

Pilot fiche O2.4

# Seaside Resort Domburg

## Part 1: The pilot

**Pilot name: Seaside resort**

Located: Domburg



Figure 4: Map of region in which Domburg is located

*Operational context*

Domburg is the oldest town within the province of Zeeland and has a population of 1510. The town has a long and rich history as well as beautiful beaches that run along the northwest coast of Zeeland; all of which attract many tourists each year. As a result much of the development and many of the new services introduced to the town focus upon the needs of tourists and often the inhabitants are not sufficiently involved in the changes to their town particularly since it was awarded Bad (spa) status during 2014.

*Pilot overview*

The aim of this pilot was through the concept of social innovation, develop new partnerships that would be able to create opportunities which would adopt less traditional ways of working, leading to sustainable business and service models that encourage active aging. Another goal of the pilot was to work towards better integration between the different groups of older people in the town. At the start of the pilot there are three different groups of older residents which are:

- longstanding residents;
- recently retired newcomers to the town;
- older people with a second home who occasionally visit.

The pilot sought to follow a similar approach as the 2 pilots operating in Cadzand and find activities related to physical exercise and/or healthy eating that would bring these

different groups of older people together. As with the pilots in Cadzand the pilot managers had limited knowledge about the town and the Explore Phase of SAIL was used to gather research into the needs of older people. The pilot adopted similar approaches at times such as exploring the use of cookery workshops for older people. The pilot also developed different ideas based on the community assets of the town. Unlike Cadzand, Domburg had a small supermarket and the pilot worked with the owners to promote healthier food options in-store and make the layout of the shop more accessible for older people in particular those living with dementia. Another SAIL initiative was the creation of a community publication that highlighted healthy lifestyle opportunities locally.

#### *Key issues for the pilot*

Although the pilot wanted to target the three key groups of older people, those that were not permanently in the town proved very difficult to engage. Older tourists were focused upon their holiday plans and did not see the need to engage. Likewise, older people with second homes who spent part of their time in the town also came for a specific purpose and often during a particular part of the week mainly on weekends. This meant they were less likely to join existing social activities for the elderly which usually met on weekdays.

Like the pilots in Cadzand there were issues related to insufficient staff time, the need to identify and secure additional funding and a lack of initial research on the area and its needs, all factors that hampered the speed with which the pilot progressed in the earlier phases of SAIL.

It was also of note that some of the activities which were thought transferable between Cadzand and Domburg proved not to be. For example, the cookery workshops proved less popular in Cadzand than they did in Domburg and it is likely this could be linked back to issues such as degree of affluence between the two populations, differing lifestyles (rural verses more urban) or availability of community assets, such as access to a wider range of groceries and or produce.



Participants from the Seaside Resort Domburg pilot enjoying activities together.

## Part 2: Evaluation

## *PILOT 9 DOMBURG: SEASIDE RESORT*

### *Introduction*

The aim of the pilot is to stimulate a healthy eating pattern amongst elderly residents and tourists in Domburg and to increase the offer of healthy food options. To reach this aim several cooking workshops have been organized, as well as health checks. The hospitality industry in Domburg is involved in creating a healthy menu that will be served in the restaurant. Developing the healthy menu has proved to be complicated as for the entrepreneurs in Domburg it does not seem to be necessary to change their menus – they have enough clients anyway. The local supermarket is paying more attention to their range of healthy products as well as making the supermarket more friendly for elderly people struggling with dementia. During the cooking workshops, surveys have been distributed amongst participants (n=7, n = 12).

### *Results*

From the results from both cooking activities in Domburg it became clear that all participants indicated they spoke with new people and the majority of them indicated that they would like to stay in touch with those person(s). All participants were also interested in joining similar activities. The workshops seem to increase community feeling and possibly decreasing feelings of loneliness amongst the inhabitants. The cooking workshops had some influence on whether participants were aiming to change their eating habits to a more healthy diet. Around 50 percent of participants in Domburg indicated that they felt more motivated to change their eating habits. They also got information on how to cook healthy, for example, when a person indicated they were living alone it was explained how to vary the use of products that come in big quantity, to prevent they eat the same dishes (and getting the same nutrients) every day. It is expected that the cooking workshops have increased nutrient intake. The local supermarket gave their personnel a course on how to deal with people struggling with dementia and is also offering supermarket tours or assistance in case elderly people get lost or cannot find the products. The design of the supermarket has also been evaluated to make sure healthy choices are the easy choice. Therefore it is anticipated that there

will be an increase of healthy food purchases leading to an increased intake of healthy food/nutrients.

### *Sustainability*

Within the test phase, it became clear that the partners relied strongly on the local networks of elderly inhabitants, who have been organized in clubs and other organizations. These networks often organized the activities in cooperation with the partners. This may have helped the accessibility of activities as participants were often invited by an older active resident that they knew already. Connection and adjustment to the local structures has been proved crucial in the test phase as local organizations and crucial contacts have been contributing significantly to the organization, financing or sponsoring of and carrying out the activity.