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Exploring the informational and recreational needs of the elderly: Library users in Temperance Town, South Africa

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Exploring the informational and recreational needs of the elderly: Library users in Temperance Town, South Africa

Abstract

The need to access and use information is necessary in all stages of our physical and mental development. Although most elderly people continue to lead productive and active lives beyond retirement, they are often a neglected group of library users, treated with little dignity and respect. Temperance Town, Gordon's Bay Library in Western Cape, South Africa is one of the "previously disadvantaged" community libraries that was affected by the injustices and discriminatory laws propagated by the apartheid government. As a result, a majority of the elderly persons in this community had very limited opportunities to obtain skills and education during their productive years. The elderly who are retired have more leisure time to pursue recreational activities such as reading more at this stage of their lives (Wilkinson 2015:26). Triggered by the need to provide insights on how to improve collection development at libraries, tailoring it to the needs of the elderly in South Africa, this article used quantitative research methodology and a triangulation of data collection tools to investigate the recreational and information needs of the elderly at Temperance Town.

Keywords: elderly; information-seeking behaviour; collection development; recreational reading needs; information reading needs; library services

1 Introduction

The need to access and use information is necessary at all stages of our physical and mental development. The Library and Information Science (LIS) Transformation Charter (Nkondo et al 2015:3) notes that in the information age "access to information is decisive and a source of wealth and power". Although most elderly people continue to lead productive and active lives beyond retirement, they are often a neglected group of library users, treated with little dignity and respect. Brody (2012:2) noted that it is important for the elderly to become "digitally connected" in an effort to take ownership of their health-care needs. Better nutrition, hygiene and sanitation, medical care and accessibility, and knowledge of public health services will increase the mortality rate of the elderly (Lehohla 2011:2). According to the World Health Organisation (WHO 2012:24), the elderly are viewed negatively according to "ageist" stereotypes. In South Africa, the Constitution (RSA 1996:7) states that every South African

has the right to dignity and the right to have that dignity respected and protected. To this end, the Older Persons Act (Act No. 13 of 2006) (RSA 2006) seeks to alleviate the plight of older citizens in South Africa by setting up a framework for their empowerment and protection. Under Section 4 of the Act, which covers measures to promote the rights of older persons, specific mention is made of “access to information pertaining to matters that affect older persons” (RSA 2006:23). The apartheid policies governing the previous urban–rural divide and migration policies have affected the living conditions of older people, particularly non-Whites, in South Africa. With the abolition of the Group Areas Act in 1991, it was envisaged that neighbourhoods integrate rapidly. This, however, occurred at a slower rate because a vast number of poorer people were not able to purchase houses, either in the townships or the formerly white areas (Stilwell 1991:18). Temperance Town, Western Cape, South Africa is a “previously disadvantaged” community that was affected by the injustices and discriminatory laws propagated by the apartheid government. As a result, a majority of the elderly persons in this community had very limited opportunities to obtain skills and education during their productive years. The elderly who are retired are more available to pursue recreational activities such as reading more at this stage of their lives (Wilkinson 2015:26). Triggered by the need to overturn the challenges faced in successfully catering for their recreational and information needs, this study investigated the recreational and information needs of the elderly at Temperance Town, thus providing insight on how to improve collection development at libraries, tailoring it to the needs of the elderly.

2 Defining the elderly

The term “elderly” or “older person” varies in meaning from country to country and from author to author. In South Africa, the Older Persons Act No. 13 of 2006 defines an “older person” as any man who is 65 years of age or older, and any woman who is 60 years of age or older (RSA 2006:6). The South African Council for the Aged defines older persons as anyone 60 years of age or older (Age-in-Action 2012). The 60-plus benchmark is also echoed by the Helderberg Society for the Aged (HSFA) in Somerset West, South Africa, whose mission is to “protect and promote the interests and well-being of all elderly persons (persons sixty years and over)” (Helderberg Society for the Aged 2017).

The United States considers 65 years and above as the norm for the elderly (Moore & Young 1985:364). The Japanese believe that the elderly are persons “aged over 70 or 75 years” (Orimo et al 2006:150). In 2002, the WHO document on a proposed working definition of older persons

in Africa, although recognising that most developed countries have accepted 65 years as a definition of “older person”, set the bar for the elderly as those between 50 and 55 years of age. WHO (2002:1) took into consideration that calendar age did not always equate with biological age. Factors such as lower education levels and low socio-economic status were seen as contributing to people ageing much quicker than their counterparts who were better educated and came from more middle-class backgrounds.

The Canadian Guidelines on Library and Information services for older adults (or the elderly) note that this group is not a “homogeneous population” and that this umbrella term encompasses several generations with different life experiences and different sets of expectations (CLA 2002:1).

3 Community libraries in South Africa

Community libraries are internationally recognised as social institutions that can effect social and economic transformation in society (Mnkeni-Saurombe & Zimu 2012:3). The South African Community Library and Information Services Bill (RSA 2010: Section 1), defines community libraries as libraries that are established, funded or maintained by a province or municipality for the purpose of providing library and information services. Stilwell (1991:19) notes: “Community libraries differ from traditional libraries in that they are more pro-active in their sense of social purpose”. Stilwell (1991:19) further posits that a community library can be part of the public library system, a separate entity, or part of a local or international network. Mostert and Vermeulen (1998:71) welcome the move from the traditional Western public library model towards active, service-oriented systems, based on the needs of the community as a whole. They note that funding for community libraries differs, in that some are wholly established at the request of the community and are maintained and funded by resources made available by the community (Mostert 1998:12). Community libraries are also referred to as public libraries in South Africa. The apartheid dispensation in South Africa excluded certain communities from the use of public libraries. In an effort to right these wrongs, some public libraries are making progress in becoming true community libraries. Mostert (1998:71) notes that certain adaptations need to be made by involving the community in running the libraries. This underlines the need for public libraries to repurpose their vision and mission statements in line with the changing needs of society.

Nkondo et al (2015) consider the South Africa public library as an essential component of a modern democracy, an enduring agency uniquely tasked with providing opportunities for

education, culture, and literacy and information provision to reach all citizens free of charge. To this end the Library and Information Association of South Africa (LIASA 2015:27) refers to public and community library services as a provincial competency, as declared in Part A of Schedule 5 of the South African Constitution (RSA 1996). These libraries provide effective services and resources to everyone in the community regardless of nationality, age, sex, religion, language or status (South Africa. Department of Arts and Culture, 2010:6). These libraries also provide cultural space for cultural activities, leisure and social gatherings and meet the needs of all groups of people including the elderly.

4 Problem statement

Temperance Town is a small, marginalised community located in the Western Cape. The elderly in Temperance Town are the products of the previously disadvantaged groups in South Africa, who did not have access to education and training and whose informational and recreational needs have been neglected. Patrons of the Gordon's Bay Temperance Town library are further "marginalised" due to its current location, information content and format, which shows a preference for information-rich environments (Stilwell 2011:58). Therefore, the distance to the library impacts on the frequency of library visits by the elderly for leisure and for reading. There is also the challenge of maintaining a balance between the elderly's needs and available funding, given that libraries within the City of Cape Town operate according to a stipulated budget allocated by the Western Cape Provincial Library Service (WCPLS). This article explores the recreational and information needs of elderly people in Temperance Town in order to enhance the collection of library resources suitable for them

5 Aims and objectives

- Identify the recreational and information reading needs of elderly people in Temperance Town at Gordon's Bay.
- Suggest ways in which the library collection can be improved to cater for the recreational and information reading needs of this user group.

6 Collection development

Collection development is a term representing the process of systematically building and maintaining library collections to meet the study, teaching, research, recreational, and other needs of library users. The process includes selection and de-selection of current and retrospective materials, planning of coherent strategies for continuing acquisition, and

evaluation of collections to ascertain how well they serve user needs (Gabriel 1995 cited by Johnson 2009:2). The process thus entails acquiring new materials, stock usage and maintenance, and the culling and disposal of stock.

The City of Cape Town has the following principles underlying its collection development: free access to information and the freedom to learn; providing materials representing different points of view; aiming to meet the majority of patrons' needs (libraries' collections are generalist in nature); and maintaining a balance between quality and demand. Librarians in the community must collaborate with the Department of Library and Information Services in developing collections for the department as a whole. The department's ultimate vision should provide collections in appropriate formats, geared to the needs of each community served. Each year each library within the City of Cape Town completes an annual Collection Development Plan, as an aid to ensuring the optimal use of funds for various categories of material, and to ensure the best possible provision of library materials according to understood community needs (City of Cape Town: LIS 2013:1).

7 Information and recreation needs of the elderly

Informational reading needs are the need for informational texts and non-fiction writing, written with the intention of informing the reader about a specific topic (Sedilo 2003). The primary purpose of informational texts is to inform the reader about the natural or the social world. Getz and Weissman (2010:137) note that the information needs of the elderly are similar to those of the general population, with emphasis on specific subjects related to the characteristics of this population, such as nutrition and medication appropriate for their declining health and physical well-being.

On the other hand, Wilkinson (2015:6) defines recreational reading as “non-goal-oriented transactions with texts as a way to spend time and for entertainment”. In other words, recreational reading is reading for pleasure as opposed to reading in order to learn a new skill or satisfying one's curiosity about a subject. People read to escape. When we feel the world closing in on us, what better way to delve into a book and escape the confines of our existence? Recreational reading allows the reader to leave the constraints of his/her environment – financial, social, political, sexual, biological, ethnic, or any other – and move into a world without boundaries (Prince-Cohen 2000). Recreational reading is especially beneficial to older adults. Luyt and Ann (2011:205) quote Smith, who notes that reading is a key means by which to combat social exclusion. Even though reading is a solitary activity, discussions of what has

been read allows for social interaction. This view was confirmed during the study, as the researcher noted impromptu book discussions held in the Temperance Town community.

Studying the recreational and information needs of these elderly people will be of value to library professionals in guiding collection development policies and services in general to the elderly. Studies have been conducted on the information needs of the elderly in developed countries like the United States, Canada, the United Kingdom, Israel, Singapore, Australia and New Zealand (Cavanagh & Robbins 2012; Wicks 2004; Getz & Weissman 2010; Luyt & Ann 2011; Engels & Liu 2011; Rajkovic 2005). However, there is still much “lip service” paid when it comes to implementing meaningful changes. Bennet-Kapusniak (2013:205) laments the fact that library services, collections and physical building environments are not organised especially for the elderly, as is done for children, youth and adult users. Cavanagh and Robbins’ (2012:622) study on the “library-as-place” movement suggests that the library can and should make a significant change for the better when it considers an ageing population. Notable African studies on the needs of the elderly are those of Stilwell (1991, 2011) and Ijiekhuamhen et al (2016).

8 Methodology

A quantitative approach and a survey research design was adopted, it being the best way to gather numerical data on the recreational and information reading needs of the sample population. Quantitative research methodology relies on measurement, counting and the use of various scales (Bless, Higson-Smith & Sithole 2013:58).). Data collection tools were triangulated with the use of questionnaires and collection development documents from Temperance library . A questionnaire with closed-ended questions was designed to gather information about a relatively large group of people (Du Plooy-Cilliers & Cronje 2014:148) The questionnaire was divided into three sections; Section A being general information (such as age, gender, language preference), Section B focusing on recreational reading interests/needs and Section C asking about information reading needs. The research population was elderly, aged 55 years and above, residing in Temperance Town. A sampling frame of 65 elderly people who use services supplied by the Yellow Door Community Centre in Temperance Town was obtained from a community member. Yellow door is a service is in line with standards set out in the Project Report of the South African Public Library and Information Services Bill (August 2013). The Project Report (RSA 2013:83) notes that the Yellow Door centre is a very valuable service and norms should be put in place to encourage

it. The Yellow Door is a bustling community centre in Temperance Town from which the Red Cross runs a soup kitchen. The centre hosts a Senior Club twice a month and it is also used for funeral teas, weddings and parties; a chiropodist comes twice a month and the Metropolitan Police visit on a Wednesday to help with safety and civic matters. The community of Temperance Town are currently fund-raising in order to upgrade and expand the centre, thus becoming better able to accommodate all the children they entertain (and feed) during the school holidays. The centre is run by members of the community. It should be added that even though the findings reflect that the respondents are satisfied with the bi-monthly visits, most of them swap books with their neighbours or friends before the mandatory two weeks are over. (See Annexure B for more information on the yellow door)

This article constituted no threat or harm to the respondents and the questions were worded to gather non-personal data. None of the questions concerned race or income levels or areas where respondents live, aspects on which they are reluctant to divulge information. The respondents received no money in exchange for completing the questionnaire. The results of the study were made known to respondents. Complete confidentiality was assured and the sampling frame was destroyed once the survey was completed.

9 Findings and Discussion

The findings are discussed under the three main sections into which the questionnaire was divided: general information, recreational reading needs and informational reading needs.

9.1 General Information

The aim of the first question was to determine the average age group of the sample population. This was required to ensure that the sample population related to the age group identified and to obtain an idea of the scope of age levels related to the sample group that the library should cater for. Figure 1 provides a summary of the findings. The findings are consistent with Moore and Young's assessment of the fastest-growing segment of the population, which is persons 65 years and older (Moore & Young 1985:364).

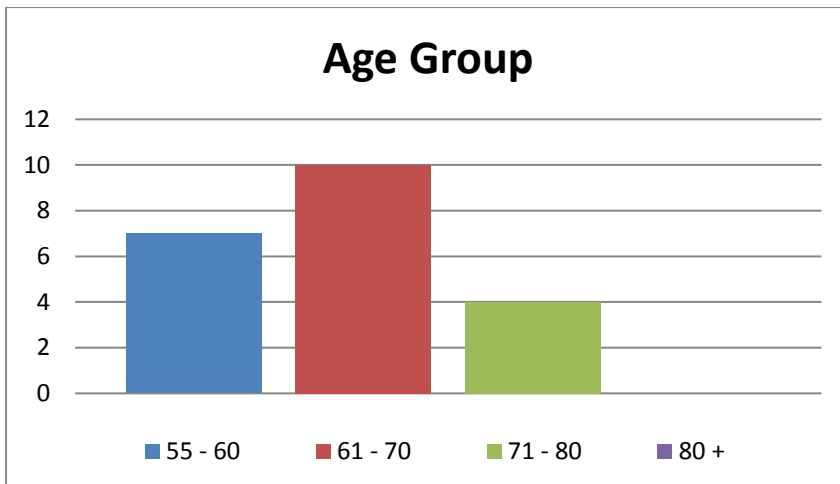


Figure 1: Age group

The majority of the respondents (48%) are within the 61–70 years age group, with the 55–60-year age range making up 33% and the 71–80 years group accounting for the balance of 19%. Notwithstanding that the definition of the elderly in this article is 55 and above, the findings of this article are consistent with the conventional classification of the elderly as 65 and above. No respondents over 80 years took part in this study. The lack of participation by the 80+ age group could be due to several factors, among them poor eyesight which inhibits reading, limited mobility brought on by the ageing process or poor marketing tactics by the library in attempting to reach these older people. The elderly are not a homogenous population and should not be stereotyped. According to the Canadian Library Association (CLA 2002), the broad category of “elderly” encompasses several generations and this diversity must be taken into account when planning collections and services.

It was important for the article to determine the overall gender distribution of the population, since it would ensure that appropriate services are delivered based on these findings. Figure 2 provides a summary of the findings.

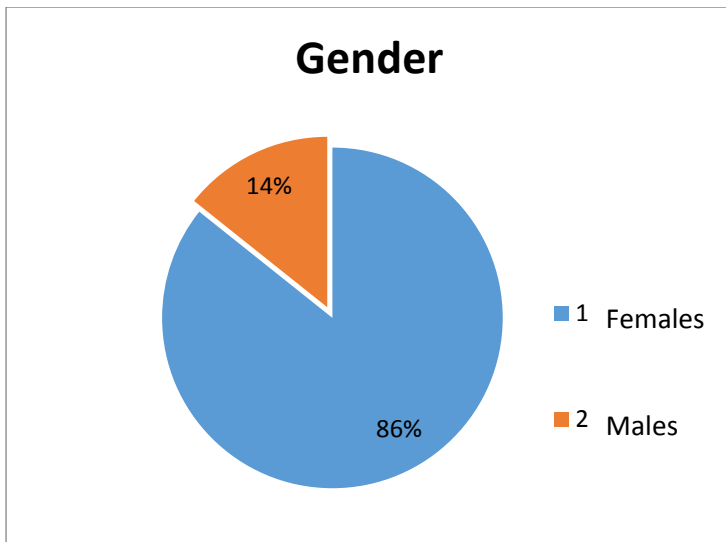


Figure 2: Gender

Figure 2 shows that mostly women engage in reading activity (86%) while men lag behind at 14%. A snapshot of online sources available (Liu & Huang 2008; Logan & Johnston 2010; Baye & Monseur 2016) shows that from an early age, girls tend to be more avid readers than boys, and this carries through into adulthood. This can be compared with Figure ,3 which reflects statistics from Brocade, the Integrated Library Management System (ILMS) used by the City of Cape Town public libraries. A clear correlation can be seen over a three-year period during which more women than men became members of the library service. Over this three-year period (2014 to 2016), new male members numbered less than half of their female counterparts. This speaks to collection development and services, as obviously current members' needs will take preference; but it must not be forgotten to reach out to non-users, which in this case are men. This finds resonance with the study conducted by Rajkovic (2005:15), who found that women make use of library services in larger numbers than men. Also, it was noted that if services were targeted at men, there was an increase in library usage.

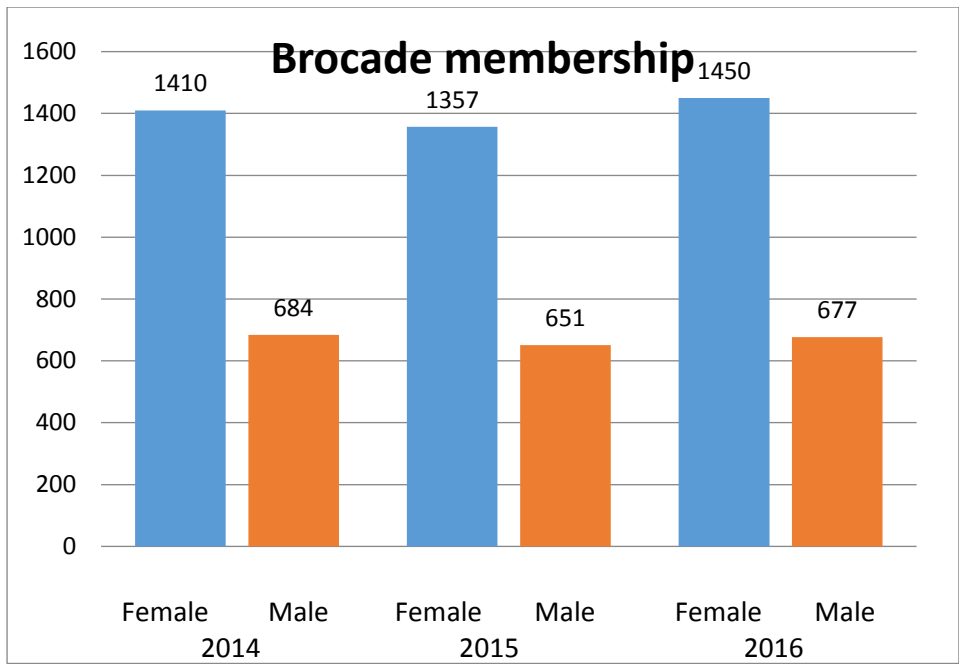


Figure 3: Brocade membership according to gender

9.2 Library membership

The purpose of determining library membership among the sample population was to gain an idea of the impact that the library service has in this community. This question sought to ascertain how many non-users there were and will provide the library service with information on where they can improve services and gain more users. The percentage of active library users is an indication of service satisfaction and an incentive to strive for continued service excellence. Figure 4 provides a summary of the findings.

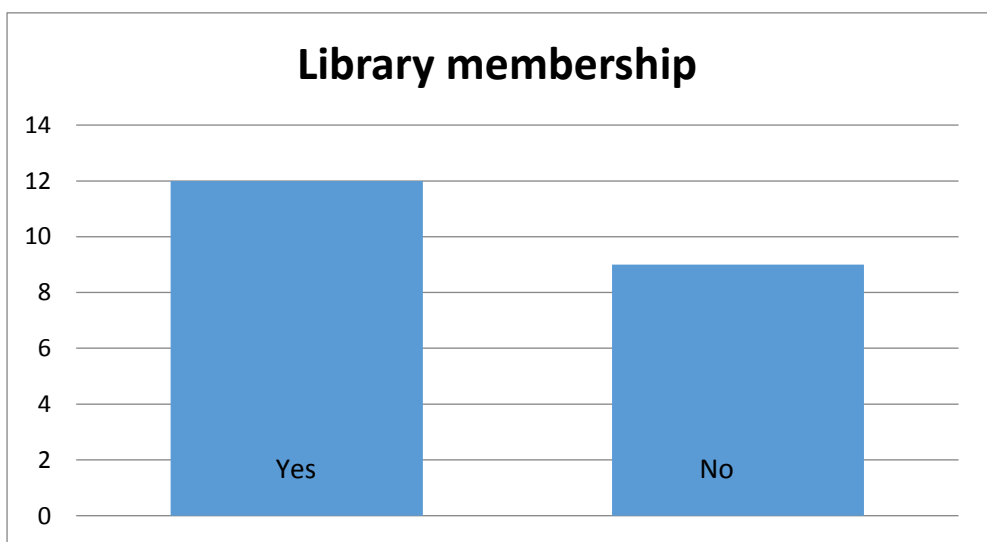


Figure 4: Library membership

The findings show that 58% of the respondents are members of the library, while the non-members totalled 42%. Although more than half the respondents are members of the library, this percentage could and should be much higher considering that library services are free and the outreach service provided to this community is literally on their doorstep. This again highlights the need for the library service in Gordon's Bay to make its presence and services better known to the community of Temperance Town. Public libraries should recognise the role they play in the quality of life of elderly people. Studies reveal that libraries contribute to the general well-being of elderly people in various ways, including providing a free and safe space and an opportunity for social networking (Rajkovic 2004:13, Bundy 2005:159). 2012:

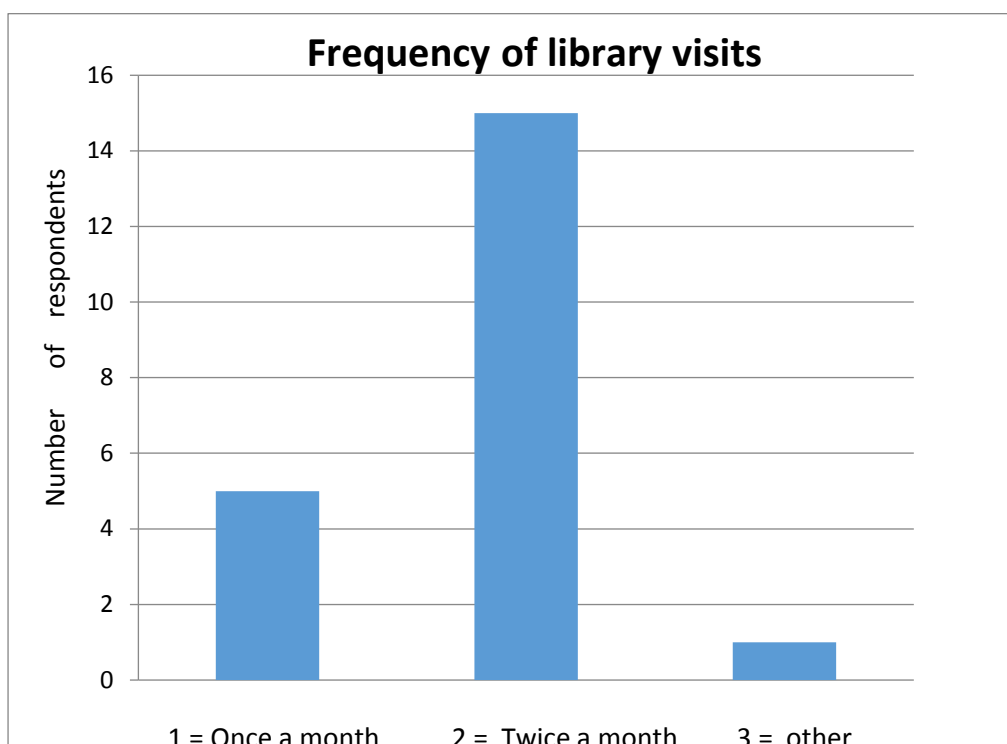


Figure 5: Frequency of library visits

9.3 Frequency of library visits

A question was asked to determine how often the sample population made use of the outreach service which the library provides. By gaining insight into how frequently the service is used, the library service can alter its service delivery patterns accordingly to suit the needs of this community. Figure 5 provides a summary of the findings. The frequency of visits corresponds with the current outreach service conducted by Gordon’s Bay Library to the community of Temperance Town – twice a month. The majority of respondents make use of this bi-monthly service, which is delivered to the Yellow Door community centre in Temperance Town.

A selection of books are packed into crates and delivered by a library assistant (the researcher) to the Yellow Door. This is done every alternate Friday at 12:00. The women (and the occasional man) come to exchange their books. Sometimes there are requests for specific items, such as a sequel to a book they have read. If the item is not in the Gordon’s Bay Library collection, then it is acquired via Inter-library loan (ILL). Pertaining to the promotion of access to public library services, the national minimum norms and standards encourage “accessibility of community library services which serve the needs and interests of the public, especially to previously disadvantaged persons and communities” (RSA. Department of Arts & Culture,

2013:82). (??? 2013:82). It was noted that many libraries operate outreach services to old-age homes, amongst others. This entails taking crates of books to the institution and displaying them on a table for a morning once every two weeks. Beside this outreach programme, the researcher has many times delivered reading material to home-based readers in the community. The minimal time and effort this costs is nothing compared to having a grateful and satisfied patron. One particular avid but home-bound reader has since passed on and the researcher is glad to have had the opportunity to be of service to him.

9.4 Language preference

In order to deliver a service that meets the needs of this community, it was necessary to determine which language is predominately spoken. Library services would then be able to supply material based on the language of choice. Figure 6 represents a summary of the findings.

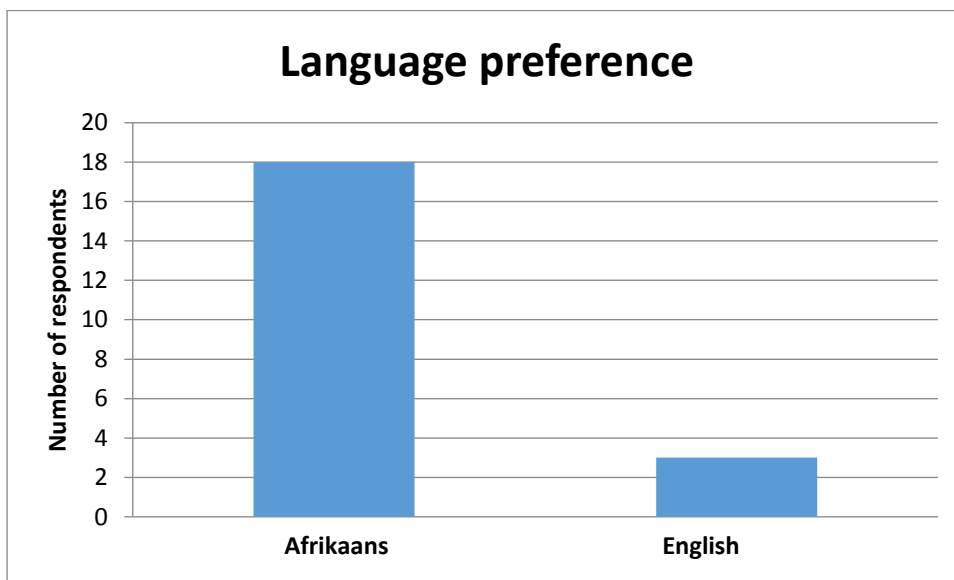


Figure 6: Language preference

Only 14% of the sample indicated that they would prefer reading material to be in English, while an overwhelming 86% stated that they preferred Afrikaans reading matter. Collection development is driven by the needs assessment of the community, and this community clearly prefers Afrikaans material, whether books, magazines or DVDs.

10 Recreational reading needs

10.1 Genre preferred

A question was asked to determine the recreational or leisure reading needs of the sample population. The response allows the library service to gain a snapshot of what most interests the sample population. Table 1 is a summary of the findings.

Table 1: Recreational reading needs

Genre	%
Romance	28
Fantasy	4
Comedy	6
Westerns	2
Crime/detective	6
Thrillers	14
Horror	4
Science Fiction	4
Religious	24
Family drama	8
Total	100

The findings for recreational reading show that the interests of elderly people in Temperance Town are spread across various genres. The largest percentage of the sample population (28%) indicated that romance was the genre they most enjoyed. A link here can be made between gender (Figure 2) and genre choice. There is evidence highlighting the extent to which women enjoy romance novels (Snitow 1979; Diekman, McDonald & Gardner 2000; Gill & Herdieckerhoff 2006). The literature all touches on the issue of romance novels being an escape for women, and a form of release, specifically release of sexual tension. With specific reference to Harlequin books, Snitow (1979:160) concludes that romance is a primary category of the female imagination. Also of interest is the trend toward religious fiction, such as works by Karen Kingsbury, Francine Rivers and Ellen Gundersen-Traylor, with a total of 24% preferring this genre.

A further 14% of the sample population expressed their desire for thrillers/crime novels, with authors such as Deon Meyer, Peet Venter, Karin Brynard, Martin Steyn and Rudi van Rensburg being the most popular. Of interest is the fact that a large proportion of those (mostly women) who read romance novels enjoy thrillers as well. Family drama (works by authors such as Ena

Murray, Annelie Botes, Irma Joubert, Sophia Kapp and Kristel Loots) is ever popular, making up 8% of the sample population. Horror, Science Fiction, Comedy, Fantasy and Westerns make up the bottom half of the table, with a total of 20% of the sample population showing a fleeting interest in these genres. Romani (1973:393) quotes the Nelson Associates study that found that older adults did not display much interest in books that gave explicit treatment to violent action.

10.2 Type of print material

The effects of ageing must be taken into consideration when designing services that meet the needs of the elderly. As such, this question sought to elicit information about the need for large-print material, which would then dictate collection development goals to an extent.

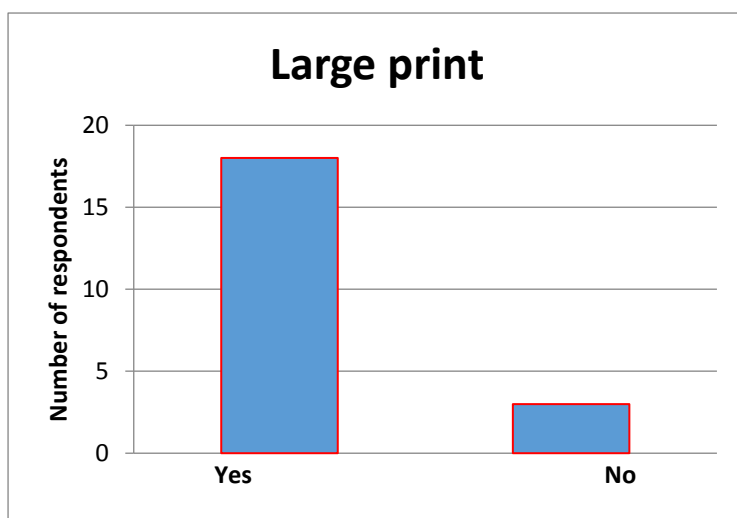


Figure 7: Large-print material

The majority (86%) of the sample population prefers large-print format books as opposed to normal-print books (only 14%). According to Ahlvers (2006:305), the elderly require more attention as a result of physical problems, such as loss of vision or hearing. The findings show that large-print books should be available to elderly people. Large-print books are printed in 16-point font (Ahlvers 2006:309) and are a good choice for anyone experiencing loss of vision.

Romani (1973:393) quotes Nelson Associates who found that older adults, now retired, had less interest in vocational or professional reading materials. However, librarians are alerted that while book selection (collection development) can be done with these special requirements in mind, one must make provision for the few readers who prove to be the exception, a common problem in book selection. The Nelson Associates study, according to Romani (1973:393), reaffirms the common claim that there are no stereotypes among older readers.

Generally, large-print material is much more expensive than normal-print material. Also, titles in large print are limited. Most of the patrons of Temperance Town prefer Afrikaans-language books, and there are only so many South African authors.

The collection development plan for Gordon's Bay Library for 2016–2017 allocates 15% to Afrikaans fiction (see Annexure D). This 15% must then be divided among normal-print and large-print material. And so the pie gets smaller and smaller, with large print eventually getting only a sliver. This is patently not adequate to serve the needs of the sample population. Those with really bad sight could enjoy the option of audio books, as mentioned below. Another hindrance to the library building up a more substantial large-print section is the cost of this material, and Romani (1973:398) recommends libraries find additional funding through government or private sources.

10.3 Audio books

As referred to above, the physical constraints experienced by elderly people need to be taken into account when designing services for them. Beside the loss of vision, hearing loss is a cross many older adults have to bear and this question aimed to gauge the need for audio books as a solution. The findings are summarised in Figure 8.

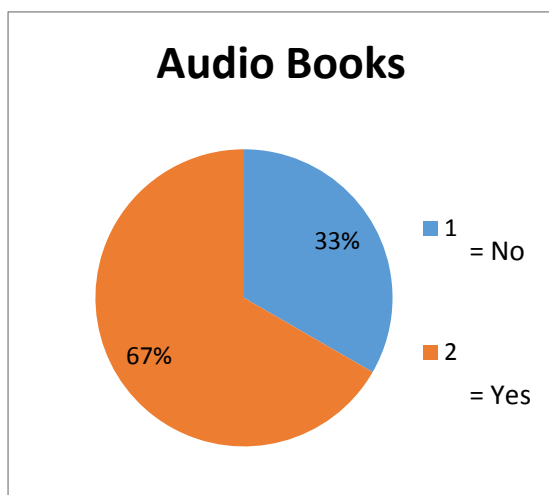


Figure 8: Audio books

Audio books are another format that is an alternative to normal-print or large-print books. The findings reveal that 67% of the sample population would use this format, as opposed to 33% who showed no interest in it. Despite the many issues surrounding audio books, such as the narrator reading too fast or the accent not being clear (Ahlvers 2006:309), many elderly people enjoy audio books. Unfortunately, Gordon's Bay Library does not stock any audio books, with

patrons having to visit bigger libraries close by to get this format. These findings, however, are a clear indication that audio books would be used should they be part of the collection. One respondent indicated that she had accessed (through a friend) “Tuesdays with Morrie” by Mitch Albom as an audio book and could not wait to access other similar titles. Under the Collection Development Plan, CDs (music), DVDs and audio books are known as audio-visual material.

11. Informational reading needs

This section aimed to explore the informational reading needs of the sample population, which would give an indication of how future collection development goals can be tailored to make provision for these needs expressed here. Table 2 provides a summary of the findings.

Table 2: Informational reading needs

Category	%
Health & Medicine	19
Religion	10
Cookery	17
Social services	3
History	5
Travel	3
Sports	3
DIY (e.g. carpentry)	17
Crafts (e.g. knitting)	17
Arts	2
Languages	2
Animals	2
Biographies	0
Total	100

The focus in this section is the informational reading needs of the elderly in Temperance Town. The findings reveal that health and medical issues are of primary concern for them (19% were interested in this). This reflects the obvious health concerns that the elderly have, as noted by Getz & Weissman (2010:137). The elderly have the same information needs as those of the general population, as noted in question 2, with regard to the preference for romance novels.

However, Getz & Weissman (2010:137) recognise that there is an emphasis on subjects related to nutrition and medication, which are age-appropriate for the elderly. Crafts, DIY and cookery each accounted for 17% of the sample population. This underlines that the elderly continue to have the same interests/hobbies as when they were younger.

11.1: Newspapers

This question aimed to discover what role newspapers (and by association, staying up to date with current events) played in the lives of the sample population. This would allow library services to allocate funds to newspapers that the community wished to read. The summary of findings is given in Table 3.

Table 3: Newspapers

Newspaper	%
<i>Saturday Argus</i>	4
<i>Sunday Times</i>	4
<i>Cape Times</i>	7
<i>Die Burger</i>	20
<i>District Mail</i>	28
<i>Gazette</i>	23
<i>Bolander</i>	12
Other	2
Total	100

The findings reveal that the elderly in this community are interested in local and national news. According to Wicks (2008:14), the daily newspaper is one of the two most popular choices for keeping informed about daily world events. However, the largest percentage (28%) expressed an interest in more local news as reported in the *District Mail*. This is in line with Bogart (1989:170), who notes that the elderly value news that enables them to converse with their neighbours or friends. Some of the sample population indicated that they often rose early in order to get their newspaper from the local cafe. This reinforces the opinion that without the news, older people feel isolated and out of touch (Bogart 1989:147).

The *Gazette* (a free community newspaper) is the second most popular publication, reporting on communities at grassroots level. The language preference is once again revealed in the

choice of *Die Burger* (an Afrikaans-language newspaper) which 20% of the respondents indicated they read. The English-language and Weekend editions of newspapers were not popular, with the *Sunday Times* and *Saturday Argus* only having 4% readership each. A possible reason for this is that, because the weekend newspapers carry more news and additional extras (like a travel insert or a cooking supplement), they are more expensive and less affordable for the sample population. By extension, these pricier newspapers would be read (even on the following Monday) were they to be available. The newspaper budget for a small library like Gordon’s Bay is necessarily limited, but the importance of newspapers to our respondents should indicate to the powers-that-be that things need to change and funds be increased accordingly.

11.2: Magazines

The magazines discussed here are popular magazines (such as *You*, *S.A. Garden & Home* and *Rooi Rose*) as opposed to scholarly journals (such as *Public Library Quarterly* or *Psychology of Women Quarterly*). The findings are summarised in Figure 9.

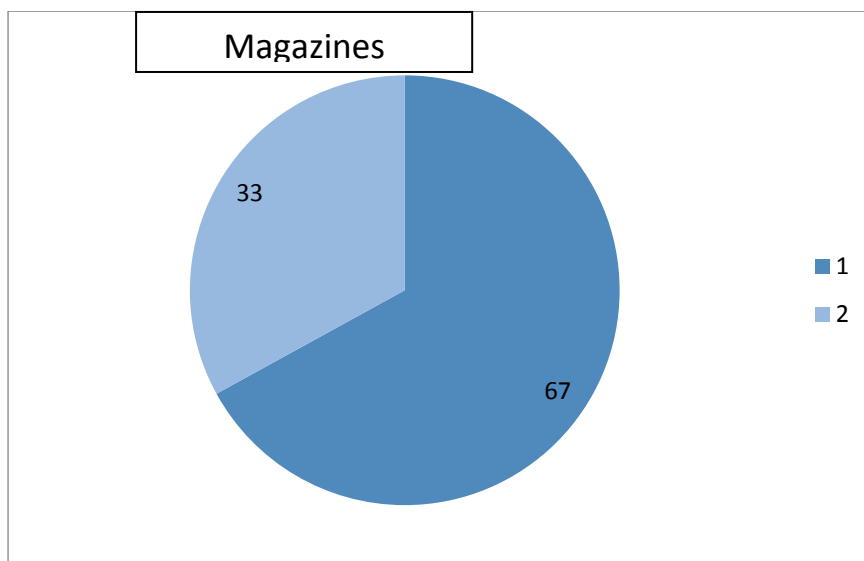


Figure 9: Magazines

There is a definite interest in magazines that are part of libraries’ collections, as 67% of the sample population responded that they would make use of this service provided by the library. The WCPLS is responsible for supplying libraries with newspapers and magazines. Libraries are allowed to choose subscriptions to magazines which they believe their readers would appreciate. The outreach service currently being conducted in Temperance Town is, however, limited in that only books are made available to those using the service. Magazines are an

extremely popular format in libraries, with a high turnover. The popularity of this format is reflected by two-thirds of the sample population wanting access to this service. Again, this finding calls for a more inclusive service than the one currently delivered.

11.3: Electronic resources

This question aimed to find out how often the sample population accessed the electronic sources on offer at the library. The summary of findings can be seen in Figure 10.

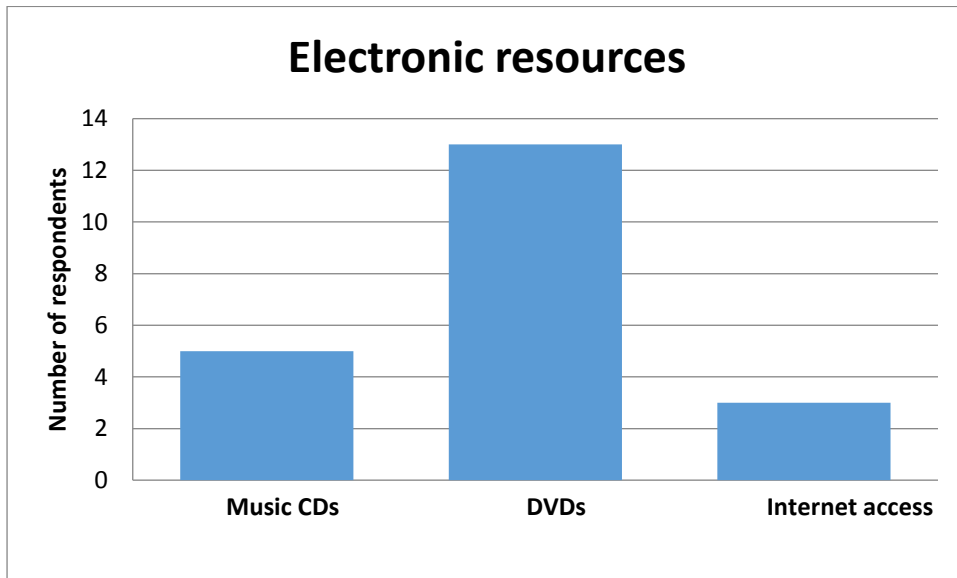


Figure 10 Electronic resources

The findings reveal that 62% of respondents were interested in borrowing DVDs while 24% wanted to borrow music CDs, and only 14% were interested in the internet facilities on offer. According to Getz and Weissman (2010:136), the elderly have more free time at their disposal and entertainment (in the form of watching DVDs) is one of the ways in which to spend leisure time. Borrowing music from the library accounts for 24% of the total, indicating that while this service is being used it is not as popular as borrowing DVDs. The format of a DVD allows for picture and sound, requiring little effort on the part of the viewer. The attached Collection Development Plan (see Annexure D) reveals that a paltry percentage of the budget was allocated to audio-visual materials, which include music CDs and DVDs. Based on these findings, changes to the status quo will have to be made if a better level of service delivery is to be achieved in this regard.

In the current Information (digital) Age, the low interest shown in internet usage (only 14%) is somewhat disconcerting. Derbyshire (2007) reports that the “grey army” has taken a greater

interest in the internet than has any other age group. Prasad (2009:103) suggests that computer and internet training is an important service that libraries can provide to the elderly. The lack of interest shown in internet access could point to a lack of expertise in this area and the elderly not wishing to learn new technology at this stage of their lives. Another reason could be South Africa's costly mobile data, as reported by Van Zyl (2016:1). The lack of interest in the internet by elderly Temperance Town residents can be overcome by advocacy efforts in this regard. Outreach efforts can be extended to include electronic resources, thereby ensuring that elderly people in this community do not become victims of the digital divide.

12 How the library collection meets the information and recreational needs of the elderly in Temperance Town

The findings about the information and recreational needs of the elderly in the previous sections reveal that the elderly at Temperance Town find themselves in a dire situation, which can be alleviated by various initiatives for the provision of better library services, enhancing the collection and improving the literacy and education of the elderly. This section highlights the different ways in which the library and information professionals ought to prioritise and intensify their efforts to deliver equitable and adequate collections to the elderly.

To begin with, it is incumbent upon the community library to reach out to elderly people and provide age-appropriate services such as large-print materials and health and medical information resources. Based on the demand for assistive aids such as large-print and audio books, it is recommended that the audio-visual portion of the library budget be increased substantially in order to meet the demands of the elderly at Temperance Town. Magnifying glasses and audio books should be provided for sight-impaired elderly people.

Also, since the community is largely Afrikaans-speaking, collection development efforts by the library service should focus on allocating a larger section of the book budget to Adult Afrikaans material. More Afrikaans titles should be added to the collection, in order to supply adequate and relevant reading material. Resources should also be directed towards the acquisition of DVDs.

Furthermore, the collection should cater for the informational and recreational needs of women more than men, considering that it was found that more women than men engaged in reading, confirming an overall trend that women read more than men. It is suggested that better types of romance novel and informational titles relating to women's issues receive a bigger slice of the book budget. Based on the gender disparity in library membership, it is suggested that a

membership drive be conducted at the Temperance Town community, specifically targeting elderly men. This would be an opportunity to introduce men to the benefits and pleasures of reading and would also increase public awareness of the public library's services.

Given that the library's outreach service through the Yellow Door centre is making a difference, the frequency of the outreach service to this community should be increased to once a week, instead of once every second week. The elderly will then have more opportunity to exchange their reading material. Also, by being available at the Yellow Door every week, the library service will be more visible to the non-users in this community.

It is recommended that access to the internet, by way of Smartcape, be made available to the elderly of Temperance Town. Coupled with this is the suggestion that the library provide laptops to be used solely by the elderly. This will ensure that the elderly are exposed to the benefits of the internet.

13 Conclusion

The aim of the article was to explore the recreational and information reading needs of Temperance Town residents, and to then use this knowledge for the Library and Information Service at Gordon's Bay to build on and improve its services within the community. It emerged that the elderly using the Gordon's Bay Library in Temperance Town enjoy recreational reading and need information relevant to their day-to-day lives. It was revealed that the elderly had much the same needs and interests as the general population, but with specific emphasis on health and medical information and interest in Afrikaans titles. The article suggests different ways in which the library and information services could enhance the collection of material for the elderly. Building a library collection that can meet the recreational and information needs of the elderly in this community is part of the mandate to which the City of Cape Town is committed. If the specific circumstances of the elderly of this community are taken into consideration and more inclusive services are provided, the elderly poor will feel socially included and still relevant in society.

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Annexure A: Research instrument (questionnaire)

Questionnaire: Recreational and Information reading needs

Please mark the appropriate box with a cross (X)

1) Please indicate your age group 55 – 60 61 – 70 71 – 80 80 +

- 2) Please indicate your gender Male Female
- 3) Are you a member of Gordon's Bay Library? Yes No
- 5) If yes, how often do you visit the library: once a month twice a month
- Other: please specify
- 6) Please indicate in what language you would prefer to read library material.
- English Afrikaans

* * * * *

Part One: Recreational reading needs

- 7) Please indicate what type of book you most enjoy reading (choose two from the list).
- a) Romance
 - b) Fantasy
 - c) Comedy
 - d) Westerns
 - e) Thrillers
 - f) Crime/Detective stories
 - g) Horror
 - h) Science Fiction
 - i) Religious fiction
 - j) Family drama
- 8) Would you make use of large-print material which the library has in stock?
- Yes No
- 9) Audio (talking) books are available on CD. Would this interest you?
- Yes No

Part Two: Information reading needs

10) Of the following topics, which would interest you the most (choose any three)?

a) Health & Medicine

b) Religion

c) Cookery

d) Social services (e.g. pension/grant applications)

e) History

f) Travel

g) Different sports

h) DIY (e.g. carpentry, car maintenance)

i) Crafts (e.g. knitting, crochet, mosaics)

j) Arts (e.g. painting, drawing, pottery)

k) Language courses (on CD)

l) Animals (including pet care)

m) Biographies/Autobiographies

11) Please list what other topics might you be interested in.

a)

b)

c)

12) Which of the following newspapers do you read?

Saturday Argus

Sunday Times

Cape Times

Die Burger

District Mail

The Gazette

The Bolander

Other: please specify:

- 13) Would you borrow magazines from library? Yes No
- 14) State which digital/electronic information sources would interest you:

Music CDs

DVDs

Access to internet

***Thank you for taking the time to complete this form.**

Annexure B: CV of the Yellow Door

THE YELLOW DOOR

The aims of working with The Temperance Town Community at the Yellow door are:

*To assist in establishing THE YELLOW DOOR as an acclaimed **fully equipped Community Centre** .*

*To awaken and work with the **vision, needs and skills** that exist within the local community.*

*To **lead from behind** and give the community support, to choose and lead projects driven by community needs.*

*To **educate and support** community to take **ownership** for the planning, establishing and upkeep of the Centre.*

*To nurture and grow talents and skills which will improve quality of life and give a **new pride** in themselves through **achievement**.*

*To provide access to new resources locally and internationally, which will result in new **opportunities** for the Community.*

*To have a vibrant, living, exciting centre , to which the **whole Community** belongs !!*

*To date a lot of these aims are being fulfilled and a lot more growth and expansion is being envisioned and planned for. There is a **working Committee**, the Hall has been **painted** by*

Community, the **Garden maintained** and many successful projects accomplished.

The committee started a "Buy a Brick" Project (R10.00 a Brick) for the renovation , building plan, and to date have **raised R8,340.00.**

We have run very successful holiday programmes for children of all ages. They have learnt sharing and leadership skills while taking part in games, Tai Chi , dance, and producing a wonderful Christmas concerts.

We have had successful visits with children from Uppington and students from Illinois.

We held a successful **Woman's' Day** last year and have another planned for August 2016. The committee organized a very successful **Valentines dinner** and raised R2,500 . Some of this money was given to The Red Cross, for the **upkeep of the Yellow Door**

For the last three years, The Community took part in Winter Wonderland Gordon's Bay **and The Festival of Lights** ---- Ladies running a stall , selling soup and curry bunnies and the children taking part in the parade, dancing and singing. (THE WILD CATS)

This involvement has led to a feeling of being part of a bigger community and a new feeling of value as a community

Last year a **Mothers Day tea** was held and we now have 2 soccer balls, 1 rugby ball and a netball. Hopefully we can start some serious teams!!!

The Red Cross runs a Soup Kitchen on a Mon., Wed. and Fri and soup and bread is distributed to the . The Centre is used for **Funeral teas, Weddings, Parties.** Chairs and tables are hired out for functions. **The senior club** meets twice a month and produces some beautiful needlework! **A Chiropodist** from Masincedane visits once a month.

Church meetings are held there.

The Metropolitan Police visit on a Wed .to help with safety and Civic matters.

We have been donated money for computers and The Rotaractors are planning and starting an **internet café/tutorial** set up. This means that children will be able to do their projects at The Yellow

Door and not walk all the way to the library in Gordon's Bay. The aim is to educate as many people as possible on internet use and make it easily accessible.

A Parenting Club is Starting in Aug 2016

The Community was given an opportunity to be involved in packing material for Green Life fire starters. This provided much needed income and give a new pride and purpose

To date, Two local young men are trying to organize skills training programmes.

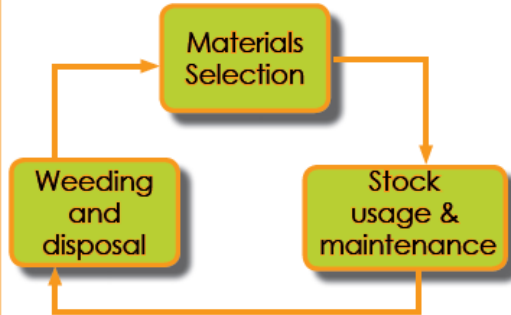
The pride and delight experienced by the community, as a result of their endeavor's has been a joy to watch, and be involved with !!!

Women, men and children are involved in the Yellow Door, and this involvement is growing monthly. There has been money earned and donated, by The Community, to the upkeep of the centre which now has a definite Identity within the Community. They are certainly learning TO FISH and enjoying it !!!!!

Annexure C: City of Cape Town diagram of Collection Development

WHAT IS COLLECTION DEVELOPMENT?

...A SERIES OF ACTIVITIES THAT HAPPEN CONTINUOUSLY AND CONCURRENTLY...



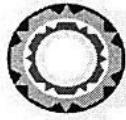
MATERIALS SELECTIONS	STOCK USAGE & MAINTENANCE	WEEDING & DISPOSAL
<ul style="list-style-type: none"> * Budgeting * Planning * Assessing materials * Purchasing 	<ul style="list-style-type: none"> * Cataloguing & classification * Physical processing & mending * Stock control measures * Promotion & marketing of the collection * Resource sharing (Internal & External) 	<ul style="list-style-type: none"> * Stock assessment & weeding * Replacement planning * Re-allocation of stock * Disposal of stock

... all of which has to be carried out within well understood processes and procedures.....



Making progress possible. Together

Annexure D: Collection Development Plan 2016/17

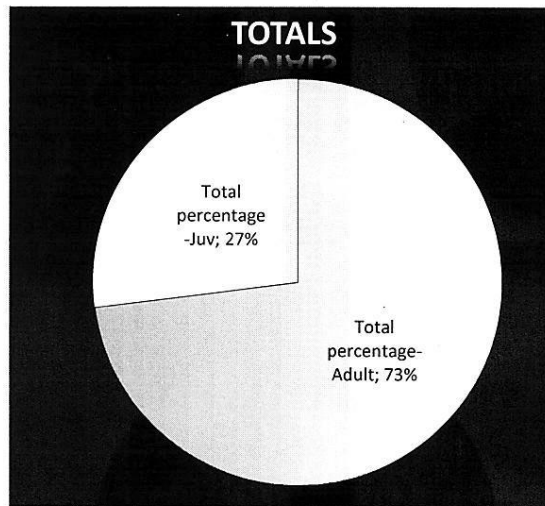
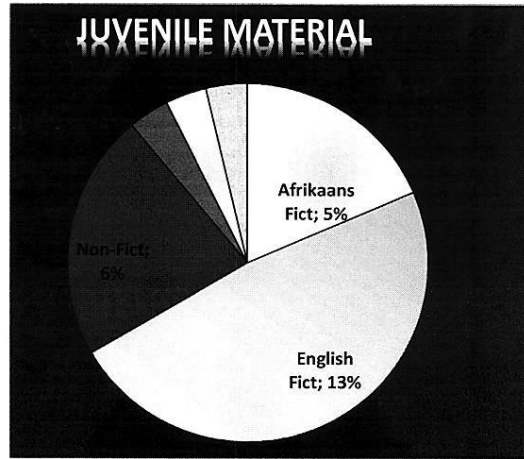
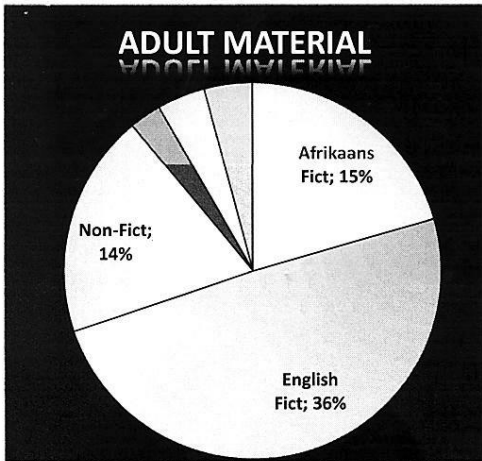


CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Collection Development Gordon's Bay LIBRARY

2016 - 2017

	% Allocated		A Total
<i>What percentage of your budget do you want to spend on Adult material?</i>	ADULT MATERIALS	Percentage	Value
			R 31 951.4
	Afrikaans Fict	15%	R 4 792.71
	English Fict	36%	R 11 502.51
	Xhosa	0%	R 0.00
	Non-Fict	14%	R 4 473.20
	Study & Ref	2%	R 639.03
	Audio-Visual		
	Music	3%	R 958.54
	DVDs	3%	R 958.54
73%	Total percentage-Adult	73%	R 23 324.54
<i>What percentage of your budget do you want to spend on Juvenile material?</i>	JUVENILE MATERIALS	Percentage	Value
	Afrikaans Fict	5%	R 1 597.57
	English Fict	13%	R 4 153.69
	Xhosa	0%	R 0.00
	Non-Fict	6%	R 1 917.09
	Study & Ref	1%	R 319.51
	Audio-Visual		
	Music	1%	R 319.51
	DVDs	1%	R 319.51
27%	Total percentage -Juv	27%	R 8 626.89
	Adult + Juvenile = 100%	100.00%	R 31 951.43



Annexure E: Collection Development plan 2012

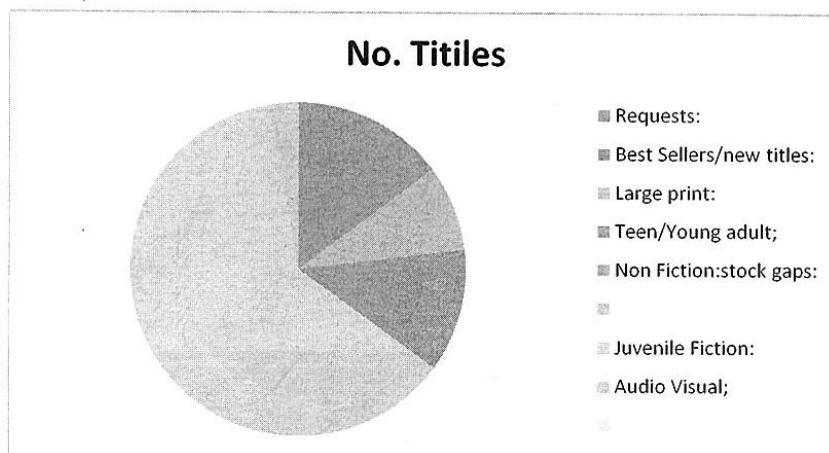
Gordon's Bay : Collection Devepolment
 as at April 2012
 cc: 18050006: R39229

Collection Dev Plan

1. Requests received fron patrons
2. Best Sellers/ new titles
3. Teen& Young Adult
4. Non fiction:stock gaps
5. Juvenile : New Titles & replacement of old unattractive titles.
6. Audio Visual

Adult Collection Bought

	No. Titiles	Amount
Requests:	21	R 2 712.00
Best Sellers/new titles:	91(e&a)	R 12 604.00
Large print:	12	R 3 801.00
Teen/Young adult;	17	R 2 005.00
Non Fiction:stock gaps:	44 (a) 33(j)	R 9 645.00
Juvenile Fiction:	89	R 8 102.00
Audio Visual;	4	R 311.00
Total		R 3 980.00



Annexure F: Density map

