



**To:** Parks, Recreation and Cultural Services  
Committee

**Date:** November 30, 2017

**From:** Serena Lusk  
Interim Director, Parks and Recreation

**File:** 01-0370-20-003/2017  
Vol 01

**Re: Recreation and Sport Strategy Focus Areas**

**Staff Recommendation**

1. That the 2018-2023 Recreation and Sport Strategy Focus Areas, as detailed in the staff report titled "Recreation and Sport Strategy Focus Areas," dated November 30, 2017, from the Interim Director, Parks and Recreation, be approved.
2. That the Focus Areas, as described in the staff report titled "Recreation and Sport Strategy Focus Areas," dated November 30, 2017, from the Interim Director, Parks and Recreation, be used to guide the development of the 2018-2023 Recreation and Sport Strategy and that staff bring the 2018-2023 Recreation and Sport Strategy to Council for approval in 2018.

Serena Lusk  
Interim Director, Parks and Recreation  
(604-233-3344)

Att. 1

REPORT CONCURRENCE		
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>
Arts, Culture & Heritage Community Social Development	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b>  AJ	<b>APPROVED BY CAO</b>  

## Staff Report

### Origin

The 2018-2023 Recreation and Sport Strategy is currently being prepared, and a relationship-based and holistic approach is being taken to enrich recreation and sport opportunities for Richmond residents. Recreation plays a vital role in providing services to the community that allow for physical, social, intellectual and creative activities. By encouraging physical activity, providing opportunities for creative, social and intellectual expression, recreation and sport contribute to building healthy, livable and strong communities.

The purpose of this report is to outline the stakeholder engagement process for the 2018-2023 Recreation and Sport Strategy, describe the proposed focus areas, and present the next steps for preparing the strategy.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

*Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.*

This report supports Council's 2014-2018 Term Goal #5 Partnerships and Collaboration:

*Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.*

*5.2. Strengthened strategic partnerships that help advance City priorities.*

This report supports Council's 2014-2018 Term Goal #9 A Well-Informed Citizenry:

*Continue to develop and provide programs and services that ensure the Richmond community is well-informed and engaged on City business and decision making.*

### Analysis

#### Background

The impetus for the Recreation and Sport Strategy began with the development of the 2005-2015 Parks, Recreation and Cultural Services Master Plan, which is now outdated. Recommendations within the Master Plan provided direction for the development of the 2010-2015 Sport for Life Strategy, the 2010-2015 Community Wellness Strategy, and both the 2009 and 2015 Community Needs Assessments. Both the Wellness Strategy and Sport for Life Strategy were developed and implemented, and are now in need of updating. Building on the success of these two strategies

and incorporating learnings from the 2015 Community Needs Assessment, the new 2018-2023 Recreation and Sport Strategy will have a broader focus, including all aspects of the Recreation and Sport Department including: indoor and outdoor recreation, arenas, aquatics, fitness and wellness, and sport. The new strategy will include an update of the necessary aspects of the Sport for Life Strategy, with a continued focus on physical literacy and commitment to the Sport for Life Model for recreation and sport delivery. Overall, the Recreation and Sport Strategy is building on the planning directions outlined in the other related strategies mentioned.

In order to confirm that the 2018-2023 Recreation and Sport Strategy is aligned with the other strategies, and reflective of Richmond's growing community needs, focus areas have been developed following an extensive stakeholder engagement, as well as the analysis of data collected from stakeholders.

### Stakeholder Engagement

The 2018-2023 Recreation and Sport Strategy stakeholder engagement included internal and external stakeholder workshops and interviews. The project started in the spring of 2017 with extensive background work that informed the internal and external stakeholder workshops and interviews. The main focus of the stakeholder engagement was to ascertain the needs of Richmond residents as they relate to recreation and sport services and programs, and what residents need in order to increase their participation in recreation and sport.

### Internal and External Stakeholder Workshops

Internal stakeholder engagement began in April 2017, which consisted of workshops with the Recreation and Sport Strategic Advisory Committee and City staff. The intention of these workshops was to gather specific insights and knowledge from the unique perspectives of leaders in recreation and sport. The Recreation and Sport Strategic Advisory Committee consists of stakeholders who are both representative of Richmond residents, and are also leaders who possess a particular area of expertise in community recreation, aquatics, arena services, fitness and sport. Stakeholders include a mixture of individuals who represent community associations, sport groups, and City recreation facilities, all of whom bring a holistic perspective to recreation and sport in Richmond. A detailed list of members can be found in Attachment 1.

As part of the internal stakeholder engagement, two workshop sessions were held with the Recreation and Sport Strategic Advisory Committee, and three workshop sessions were conducted with a range of City staff, including staff from Recreation and Sport, Community Social Development, Arts, Culture and Heritage, Parks Services, and the Richmond Olympic Oval.

In September 2017, external stakeholder workshops were held with community associations and societies, including seniors and fitness, as well as indoor and outdoor recreation and sport groups in Richmond. Invitations were sent to approximately 60 different groups. Board members of the community associations, community societies, and recreation and sport groups were invited to attend the workshop sessions. They were able to share their expertise and insights in relation to recreation and sport for Richmond residents. In addition, an online survey was sent to all recreation and sport groups, community associations, and community societies for distribution to

their members. The stakeholder workshops resulted in meaningful discussions and valuable input. In addition, interviews were conducted with other organizations who were able to provide specialized knowledge of certain aspects of recreation and sport. A detailed list of the stakeholders invited can be found in Attachment 1.

### Stakeholder Engagement Results

The feedback that was received from the internal and external stakeholder workshops was summarized and synthesized into key findings. The following table summarizes the stakeholder engagement results:

#### Internal and External Stakeholder Workshop Summary

Key themes identified:

- **Access to Programs and Services** – the importance for recreation and sport opportunities to be inclusive, welcoming, and accessible in order for everyone to participate regardless of age, ability, gender, income, language and ethnicity;
- **Awareness and Education** – the need to improve awareness and knowledge of the opportunities and benefits of recreation and sport;
- **Physical Literacy** – the need to strengthen physical literacy which is the motivation, competence, and confidence to engage in physical activity for life;
- **Built and Natural Environment** – the need for healthy neighbourhood design and transportation networks which enhances recreation and sport;
- **Social Connectedness and Belonging** – social and cultural connectedness through recreation and sport amenities and opportunities at a neighbourhood level;
- **Collaborations and Partnerships** – formal partnerships to expand the reach and impact of recreation and sport;
- **Volunteers** – the need to support the recruitment, development, and retention of recreation and sport volunteers;
- **Technology** – the need to capitalize on the use of technology to motivate participation in recreation and sport; and
- **Connection to Nature** – the need to encourage recreation and sport opportunities in natural environments.

### Recreation Framework

In 2015, Council supported the *Framework for Recreation in Canada*, titled *Pathways to Wellbeing: A Framework for Recreation in Canada 2015*, which provides the following renewed and holistic definition for recreation:

*Recreation is the experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing.*

As per the definition of recreation in the *Framework for Recreation in Canada*, a holistic approach to recreation is being taken in the development of the 2018-2023 Recreation and Sport Strategy. Recreation at the community level includes, but is not limited to, physical activity, sport, arts and culture, and as outlined in the definition, results from “participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing”. Throughout the development of the 2018-2023 Recreation and Sport Strategy, the approach to recreation has been inspired by the ‘Framework for Recreation in Canada’, and further informed by the extensive stakeholder engagement which took place earlier this year.

### Recreation and Sport Strategy 2018-2023 Focus Areas

The purpose of the focus areas is to provide a clear set of high level outcomes for the 2018-2023 Recreation and Sport Strategy. Action items will be developed for each of the seven focus areas.

#### *Focus Areas:*

1. *Awareness and Understanding:*

Richmond residents understand the opportunities and benefits of participation in recreation and sport.

2. *Engaged Community:*

Recreation and sport opportunities are accessible, inclusive and support the needs of a growing and diverse population in Richmond.

3. *Physical Literacy and Sport for Life:*

Richmond residents have the fundamental movement skills, competence, confidence and motivation to move for a lifetime.

4. *Active People and Vibrant Places:*

Natural and built environments within neighbourhoods in Richmond encourage connectedness and participation in recreation and sport.

5. *Connectedness to Nature:*

Richmond residents enjoy opportunities to connect with nature.

6. *Community Capacity-Building:*

Collaborations, partnerships and volunteerism are strengthened to expand the reach and impact of recreation and sport in Richmond.

7. *Technology and Innovation:*

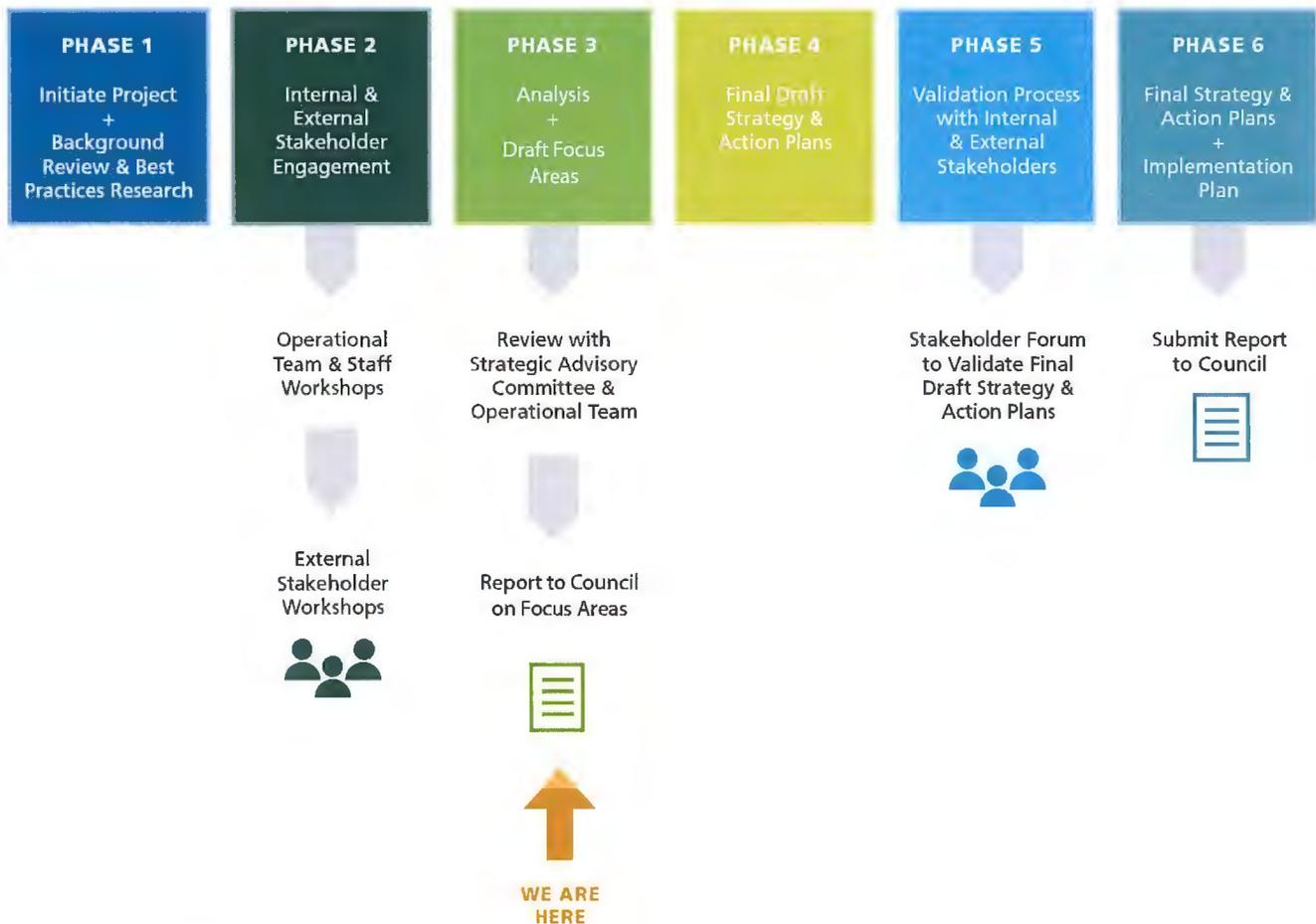
Technology and innovative ideas connect and inspire Richmond residents to participate in recreation and sport.

### Next Steps

Pending Council’s adoption of the Recreation and Sport Strategy Focus Areas, the development of action plans as well as an evaluation framework will be undertaken. This process will result in a draft 2018-2023 Recreation and Sport Strategy. The draft Strategy will then be presented to

internal and external stakeholders through a drop-in style open house. The final 2018-2023 Recreation and Sport Strategy will then be developed and presented to Council for adoption in the spring of 2018.

The diagram below provides a summary of the development process for the 2018-2023 Recreation and Sport Strategy. Staff are currently in Phase 3, that of analysis and focus area development and validation by the Strategic Advisory Committee and presentation to City Council.

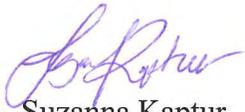


**Financial Impact**

Funding of \$50,000 for the Recreation and Sport Strategy was approved by Council in 2015, as a one-time additional level. The project was postponed until 2017. It is currently being developed in conjunction with the Community Wellness Strategy, thereby realizing synergies in the budget and project findings.

## **Conclusion**

A relationship-based approach to improve recreation and sport opportunities for Richmond residents has resulted in the design of an extensive stakeholder engagement process, which has helped to identify the aspects of recreation which are integral for Richmond residents to thrive. These key aspects have been summarized in the focus areas, and upon adoption by Council, will guide the action plans and evaluation framework to form the 2018-2023 Recreation and Sport Strategy.



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Att. 1: Detailed List of Stakeholders Engaged During the 2018-2023 Recreation and Sport Strategy Development Process



**City of  
Richmond**

## Detailed List of Stakeholders Engaged During the 2018-2023 Recreation and Sport Strategy Development Process

Community Services

Last updated: November 30, 2017

<b>RECREATION AND SPORT STRATEGIC ADVISORY COMMITTEE STAKEHOLDERS</b>
Aquatic Services Board
City Centre Community Association
City Centre Community Centre
City of Richmond Aquatic Services
City of Richmond Sport and Community Events Services
East Richmond Community Association
Richmond Arenas Community Association (RACA)
Richmond Fitness and Wellness Association (RFWA)
Richmond Sports Council

<b>CITY STAFF OPERATIONAL TEAM STAKEHOLDERS</b>
Aquatic Supervisor
Arts Programmer
Community Development Coordinator (Association)
Community Facilities Coordinator, Arenas
Community Facilities Coordinator, Minoru Place Activity Centre
Community Facilities Coordinator, Thompson Community Centre
Coordinator, Parks Programs
Coordinator, Parks Programs – Sports
Educational Programs Coordinator
Manager, Fitness and High Performance (Oval)
Marketing Assistant
Program Manager, Community Sport (Oval)
Sport Hosting Manager (Oval)
Volunteer Development Coordinator
Youth Coordinator, Steveston Community Centre

<b>COMMUNITY ASSOCIATIONS STAKEHOLDERS</b>
City Centre Community Association
East Richmond Community Association
Hamilton Community Association
Minoru Seniors Society
Richmond Fitness and Wellness Association
Sea Island Community Association
South Arm Community Association
Steveston Community Society
Thompson Community Association
West Richmond Community Association

<b>INDOOR SPORTS STAKEHOLDERS</b>
Air Attack Volleyball
Aquatic Services Board
Connaught Skating Club
Dynamo Fencing Club
Karate Go Ju Ryu Steveston
Kyokushin Karate
Pacific Wave Synchronized Swim
Richmond Arenas Community Association
Richmond Badminton Club
Richmond Ball Hockey
Richmond Cosom Floor Hockey
Richmond Curling Club
Richmond Gymnastics Association
Richmond Kigoos Swim Club
Richmond Minor Hockey
Richmond Rapids Swim Club
Richmond Ravens
Richmond Ringette
Seafair Minor Hockey
Steveston Athletic Club (triathletes)
Steveston Judo Club
Steveston Kendo Club
Ultra Rhythmics Gymnastics

<b>OUTDOOR SPORTS STAKEHOLDERS</b>
Adult Soccer
BC Chinese Soccer
BC Christian Soccer
Chinese Soccer / 'Soccer Link'
Indoor Sports
Masters (55+) Soccer
Men's Baseball
Richmond City Baseball
Richmond Cricket Club
Richmond Field Hockey
Richmond Field Lacrosse
Richmond Girls Softball
Richmond Kajaks Track and Field Club
Richmond Lawn Bowling
Richmond Minor Football League
Richmond Regional Soccer League
Richmond Rowing, Paddling, Dragon Boating
Richmond Rugby Club
Richmond Senior Men's Fastball
Richmond Senior Mixed Slo-Pitch League
Richmond Senior Soccer
Richmond Sports Council
Richmond Summer 6 aside Soccer
Richmond Tennis Club
School District 38
Youth Soccer – Boys
Youth Soccer – Girls

<b>OTHER SPORT GROUP STAKEHOLDERS</b>
Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)
Kids Sport BC
Pacific Sport
Promotion Plus (Oval)
Sport for Life Society

<b>OTHER STAKEHOLDERS</b>
Immigrant Services Society
Richmond Centre for Disability
Richmond Children First
Richmond Multicultural Community Services
Richmond School District 38 – District Administrator (Learning Services)
Rick Hansen Foundation Inclusive Design Specialist
Vancouver Coastal Health (Richmond) – Community and Family Health