



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
 From: Kate Sparrow, Director, Recreation & Cultural Services
 Re: Richmond - A Community of Excellence for Sports & Wellness

To Parks, Recreation & Culture.
 Date: October 9, 2007 *09/23/2007*
 File: 11-7000-01/2007-Vol 01

Staff Recommendation

That Council endorse the "Community of Excellence for Sport and Wellness" initiative; and
 That staff be directed to report progress to Council as the initiative moves forward.

K Sparrow

Kate Sparrow
 Director, Recreation & Cultural Services
 (4129)

Att. 1

FOR ORIGINATING DEPARTMENT USE ONLY					
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER			
Olympic Business Office	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	<i>[Signature]</i>			
Sport and Events	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Economic Development.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Corporate Communications	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

Richmond is one of Canada's most progressive and innovative cities, and has gained a reputation for excellence in a number of areas. Richmond will also be a host community for the long-track speed skating events at the 2010 Winter Olympics. The Richmond Oval will add to an already impressive array of sport, recreation and wellness facilities. The City of Richmond wished to extend its commitment to excellence by becoming the "Community of Excellence for Sport and Wellness". To determine the best approach to make this happen, the City invited representatives from a number of local and provincial organizations to attend a planning session in September, 2006. In addition to City representatives, the following organizations participated in the session: Pacific Sport, Richmond Health, School District #38, Sport BC, the Oval Stakeholder Advisory Committee, 2010 Legacies Now, Tourism Richmond, VANOC, Richmond Disability Centre, UBC Rowing, and Basketball BC.

This report is intended to update Council and seek Council's endorsement of the initiative.

Analysis

The September, 2006 Planning session was extremely successful. Participants identified the key assets Richmond has; identified a broad range of stakeholders and their potential contribution; and began discussion on key actions that would be required to move the initiative forward.

The following actions were identified as the key activities to move the initiative forward:

1. Create a Steering Committee to move the initiative forward:

The identified member organizations were:

- a. City of Richmond
 - b. Richmond Sports Council
 - c. School District #38
 - d. Vancouver Coastal Health (Richmond Health Services)
 - e. Tourism Richmond
 - f. Canadian Sport Centre - Pacific
 - g. Sport BC
 - h. Disability Sport organization
 - i. VANOC
 - j. Ministry of Tourism, Sport and the Arts
- 2. Develop a Common Vision and Values**
 - 3. Seek Endorsement and Support**
 - 4. Define the Network**
 - 5. Develop Communications Messages**
 - 6. Define Roles and Strategic Plan**
 - 7. Set Priorities**
 - 8. Identify Supports and Resources required**

The Steering Committee has taken the initial work developed at the working session and developed the following information and action plan for the initiative:

Why is Richmond to Become a Community of Excellence for Sports and Wellness?

- The City of Richmond's vision is to be the most appealing, livable, and well-managed community in Canada.

- Richmond is a Venue City for the 2010 Olympic Games, hosting long track speed skating events in the new “Richmond Oval”
- Richmond is an active, healthy community, with a strong tradition of sports participation and achievement, becoming the home of national and provincial sports bodies.
- To leverage this background and to create a sustainable legacy from the Olympic Games, to develop Richmond as a Community of Excellence for Sports and Wellness, to enhance the livability of the city, and be a model for Canada and the World.

What is the Vision for the Community of Excellence for Sport and Wellness?

- As a community of excellence for sports and wellness, Richmond will become recognized as the best place to play and achieve your highest potential; and
- By creating this community of excellence, we are modelling a *Sport for Life* community for Canada and the World.

What is a Community of Excellence for Sports and Wellness?

A Key foundation for the initiative is the Canadian Sport for Life (Long Term Athlete Development) model. This initiative of Canadian Sport Centres and Sport Canada sets out a planning framework planning for the well-being of Canadians and sport excellence because it:

- helps all children to be physically literate (competent in fundamental movement skills for sport and physical activity)
- recognizes that children play to have FUN
- is a pathway to excellence from ‘playground to podium’
- allows all Canadians to be physically active through sport and recreation participation

Attachment 1 provides further information on all stages of the LTAD model.

The Steering Committee has identified 12 key outcomes that will be achieved over the next 5-10 years:

Healthiest and most active population	Highest percentage of physically active for health benefits, with the best health levels
Highest Sport Participation rate	Highest percentage of the population participating in sport
Best Sport Development System	Based on the Canadian Sport for Life (Long Term Athlete Development) model
Accessible, Inclusive and Diverse	Accessible regardless of income , language, age or physical ability. Engaging Richmond’s ethnically diverse community.
Integrated Internally	Between sport and wellness. Between community, education, health and economic development / tourism.
Integrated Externally	Engaged with and welcoming external bodies (ie National / Provincial sport bodies) to Richmond
Supporting Athletes	City of choice for national / provincial teams and high performance athletes
Facilities and Infrastructure	Enviably sport and wellness facilities – both quality and comprehensiveness
Best Sports and Wellness Host	Best location to host sport and wellness events (facilities, amenities and services)
Sport Excellence	Highest percentage of high performance athletes developed per capita
Model Community	Leadership model for sport and wellness and Canada and the World
World Class Community	Recognized as the world’s outstanding sport and wellness city, a source of pride for Richmond Residents

How will Richmond become a Community of Excellence for Sports and Wellness?

Five complementary and integrated strategies will be developed to achieve the vision identified for this initiative:

1. **Comprehensive Community Wellness Strategy** (lead Vancouver Coastal Health – Richmond Health Services)

The Wellness Strategy will be a sustainable comprehensive plan for community wellness and chronic disease prevention. The strategy will guide the planning and development of wellness promoting programs and activities throughout Richmond. It will contribute to meeting the ActNow BC goals: increase in physical activity, decrease in overweight and obesity, increase in fruit and vegetable consumption, and decrease in smoking rates. These changes in lifestyle and behaviour will lead to subsequent reduction in the incidence and prevalence of chronic diseases and the associated morbidities and mortalities.

Timeframe: The development of the Wellness Strategy is underway and anticipated completion is March 31, 2008. Implementation would follow this.
2. **Comprehensive Sport Development Strategy** (lead City of Richmond -PRCS collaboratively with community partners)

The development of a Sport Strategy was identified as a priority in the 2005-2015 PRCS Master Plan and is strongly supported through this initiative. The Sport Strategy will provide a common vision and set direction to guide the development of sport in Richmond. The Steering Committee identified *Coaching Development* at all levels as a top priority to increase capacity of sport organizations. It will be developed by utilizing the knowledge and expertise of a wide range of stakeholders and will address key areas such as leadership, accessibility, coaching and volunteer development, sport programming, infrastructure and event hosting. The sport strategy will be linked with the other strategies.

Timeframe: The development of the Sport Development Strategy will commence immediately with completion and report to PRCS Committee of Council anticipated by June, 2008.
3. **Olympic and Paralympic Involvement & Legacy Strategy** (lead City of Richmond – Richmond Olympic Business Office)

Inspired by the 2010 dream, Richmond is well-positioned to further enhance its reputation with the construction of the Richmond Olympic Oval. This landmark legacy will be a testament of Richmond's dedication to health, wellness and the pursuit of sport excellence. Opening in the fall of 2008, the oval will ensure home ice advantage for our national speed skating team, provide exciting event hosting opportunities and ensure community access to experience many unique opportunities. Looking at the post-games (legacy) phase, the facility will become a one of a kind multi-sport and wellness facility used extensively by the community of Richmond and developing and high performance athletes.

Timeframe: Ongoing planning to address all phases of implementation for Pre-Games, Games Time and Post-Games (Legacy) are ongoing with the Oval projected to open in Pre-Games mode in the Fall of 2008.
4. **Richmond Sport Tourism Strategy** (lead City of Richmond, Economic Development)

The Richmond Sport Tourism Strategy, already underway, will provide an action plan for Richmond to maximize sport tourism, with an emphasis on the opportunities presented by the Richmond Oval and the City's partnership with the Vancouver 2010 Olympics. The plan will focus on 3 stages around the Olympics: Pre-games, Game Time and Post Games. The Strategy will be founded on an assessment of facilities and services both available and needed,

identification of market opportunities, and a definition of the infrastructure required to attract and service sport tourists. The strategy will define the parameters for sport tourism in Richmond on the local, national and international stages.

Timeframe: process is well underway and anticipated to be completed by the end of 2007.

5. Communication Strategy (lead Community of Excellence Steering Committee)

The Community of Excellence is a work in progress. A communication strategy will be developed to maintain contact with and update key stakeholders both within and outside Richmond, and to build involvement from community group leaders and other partner representatives, whose assistance in developing and implementing strategies is critical.

Timeframe: ongoing

Financial Impact

Staff time to work with the Steering Committee and contribute to the development of various strategies.

Conclusion

Richmond is well positioned to be "A Community of Excellence for Sports and Wellness" and to be recognized as a model "Sport for Life" Community for Canada and the world. A wide range of partners have committed to working with the City of Richmond to achieve this exciting vision.



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Welcome to Canadian Sport for Life (CS4L)

As parents, we recognize that sports and physical activity play an important role in our children's healthy growth and development, but in recent times physical activity has suffered serious decline among Canadian children.

Medical and sport research shows that our children are increasingly at risk for obesity and disease due to low levels of activity and poor nutritional habits. Some experts have also suggested that Canada is producing declining performances in international competition due to a lack of physical activity and sport development during childhood years.

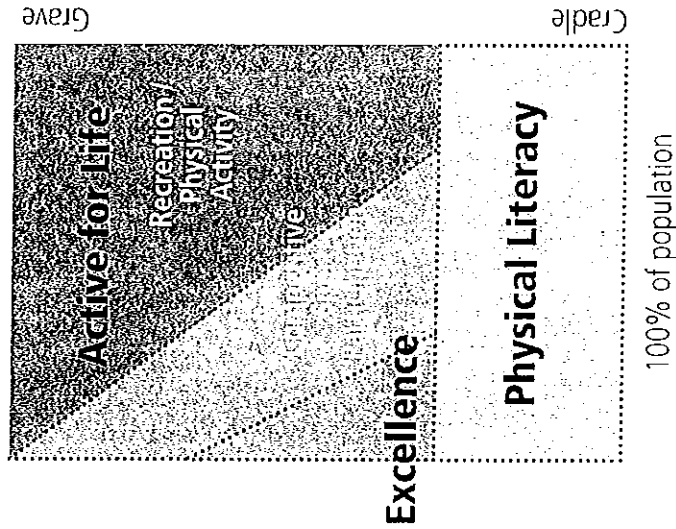
Your child may already be involved in physical activity and sports, or you may be wondering how to get your child started. The goal of this booklet is to help you understand the needs of young athletes and what may be done to promote their best interests in staying active and healthy. In these pages you will read about Long-Term Athlete Development (LTAD), a model for development in physical activity and sport that not only provides a safe, enjoyable, and progressive pathway for children to pursue healthy physical activity, but also provides a pathway to excellence.

CS4L and LTAD

Canadian Sport for Life (CS4L) is an initiative of Canadian Sport Centres and Sport Canada, planning for the sport excellence and well-being of Canadians. As shown in Figure 1, CS4L supports LTAD because it:

- helps all children to be physically literate (competent in fundamental movement skills for sport and physical activity).
- recognizes that children play to have FUN.
- is a pathway to excellence from playground or pond to podium.
- allows all Canadians to be physically active through sport and recreation participation.

Figure 1



Chapter 1: How Does Your Child Experience Sport?

Why Your Child Plays Sports

Children have their own reasons for participating in sports and physical activities but coaches and parents are not always in harmony with their motives. Children commonly play sports:

- to have fun.
- to experience thrills.
- to be with friends or make new friends.
- to do something they are good at.
- to feel good about themselves.
- to feel accepted.
- to improve and learn new skills.

Before you sign up or involve your child in a sport or activity, take time to talk to your child about his or her interests. Children are far more likely to continue in the activity if they are satisfying their own motives and have the support of their parents. They are also more likely to want to achieve excellence in competition for the same reasons.

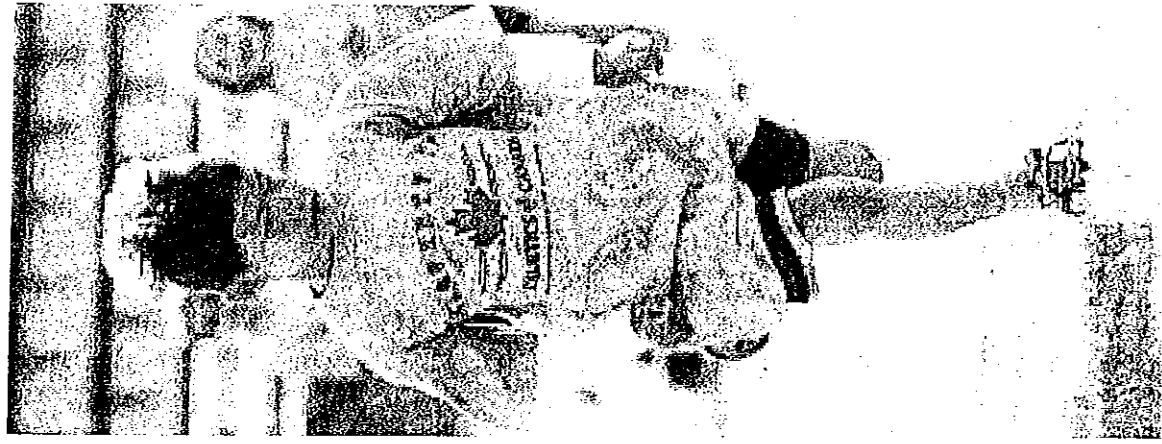
Why Parents Encourage Sport

Parents often have their own reasons for seeing their children in sports, and problems arise when their motives conflict with those of their son or daughter. The result can be a very negative sporting experience for the child. Some of the most common problems arise when parents:

- place too much emphasis on winning.
- push their children to specialize in one sport too early.
- live their own dreams through their children.

The ideal situation is when your child finds intrinsic reward in participating in the activity – otherwise known as FUN!

When the emphasis shifts towards external rewards from parents (extrinsic motives) or being “pushed” to participate, children are far less likely to enjoy and continue in the activity and they become more susceptible to burnout and dropout.



The Stages of LTAD

To promote each child's healthy and logical development in a sport or physical activity, LTAD identifies sequential stages for training and competition that respects their physical, mental, and emotional development. This approach encourages lifelong physical activity for athletes of all levels of ability and disability, and it also provides an effective route for athletes to pursue excellence at the national and international level of competition.

The number of stages differs slightly between early specialization and late specialization sports, and early specialization sports have especially unique requirements that affect the definition of their LTAD stages. The basic seven-stage LTAD pathway for the majority of sports (late specialization) is described here:

1. Active Start

From ages 0-6 years, children need to be introduced to relatively unstructured play that incorporates a variety of body movements. An early active start enhances development of brain function, coordination, social skills, gross motor skills, emotions, leadership, and imagination. It also helps children build confidence, develop posture and balance, build strong bones and muscles, promote healthy weight, reduce stress, improve sleep, learn to move skillfully, and learn to enjoy being active.

2. Fundamentals

From ages 6-9 in boys and 6-8 in girls, children need to participate in a variety of well-structured activities that develop basic skills. However, activities and programs need to maintain a focus on fun, and formal competition should only be minimally introduced.

3. Learning to Train

From ages 8-11 in girls and 9-12 in boys, to the onset of the growth spurt (usually around the ages of 11-12), children are ready to begin training according to more formalized methods, but the emphasis should still be on general sports skills suitable to a number of activities. While it is often tempting to over-develop "talent" at this age through excessive single sport training and competition (as well as early positioning in team sports), this can be very detrimental to later stages of development if the child is playing a late specialization sport: it promotes one-sided physical, technical, and tactical development and increases the likelihood of injury and burnout.

4. Training to Train

The ages that define this stage for boys and girls are based on the onset and end of the growth spurt, which are generally ages 11 to 15 for girls and 12 to 16 for boys. At this stage, they are ready to consolidate their basic sport-specific skills and tactics. These youths may play to win and do their best, but they still need to focus more time on skill training and physical development over competition. This approach is critical to the development of top performers and maintaining activity in the long-term, so parents should check with their national organization to ensure their child's program has the correct training-to-competition ratio.

5. Training to Compete

Depending on the sport, for females ages 15-21+/- and males ages 16-23+/-, this is where things get "serious." They can either choose to specialize in one sport and pursue a competitive stream, or they can continue participating at a recreational level and thereby enter the Active for Life stage (see 7 below), in the competitive stream, high volume and high intensity training begins to occur year-round.

6. Training to Win

At ages 19+ in males and 18+ in females, elite athletes with identified talent enter a stage where they may pursue the most intense training suitable for international winning performances. At this stage, both world-class athletes with a disability and able-bodied athletes require world-class training methods, equipment, and facilities that meet the demands of the sport and the athlete.

7. Active for Life

Young athletes can enter this stage at essentially any age. According to LTAD, if children have been correctly introduced to activity and sport through Active Start, Fundamentals and Learning to Train programs, they will have the necessary motor skills and confidence (physical literacy) to remain Active for Life in virtually any sport they like. They may decide to continue playing their sport at the recreational level, or they may become involved in the sport as a game official or coach. They might also try new sports and activities: examples could be a hockey player taking up golf or a tennis player starting to cycle.

