programs and policies relating to the elderly in the borough are outlined in this section. Finally, Section 2.3 includes details about Commonside as a whole and its current programs in place for the elderly.

2.1. Meeting the Needs of the Aging Population

Boomers are known to have far different expectations than other generations[1]. In general, they are more indulgent (i.e., they spend their money on desires rather than necessities), more likely to spend their time volunteering, they favor individualized pursuits rather than group activities, and enjoy spending time with family (Todd 2004). In one study of the boomer generation, 54% report that helping others is important to them; 60% believe that retirement is a time to be active, involved, and to start new hobbies; and 58% between the ages of 51 and 59 report they want to take jobs that serve their community (Haber, 2009). These views are substantially different from those of the so-called GI generation before them (i.e., those born between 1901 and 1927) - many of whose preferred leisure activities in retirement are sedentary. For example, 95% of people in this generation that are retired enjoy activities such as bingo, cooking, sewing, shuffleboard, reading, and watching TV (Banerjee and Sperazza, 2010). These activities are not sufficient for members of the highly active boomer generation that desire more engaging, thought provoking, and physically demanding activities.

As a group, boomers are the origin of a shift in perspective about retirement. They put an emphasis on leisure, not just as a means of relaxation, but also as a means for continued growth (Dychtwald & Flower, 1992). Many of the retired citizens of the U.K. would like to continue

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[1] Most of the information gathered in this section is sourced in the United States, but also pertains to the United Kingdom due to their similarities with regard to aging baby boomers.

their education and learn entirely new things. Boomers have inquiring minds and may be looking to try their hand at a new job later in life. When boomers select leisure activities, some place high value on feelings of excitement while others place value on perceptual freedom. Some want to express themselves while others desire internal personal growth (Banerjee and Sperazza, 2010). In a study done in 2010, boomers were asked to describe what their ideal retirement would look like as well as their anticipated involvement in senior services. The respondents expected to achieve continuity in family involvement, obtain a better or new education, travel the world, engage civically, and continue working part time. They also indicated that they were concerned about maintaining a healthy lifestyle in their later lives (MaloneBeach & Langeland, 2011). The diversity of the baby boomers in combination with their persistent drive to achieve will continually reshape every phase of their lives, especially retirement when they have more downtime to do whatever they please (Banerjee and Sperazza, 2010).

2.1.1. Importance of Social Engagement

In today's society, fewer elderly people are visiting senior centers[2] and more are staying home. In New York City, 44% of senior centers are seeing a decrease in the numbers of elderly utilizing their services, even though the population of older adults is rapidly increasing (Haber, 2009). This could, in part, be due to the fact that most senior centers are called just that - "senior centers." Studies have shown that seniors are more likely to visit a "senior center" if it is named a more general, less stigmatizing term, such as a community center (Haber, 2009). Senior citizens often do not like to acknowledge that they are aging, however, remaining social with others in the same age group is essential to seniors' mental health and well-being (Fitzpatrick & McCabe, 2008).

When individuals reach the age of retirement, many are unsure of how to fill their now-free days and structure their abundance of time (Fitzpatrick & McCabe, 2008). Therefore, "the protective importance of social engagement and activity" (Lyketsos 2006) becomes more real than ever. In a study done by Turner (2004), 85% of elderly people surveyed used senior center mealtimes as a vehicle for social engagement. Turner also identified many mental health and

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[2] For the purposes of this paper, a "senior center" can be defined as a type of community center where older adults can congregate to fulfill many of their social, physical, emotional, and intellectual needs. Many centers are set up as private, non-profit organizations, although many liaise with and receive support from local government agencies in the U.S. and U.K.

physical health benefits associated with participation in a meal program, including improved nutrition, participation in social activities, and access to information. Additionally, elderly individuals who participate in senior center activities and services report higher levels of life-time satisfaction, lower levels of loneliness, and overall a better quality of life (Kirk and Alessi, 2002). Retiring boomers will need activities that are engaging to them so that they may enhance their quality of life as well. The current offerings of many aging services and organizations do not align with the projected needs of this upcoming generation and will likely need revision in order to successfully serve the baby boomers as they head into retirement. Fortunately, many government agencies and public and private sector organizations understand that the boomer generation has different demands than the current generation of elderly.

2.1.2. Current and Future Approaches

There are major public and private efforts to prepare aging boomers for retirement, as well as considerable research on retirement planning. Similarly, there are major private and public sector efforts to provide health care services for the elderly and substantial research assessing such efforts. However, there are apparently fewer efforts to research and provide for the social and intellectual needs of aging boomers. In an attempt to assess the current state of the provision of social services for the elderly, we analyzed programs and policies in the United States, Greece, Switzerland, and England. The United States and Switzerland have similar national programs to promote elderly well-being - the U.S. with the National Institute on Aging and the American Society on Ageing, and Switzerland with the Swiss Council for the Elderly. However, in terms of implementation of services, we were unable to find much evidence of innovative approaches to the provision of services for the elderly in either of these countries. England, however, has many programs and networks that are actively striving to improve social services for the elderly such as Age U.K., LinkAge Network, and the Royal Voluntary Service, but does not have a national program pertaining to social care for the elderly. These programs and services will be described in detail in the following sections.

Services in the United States

The National Institute on Aging (NIA) "leads the federal government in conducting and supporting research on aging and the health and well-being of older people" (Knickman, 2002). There are many policies and programs in place to help the elderly in the United States. With the

boomer generation aging new programs are being implemented to accommodate the varying needs of the elderly population. The United States is focusing on making the lives of its elderly citizens better by incorporating more physical activities and modern technology in the provision of elderly social services (Vickers, 2012).

An additional national organization, the American Society on Aging (ASA) supports those that seek to improve the quality of life of older adults and their families. ASA provides professional education and online information and training resources for any local organizations that help improve the lives of older adults (American Society on Aging, 2019). ASA hosts many education workshops around the nation to both help older adults directly or to help other organizations or people that help improve the lives of older adults (American Society on Aging, 2019).

Health promotional activities for the elderly in the future will aim at improving educational programs, nutritional health, transportation, and the safety of housing (Preparing for an Aging World, 2017). The U.S. health policy for the elderly is designed to provide community-based services specifically in terms of primary care (Preparing for an Aging World, 2017). These services are the benchmark of general quality of care. The newer services for elderly will include screening for certain cancers and diseases that are commonly present in the elderly population (Preparing for an Aging World, 2017). Some national goals at the local level include programs such as protective services, community meal programs, and legal help to all Americans over 60 years old (Day, 2018). With new and innovative national policies, the U.S. will continue to improve their social services for the boomer generation and elderly citizens as a whole.

Services in Greece

In Greece, the government offers a nation-wide, extensive program in order to take care of seniors' health-related issues and also provide leisure activities to these seniors. As stated on their website, the program aims to prevent any psychological or social issues within the third age[3] (ΚΑΠΗ, 2017). The Center of Open Protection of Seniors (COPS) has run this program for the last 36 years, and as of 2017 they have over 900 centers; almost every town has its own COPS center. With the exception of some volunteers, all COPS personnel are considered public

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[3] The "third age" is generally defined as the span of time between retirement and the beginning of age-imposed physical, emotional, and cognitive limitations. Today, this would roughly fall between the ages of 65 and 80.

employees because the program is both created and funded by the Greek government. All activities within the centers are free for seniors.

The programs offered by COPS usually focus on psychological and emotional support, social care, healthcare, physiotherapy, ergotherapy and collective entertainment (ΚΑΠΗ, 2017). For frequent clients, these centers serve as a means for senior socialization, as well as a support system to solve potential problems in their everyday lives. Each center offers a wide range of free activities such as board games, organized lectures, and even focus groups to discuss any problems some might be facing. For a small participation fee, clients can take day trips to museums and archeological sites, as well as longer trips throughout the entire country.

Aside from the programs offered by the Greek government, there are many other organizations within the country that are run voluntarily by Greek citizens. These organizations are usually funded by wealthy individuals or corporate entities, but still share similar goals to improve the lives of the third age population. They often collaborate with other establishments (e.g. museums or music venues) to organize entertainment events for seniors, which in turn generates funding for more social activities.

Services in Switzerland

According to a 2015 report from HelpAge International, Switzerland is the best place in the world for older people to live, followed closely by Norway and Sweden (University of Southampton, 2015). Switzerland is investing in improving the lives of its elderly, and implementing policies, which promote universal healthcare and social pensions. Most importantly, Switzerland is focusing on enabling physical and social environments for older people. Because of this focus, the country is changing the current plans and programs in place for the elderly and substituting them with programs more suitable for the boomer generation (University of Southampton, 2015).

The Swiss Council for the Elderly (CSA, according to its French initials) is a service organization that has been providing elderly Swiss citizens a means to voice their opinions and be heard since 2001 (Rubin, 2018). According to CSA co-director Michel Pillonel, "Before, politicians made the decisions affecting the elderly. There were various retirement organizations, but no national group. Now, the Council represents and fights for the interests of this community before the federal parliament and government" (Rubin, 2018). The CSA represents approximately 1,800,000 elderly voices with their motto stating "we don't want to be spoken

about, we want to be spoken with" (Rubin, 2018). The organization works diligently to safeguard their quality of life, dignity, and social and political participation. CSA serves as a phenomenal outlet for Swiss baby boomers to voice their opinions and express what matters most to them in their retirement. Swiss politicians and social service organizations can use what information the CSA provides to better serve the aging population. As Pillonel described it, "since the birth of the CSA, things have much improved, but this doesn't mean that we give up the struggle." (Rubin, 2018). The CSA is making headway in inclusion of elderly in decisions pertaining to them, and will continue to advance the movement as boomers enter retirement. Although Switzerland has yet to implement innovative approaches with regards to specific programs, this is one way that the country is excelling in terms of social aspects of elderly care.

Services in England

The national government and local authorities in the U.K. are extensively involved with the provision of services and activities for older citizens. Data is collected through several organizations in order to analyze what problems the elderly are facing and how to respond. Government activities range over a variety of sectors such as: transportation, healthcare and social care, leisure, environment, individuals' safety, employment, income, and improved housing. Many for profit and not-for-profit organizations work hand-in-hand with government agencies to provide social services for the elderly. Some of the more prominent organizations include Age U.K., LinkAge Network, and the Royal Voluntary Service.

Age U.K. owns many community centers across England, with each facility responsible for their own services, activities, and programs. Each facility offers similar if not identical programs pertaining to healthy eating, exercise, and social networking for the elderly. With boomers focusing more on living healthy lifestyles, it is important that senior centers can offer quality food choices so that seniors are more inclined to come together over meals. Age U.K. offers a varied, healthy menu from day to day to account for the needs of all of its seniors. Age U.K. also hosts many exercise classes such as walking football, yoga, pilates, and dance (Age U.K., 2020). Some of the social activities and programs offered include tea time, dance classes, photography sessions, and arts & crafts events (Age U.K., 2020).

LinkAge Network is a charity based in Bristol that provides services similar to those of Age U.K. LinkAge Network is host to many projects that help seniors live happy, healthy lives such as Talking Tables, Matinee Mingle, and Meet Your Street (LinkAge Network, 2020).

Talking Tables is a cooking program where seniors meet up with other seniors and cook meals together. Matinee Mingle is a program for those with an eye for theater. Through Matinee Mingle, seniors meet new people and potentially gain a theater partner. Meet Your Street is a project dedicated to helping seniors form a friendly community for the elderly to reduce social isolation (LinkAge Network, 2020).

Royal Voluntary Service (RVS) offers many similar programs as the other senior service centers, and also provides additional services. These services include healthy lunch and exercise classes, and classes for recreational activities such pottery (Royal Voluntary Service, 2020).

2.2. The Borough of Merton

Merton is a demographically diverse borough with a rich history (see overview in Appendix A) and a large aging population of baby-boomers. Most of these baby boomers are either already retired or will be entering retirement soon. Recent demographic analyses reveal that younger generations are leaving the borough in hopes for a better future, while the elderly are tending to remain in the borough. Growing demands combined with ongoing budgetary pressures make it increasingly difficult for the borough to provide much beyond basic services for the elderly. Other community groups, such as Commonside, struggle to supplement the programs and services offered by the council.

2.2.1. Demographics Patterns and Trends

Today, Merton's population is just over 200,000 residents, 51% being females and 49% males, and baby boomers constitute 18% of the current population. There are roughly 80,000 homes, of which 29% are single person households and 24% consists of families with children. Nearly half of the residents are married (42.3%), 31.1% are single, and 7.6% are separated or divorced. The east side of Merton that Commonside serves, is more densely populated (Figure 1) and suffers higher rates of deprivation than the more affluent western side of the borough (Qpzm Localstats U.K., 2020).
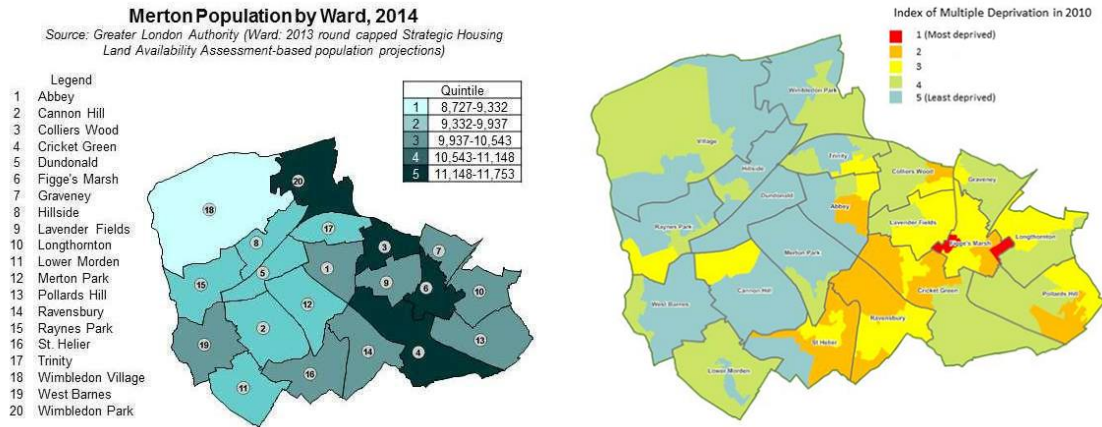
Figure 1. Merton's Population and Deprivation by Ward (Merton: The People, 2014)

The mean age of Merton residents is 36 years old. One major issue that the borough faces is that the number of people above the age of 65 is rapidly increasing, whereas people around the age of 25-35 tend to leave the borough in search of work (Merton: The People, 2020). This creates an age gap between generations within the borough, and people in their 50's and 60's make up just under one fifth of the population (Merton: Local Plan, 2020). On the other hand, the percentage of children is projected to increase as a result of the relatively high birth rates. These changes in age group demographics will affect Merton's ability to provide citizen services.

Another factor affecting the provision of community services is the ethnic, linguistic, and religious composition of the population. Most people living in Merton are born in England (59.8%) and nearly four out of five residents speak English; however, there is a wide range of other languages and ethnicities (Figure 2). Similarly, there is a wide range of religious beliefs, and almost half the population indicates they are not Christian. The variety of ethnicities and religions amongst older generations of the borough creates a culture gap between social groups (e.g., Polish and French) but brings people closer when they share the same culture.

1.	English	78.90%	
2.	Polish	3.50%	
3.	Tamil	3.10%	
4.	Urdu	1.80%	
5.	Portuguese	0.90%	
6.	French	0.80%	
7.	Spanish	0.70%	
8.	Gujarati	0.70%	
9.	Bengali	0.50%	
10.	Italian	0.50%	
11.	Other	8.60%	

1.	England	59.80%
2.	Sri Lanka	3.20%
3.	South Africa	2.80%
4.	India	2.10%
5.	Pakistan	2.00%
6.	Ireland	1.50%
7.	Ghana	1.40%
8.	South America	1.20%
9.	Scotland	1.20%
10.	Jamaica	1.10%
11.	Other	23.70%

Language use

Country of birth

1.	Christian	56.10%
2.	No religion	20.20%
3.	Muslim	8.10%
4.	Hindu	6.10%
5.	Buddhist	0.90%
6.	Jewish	0.40%
7.	Sikh	0.20%
8.	Agnostic	0.10%
9.	Other	7.90%

Religion

Figure 2. Merton Demographics (Merton Census Demographics United Kingdom, 2011)

Many of the elderly living in Merton are of lower economic status and receive the minimum retirement pension. Currently, the Basic State Retirement Pension for an individual is £129.20 ($143.25) per week and £258.40 ($286.50) for a couple (Government Digital Service, 2019). The average cost of living in London for a single person without paying rent is about £185 ($205.12) (Numbeo, 2019). An elderly person receiving only a retirement pension can barely afford the basic necessities, which is why community-based organizations, such as Commonside Development Trust, are so crucial to the wellbeing of the elderly. Figure 3 shows that rent and food are the major expenses incurred by the elderly. Due to inflation, the cost of living is rising substantially faster than retirement pensions. This makes basic survival difficult for many of the elderly in the community.
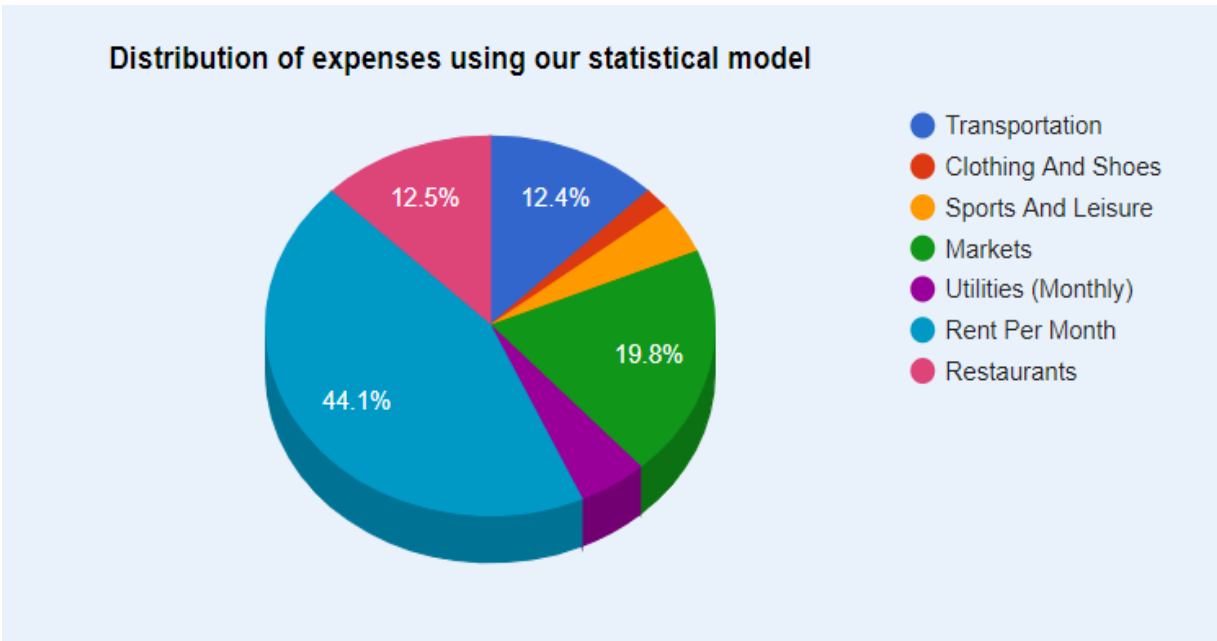
Figure 3. Cost of Living in London for Older People (Numbeo, 2019)

2.2.2. Community Services for the Elderly in Merton

The Merton Council provides a variety of services for the elderly in collaboration with national and local organizations. The council focuses on the provision of basic services for the elderly including housing, transportation, physical health and mental health services. Merton has focused its current policies and programs on the basic provision of health and services for elderly but has yet to develop many programs and policies relating to the specific needs of baby boomers. Their current plan consists of helping older people struggling with mental health issues or providing services to disabled citizens, several home-support services along with the MASCOT alarm and other telecare services, decreasing smoking, obesity and mental health problems across the borough as well as addressing health inequalities between the east and west side of Merton (Merton Council, U.K., 2020). As for the future, the government seeks to introduce new care homes and extra care housing, further improve mental health services and raise awareness, provide easy access healthcare at the Wilson and Nelson hospitals, have more chiropody or nail cutting services, and improve their telecare services. Important government plans for the future should include strategy on how to help lunch clubs and other similar services,

and find what "quality of life issues" have been observed throughout Merton's organizations (Merton Council, U.K., 2020).

The council endeavors to keep the older generation active, by promoting running, walking and cycling activities through programs such as the Healthy Walks Programme. The council also encourages social engagement through art and cultural activities with programs such as the Positive Network Community Project and the Connaught Opera concerts (Merton Council, U.K., 2020). Preparing for the future, the British government aims at raising the amount of time older people spend participating in sports and other physical activities, making cultural community events and leisure venues accessible to everyone despite age or disability, and promoting library services and computer sessions. (Merton Council, U.K., 2020)

Due to ongoing budget constraints, the council tends to struggle to provide substantial services and therefore relies on other organizations to supplement its efforts. Some of these organizations that offer a selection of services and social activities for old people include Age U.K., Friends in St. Helier (FISH), Wimbledon Guild and more, which can be found in Appendix B (Age U.K., 2020). There are many common trends in regard to what these organizations offer to elderly people and how they are planning to meet the needs of the future generation. One of the main themes proves to be aimed at the problem of social isolation and loneliness amongst the elderly (Wimbledon Guild, U.K., 2020). Such activities may range from what they call "Befriending," to lunch clubs, or day trips. Additionally, the Wimbledon Guild states that as years pass, social needs tend to change and their aim as an organization is to be well prepared for all future needs (Wimbledon Guild, U.K., 2020). Their most recent goals are to decrease loneliness across the borough and promote a more healthy and active way of living. Similarly, FISH aims to increase physical activity of the elderly as a way to fight depression and social isolation, which can lead to dementia (Friends in St. Helier, U.K., 2020). Further, as one of the larger organizations, Age U.K. has a national budget of £57 million, around £9 million of which is dedicated for research on future needs and expectations of the elderly. Commonside Trust is an organization very similar to these mentioned, which we will describe in depth in the following section.

2.3. Commonside Community Development Trust

The Commonside Community Development Trust is a non-profit social welfare organization, established in 2002, that provides programs and services for free or at minimal cost to patrons, related to health, personal growth, acquiring technical skills, and sustainability. The Trust serves all residents of Merton, but primarily those that live in the less affluent wards of Pollards Hill, Longthornton, and Figge's Marsh in the southwest of the borough (Figure 4). The Trust delivers most of its services through the New Horizon Centre, which is located next door to the Pollards Hill Library (as indicated by the blue star on Figure 4). As described on Commonside's website, their overall goal is "To create a better future for ourselves, our families and our communities" (Commonside, 2020). For further information on Commonside, refer to the Sponsor Description in Appendix C.

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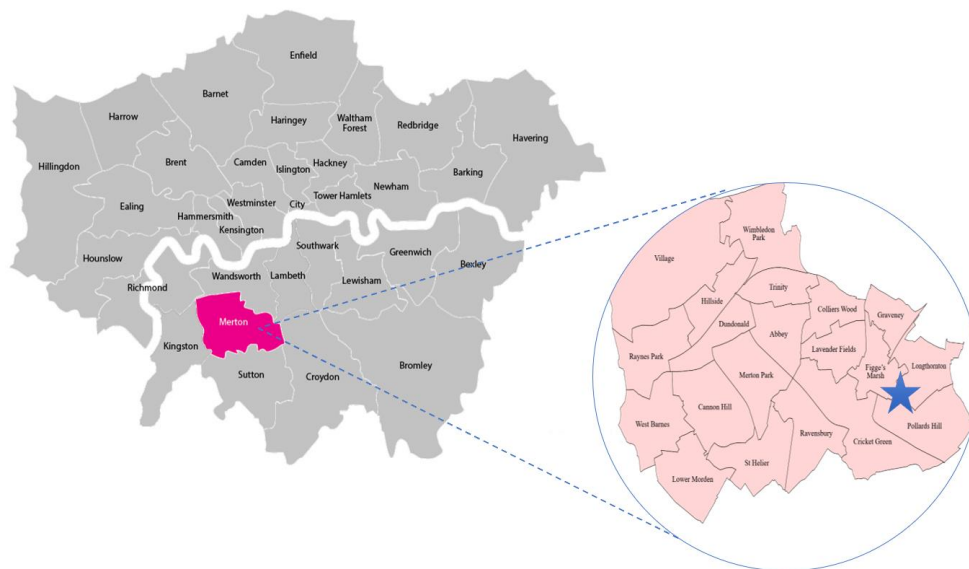
Figure 4. Borough of Merton Map (Arts Funding in Merton, 2016; London Borough of Merton, n.d.)

2.3.1. Main Programs / Target Populations

Although Commonside aims to reach many different age, economic, and ethnic groups, they have a strong focus on provision for the elderly. The Lunch Club for Older People proves to be one of their most popular programs, alongside the Step Forward Support for Local Families. Refer to Appendix D to learn more about Commonside's programs and offerings as a whole.

Additionally, Figure 5 describes Commonside's goals regarding their main programs and their target populations based off of the London Government website.

Elderly Population
- "To help older people to live healthy and independent lives that are well-integrated with the rest of the community, encouraging all adults to make healthy lifestyle choices particularly with regard to diet and exercise" (Commonside 2019).

Young Mothers and Children
- "To tackle high local levels of child poverty and to give every child the best possible start in life" (Commonside 2019)

Figure 5. Commonside's Mission and Goals (Images from: Public Domain, 2020)

2.3.2. Lunch Club for Older People

This is one of the main highlights of the Commonside organization, as it allows the elderly community to come together, socialize, and stay active. This program runs every weekday from 11:00am to 2:00pm, offering fresh cooked meals followed by activities and general socializing. Currently, they have 81 members of the following ages: 46 members over the age of 85, 15 members between the ages of 75-70, and 10 members between the ages of 70-74 (Naomi Martin provided this information during a phone conversation). Nearly half of these members are bussed to the New Horizon Centre; however, it is encouraged that members who are able, drive themselves or arrive by public transportation. The number of busses available depends on what the Merton Council provides to Commonside, so priority for provided transportation to the Lunch Club must be limited to only those who need it.

Commonside structures this event such that members arrive between 11am and noon, and start by relaxing with a cup of tea, browsing the morning paper, and socializing with the other arriving members or staff. Lunch is then served to them around noon, where they enjoy a two-course meal consisting of a traditional dish, such as sausage and mash, and a dessert – as pictured in Figure 6. This is followed by activities in a common lounge area, which may range

from bingo, painting or sing-alongs, to informational sessions such as how to stay safe living alone or how to avoid telephone scams.

Figure 6. Photograph from Commonside's Lunch Club (Commonside, 2020)

2.4. Conclusion

As the baby boomer generation is reaching retirement age, and has proven over the years to live a very different lifestyle than its previous cohorts, communities and governments throughout the U.K. need corresponding measures to meet their needs. Given this, along with the demographic trends of Merton, Commonside has asked our team to explore how the services and activities of their Lunch Club program could be reimagined to meet the needs of the post-war generation who are nearing retirement age.

3. Methodology

The goal of this project was to identify what support, services, and activities the Commonside Trust could provide to better meet the needs and expectations of baby boomers in Merton as they age and retire. We achieved this goal through the completion of three main objectives:

1. Analyze demographic trends for the borough of Merton and Commonside relating to service provision for the elderly (Section 3.1).
2. Assess the current and best practices that organizations similar to Commonside are taking in regard to services and activities to accommodate the new generation of older adults in the U.K. and London (Section 3.2).
3. Identify stakeholder opinions about services, support, and activities that Commonside might provide for older adults in the future (Section 3.3).

Our original plan for the project was to achieve objectives 1 and 2 through background literature research supplemented by a small number of interviews with key informants. To achieve objective 3, we planned to conduct an extensive set of interviews with various stakeholders. However, this plan changed drastically due to the global effects of the COVID-19 pandemic.

COVID-19, also known as the Coronavirus, is an infectious disease that attacks the respiratory system that became a global pandemic. The virus is highly contagious and is especially dangerous to the elderly population and individuals with compromised immune systems. At the beginning of March 2020, WPI made the decision to cancel all international travel, and deliver classes remotely for the duration of the school year. Unfortunately, this meant that we were unable to execute our project in London, and would have to complete the project remotely.

In mid-March of 2020, the United States and United Kingdom implemented nationwide stay-at-home orders for all citizens. This meant that we could not meet in person with our group or advisors, so all conversations were conducted via email, text message, and online video calls through Zoom. Additionally, the U.S. and U.K. ordered all non-essential employees to work from home. Consequently, normal operations at Commonside were disrupted because large gatherings were banned and much of the staff were now working remotely. However, since many elderly people depend on Commonside for a hot meal, the organization did its best to offer adjusted services. Although all programs and classes were canceled, the staff members still

worked diligently to deliver lunches to the seniors in need. Commonside, like many of the other organizations providing elderly services, received daily updates from the Merton Council and central office as well as a list of seniors who may need extra assistance during those difficult times.

Due to the dynamic circumstances presented by COVID-19, our original methodology was no longer suitable and had to be adapted for remote delivery. Although the overall goal and objectives remained the same, the tasks used to achieve each objective changed. Many of the interviews we intended to conduct were no longer an option and were substituted with thorough online surveys. Figure 7 portrays the relationship between our objectives and tasks based on how we planned to achieve them prior to the pandemic, modified to show how we adjusted to the circumstances.
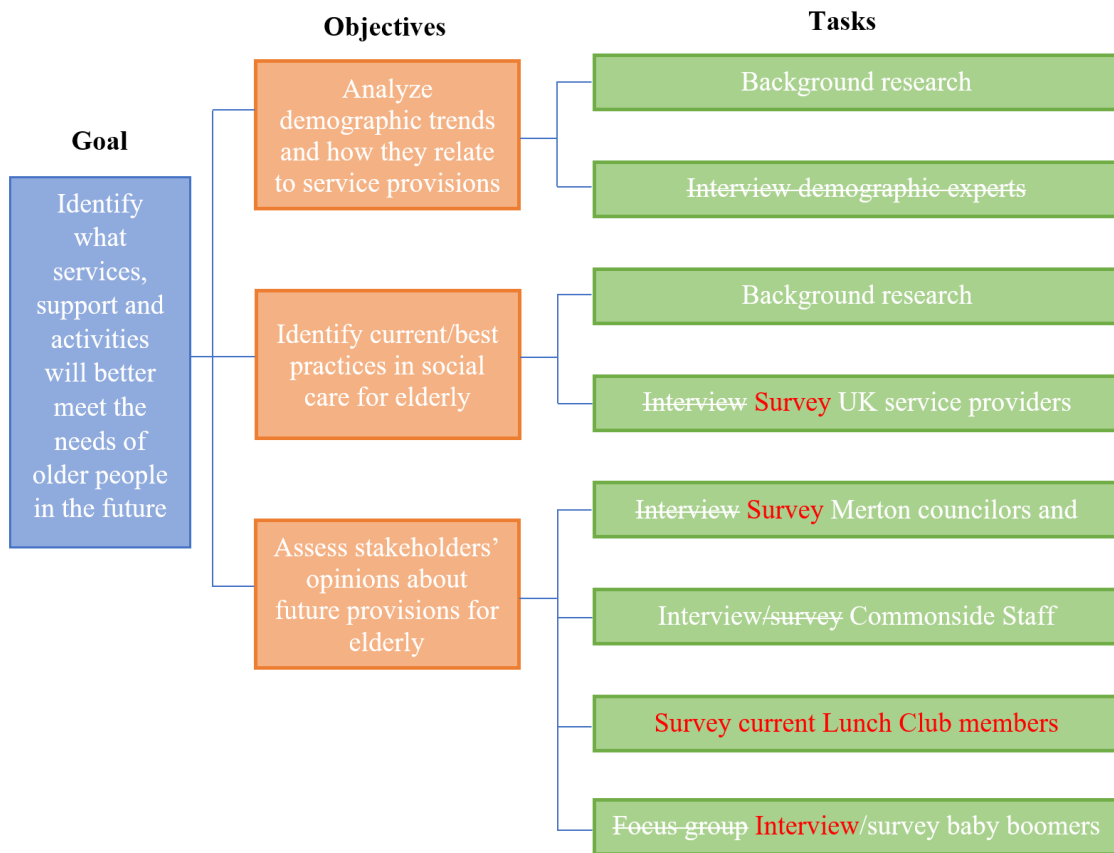

Figure 7. Adapted goals, objectives, and tasks

3.1. Analyzing demographic trends in Merton relating to service provision

Through our background research on demographics in the greater London area generally, and Merton specifically, we had identified several trends in the elderly population. The goal of our additional research was to follow up with simple informational interviews of Merton council staff and other experts with knowledge of demographic trends in Merton and London. Our sponsor, Naomi Martin, recommended several members of the Merton Council. We contacted these individuals and requested that they complete an online survey (as described later in section 3.3.2). Within the survey, we asked the Councilors to schedule a follow up interview if they considered themselves particularly knowledgeable about demographic trends in the borough. Unfortunately, we were not able to schedule any follow-up interviews because the Merton Councilors that completed the survey were very busy dealing with the effects of the Coronavirus, and did not have time for informational interviews. Instead, we relied solely on the demographic analysis from our background research (section 2.2.1).

3.2. Assessing the current and best practices of similar organizations

Throughout London and the U.K., there are numerous organizations that offer services for the elderly, including lunch clubs, senior centers, sports clubs, and churches. We surveyed staff at a sample of these organizations to identify what activities and services they provide and how they are planning for the changing needs and expectations of the aging baby boomer generation. This helped us gain a better understanding of how we may help Commonside integrate new programs or innovative activities for their elderly population. Originally, we had planned to conduct interviews with individuals from the sample organizations. However, due to the COVID-19 pandemic, the staff and volunteers for these organizations were on the "front lines" trying to mitigate the negative effects that the pandemic may have had on the individuals who often use their services. In an effort to avoid adding to their potential stress levels and increase the number of participants we reached, we opted to administer surveys rather than interviews so that the staff and volunteers could fill them out whenever they had a spare moment to do so. Below, we describe the protocols used, including how we identified candidates, how we developed survey questions, and finally how we delivered the surveys.

3.2.1. Sampling Strategy

        To develop our sampling strategy, our background research allowed us to identify pertinent organizations that advocate or provide services for the elderly, which was the first step in determining a survey sample. These organizations include Friends in St Helier, Age U.K., LinkAge Network, Wimbledon Guild and Royal Voluntary Service. With the help of Naomi Martin, we contacted and received responses from FISH, Wimbledon Guild, and the Merton and Morden Guild. See Appendix B for a table of all U.K. organizations. Additionally, given the remote circumstances, we decided to identify and survey organizations in the U.S. and Greece that were similar to Commonside because three team members live in the U.S. and one lives in Greece. This allowed us to collect more data and base our final recommendations on a wide variety of opinions. The sampling strategy for these organizations consisted of each group member researching organizations in our respective communities and identifying which could be beneficial to contact. We identified Pyrna in Greece; the Baldwin Center in Stratford, Connecticut; the Billerica Council on Aging in Billerica, Massachusetts; and the Senior Activity Center in Nashua, New Hampshire.

3.2.2. Survey Development

        To develop the survey questions, we first created a list of everything we wanted to know based on previously completed background research. We then transitioned the items on the list into questions instead of statements. The next step was to minimize the amount of writing/typing for the participant and make the questions as clear and concise as possible, in order to increase response rates. Additionally, we had to ensure that the delivery of each question would elicit the responses we desired, so that the surveys resulted in useful and accurate data. To achieve this, the questions were subjected to three rounds of revisions and discussions between us and our advisors. The survey began with a preamble to inform the participant of the purpose of our research and to obtain their consent. This was followed by a question giving the participant the option to schedule an interview instead of writing out survey responses if that was more convenient for them. The final preamble and survey questions can be found in Appendix E. The same surveys were used for the organizations in the U.K., the U.S., and Greece, with the exception of minor alterations to account for culture and language.

3.2.3. Distribution

As for administering the surveys, we chose to use the online platform "Qualtrics." We chose Qualtrics as our survey development tool because WPI provides licensed access to its features, and from previous experience we determined that it would function well with our sample size and provide us with sufficient data analytics. After developing the survey questions in Qualtrics we then added conditional logic to direct participants based on their answers to certain questions. Next, we pretested our surveys with individuals outside of the sample group in order to ensure that there would be no issues or complications when the survey is taken by the individuals and organization in the sample. The link to the survey was emailed to individuals from organizations identified as part of the sample for this objective. Upon their completion of the survey, the responses were sorted and analyzed to draw the conclusions described in Section 4: Findings.

3.3. Identify stakeholder opinions about future services, support, and activities

This objective was essential in achieving our goal of reimagining the Lunch Club because the ideas we propose in our findings section must complement the visions of Commonside and its members, and encompass the needs and expectations of the aging baby boomer generation. The first step was to identify who the key stakeholders in this project were. Through conversations with Ms. Martin and our advisors and through background research we identified the key stakeholders as: Commonside staff and board members, representatives of Merton Council responsible for delivering elder service, current Lunch Club members, and most importantly, the younger generation of older people who are reaching retirement age. These stakeholders are listed in Table 1 along with the corresponding information we attempted to gather from them and the methods of collecting that information.

Table 1. Methods for Objective 3

Stakeholder	Topics	Interview Type
Commonside Staff and Board Members	- Current provisions for the elderly - Opinions about Commonside's Services - Suggestions for future provisions - Logistics of using the Lunch Club	- Focus Group /Interview
Merton Councilors and Staff	- Current provisions for the elderly & future plans - Demographic trends - Policies regarding elderly	- Online Surveys
Current Lunch Club Members	- Opinions about Commonside's Services - Suggestions for future provisions - Comparison: current members vs. boomers	- Paper Surveys
Baby Boomers	- Activities they would like when they retire - Opinions about current provisions for the elderly	- IDQ Interviews[4] - Online Surveys

3.3.1. Commonside Staff and Board Members

We originally chose to interview Commonside's staff and board members to determine how they perceive current and future provisions for the elderly, and their opinions on how Commonside's services may be improved to better meet the needs of the future generation. For our sample, Ms. Martin recommended potential interviewees. These individuals included those who work closely with the Lunch Club, as well as general Commonside staff and board members responsible for the development of policies and programs.

With the help of a Commonside Trustee, our original plan to interview the staff separately (in difference Zoom calls) was slightly modified. Instead, we interviewed the main four staff members that work closely with the Lunch Club during one Zoom session, in an almost focus group like fashion. The Trustee helped us schedule and coordinate this meeting so that it could serve a dual purpose of collecting individual and group opinions. Holding one Zoom

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[4] "IDQ interview" refers to a remote, in-depth, qualitative interview.

session helped to shorten the time spent collecting data because we did not have to schedule and conduct 4 separate interviews. We started the session by individually interviewing each staff member separately due to the fact that one participant had to leave early. Then, as the conversation continued, it resulted in more of a "focus group" conversation, which allowed us to understand their collective opinions and dive deeper into some of their initial responses.

The interview portion of the Zoom call was structured as a general list of questions, with the anticipation that we would branch off with more specific questions based on their responses if necessary. We developed a preliminary interview script, as can be seen in Appendix F, based on background research. The questions in the interview script were reviewed several times and revised with the help of our advisors. We anticipated the interview script would invoke discussion during the course of interviewing, which proved to be the case. The type of questions asked were about the staff's opinions on current services offered, what their suggestions are for future elderly provisions, and what other organizations we could talk to regarding the aging boomer generation.

In terms of conducting the interviews, one member took the lead by asking the questions and prompting the interviewee, while the others diligently took notes on the responses given, and provided supplemental questions based on those responses. The interviewer (lead) clearly stated the purpose of the interview and confirmed that the interviewees gave their consent to being interviewed. This preamble that was read to the interviewees can be found in Appendix F as well.

As the Zoom call evolved more into a focus group than we anticipated, it became more of an informal conversation to gather more information about the collective opinions of the staff members. To keep the conversation going, we prompted the focus group members with follow up questions from the responses previously provided during the individual interviews. The information gathered from this interview/focus group was analyzed and themes across individual staff interviews were grouped to better understand what the consensus is (if any) among the Commonside employees. A summary of notes from the group interview can be found in Appendix G.

3.3.2. Merton Council

The purpose of speaking with council members in Merton was to gain more information about what policies and programs were currently in place for the aging generation and how they were planning for the future. We also hoped to deepen our understanding of what the council looks for when they chose to fund particular projects over others. We originally planned to begin speaking with councilors that Ms. Martin would recommend along with assisting us in scheduling interviews. We then anticipated we could further pursue referrals from this initial set of interviewees to get a broader sample within the Merton Council. This was altered slightly when we turned to remote execution; instead, Ms. Martin generated a list of her colleagues in the council that she believed would be willing to participate in an online survey. We then developed in-depth surveys aimed at collecting all the same information we originally planned on obtaining through interviews. These surveys again were developed through the Qualtrics platform and constructed in a way to keep it simple and easy for the participants, while still eliciting the desired information and opinions we were looking for. A copy of this survey and the corresponding preamble can be found in Appendix H.

To distribute this survey, it was decided that going through Ms. Martin would be the most effective and appropriate manner. Therefore, after finalizing the surveys, we constructed an email to send to Ms. Martin, with an introduction of ourselves and a request for the councilors to complete our survey. Ms. Martin then forwarded this to her colleagues in the Merton Council with a brief introduction from herself, since they were more likely to give their attention to a person or manner they are familiar with. Finally, the survey ended with a request for the participant to provide their email address if they were willing to do a follow-up interview with us. We included this in hopes to be able to still conduct some in-depth interviews through video or phone calls, so that we could ask more detailed and open- ended questions to broaden our results.

3.3.3. Current Lunch Club Members

The daily attendees of the Lunch Club were useful by providing us with a basic understanding of their opinions about the current Lunch Club services offered, what other activities they might like to see implemented, and what they think the aging baby boomers might like in comparison to themselves. Given that Commonside was closed due to COVID-19, our original plans to have daily conversations, administer formal interviews and host focus groups on site was no longer realistic. With the help of Naomi Martin and the Commonside staff and volunteers, we devised a new approach. In order to still use this stakeholder in our project, the sample size had to be decreased from all Lunch Club members to a handful of the older Lunch Club members - specifically the ones having meals delivered to them. We created paper surveys following methods similar to those outlined in section 3.2.2. However, since the individuals filling out these surveys would likely not want to write a lot, we modified the questions so that they were either multiple choice or could be answered in very few words. To distribute the surveys, the Commonside staff and volunteers delivered the paper survey to the older members with their lunch, and provided a complimentary Commonside pen as well. Once the surveys were filled out, they were collected with a future lunch delivery. Naomi Martin then scanned the surveys and emailed them to our group to be analyzed. The final survey, including the preamble, can be found in Appendix I.

3.3.4. Baby Boomers in Merton

The baby boomer generation was the key component of our project and it was important for us to find ways to get in touch with people of this age group. In order to locate a sample of baby boomers, we originally intended to determine ideal places where they might congregate such as a gym, a local organization, a Facebook page, or a local library event, and hand out either paper surveys or QR codes to complete surveys online. However, due to the stay-at-home orders, this was no longer an option. Fortunately, Naomi Martin recommended various ways in which we could still reach the baby boomer population. Ms. Martin provided us with names and contact information for specific individuals whom she thought would be willing to participate in a survey or interview. She also helped us contact organizations such as Wimbledon Guild, FISH, Wimbledon Community Association, and the Merton and Morden Guild, and requested that they post the link to our survey on their forum and chat boards.

We utilized online surveys offered through Qualtrics to collect data from baby boomers following the guidelines in section 3.2, along with a handful of in-depth interviews via Zoom as described in section 3.3.1 (minus the focus group portion). We used surveys because they were the most structured form of interview that we planned on executing. Surveys had no room for deviations from the questions or question order, no additional questions, and no clarifications or explanations. This method was appropriate for this demographic because it allowed us to more easily collect data from a population that is relatively hard to reach. This method also gave us more responses as individuals were often more willing to participate in a brief survey, rather than an in-depth interview.

An issue with posting this survey on an open forum page was that people other than those in the baby boomer age range used these forums and can therefore respond to the survey. To resolve this, our first survey question asked if the participant was born within 1940 and 1970, and if they answered no, then the survey ended automatically so that we did not have data collected from outside our sample group. We chose to use 1940-1970 instead of the technically baby boomer birth years (1946-1964) because we did not want to miss out on valuable data solely because an individual was born a few years before or after the "cutoff." After determining our sample population and the methods of distribution, the survey questions were developed using similar guidelines to section 3.2.2, with consideration of content, phrasing, and order of questions. These questions and corresponding preamble can be found in Appendix J. Finally, after the surveys were distributed and data was collected, the results were sorted and analyzed in order to draw conclusions.

4. Findings

Through the execution of the methods described above, we gathered information and data from organizations similar to Commonside as well as from all of the stakeholders (the Merton Council, Commonside staff, current lunch club members, and baby boomers). The majority of the data was collected via surveys on Qualtrics, but we were also able to obtain information through online interviews. From there, we were able to draw conclusions about what the Commonside Lunch Club can do to become more appealing to baby boomers. In this chapter, we describe the individual findings for each objective, as well as address commonalities between the objectives. However, these findings come from a very limited response rate from sample; a table of these response rates can be found in Appendix L. From the responses we received, Section 4.1 summarizes the main findings from our background research about the demographics of Merton (Objective 1). Section 4.2 analyzes what top-notch organizations (similar to Commonside) are doing in order to accommodate baby boomers (Objective 2). Finally, Section 4.3 addresses the common themes and opinions across all stakeholder groups (Objective 3).

4.1. Merton Demographics

The information collected through our background research serves as our main source of insight for this objective. As described in the Methodology chapter (Section 3.1), we were unable to interview Merton Council demographic experts to obtain further data due to the circumstance presented by COVID-19. However, the in-depth research outlined in the Background chapter provided us with a solid understanding of the community Commonside serves and how this relates to the services they may want. In summary, Merton has a diverse ethnic, linguistic, and religious population composition due to large immigration numbers in the past. Many individuals that reside in the borough, especially those that are elderly, cannot afford to retire early, travel often, or join country clubs that offer social activities because of their lower incomes. These elderly individuals rely on senior/community centers as a way to stay social and active as they enter retirement. Finally, the number of single person households is increasing, so social isolation and other psychological issues are a growing problem. The implications of this demographic analysis are further discussed in Chapter 5: Conclusions and Recommendations.

4.2. Best Practices

Through the execution of our second objective (to analyze the current and best practices in senior social care), we were able to identify the activities and services that local organizations provide, as well how these organizations are planning for the changing needs and expectations of the aging baby boomer generation. We conducted extensive background research on organizations in the U.K., U.S., and Greece to identify the activities and programs offered. We used this research to create a survey to glean additional information about organizational offerings. Unfortunately, we received responses from only one Greek organization and no U.S. organizations. The survey responses from the organizations in the U.K. are summarized in section 4.2.1, and the research on specific organizations in the U.S. and in Greece is summarized in section 4.2.2. This research differs from the research presented in the background chapter (section 2.1.2: current and future approaches) because that section summarized general practices in various countries whereas section 4.2.2 only reports on very specific organizations close to each of our hometowns.

4.2.1. United Kingdom

After conducting in-depth background research on local senior service organizations in London, we gathered survey responses from a total of 10 organizations, including the Wimbledon Guild, Sustainable Merton, Merton Mutual Aid, Friends in St Helier (FISH), and the Ethnic Minority Centre of Mitcham. Nearly all of these organizations, aside from one outlier, agreed that baby boomers require different social care than the generation that came before them. They understand that the upcoming baby boomer generation will likely require different services than the prior generation, and indicate that they are actively planning for this eventuality.

A representative from one of the local organizations emphasized that "[w]hilst the current 'boomer' generation is wealthier and more aspirational than previous older generations, there are significant income disparities and travel and enhanced leisure opportunities are not available to everyone." This supports our claim that although the baby boomer generation is much more active and will be seeking more lively activities in retirement, it is essential to consider the sociodemographic profile of the population being served. That is why our first objective was to research and understand Merton's demographic so that we could accurately develop

recommendations to Commonside. This comment further demonstrates that this local organization is considering the needs of the boomer generation before they enter retirement.

Another organizational representative stated that "keeping active minds and bodies help keep people young. Irrespective of age, people like to be mentally and physically stimulated. Generic sessions aimed at exercising the heart as well as the mind, tailored to age and ability should continue to be delivered." The participant from this organization believes that everyone, including the baby boomer generation, values mental and physical exercises as they move into retirement, so community centers should focus on tailoring these types of activities for each age group. For example, the younger, more active retirees can participate in a cycling or jogging group, while the older, less active elderly might be more suited for chair aerobics. Further details on these responses, along with quantitative survey responses, can be found in Section 4.3 with side by side comparisons of the responses from the stakeholders, and graphical representations of the data.

4.2.2. United States and Greece

As described in section 3.2, conducting the project remotely changed the scope of our research. Rather than limiting our analysis to just organizations in the U.K., we attempted to collect responses from the organizations in each of our hometowns in the New England region of the U.S. and Greece. However, due to the demands many of these small organizations faced during the economic shutdown from COVID-19, it proved difficult to get in contact with these groups. As previously mentioned, we connected with one organization in Greece, but could not reach any U.S. organizations. Instead, we used online resources to assess the kinds of senior social care offered. The sections below summarize key findings from three organizations in the Northeast region of the United states, along with one organization from Greece.

United States

Senior services in the U.S. resemble the services offered in the U.K. given that the cultures are relatively similar. For this reason, we chose to analyze U.S. senior social care and use what we found (in terms of best practices) when developing our final recommendations for Commonside. Looking at several organizations in our home towns in New Hampshire, Connecticut, and Massachusetts, we found that the organizations varied greatly depending on size, mission statement, and budget.

The Billerica Council on Aging (BCOA) is a senior center located in the town of Billerica, Massachusetts, approximately 30 miles north of Boston. This center is the primary source of services for the elderly in the community. Like Commonside, this organization provides a daily lunch service for members of the community who are over 60 years old. A minor difference in terms of operation is that the BCOA requires a two-day notice for attendance and requests a $2.00 (US dollar) donation (Billerica Council on Aging, 2020). Additionally, they host a variety of activities and services throughout each day, such as hearing clinics, book clubs, computer classes, and exercise classes. The BCOA lunch service, along with a wide range of other activities, are outlined in a monthly newsletter to ensure the community is aware of opportunities. They also distribute a calendar of day trip opportunities each month, which outlines the destination, price, and time-frame. In conjunction with the newsletter, the organization also keeps a robust website up-to-date with not only their services and offerings, but also with links to online resources that may be helpful to seniors, such as directing them to the Massachusetts Association of Councils on Aging website, the New England Chapter of the Aging Life Care Association, or the American Association of Retired Persons (Billerica Council on Aging, 2020).

Benchmark Senior Living at Split Rock (Benchmark for short) is a retirement community in Shelton, Connecticut. Although retirement communities significantly differ from community organizations, Benchmark is a great example of an establishment that offers a diverse set of activities to help its seniors stay happy and healthy through socialization. As described on their website, "Benchmark's signature Live Now, Live Well program is designed around what you like to do, learn, or try" (Benchmark Senior Living, 2020). Their robust calendar of engaging opportunities offers book discussions, gardening clubs, exercise classes, board games, group outings, volunteer opportunities, art workshops, and more. Benchmark develops programs and experiences that promote purpose-filled interactions and positive engagement within their retirement community. By placing an emphasis on connecting to what's meaningful and possible throughout life, their services are likely to appeal to baby boomers who are looking for a place to retire without losing their quality of life.

There are a variety of senior centers across the state of New Hampshire that offer many activities such as educational classes, day trips, physical activity, health screenings, card and board games, congregate meals, and even some competitive games between different

organizations' recreational teams. These services provide vital support for the elderly population and a place to socialize and have fun with others. Some of the popular activities include computer classes, painting classes, book clubs, hiking/walking clubs, day trips to the city or theater, dance classes such as the cha-cha and waltz, shuffleboard, ping-pong, yoga, swimming, and lastly meal services that provides breakfast, lunch, or dinner for members.

Greece

As far as analyzing best practices in Greece, information was collected from a volunteer and two administration officers from a non-profit organization called Pyrna. Their goal as an organization is to offer a lifelong learning experience to their members through participation in all sorts of cultural activities (Pyrna, 2020). Pyrna has been operating in the northern suburbs of Athens, Greece for the last twenty-five years and offers a variety of services ranging from gathering books for orphaned children to programs for retired/elderly people. We focused on the latter. Three full-time and one part-time employee coordinate all the events for the elderly, along with a group of approximately twenty-five volunteers who are all retired and are willing to offer their services nearly on a daily basis.

Participants are required to register as members during the fall or spring at an annual subscription of €50 per person, or €90 for couples. On average, there are approximately 350-410 members each year, 95% of whom are retired citizens. Members are eligible to participate in any lecture (usually two offered per day), and up to three workshops for free. Members are also allowed to bring guests to lectures, have telephone reservations until thirty minutes before the events, and receive the Pyrna newsletter with reminders and information about future activities. Additionally, members get exclusive deals for day trips, holiday trips and other special workshops.

Lectures, being one of the most frequently offered activities, give members an opportunity to continuously learn and also discuss certain aspects of the topics covered. Usually, in these lectures, a guest speaker talks about emerging issues in their topic of employment or interest. Some lectures that stood out were "silver economy & growth of 3rd age tourism", "smart-aging", and "aging well". Tourism within the '3rd age' (i.e., the elderly and retired) has seen a significant spike during previous years and is expected to grow even further in the future, so members found this lecture very resourceful. "Smart-aging" was helpful because people who were less 'tech savvy' got the opportunity to learn how to use new technologies; this also served

useful as they broadcasted lectures through webinars and Zoom-calls during the COVID-19 pandemic. Lastly, in "aging well" they received tips on how to enjoy life better and staying healthy.

Workshops at Pyrna are offered throughout the week and focus on hands-on activities, art and entertainment. The most popular were the reading and creative writing workshops and cooking classes. More specifically, for cooking classes they have their own professional chef who organizes the workshop so members felt they were subjected to quality teaching. Another workshop called "Smart Phones: Our Best Assistant" was aimed at modernizing seniors' way of living with the introduction of smartphones - which was of great educational value because it is becoming a required skill in today's world. Some workshops, such as knitting, have seen a lack of interest in the past years and are rarely offered, which indicates a change in interests of the generations.

Another popular activity is cultural events. These events are scattered throughout the monthly schedule and usually have an artistic theme. They include musical concerts, painting exhibitions, book presentations, cultural presentations, and an open farmer's market. Such events provide opportunities to artists to portray their work and are greatly admired by the community due to their cultural character.

Lastly are the day trips and holiday trips. Day trips are offered on a weekly basis and have a both cultural and educational value. Our interviewees indicated that members often want to have a professional guide with them to comment on the monuments and get as much information possible from the sites they are visiting. Such day trips may include art galleries, walks in the center of Athens (mostly sightseeing), walks in ancient monuments at night and trips to the island of Poros. As far as holiday trips are concerned, they are offered on a seasonal basis, meaning that they have some dates scheduled for the trips and members have to reserve a spot for themselves. These holiday trips usually have a theme and a professional guide along with the group of members visiting. Trips offered in 2019-2020 were "The Baden-Baden Festival", "Fjords of Norway", "Tuscany: A Trip in the Hearth of Harmony", "Oberammergau: Christ's Struggles", "Corsica: Ancient Kyrnos", and "The Walking Trails of Northern Greece". Holiday trips are of high demand and that is why they are offered only to members of the organization as tickets sell out immediately.

Through research on both organizations in the United States and Greece, our team was able to gain a greater understanding of possible activities Commonside could offer to their seniors (which can be seen in Appendix K), as well as methods of marketing and effectively reaching the community members.

4.3. Themes Among Stakeholders

The stakeholders in this research, as outlined in the Methodology chapter, include the Commonside staff and board, the Merton Council, current Lunch Club members, and finally the baby boomer population. We developed a set of questions tailored to each stakeholder group (for both the interviews and surveys). The common goal was to collect information about what baby boomers may seek in retirement and how best to plan for their future. The questions were drafted with the intent that data from the surveys and interviews could be easily analyzed across all four stakeholder groups. For example, when asking baby boomers what activities they would like to pursue in retirement, we presented them with a list of options that was identical to the list presented to current lunch club members when asked what activities interest them. This allowed us to accurately make comparisons and draw conclusions by observing the baby boomer responses side-by-side to the older lunch club members. This, along with other themes that presented themselves through the data, are described in the following sections.

4.3.1 Demand for Planning Ahead for Baby Boomers

One theme that emerged from our data was a strong agreement that there needs to be specific planning and improvements made in order to properly accommodate the baby boomer generation as they reach retirement. This theme prevailed through responses to a variety of questions asked to all of our stakeholders.

The majority of respondents from the Merton Council and other local organizations agreed strongly or somewhat with the statement that "steps should be taken by local organizations and the Council to adapt and adjust services, programs, and offerings for the newer generation of elderly" (Figure 8). Oddly, one organizational representative disagreed strongly, but chose not to elaborate.
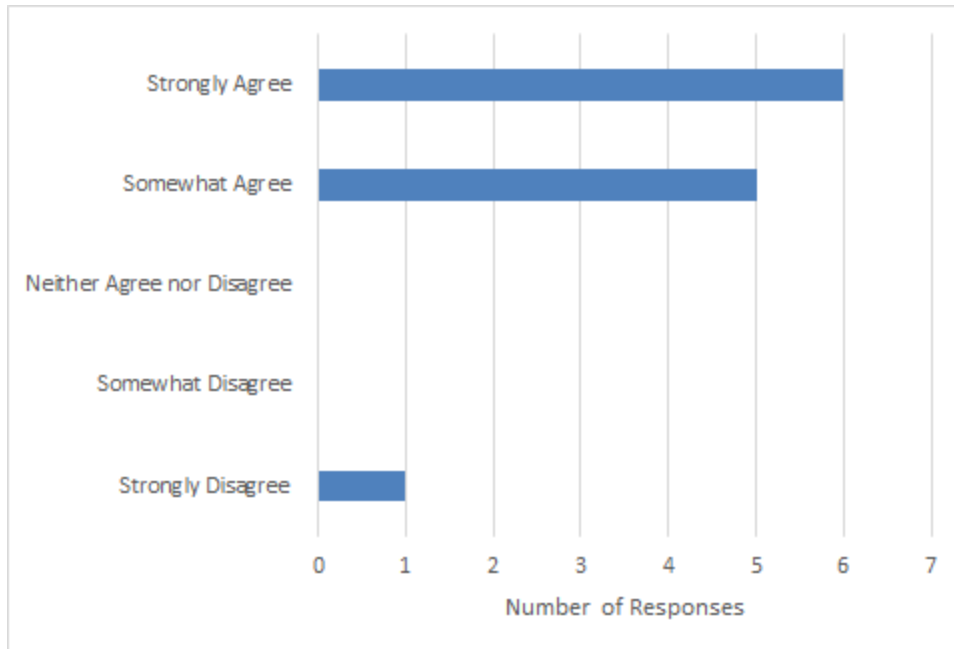
Figure 8. Agreement on Need for Planning

Another set of data that supports this claim of much needed improvement can be seen by comparing the activities that local organizations currently offer, versus the activities baby boomers report they will want in retirement. Figure 9 represents the activities that baby boomers would like to see in retirement and Figure 10 represents which of these activities local organizations currently offer or would like to in the future.
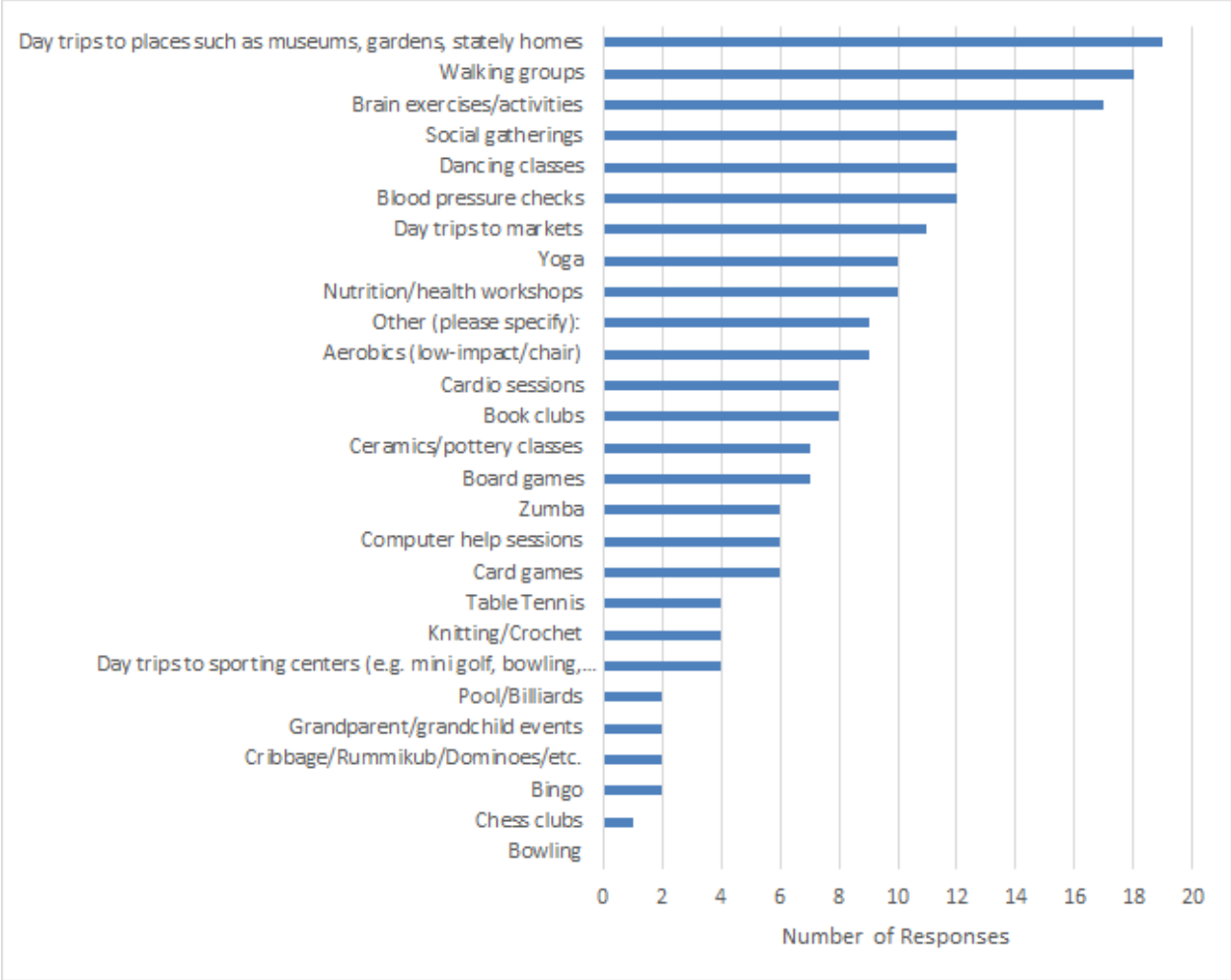
Figure 9. Activities Baby Boomers Would Like to See in Retirement
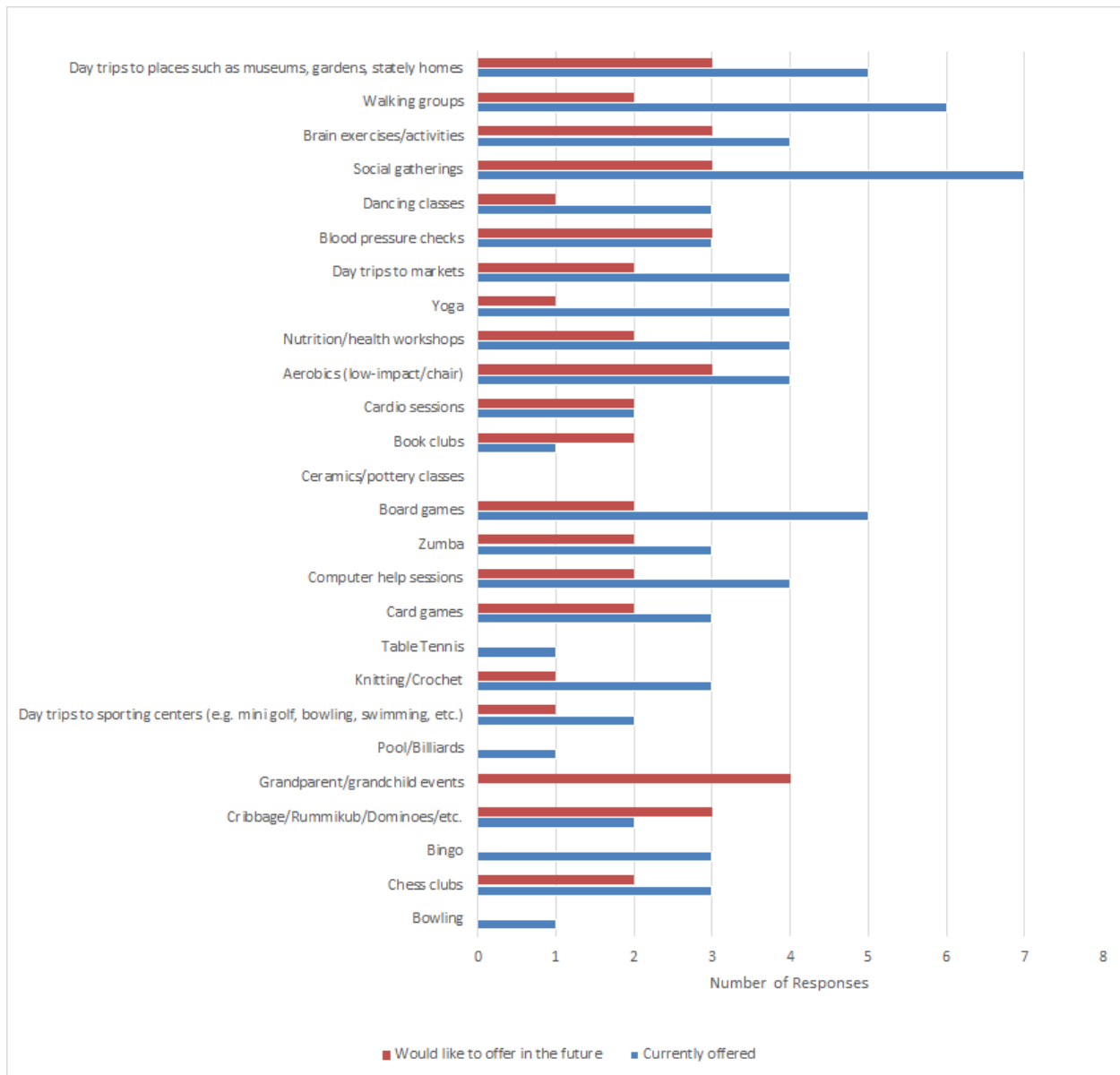
Figure 10. Current and Future Activities offered by U.K. Organizations

Figure 11 combines the data to compare baby boomers to local organizations' opinions. In order to condense and clarify findings, the physical exercise related activities were grouped together as a category for the purposes of the below graph, as well as health and education, card/board games, and social activities. Since there were not an equal number of activities for each category the averages of responses in each category were taken in order to better portray the data. Additionally, there were substantially more responses collected from the baby boomer survey, so those bars in the graph are correspondingly greater, than the following four groups of

responses from local organizations. Therefore, it is important to note the ratio of the bars to each other - for example, boomers most highly demanded category is "Health and Education", while they show the least interest in the "Games" category. In comparison, local organizations report that "Games" are their second most offered activity.
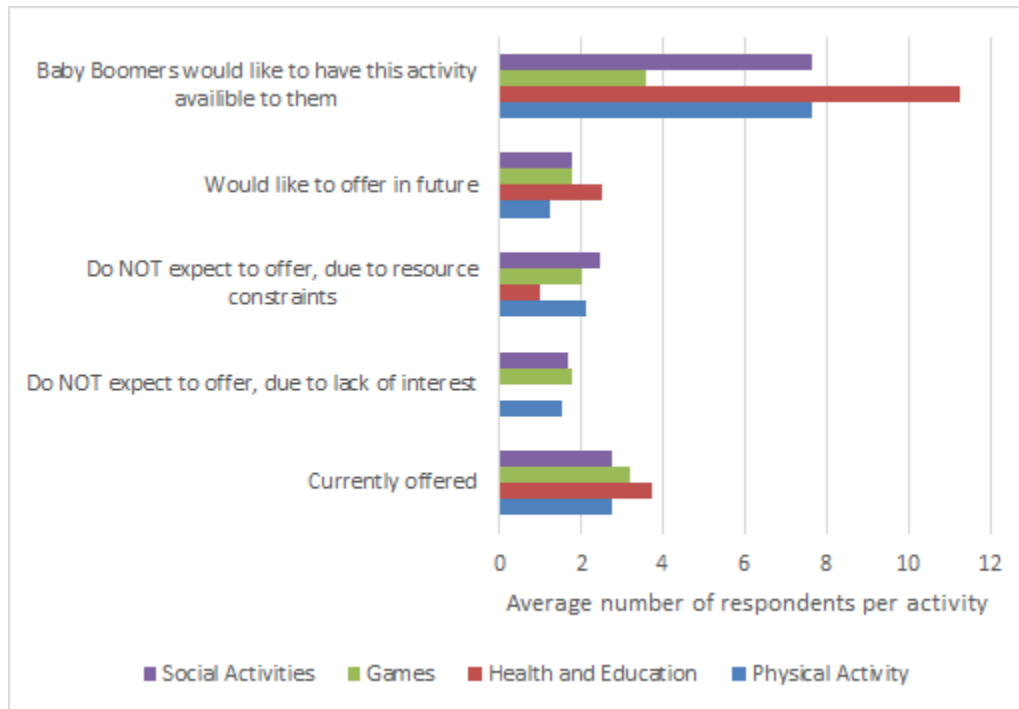
Figure 11. Local organizations' opinions in comparison to baby boomers' opinions on activities

Finally, the baby boomer survey clearly showed that community organizations must plan to meet the needs of their aging population. Of the 58 respondents, 29 baby boomers (55-74 years old) indicated that they were retired, and nearly three quarters of these respondents had not participated in any offerings from a community organization. They indicated that this was due to a lack of time, lack of interest, and being unaware of opportunities. The following tables display these responses, which show that there likely needs to be some planning or adjustments made in order to draw this generation to local organizations. Additionally, it must be noted that links to these surveys were shared with individuals within the UK, in part, through postings on community organization websites, which could have led to a bias in the number of individuals selecting that they did attend organizations for seniors - the realistic percentage of young retired baby boomers who currently participate in these programs could be much lower. To

accommodate for this, we focused on and weighed heavily the reasons why 22 of 29 respondents don't attend these organizations, which can be seen in Table 2.

Table 2. Reasons for not attending a community or local organization

What may be the reason why you choose not to do so? Please select all that apply.	
Do not have time	3
Lack of interest	**6**
Not easily accessible	0
Too costly	0
Unaware of opportunities	**6**

4.3.2 Activity Preferences

Through surveying community organizations similar to Commonside, members of the Merton Council, and individuals considered to be baby boomers, we were able to get a wide range of opinions on activities that will interest the baby boomer population of Merton in retirement. The questions were phrased differently for each group, but the list of activities presented to each was identical. As shown in Figure 12, both the working baby boomers (those born roughly 1960 or later) and the newly retired baby boomers (those born roughly 1955 or before) show more of an interest in physical and social activities, rather than an interest in games (e.g. cards, board games, bingo, etc.) This indicates that the interests of the younger senior population more closely align with the active, middle-aged population, rather than their older cohorts. As the trendlines in the figure show, the opposite is true for those born in the range of 1945 and before (i.e. the current elderly generation).
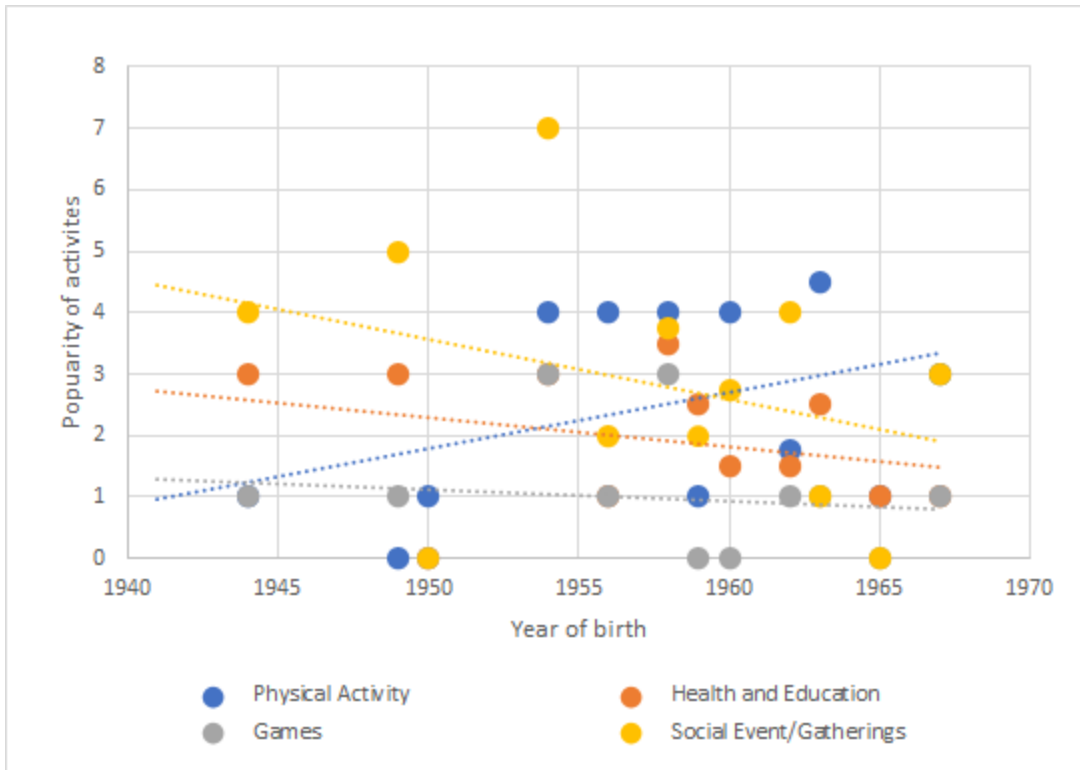
Figure 12. Activity Popularity vs. Date of Birth

Next, we compared the baby boomers to the current Lunch Club members. Given the COVID-19 circumstances, the Lunch Club was closed and Commonside delivered meals to those most in need (i.e. those 80+ years old with limited mobility and resources); therefore, the difference in preference of activities was quite drastic due to the age gap between members and boomers. This population served as our sample for the Lunch Club members, even though there were only four responses, because a paper survey could easily be distributed to them with their lunch. While the Current Lunch Club members' favorite activity was bingo, only 2 out of 58 baby boomers (less than 3.5%) responded that they would enjoy bingo during their retirement. Additionally, the current Lunch Club members love to participate in singalongs, which is not a highly desirable activity in the eyes of the boomer generation.

Finally, although the previous section discussed how local organizations and members of the Merton Council generally agreed that planning needed to take place to address the needs of the aging baby boomer generation, it is unclear whether or not they have a good sense of how exactly they may need to adjust their offerings to appeal this generation. Both of these groups were asked the question "Please indicate what you anticipate the popularity of these activities

will be among the aging baby boomer population." From this, the popularity of activities amongst baby boomers is shown again in Figure 13, this time alongside how popular activities were anticipated to be by the council and local organizations. It is important to note, however, that data are limited due to the low number of responses from local organizations and councilors, as compared to the number of baby boomer responses.
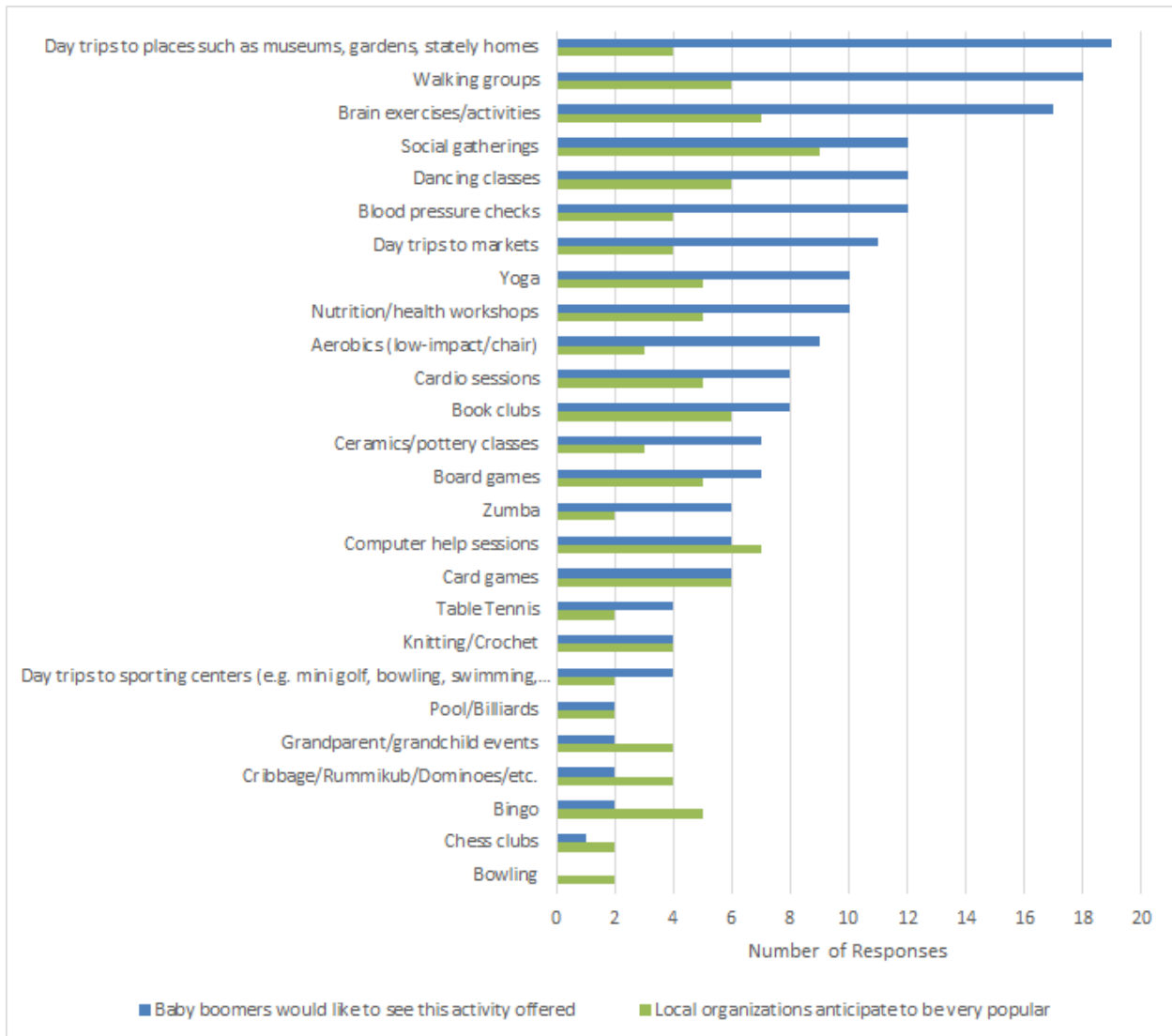
Figure 13. Actual and Anticipated Preferences of Baby Boomers

Overall, through a culmination of research and responses from surveys and interviews, two main themes that emerged from the data. The first is that organizations need to adapt the activities and services that they offer in order to better meet the needs of baby boomers. The second is that as baby boomers move into retirement, they will prefer captivating activities that

match their current lifestyles, rather than the more sedentary options - such as bingo and shuffleboard - that are typically offered for the current elder population. Based on these two themes, we were able to address overall conclusions from all sections of the findings, as well as develop a set of recommendations for Commonside - both in Chapter 5.

5. Conclusions and Recommendations

The overall goal of this project was to identify new programs and activities for the Commonside Lunch Club to better meet the needs and expectations of the baby boomer generation in their retirement. Using our background research on the ways in which baby boomers are dissimilar to generations before them, the approaches taken by different countries, and the demographics of the borough of Merton, we developed a set of methods designed to achieve our goal. Despite not being able to execute hands-on research in London, the main focus of this project remained the same - to determine what the aging baby boomers will want in retirement. However, our new sampling strategy was heavily dependent on information and names supplied to us by Naomi Martin (the director of Commonside), and we shifted almost entirely to in-depth survey responses instead of in-depth interviews (with a few exceptions). Although our approach to collecting data drastically differed from the original plan, we were still able to obtain useful and meaningful information that was used to develop recommendations.

The demographics of Merton play a large role in the types of services and programs that baby boomers will want and need as they age. As described in section 4.1, many individuals cannot afford to retire early, travel often, or join clubs that offer social activities. This means that senior/community centers might be their only resource to stay social and active as they enter retirement. Therefore, programs and activities should remain affordable - either free or at a minimal cost. Additionally, our demographic research showed that the number of single person households is increasing which, as described by the director of another local community organization in Merton, creates a growing social isolation problem within the elderly population. Community organizations can help this population of isolated elderlies by offering a wide range of activities that have a strong focus on interaction and socialization. This doesn't mean however, that they will be actively seeking programs to participate in; our surveys show that almost 10% indicate that they are "Unaware of offerings." Another 10% indicate that they are not interested in the current services offered by local organizations. To compensate for this, social services need to be excellent and captivating in order to draw the baby boomers out of their homes willingly. Merton also has a diverse ethnic, linguistic, and religious population composition, so activities need to be inclusive and accommodating. Overall, from the demographic analysis results, programs and activities need to be affordable, inclusive, captivating, and particularly focus on social interactions among the elderly.

Additionally, from our research on the current and best practices in elderly social services, we have learned that many organizations are taking the first steps to accommodating boomers, and are recognizing that they will have different needs and expectations. The activities and programs that many of these organizations offer have a strong focus on health, socialization, remaining active, and furthering an individual's education. From our background research on these organizations, we were able to develop a thorough list of potential programs and activities based on those already offered by some of the most innovative senior social care centers. These activities were then presented to the baby boomers and they selected which ones peaked their interest.

Finally, from our research involving the four stakeholder groups (the Merton Councilors, the current Lunch Club members, the Commonside staff and board members, and the baby boomers themselves), we have determined that the majority of stakeholders believe that there needs to be specific planning and improvements made in order to properly accommodate the baby boomer generation as they reach retirement. As for the baby boomer's activity preferences, we have confirmed our initial speculations that baby boomers have far different expectations than the generations before them. They are more active, more passionate about traveling, want to pursue their education, and will not settle for the current sedentary activities and programs offered by many senior service organizations. Due to their difference in expectations and preferences, they have indicated that they enjoy activities such as walking groups, brain exercises/activities, free health clinics like blood pressure checks, and day trips to places such as museums, gardens, and stately homes. We also found that baby boomers are less likely to enjoy activities such as bowling, chess clubs, bingo, and pool/billiards. Based on the general conclusions described in the previous paragraphs, we have developed recommendations for the specific activities we believe Commonside should implement within the Lunch Club program.

As Commonside has recognized that their community has a generation of energetic older persons reaching retirement, they understand that their services and activities will most likely need to adjust in order for them to successfully continue meeting the needs of their community. Based on our research, we suggest that Commonside consider implementing activities such as the ones listed in Table 3, below. The activities are ranked in the first column with #1 being the activity we most strongly recommend that Commonside implement. As the rank increases, the strength, or confidence, of the recommendation decreases. Alongside each activity/program is

the reason why we believe it will be suitable to the baby boomers (third column), as well as a brief analysis of the feasibility of implementing the program/activity (fourth column). For the feasibility column, we ranked each activity on a 3-point scale: easy, moderate, or difficult to implement, based on feedback from all of the stakeholders and other organizations. Finally, additional notes regarding logistics are documented in the last column. For any of the activities listed, the Commonside staff thought it would be reasonable to ask members to contribute a few pounds if they wanted to participate, especially if it is a more costly activity or requires a professional's expertise.

Table 3. Final Recommendations for Lunch Club Programs/Activities

Rank	Activity/Program	Reasons	Feasibility	Additional Notes
#1	Walking Groups	Active, Social	Easy	Can offer the walking group as a substitute for the after-lunch activity, maybe even multiple times a week
#2	Day Trips (markets, museums, stately homes, gardens)	Active, Social, Travel	Moderate	Need volunteers (1 for every 3 lunch clubbers), as well as transportation
#3	Brain Exercises	Education, Skill Enhancement	Easy	Needs planning and continuous modifications in order to maintain engagement
#4	Blood Pressure Checks	Health	Moderate	Potentially needs approval from a health professional and testing equipment
#5	Yoga	Active, Social	Easy	Members can watch a video session on a large screen to guide them, or any staff member can run the session
#6	Dancing Classes	Active, Skill Enhancement	Moderate	Need a knowledgeable individual to teach the class
#7	Ceramics/Pottery Classes	Skill Enhancement	Difficult	Need a knowledgeable individual to teach the class, as well as supplies and potential access to specialized equipment (e.g. kiln)
#8	Nutrition/Health Workshops	Education, Health	Moderate	Staff must do research on topic before teaching a workshop, or bring in a professional
#9	Musical Concerts	Social	Moderate	Need a group/individual to perform, and a venue
#10	Volunteer Opportunities/Groups	Social	Moderate	Requires coordination with other (potentially non-senior) service centers

Through the execution of our methodology, our team was able to complete and publish our own research to better provide insight on what the boomer generation in Merton wants and needs. This research aimed to help Commonside develop new activities for the baby boomer generation in the years to come, as shown by the activities and programs in Table 3 above. The last important idea to note is that it would be beneficial for Commonside to put a strong focus on promoting these services and activities, as many baby boomers indicate they aren't aware of such services. When we had originally planned our project (prior to COVID-19), we had intended to survey a sample of baby boomers by first determining places where they might congregate, and then posting flyers with a QR code to a survey. These places included local gyms, other local organizations (such as Wimbledon Guild, FISH, Wimbledon Community Association, and the Merton and Morden Guild), a community Facebook page, or a local library event. Commonside can post flyers in any of these locations in hopes of attracting the attention of baby boomers. Digital advertisements can also be distributed via email aliases within the community as well. With appropriate advertising and new, captivating activities, we hope that Commonside will be able to better serve the baby boomer generation.

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Appendix A: History of Merton

In order to understand more about the population of Merton we have to look into the history of the borough and how it was formed. Merton was established in 1965 as a borough of London which included Mitcham, Morden, Merton and Wimbledon. The area had also been previously occupied several times in history; it began as a busy trade route after the invasion of Romans in 43 AD, passing through "Stane Street" which connected London and the port of Chichester. Given the proximity to Central London the borough was able to flourish. The Industrial Revolution later helped many areas such as Mitcham and Merton Abbey, because they were close by to Wandle, which benefited from milling and by 1750 contributed as the core of calico cloth printing throughout the nation (Merton Council, U.K., 2020).

After the Second World War, England was facing its most severe housing crisis in decades; roughly 750,000 homes were in demand. The main focus was to restore the remains of bombed houses as well as build prefabs, which were a cheap alternative in order to accommodate as many people as possible. By the 1960's the production of large buildings with many flats was popular as it seemed by then the best solution but later on got criticized due to the poor conditions. Consequently, in order to face demands many new houses were built around the areas of Pollards Hill, Phipps Bridge, High Path and Merton. But up until the early 60's and the birth of Merton as a borough, food shortages and poverty would delay the recovery after the war (Merton Council, U.K., 2020).

Having been influenced by the industrial revolution, Merton has not only been a home for working laborers throughout the years, but has also hosted many people after the second world war with its introduction of public housing. It can be characterized as a working-class borough.

Appendix B: Table of Centers and Organizations in Merton

Lunch Clubs in Merton	Day Care Centers in Merton
North East Mitcham Community Centre - Young at Heart Lunch Club	All Saints Centre (South Wimbledon)
Solace Community Care Ltd.	Alzheimer's Society Merton Dementia Hub
South Mitcham Community Centre - Sri Lankan Tamil Ladies Lunch & Social Club	Eastway Day Centre
South Mitcham Community Centre - Young at Heart Lunch & Social Club	Enterprise Care Support & Day Centre
St. George's Church - over 50s	Happy Family Care Services Ltd
Tooting Neighbourhood Centre	The Jan Malinowski Centre (JMC)
The Wimbledon Guild	Leyton Road Community Resource Centre
The Wimbledon Guild - Aging Well	
The Wimbledon Guild - HomeFood Cafe	
Age U.K. Merton - Lunch Club	
Commonside Community Development Trust - Lunch Club	
Friends in St Helier (Morden)	
Friends in St Helier - Morden Baptist Church	
Friends in St Helier - Oaks Court, Eastway	
Friends in St Helier - St George's Church Hall, Morden	
MertonVision - Lunch Club	
North East Mitcham Community Centre - Pensioners' Lunch Club	

Appendix C: Sponsor Description

The Commonside Community Development Trust is a non-profit social welfare organization that aims to improve the lives of its community members by offering a variety of programs and services for free or at minimal cost to patrons. It is located in the southwest sector of London in the borough of Merton, which can be seen in Figure 1 below. Commonside mainly focuses on serving the Pollards Hill, Longthornton, and Figge's Marsh wards of Merton (as indicated by the blue star).

Merton's current population is just over 200,000 residents, with 51% being females and 49% males. There are roughly 80,000 homes, of which 29% are single person households and 24% consists of families with children. Nearly half of the residents are married (42.3%), 31.1% are single, and 7.6% are separated or divorced. The east side of Merton that Commonside serves is more densely populated (Figure 2) and suffers higher rates of deprivation than the more affluent western side of the borough (Qpzm Localstats U.K., 2020).
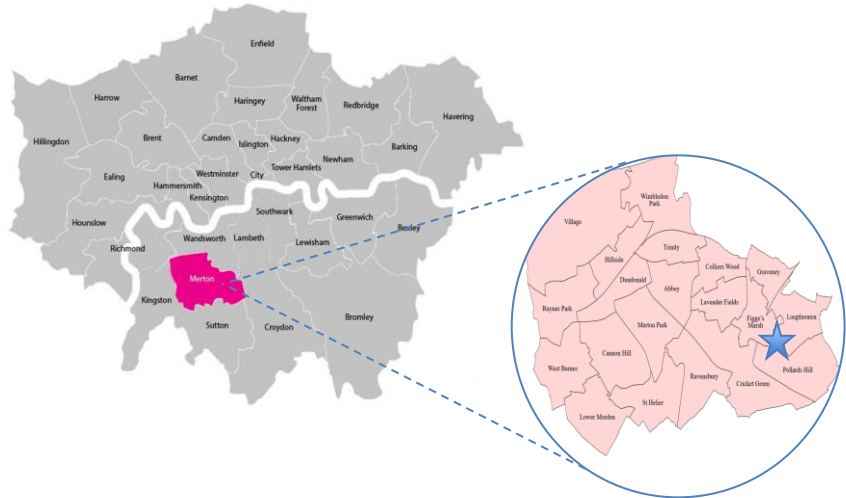
Figure 1. Borough of Merton Map (Arts Funding in Merton, 2016; London Borough of Merton, n.d.)
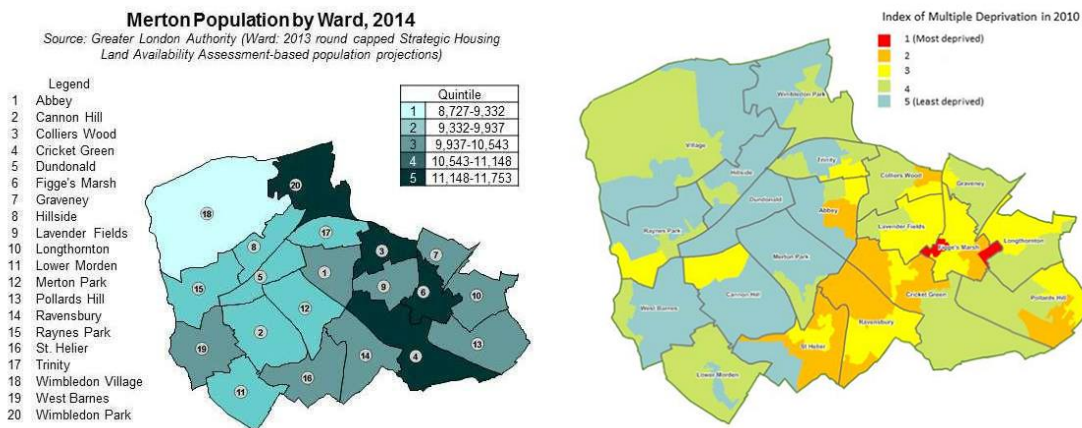
Figure 2. Merton's Population and Deprivation by Ward (Merton: The People, 2014)

The mean age of Merton residents is 36 years. One major issue that the borough faces is that the number of people above the age of 65 is rapidly increasing, whereas people around the age of 25-35 tend to leave the borough in search of a job (Merton: The People, 2020). Additionally, the percentage of children is projected to increase in accordance with the high birth rate. These changes in age group demographics will affect the borough's citizen services.

Additional factors affecting the provision of community services are the ethnic, linguistic, and religious composition of the population. Most people living in Merton are born in England (59.8%) and nearly four out of five residents speak English; however, there is a wide range of other languages and ethnicities (Figure 3). Similarly, there is a wide range of religious beliefs (Figure 3), and almost half the population indicate that they are not Christian.

1.	English	78.90%
2.	Polish	3.50%
3.	Tamil	3.10%
4.	Urdu	1.80%
5.	Portuguese	0.90%
6.	French	0.80%
7.	Spanish	0.70%
8.	Gujarati	0.70%
9.	Bengali	0.50%
10.	Italian	0.50%
11.	Other	8.60%

Language use

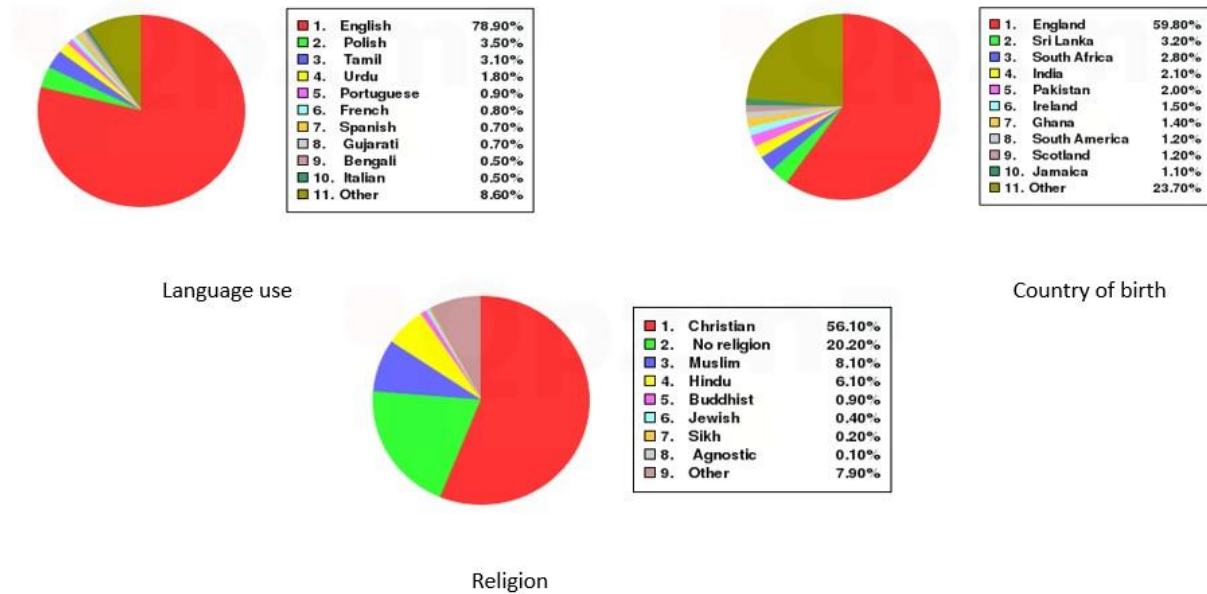|		
1.	England	59.80%
2.	Sri Lanka	3.20%
3.	South Africa	2.80%
4.	India	2.10%
5.	Pakistan	2.00%
6.	Ireland	1.50%
7.	Ghana	1.40%
8.	South America	1.20%
9.	Scotland	1.20%
10.	Jamaica	1.10%
11.	Other	23.70%

Country of birth

1.	Christian	56.10%
2.	No religion	20.20%
3.	Muslim	8.10%
4.	Hindu	6.10%
5.	Buddhist	0.90%
6.	Jewish	0.40%
7.	Sikh	0.20%
8.	Agnostic	0.10%
9.	Other	7.90%

Religion

Figure 3. Merton Demographics (Merton Census Demographics United Kingdom, 2011)

Many of the elderly living in Merton are of lower class and receive the minimum retirement pension. Currently, the Basic State Retirement Pension for an individual is £129.20 ($143.25) per week and £258.40 ($286.50) for a couple in 2019/2020 (Government Digital Service, 2019). The average cost of living in London for a single person without paying rent is about £185 ($205.12) (Numbeo, 2019). An elderly person receiving only a retirement pension cannot afford the cost of living which is why community based organizations, such as Commonside, are so crucial to the wellbeing of the elderly. Figure 4 shows that rent and food are the major expenses incurred by the elderly.
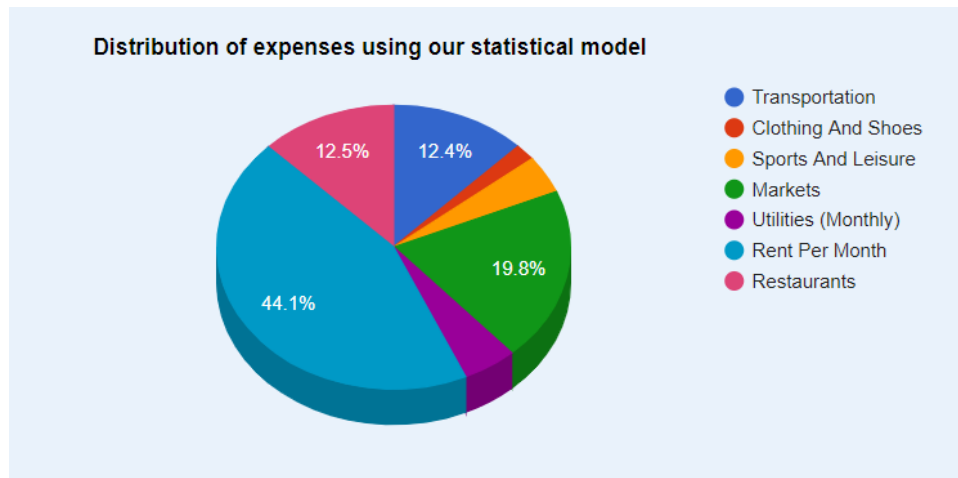
Figure 4. Cost of Living in London for Older People (Numbeo, 2019)

The Commonside Trust is known in England as a 'third sector' organization. This is an umbrella term that includes organizations that are non-governmental, non-profit, and values-driven (Northern Bridge Doctoral Training Partnership, n.d.). Trusts in the United Kingdom were introduced in the 1970s and gained popularity as they aligned with governmental interests and also served as benefactors of regeneration programs for several rural places. These trusts offer many services for people in need with the exception of providing monetary relief. Currently, there are over 500 development trusts operating in the U.K. The Commonside Trust was established in 2002 and works with other local organizations such as churches, schools, housing associations, and other charities in the East Mitcham area of Merton (Goodwin, Leon, Qiao, Thayer, 2019). Most activities offered by Commonside are hosted in the New Horizon Center (Figure 5), but they may co-host activities at other facilities, such as the Pollards Hill Library next door.

Figure 5. New Horizon Centre (Indoor Mini Market, Commonside, 2020)

The Commonside Trust operates through three main divisions – they dedicate a team to handle logistics, such as bookings and buildings, another team to manage the services of their "Step Forward Support for Local Families," and another dedicated to running the "Lunch Club for Older People" (Commonside Community Development Trust, 2019). On a business and

strategic level, they must work to maintain and improve not only their programs and offerings, but also funding so they can effectively serve and better their local communities. Commonside obtains most of its funding through the public sector by means of donations and grants. Based on filings with the Charity Commission, Commonside received a total of £474,455 of voluntary income in the 2018 fiscal year, of which £203,049 (43%) came from grants awarded to the trust, and £38,834 (8%) came from donations. The remainder came from sales at the cafe, rental fees for rooms and offices, and fees for events and programs. Figure 6 below shows how the grant funding was disbursed in 2018 (Charity Commission, 2018).
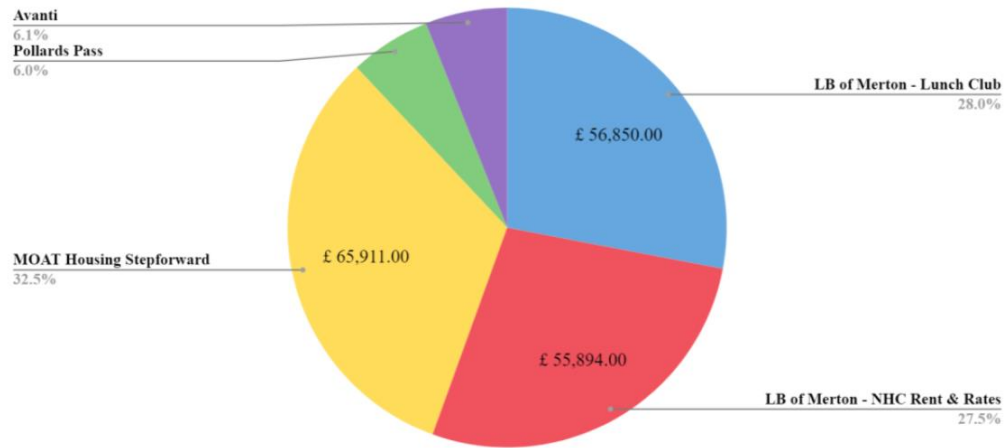

Figure 6. Breakdown of Grant Funding in 2018 Fiscal Year (Goodwin, Leon, Qiao, Thayer, 2019)

Commonside aims to reach many different age, economic, and ethnic groups but they have a strong focus on provision for the elderly. Their goals and values are clear through their mission statement and goals regarding each population group they serve. For example, as outlined in their page on the London Mayor and Assembly website, their main goal is "to manage a safe and welcoming community centre for the people of East Mitcham and East Merton…" (Commonside, 2019). Commonside further describes their goals as related to each main demographic they serve, which can be seen in Figure 7 below.

Elderly Population
- "To help older people to live healthy and independent lives that are well-integrated with the rest of the community, encouraging all adults to make healthy lifestyle choices particularly with regard to diet and exercise" (Commonside 2019).

The Commonside Community Development Trust was established to benefit the general public by working to reduce poverty and unemployment and increase overall health and well-being. To achieve this, Commonside provides programs and various services related to health, acquiring technical skills, personal growth, sustainability, and ultimately aim to create better futures for the families of the surrounding communities. They value making the areas they serve cleaner and

Young Mothers and Children
- "To tackle high local levels of child poverty and to give every child the best possible start in life" (Commonside 2019)

Figure 7. Commonside's Mission and Goals (Images: Public Domain, 2020)

safer, in addition to helping the people of these areas grow and learn necessary life skills. To do this, they promote reduce-reuse-recycling concepts, overall community involvement and engagement, and offer programs for the local population in an attempt to help them live better lives, acquire jobs, and socialize.

Commonside offers a wide range of programs and activities (Table 1) to meet community needs. Two of their most popular programs are the "Lunch Club" and the "Aiming High" program, which provide services to the elderly population and young mothers, respectively (Commonside, 2020). The Lunch Club offers fresh cooked meals every weekday, along with post-lunch activities to help the older generation stay active and engaged with others; such activities include bingo, dominoes, card games, and general socializing. The Aiming High program provides support for young mothers through services such as advice on money management for child-care, personal guidance, and weekly meeting groups that bring together young mothers to chat and support each other.

Table 1. Commonside's Offerings (Commonside, 2020)

Activities/Programs	Partner Organizations
Busy Buddies Tots Group	Doris Holford Stage School
Feeling Crafty Craft Club	The Word of God Ministry
Kids Cooking Club	Ugandan Muslin Community in the U.K.
Body Blitz Aerobics	International Central Gospel Church

The needs and expectations of the elderly generations are changing because they have become accustomed to different lifestyles than their previous cohorts. These different lifestyles are prompting Commonside to add newer or varying activities to the Lunch Club in order to maintain their goal of keeping the elderly living a happy healthy life. Accordingly, Commonside has asked our team to explore how the services of the Lunch Club can be reimagined to meet the needs of people who are newly retired or will be retiring in the near future.

Appendix D: Commonside Programs and Services

Commonside offers a plethora of activities for all ages and interests, and they often partner with another organization or allow outside groups to book a space at the New Horizon Centre. These activities typically happen on a recurring schedule, whether it be daily, weekly, or monthly. Commonside's website serves as an easy and accessible way for people to find out what's going on and when. For example, Figure 7 below shows what a daily schedule typically looks like. Some examples of the events that Commonside hosts with their own staff are the Busy Buddies Tots Group or Ladies Only Exercise, whereas Suzanne Theatre Dance is an example of a partnering organization who rents out a space from Commonside.

Figure 1: Commonside Activity Schedule (Commonside, 2020)

Appendix E: Local Organizations Survey with Preamble

Preamble:

We are a group of four students from Worcester Polytechnic Institute (WPI) in Massachusetts. We are conducting surveys with community organizations to determine what leisure activities baby boomers might pursue in retirement. This is a collaborative research project between WPI and the Commonside Community Development Trust, which serves the borough of Merton in the south of London, UK. The overall goal of our research is to identify what support, services, and activities the Commonside Trust could provide to better meet the needs and expectations of baby boomers in the borough of Merton as they age and retire.

We ask just for a few minutes of your time to complete a simple survey. You do not have to answer all of the questions and your responses will remain anonymous. Your participation is completely voluntary and greatly appreciated. If you have any questions about the research or would like a copy of the published report, please contact us by email at gr-LonD20-Commonside@wpi.edu.

Survey Questions:

1. What is the name of your organization? _____

2. If you or somebody from your organization would prefer to participate in an online interview (via Zoom, Skype, WhatsApp, etc.) _instead of_ completing this survey, please select YES and enter your email address in the space provided.

   If you would like to continue this survey, please select NO and continue on. Thank you!
   a. Yes, I will enter my email and participate in a video/phone interview instead. _____
   b. No, I would like to continue on with this survey

Questions 3-7 refer to your provisions for the elderly. For the purposes of this survey, seniors are considered any individual aged 65+. Please answer according to your opinions <u>PRIOR to the COVID-19 pandemic</u>.

3. What were your most popular/utilized programs or services for seniors? Please check all that apply.

   Dining/meal services
   Social activities/clubs
   Exercise programs
   Day trips
   Learning/Educational Programs
   Health Education/Information Sessions
   Other (please specify): _____

4. On average, how many seniors utilized your organization's services/programs (in-person) per day?
   a. <10   b. 10-20   c. 20-40   d.40-60   e. 60+

5. How many full-time employees (FTEs) do you have at your organization? (2 part time employees = 1 full-time equivalent)
   a. <10   b. 10-20   c.20-30   d. 30-40   e. 40+

6. How many people, in total, volunteer at your organization?
   a. <10   b. 10-20   c.20-30   d. 30-40   e. 40+

7. On average, how many people volunteer on a 'typical' day?
   a. none   b. 1-5   c.5-10   d. 10-15   e. 15+

Please indicate how you feel about each of the following statements, on a scale from Strongly Agree to Strongly Disagree. Please answer these questions according to your opinion PRIOR to the COVID-19 situation.

8. The Baby Boomer generation (those currently aged 55-74) is known to be very active, engaged in the community, eager to learn, and passionate about traveling.
Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree

9. As the Baby Boomer generation is reaching retirement age, they will likely seek different services and programs than their previous cohorts (i.e. those who are currently 75+ years old).
Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree

10. Steps should be taken by local organizations and the Council to adapt and adjust services, programs, and offerings for the newer generation of elderly.
Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree

11. Our organization is taking steps to adapt and adjust services, programs, and offerings for the newer generation of elderly.
Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree

12. Please explain how your organization is planning to accommodate the baby boomer generation's retirement needs and expectations.
_____

13. For the following list of activities, please indicate which your organization is currently offering, which you may wish to offer in the future _for baby boomers_, and which you do not expect to offer, whether it be due resource constraints or you do not foresee any interest in the activity.

Yoga	Walking Groups	Bowling
Day trips	Dancing Classes	Computer Help Sessions
Ceramics Classes	Aerobics	Hearing Clinics
Blood Pressure Checks	Cribbage/Rummikub/Dominoes/etc.	
Bingo	Food Markets	Knitting/Crochet
Cardio Classes	Pool/Billiards	Chair Aerobics
Brain Exercises	Zumba	Social Gatherings
Book Clubs	Chess Clubs	Table Tennis

Other ideas: _____

13. Please indicate what you _anticipate_ the popularity of these activities will be _among the aging baby boomer population_.
*list all same activities as Q12 with rates:
Very Unpopular | Neither popular nor unpopular | Very popular | Unsure

14. Do you have any other comments/questions/concerns about provisions for the elderly, our research, or this survey? Also, please feel free to elaborate on any of your responses in this survey.

_____

Thank you for taking the time to complete our survey, your responses are appreciated!

Appendix F: Commonside Staff Interview with Preamble

Participants:
Commonside staff/employees that work closely with the Lunch Club

Interviewers:
Rebecca/Ioannis - speaker
Caitlin/Kyle - note-takers

Date/Time: Friday 4/24/20 at 8:15am EST

Preamble:
      We are a group of four students from Worcester Polytechnic Institute (WPI) in Massachusetts. We are conducting surveys with Commonside staff and board members as you may have heard from Naomi Martin. The overall goal of our research is to identify what support, services, and activities Commonside could provide to better meet the needs and expectations of baby boomers in the borough of Merton as they age and retire.
      Are you willing to take some time to participate in an interview with us? You do not have to answer all of the questions and your responses will remain anonymous. Your participation is completely voluntary and greatly appreciated. If you have any questions about the research or would like a copy of the published report, please contact us by email at gr-LonD20-Commonside@wpi.edu.

*Caitlin will take full notes at bottom of document, Kyle will write notes under respective questions as they get answered
*Note-takers will highlight questions they think could be asked next or followed-up
*Rebecca will take lead of guiding the conversation, Ioannis will follow-up

Questions:
Please answer these questions and discuss these topics based on your opinions prior to the COVID-19 pandemic

    A. How long have you been working at/involved with Commonside?
        a. What is your position/role?

    B. Which program or activity has gained the greatest popularity at Commonside?
        a. *Why do you say this? Is it a big difference/overwhelmingly more popular than others?*

    C. Within the Lunch Club, which post-lunch activities are most popular among attendees? Could you explain why?

    D. Have you introduced new activities and/or eliminated others for the Lunch Club participants in recent years? Can you explain how and why you made those choices?

E. The Baby Boomer generation (i.e., those currently aged 55-74) is known to be very active, engaged in the community, eager to learn, and passionate about traveling. Do you feel that Commonside is well prepared to meet their needs/wants/expectations? *Why or why not?*
   a. Which current Lunch Club activities would best appeal to the baby boomers?
   b. Which current Lunch Club activities would least appeal to the baby boomers?

F. Do you have any suggestions for new activities/programs for the Lunch Club? Specific ones that would appeal to the baby boomers?

G. Do you think it would be possible to offer day trips (such as trips to local gardens, museums, stately homes, mini golf courses, bowling alleys, swimming pools, etc.) for the current or future lunch club participants? Why or why not?

H. Is it reasonable to have future members contribute a few pounds for a more expensive activity in order to make it possible? For example, if there is an art class with canvasses provided.

I. Do you think that baby boomers would want to use the Lunch Club services at all? Or do you think they need a different, more suitable program for their active lifestyles, and age into the Lunch Club as their activity levels decline?
   a. *If yes, what would the new arrangement look like?*

J. Are there any aspects of the Lunch Club that can be improved in general for both the current members and the boomers? Any specific activities that could use some fine-tuning?

Thank you very much for your time, we greatly appreciate it and have enjoyed talking with you. Please feel free to reach out to us at any time at our email address (provide if we haven't already).

Appendix G: Commonside Staff Interview Summary/Notes

- How long have you been working at Commonside?
  - Participant A = 14 years
  - Participant B, C, D = 10 years
- Describe role at Commonside
  - Participant A: general admin including financial prospect ensuring the lunch club runs smoothly and making sure clients' needs are met and much more
- Do you feel Commonside is well prepared for the baby boomer generation? Why/Why not?
  - Participant A: yes, because Commonside flexible, adaptable and listen to community's views
- Which current lunch club activities would best appeal to baby boomers vs least appeal?
  - Participant A:
    - Most appeal: bingo, sing a longs and games on our giant iPad
    - Less appeal: arts and crafts, knitting
- Do you think that baby boomers would want to use the Lunch Club services at all? Or do you think they need a different, more suitable program for their active lifestyles, and age into the Lunch Club as their activity levels decline? If yes, what would this new arrangement look like?
  - Participant A: yes, currently services are suitable for that age group (socializing and nutrition). Also work hard on improving and modernizing current ones like introducing the Giant iPad
- Do you have any other ideas for new activities/programs that the Lunch Club could offer? Anything you think that is feasible that the boomers would love?
  - Participant A: musical concerts, magic shows, karaoke, indoor bowls
    - Sing-a-long concerts
- What program has gained the most popularity?
  - Most popular is bingo - everyone participates and look forward
    - Multiple types: musical, pay small price for a board, free
    - Some money is donated from local organizations for other activities
- Is it reasonable to ask for money for someone to participate?
  - Many would be willing to donate - but Commonside wouldn't want to charge
  - Arts/craft = much of supplies is donated to Commonside from elsewhere
- Have you introduced any new activities or taken any out?
  - Intro of new giant iPad where people can do quizzes, pictures, sing-a-longs
  - "Get out your oomph" - kicking boxing / punching bag style activity
  - No longer popular: knitting (lack of interest), but some bring in their own knitting and do it on the side
  - Any other ideas on how Commonside can meet the needs of baby boomers
    - Musical concerts, theatre, etc.

- ○ Possibility of day trips?
  - ■ Yes possible, but need many volunteers
  - ■ Have worked with travel agencies to plan "holidays/short breaks" within the UK
    - ● Members pay, Commonside just sets them up with agencies
  - ■ Popularity of:
    - ● Day trips = yes
    - ● short breaks = no (only those who are very able)
  - ■ Volunteers per day at Commonside: busy days 3, less busy 1-2
  - ■ Volunteers for a day trip: 5-8 volunteers (ratio of 1:3 volunteer to members)
- ● Do you agree/have anything to add to Participant A's previous answers:
  - ○ Participants B, C, D agree
- ● Any other aspects that could be improved?
  - ○ Modernize dining area and bathrooms
  - ○ More activities run by professionals (dancers, musicians)
    - ■ There may be locals willing to volunteer, but likely will be costly
- ● Participate B:
  - ○ Activities gained most popularity? bingo, karaoke
  - ○ New suggestions for programs/activities = music concerts would be loved (Commonside does it once and a while now and is very popular)
    - ■ Type of music? Sing-a-long, old/classic music
  - ○ Reasonable to ask for money? Yes, members will be happy for a new/different activity
  - ○ How many activities do you offer at a time after lunch? 1 at a time (today is bingo, tomorrow karaoke)
  - ○ General improvement
    - ■ Enlarge kitchen and dining hall - modern kitchen
    - ■ Do you have problems facing demand, or just want a general update?
      - ● Difficult in summertime, too tight and hot - kitchen makes dining room too hot - need ventilation
- ● Participant E (organizer):
  - ○ Is there anything you wanted to add to the surveys?
    - ■ She will email us her thoughts

Appendix H: Merton Council Survey with Preamble

Preamble

We are a group of four students from Worcester Polytechnic Institute (WPI) in Massachusetts. We are conducting surveys with elected representatives and employees of the Merton Council in collaboration with the Commonside Community Development Trust. The overall goal of our research is to identify what support, services, and activities the Commonside Trust could provide to better meet the needs and expectations of baby boomers in the borough of Merton as they age and retire.

Would you be willing to take a few minutes to answer a survey? You do not have to answer all of the questions and your responses will remain anonymous. Your participation is completely voluntary and greatly appreciated. If you have any questions about the research or would like a copy of the published report, please contact us by email at gr-LonD20-Commonside@wpi.edu.

Survey questions:

1. What is your current position in the council (i.e., local councilor, chair, cabinet member for ___, etc.)?

   _____

2. How long have you held this position?

   _____

3. Please indicate your relationship to the following local organizations. If you are affiliated with any similar organizations that are not listed, please add them to the "other" categories. (options: volunteer, member, official, not affiliated)
   - AgeUK Merton
   - North East Mitcham Community Centre
   - Friends in St. Helier
   - Wimbledon Guild
   - Commonside Community Trust
   - Other _____

4. In your opinion, what elderly social services/programs offered through the council are most important to your constituents? Please rank the following options (by dragging and dropping) with #1 being the most important service/program and #6 being the least important program/service.
   - Meal delivery
   - Assisted living/housing
   - Health care
   - Education programs
   - Social engagement opportunities
   - Other (please specify): _____

Please indicate how you feel about each of the following statements, on a scale from Strongly Agree to Strongly Disagree. Please answer these questions in regard to the situation *prior* to the COVID-19 situation.

5. The Baby Boomer generation (those currently aged 55-74) is known to be very active, engaged in the community, eager to learn, and passionate about traveling.
Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree

6. As the Baby Boomer generation is reaching retirement age, they will likely seek different services and programs than the previous generation (i.e., those who are currently 75+ years old).
Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree

7. Steps should be taken by local organizations and the council to adapt and adjust services/programs/offerings for the newer generation of elderly.
Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree

8. The Council is actively engaged in strategic planning to provide for the changing needs and expectations of ageing baby boomers.
Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree

9. The current baby boomer population *is aware of* local "lunch club" offerings, and other services offered by community organizations.
Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree

10.The current baby boomer population *is likely* to participate in the use of local "lunch club" offerings, and other services offered by community organizations during retirement.
Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree

11. Please explain how the council is, or will be, planning for the baby boomer generation's retirement services.
_____

12. In your opinion, what could the Council and community organizations in Merton be doing to better meet the needs of the ageing boomer generation?
_____

13. Please indicate any of the following activities that you believe Merton's population of baby boomers would like to see offered from local organizations during their retirement.

Yoga	Walking Groups	Bowling
Day trips	Dancing Classes	Computer Help Sessions
Ceramics Classes	Aerobics (low-impact/chair)	Knitting/Crochet
Blood Pressure Checks	Cribbage/Rummikub/Dominoes/etc.	Bingo
Cardio Sessions	Pool/Billiards	Brain Exercises/activities
Zumba	Social Gatherings	Food Markets
Grandparent/grandchild events	Nutrition/health workshops	Table Tennis
Book Clubs	Chess Clubs	

Other: _____

14. Do you have any other comments/questions/concerns about provisions for the elderly, our research, or this survey?

_____

15. Thank you for your participation in this survey. Please enter your email address if you would be interested in participating in a brief follow up interview (via video chat, phone call, email exchanges, or other). If you are knowledgeable of the demographics and trends in the borough of Merton, we would greatly appreciate the chance to speak with you further about how these statistics and trends may impact what services/activities/programs local organizations should offer.

_____

Appendix I: Lunch Club Member Survey with Preamble

Preamble

We are a group of four students from Worcester Polytechnic Institute (WPI) in Massachusetts. We are conducting surveys with current Lunch Club members at Commonside to determine what activities and programs are popular among current members, as well as create projections for what will be popular in the near future. Would you be willing to take a few minutes to complete this survey? You do not have to answer all of the questions and your responses will remain anonymous. Your participation is completely voluntary and greatly appreciated.

This is a collaborative research project between WPI and the Commonside Community Development Trust. The overall goal of our research is to identify what support, services, and activities the Commonside Trust could provide to better meet the needs and expectations of baby boomers in the borough of Merton as they age and retire. If you have any questions about the research or would like a copy of the published report, please contact us by email at gr-LonD20-Commonside@wpi.edu.

Please answer these questions based on your opinions PRIOR to the COVID-19 circumstances

1. **How long have you been attending the lunch club?**
   a. < 6 months
   b. 6 months - 1 year
   c. 1 - 3 years
   d. 3 - 5 years
   e. 5+ years

2. **Please circle how many times per week you attend the Lunch Club, on average?**

   0   1   2   3   4   5

3. **How do you usually get to Commonside?**
   a. Commonside-provided transportation
   b. Public transportation (tube, cab, bus, etc.)
   c. Ride from family or friend
   d. Walk or drive yourself
   e. Other: _____

4. **Please indicate with a tick (✔) how important the following were in your decision to attend the lunch club?**

	Not at all Important	Neither	Very Important
Meeting friends			
Meeting staff			

Hot meal			
Gets me out of the house			
After lunch activities			
Other (please specify): _____ _____			

5. **How much do you enjoy the post lunch activities? Please circle one number from 1 (not at all) to 7 (very much).**

   1   2   3   4   5   6   7

6. **What are your favorite post lunch activities?**

   1. _____

   2. _____

   3. _____

7. **In what year were you born?**

   _____

8. **The baby boomer generation (those currently aged 55-74 years old) is known to be very active, engaged in the community, eager to learn, passionate about traveling, etc. Do you think that the current Lunch Club activities will appeal to the baby boomers? Why or why not?**

   _____

   _____

   _____

9. **Please tick all of the activities you would like to see (or would have liked to see) offered from local organizations during your retirement in the second column, as well as all the activities you think baby boomers might enjoy as they move into retirement (third column).**

Activities	I would/do like this ✔	Baby boomers would like this ✔
Aerobics (low-impact/chair)		
Bowling		
Cardio sessions		
Dancing classes		
Pool/Billiards		
Table Tennis		
Walking Groups		
Yoga		
Zumba		
Blood pressure checks		
Nutrition/health workshops		
Brain exercises/activities		
Computer help sessions		
Bingo		
Board games		
Card Games		
Chess clubs		
Cribbage / Rummikub / Dominoes / etc.		
Book clubs		
Ceramics/pottery classes		
Grandparent/grandchild events		
Knitting/Crochet		

Day trips to places such as museums, gardens, stately homes		
Day trips to sports centers (e.g., mini golf, bowling, swimming)		
Day trips to markets		

10. Do you have any ideas (not listed in the previous question) for new post-lunch activities that you or the baby boomer generation might enjoy?

1. _____

2. _____

3. _____

11. Would you recommend the lunch club to other people? Why or why not?

_____

_____

_____

12. How do you think Merton could improve their provisions for the elderly, if anything?

_____

_____

Thank you very much for participating in our survey! We appreciate your time. If you have any questions, comments, or concerns please feel free to write them below.

Appendix J: Baby Boomer Survey and Preamble

Preamble:

We are a group of four students from Worcester Polytechnic Institute (WPI) in Massachusetts. We are conducting surveys with baby boomers to determine what leisure activities baby boomers might pursue in retirement. Would you be willing to take a few minutes to respond to this survey? You do not have to answer all of the questions and your responses will remain anonymous. Your participation is completely voluntary and greatly appreciated.

This is a collaborative research project between WPI and the Commonside Community Development Trust, which serves the borough of Merton in the south of London, UK. The overall goal of our research is to identify what support, services, and activities the Commonside Trust could provide to better meet the needs and expectations of baby boomers in the borough of Merton as they age and retire. If you have any questions about the research or would like a copy of the published report, please contact us by email at gr-LonD20-Commonside@wpi.edu.

Survey Questions:
1. Were you born between the years of 1940 to 1970?
   a. Yes
   b. No

If No - "Thank you for your time, but we are interested only in the baby boomer generation at this time."

If Yes - Directed to question 2

2. In what year were you born? _____
3. Prior to the COVID-19 pandemic, what was your employment status?
   a. Working, full-time
   b. Working, part-time
   c. Retired, but working part-time
   d. Retired, not working

IF a or b: (working)
4. At what age do you plan to retire?
5. What leisure activities do you currently pursue? Please check all that apply.
   a. Physical fitness/health related activities (walking, biking, yoga, weight-training, etc.)
   b. Relaxing activities (reading, knitting, gardening, etc.)
   c. Traveling/exploring (locally or far)
   d. Spending time with family
   e. Games (cards, board games, online games, etc.)
   f. Education-related activities (online classes, pottery/cooking classes, seminars, etc.)
   g. Social activities (book clubs, group gathering, etc.)
   h. Religious events
   i. Other (please specify): _____
6. Please indicate if you participate, for leisure, in any programmes or activities organized by any of the following local organizations:
   a. Leisure/sports centre
   b. College

  c. Community centre
  d. Senior Centre
  e. Religious organization
  f. Other (please specify): _____

7. Thinking ahead to your retirement, what activities would you like to see offered to you by such organizations? Please check all that apply.

  a. Day trips to places such as museums, gardens, stately homes
  b. Day trips to sports/leisure centers (e.g. mini golf, bowling, swimming, etc.)
  c. Trips to markets
  d. Yoga
  e. Walking groups
  f. Bowling
  g. Dancing classes
  h. Low-impact/chair aerobics
  i. Cardio sessions
  j. Zumba
  k. Table Tennis
  l. Brain exercises/activities
  m. Computer help sessions
  n. Ceramics/pottery classes
  o. Cribbage/Rummikub/Dominoes/etc.
  p. Card games
  q. Bingo
  r. Knitting/Crochet
  s. Chess clubs
  t. Pool/Billiards
  u. Social gatherings
  v. Book clubs
  w. Grandparent/grandchild events
  x. Blood pressure checks
  y. Nutrition/health workshops
  z. Other (please specify): _____

send working people to "Where do you currently reside?" question

IF c or d:

4. In what year did you retire? _____

5. Please indicate how many <u>hours per week</u>, on average, you volunteer?
  a. 0
  b. 1-5
  c. 10 or more

6. Please indicate which of the below activities you currently participate in, which would you like to, or do not see yourself in

7. Have you attended, or participated in, any activities/services offered through local community organizations for retired individuals?
  a. Yes
  b. No

If YES to Q7, directed to Q8-Q10:

8. What do you like about the local organizations you participate in? Please select all that may apply.
   a. Close to where I live
   b. Accessible online website
   c. Useful online resources
   d. Always aware of activities/services being offered
   e. Variety of activities/services
   f. Quality of activities/services
   g. Online registrations/membership application
   h. Other: _____
9. What do you dislike, or feel could be improved upon, about these organizations?
   a. Far from where I live
   b. Website hard to navigate
   c. Unaware of services/activities offered
   d. Small variety of and/or not enough activities/services offered
   e. Unfriendly environment
   f. Cost of activities/services
   g. Difficult for me to travel there
   h. Other: _____
10. Have you ever visited/attended a senior lunch club? If yes, please describe your experience (i.e., do you attend regularly, did you go only once, would you recommend it to a friend, etc.)

_____

send to "Where do you currently reside?"
If NO to Q7:
 8. What may be the reason why you choose not to do so? Please select all that apply.
       Do not have the time
       Lack of interest
       Not easily accessible
       Too costly
       Unaware of opportunities
       Other (please specify): _____

bring back working people to here:
10. If you had to choose ONE activity/program to participate in during retirement *through a local organization,* what would it be and why?

_____

11. Where do you currently reside?
       a. Merton, UK   b. Elsewhere in the UK   c. Other (please specify):
       _____
*IF answered "Merton, UK" to "Where do you currently reside?":
12. Please select which ward you live in:
       a. *Drop down menu of all the wards (list taken from*
          https://www.merton.gov.uk/council-and-local-democracy/elections-and-voting/wards)

13. Do you plan on continuing to reside in your current ward, or a neighboring ward, for the foreseeable future?
    a. Yes
    b. No
    c. Unsure

*IF did <u>not</u> answer Merton UK to "I live in…" will be directed right to "Do you plan to remain…".

*After those living in Merton answer "Please select which ward…", will be directed to "Do you plan to remain…"

14. Please indicate if you are:
    a. Male
    b. Female
    c. Prefer not to answer
15. What is the highest level of education you have completed?
    a. Primary education
    b. Secondary education
    c. Further education
    d. Higher education
    e. Other: _____
16. What is/was your occupation? _____
17. Do you have any other comments/questions/concerns about provisions for the elderly, our research, or this survey? Also, please feel free to elaborate on any of your responses in this survey.

    _____

18. Thank you for completing our survey. Please enter your email address below if you would be interested in participating in a brief follow up interview (via video chat, phone call, email exchanges, or other). Your responses to this survey will be kept separate from your email address and remain anonymous.

    _____

Appendix K: Survey/Interview Response Rates

Data Collection Type:	Number of Responses:
Baby Boomer Survey	58
Merton Councilors Survey	1
Local Organizations Survey	22
Commonside Staff Interview	4
Commonside Staff Survey	1
Current Lunch Club Members	4

Appendix L: Summary Table of Activities/Ideas

Activity/Service	Cost	Occurrence	Other
Hearing Clinics	Free		Partner with local hearing care organization
Blood Pressure Checks	Free	Daily	
Diabetes Workshop	Free		Informational session - provides resources
Tai Chi/Qigong	Free	Weekly	Bring in instructor
Yoga	$4	Bi-weekly	
Walking Wonders Group	Free	Daily (every morning)	
Food Market	Free	Monthly	Must Register
Garden Therapy Class	$5.00		Partner with local gardening club
Lobby Library	Free		Provides selection of books/DVDs available for check-out
Book Club	Free		Librarian from local library comes in to run
Community Luncheons at local Church	Free	Monthly	Sponsored by local Church and other organizations; families are welcome
Breakfast with a Cop	Free	One-time	Event where seniors can meet local police officers to build relationships
Vet-Vet Cafe	Free	Weekly	Social coffee event meant to bring military veterans together
Watercolor Paint Class	~$60 for six-week program	Weekly (for set period of time)	Partially supported by grant from the local Cultural Council
Sunrise Fitness	Free	Bi-weekly	
Day Trip - A Musical	$5.00		Trip is often to local colleges who perform musicals
Rise and Shine Singing	Free	Weekly	Run by beloved staff member
Tutor Time	Free	Weekly	Opportunity to learn new things
Chronicles Chat	Free	Daily	Discussions about an array of events that took place during different eras