



Enabled by



MEDIA RELEASE

National Council of Social Service together with Singapore's Leading Luxury Watch Retailer The Hour Glass Proudly Presents a Wholesome Series of Kitchen Programmes for Seniors

The Hour Glass Kitchen Programme opens at Pacific Activity Centre (Yishun Greenwalk) as part of a first-ever kitchen programme by National Council of Social Service (NCSS) under the Care & Share Movement

These programmes seek to reduce risk of social isolation, create opportunities for seniors to make friends and build a support network.

SINGAPORE 27 August 2016 – **The Hour Glass Kitchen Programme** was officially launched today at the Pacific Activity Centre (PAC) (Yishun Greenwalk) by **Guest-of-Honour, Tan Chuan-Jin, Minister for Social and Family Development**. The pilot kitchen programme is made possible by a \$2 million donation from The Hour Glass to Community Chest and is matched by the Care & Share Movement's matching grant of \$2 million.

This programme aims to create a social platform for seniors to interact with their peers and to build a strong social support network. NCSS is expecting to develop at least four more similar kitchen programmes, under The Hour Glass Kitchen Programme, over the next two years.

Singapore has a rapidly greying population. By 2030, one in four Singaporeans will be 65 years or older. This is more than 900,000 seniors, up from the present 400,000¹. More seniors are also living in smaller households, either alone or with one other person. In 2011,

¹ Source: The Ministerial Committee on Ageing (2016). Action Plan for Successful Ageing. Ministry of Health, p.8.



Enabled by



this number stood at 37.6%, significantly up from 26.3% in 2005². Seniors who live alone and lack social support are at greater risk of social isolation and developing mental health issues³.

In a survey conducted with 1,000 seniors last year, NCSS found that having activities to look forward to and being provided ample opportunities for social participation will contribute greatest to the wellbeing of seniors. The NCSS survey also found that about a quarter of the seniors living in one to two room flats are satisfied with opportunities for social participation, and four in 10 seniors living in one to two room flats are satisfied with their social relationships.

The Hour Glass Kitchen Programme at PAC (Yishun Greenwalk), with its two kitchenettes – one halal and one non-halal, offers a range of modules co-created by NCSS and PAC. Through these modules both in and out of the kitchen, the programme encourages seniors who live alone to get together, find common interests and allow them the freedom to decide what dishes to cook, and have meals together in small groups so as to actively forge relationships and form social support networks.

Prior to the construction of the kitchen, seniors were invited to share their aspirations and opinions on how the kitchen could best serve them. They were consulted through a three-step approach - firstly through a **community noticeboard** where buzz about the new kitchen was generated among them; then through **small group conversations** where seniors helped the designers gain a deeper understanding of what they hope to see at the kitchen; and finally, through a **design workshop** where seniors came together to discuss the layout, colour and ground rules to apply when using the kitchen.

² Source: Kang, Tan and Yap (2011). National Survey of Senior Citizens 2011. Institute of Policy Studies, p.11.

³ Source: Study led by Associate Professor Angelique Chan of the Duke-NUS Graduate Medical School and commissioned by Ministry of Social and Family Development reported in The Sunday Times (5 January 2014, 17 December 2015).



Enabled by



To create opportunities for interaction, **The Hour Glass Kitchen Programme** has been structured to include more than just cooking. A three-month programme consisting of several modules has been developed to encourage the building and strengthening of relationships among the seniors. For more details of the programme modules, please refer to the Appendix.

Mr Sim Gim Guan, Chief Executive Officer of the NCSS, said, “The Hour Glass Kitchen Programme does not just engage seniors during the time they spend preparing ingredients, cooking and dining together, but also offers a meeting place where seniors make conscious choices to engage with the community. I am convinced that with this programme, seniors will be encouraged to start building new friendships and forge stronger social networks. We are grateful to partner with The Hour Glass to launch this pilot kitchen programme.”

Dr Henry Tay, Executive Chairman of The Hour Glass Limited said, “The Hour Glass is privileged to partner with Community Chest and NCSS in this outreach programme to provide social support to seniors. Indeed, what better way to do this, than to engage them holistically over food, nutrition and through related activities at The Hour Glass Kitchen Programme. I am excited too that the programme offers meaningful opportunities for the seniors to feel empowered and plan for activities that they and their peers can enjoy together.”

With The Hour Glass Kitchen Programme, seniors can look forward to more activities to take part in and more opportunities to actively build the social support network that they can rely on in their twilight years.



Enabled by



For media enquiries, please contact:

Ms Joanne Chua

Assistant Marketing Manager

The Hour Glass Limited

Tel: 6730 1167

Email: joanne.chua@thehourglass.com

Ms Heng Swee San

Senior Manager

National Council of Social Service

Tel: 6210 2641 / 9222 5896

Email: heng_swee_san@ncss.gov.sg

Mr Desmond Cher

Senior Associate

Ogilvy Public Relations

Tel: 6213 7701 / 9712 0053

Email: desmond.cher@ogilvy.com

About The Hour Glass

Established in 1979, The Hour Glass is one of Asia's premier luxury retail groups with 43 boutiques in nine key cities throughout the Asia Pacific region. The Hour Glass prides itself as the world's leading cultural retail enterprise; pioneering the promotion and appreciation of contemporary luxury and horological culture. Having been recognised by international publications such as Monocle, Wallpaper and Vanity Fair as one of the most influential specialty retailers in the world, The Hour Glass has been accorded the 'Best Watch Retail' honours by Singapore Tatler in 2014.

The Hour Glass has achieved international acclaim in the industry for its approach towards redefining specialty watch retail which includes the creation of thematic salons and placing an emphasis on developing consumer oriented cultural engagement platforms to promote the values of authentic luxury. L'Atelier, a boutique dedicated to expressing the patrimony of traditional watchmaking; and Malmaison, a first multi-category luxury emporium in its stable to retail the finest and carefully curated collections in horology, sartorial tailoring, fragrances and leather goods – were bestowed the 'Best Retail Concept of the Year' award by Singapore Retailers Association in 2010 and 2011 respectively. Malmaison lauded for its unique and differentiated shopping experience, bagged the highly coveted 'Best Shopping Experience' award by Singapore Tourism Board in 2012. L'Atelier and Malmaison were also awarded 'Most Innovative Retail Concept of the Year' by the Federation of Asia-Pacific Retail Associations (FAPRA) in 2010 and 2013 respectively.

About National Council of Social Service (NCSS)

NCSS is the umbrella body for over 450 social service organisations in Singapore. Its mission is to provide leadership and direction in enhancing the capabilities and capacity of our members, advocating for social service needs and strengthening strategic partnerships, for an effective social service ecosystem. Community Chest is the fund-raising and engagement arm of NCSS and Social Service Institute (SSI) is the human capital development arm of NCSS. For more information, please visit: www.ncss.gov.sg

APPENDIX: The Hour Glass Kitchen Programme

The Hour Glass Kitchen at Pacific Activity Centre (PAC) (Yishun Greenwalk) is the first of many kitchens that will be launched under The Hour Glass Kitchen Programme. NCSS is expecting to develop at least four more similar kitchens, under The Hour Glass Kitchen Programme, over the next two years.

The first completed kitchen is located in one section of the Pacific Activity Centre (Yishun Greenwalk) at Blk 317B Yishun Avenue 9. It has two kitchenettes – one for halal cooking and another for non-halal cooking. There is also an open space where chairs and tables may be placed for dining.

The kitchen was designed and built in collaboration with the seniors at the activity centre – they were consulted on what they hoped to see in the kitchen, and also had the opportunity to discuss the layout of the kitchen, choice of equipment, colour and the drawing up of ground rules for use of the kitchen.

The modules under The Hour Glass Kitchen Programme are as below:

- a. **Getting To Know You** – conducted by a social worker, this offers opportunities for seniors to meet their peers, and comprises conversation topics and activities in an intimate and natural setting where seniors feel safe to share and be appreciative of their past, proud of the present and look forward to the future . A possible topic like “coping with tough situations” could see seniors put their heads together to resolve conflicts that may arise in their daily interactions with peers.
- b. **Interest Group** – to encourage greater engagement with like-minded friends, seniors get to decide what interest they want to pursue as a small group under this module. Staff from PAC plays the role of a facilitator as seniors have full autonomy of the activities they wish to participate in as a group.
- c. **Learning Journey** – celebrity chefs, nutritionists and speakers popular with seniors will be invited to share their knowledge on how to maintain a healthy lifestyle.



Enabled by



- d. **Plan, Book & Cook** – seniors will be encouraged to gather in small groups, book the kitchen and prepare meals at The Hour Glass Kitchen, and to experiment with new recipes and partake in cooking demonstrations.

This pilot programme encourages seniors who are at risk of social isolation to get together in small groups to plan, book and cook their meals at The Hour Glass Kitchen. The programme hence creates opportunities for seniors to make new friends and build their social support network.

The staff and volunteers at PAC have started reaching out to seniors staying around the centre and are inviting them to join the activities under The Hour Glass Kitchen Programme. Seniors, who are not enrolled in the programme but are interested to use any of the two kitchenettes for small group cooking sessions with his/her peers, can approach the staff at the PAC for assistance.