



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee **Date:** May 8, 2017

From: Serena Lusk, Senior Manager, Recreation and Sport Services **File:** 11-7000-01/2017-Vol 01

Re: Recreation and Sport Strategy Development Process

Staff Recommendation

That the staff report titled, "Recreation and Sport Strategy Development Process", dated May 8, 2017, from the Senior Manager, Recreation and Sport Services, be received for information.

Serena Lusk
 Senior Manager, Recreation and Sport Services
 (604-233-3344)

Att.1

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER 	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS:
APPROVED BY CAO (ACTING). 	

Staff Report

Origin

The development of a Recreation and Sport Strategy, 2017 – 2022, was identified as a key priority for 2017. Recreation plays a vital role in providing services to the community that allow for physical, social, intellectual and creative activities. By encouraging physical activity and decreasing sedentary behaviour, recreation and sport contribute to building healthy, livable and strong communities.

The purpose of this report is to provide Council with an overview of the Recreation and Sport Strategy development process, including stakeholder engagement.

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. Recommendations within the Master Plan provided direction for the development of the 2010 – 2015 Sport for Life Strategy, 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 2017– 2022 Recreation and Sport Strategy will have a broader focus, including all aspects of the Recreation and Sport Department including, 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.

Overall, the Recreation and Sport Strategy will build on the planning directions outlined in other related strategies.

The timing to undertake the Recreation and Sport Strategy is ideal. The Community Wellness Strategy Update is being prepared which will provide the overarching framework into which the Recreation and Sport Strategy will fit. The Recreation and Sport Strategy is intended to deliver on key initiatives relating to physical activity, recreation and sport identified for action through the Community Wellness Strategy.

Preparing the two strategies in tandem will provide opportunities for efficiencies, not overtaxing the community with multiple engagement requests, and ensure the alignment of the two strategies. Incorporating this work into a holistic framework will provide greater efficiencies and an integrated approach which reflects the mandate of the Department.

Project Purpose and Scope

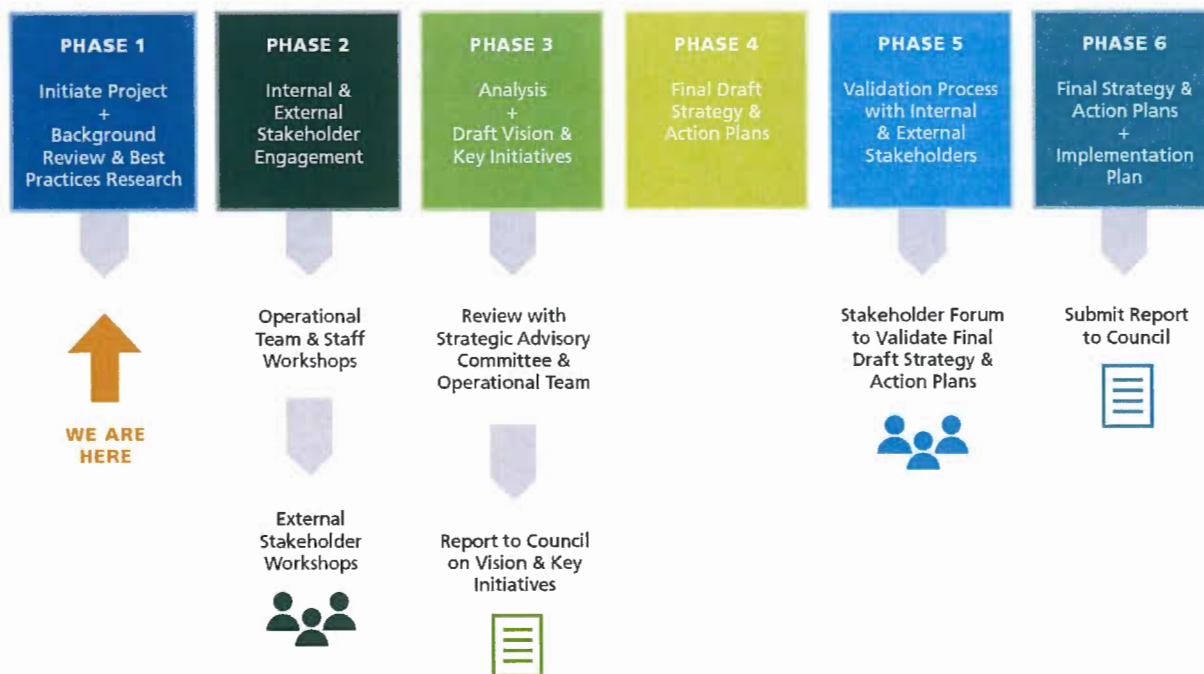
The purpose of this project is to develop a Strategy for Recreation and Sport in collaboration with our core partners and the community. It will increase the impact and reach of the Recreation and Sport Department in the community, address the learnings from the 2015 Community Needs Assessment, incorporate the focus of the Sport for Life Strategy (which is also earmarked to be updated), all within a holistic framework. Overall, the Recreation and Sport Strategy will act as a guide and provide direction for the Recreation and Sport Department over the next five years.

The project scope includes the following:

1. Confirm the Department's mission, values and ways of working collaboratively with key partners and allied sectors in the area of recreation and sport.
2. Develop an integrated, coordinated and detailed strategy and framework for recreation and sport, which will consider both community needs and opportunities and focus efforts on the most effective methods for addressing identified priorities.
3. Clarify roles and responsibilities of the Department, key partners, allied organizations, volunteers, instructors, and coaches, in developing, implementing, and evaluating progress.
4. Engage appropriately and meaningfully with the community, stakeholders and staff.
5. Identify, define and prioritize actions to achieve the strategic priorities.
6. Define the implementation plan to deliver the actions and to achieve outcomes.
7. Define indicators, measures, a data collection system and reporting methods to ensure that wellness outcomes are defined, tracked, celebrated and measured over the next five years through annual reporting.

Process Overview and Next Steps

The diagram below provides a summary of the Recreation and Sport Strategy development process. Staff are currently in the initial phase of the project and will be embarking on internal and external stakeholder engagement as the next step.



Stakeholder Engagement

In order to continue our commitment to a relationship-based approach, working in a manner that encourages partnerships and involves consultation with communities of interest is an integral component of this project.

Stakeholder engagement is a key aspect of the Recreation and Sport Strategy development process. The first round of engagement will involve workshops with both internal and external stakeholders. Refer to Attachment 1 for a complete list of stakeholders.

Once the Final Draft Recreation and Sport Strategy has been developed, the second round of engagement will involve a stakeholder forum to which all stakeholders will be invited to provide feedback and validate the Final Draft prior to the finalization and adoption of the strategy.

Financial Impact

None.

Funding for the Recreation and Sport Strategy was approved by Council in 2015; however the project was postponed until 2017 where it is currently being developed in conjunction with the Community Wellness Strategy, thereby realizing synergies in the budget and project findings.

Conclusion

The Recreation and Sport Strategy development process provides an opportunity to ensure that a collaborative and holistic approach is taken to meet the recreational needs of Richmond residents. By working closely with our partners and the community, the Recreation and Sport Strategy will contribute to making Richmond the most appealing, livable and well managed community in Canada.



Elizabeth Ayers
Manager, Community Services Planning and Projects
(604-247-4669)

Att. 1: Recreation and Sport Strategy 2017 Operational Team and Stakeholder List



Last updated: May 9, 2017

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

STAKEHOLDERS
Community Associations
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

Outdoor Sports	Indoor Sports
Adult Soccer	Air Attack Volleyball
BC Chinese Soccer	Aquatic Services Board
BC Christian Soccer	Connaught Skating Club
Chinese Soccer / 'Soccer Link'	Dynamo Fencing Club
Masters (55+) Soccer	Karate Go Ju Ryu Steveston
Men's Baseball	Kyokushin Karate
Richmond City Baseball	Pacific Wave Synchronized Swim
Richmond Cricket Club	Richmond Arenas Community Association
Richmond Field Hockey	Richmond Badminton Club
Richmond Field Lacrosse	Richmond Ball Hockey
Richmond Girls Softball	Richmond Cosom Floor Hockey
Richmond Kajaks Track and Field Club	Richmond Curling Club
Richmond Lawn Bowling	Richmond Gymnastics Association
Richmond Minor Football League	Richmond Kigoos Swim Club
Richmond Regional Soccer League	Richmond Minor Hockey
Richmond Rowing, Paddling, Dragon Boating	Richmond Rapids Swim Club
Richmond Rugby Club	Richmond Ravens
Richmond Senior Men's Fastball	Richmond Ringette
Richmond Senior Mixed Slo-Pitch League	Seafair Minor Hockey
Richmond Senior Soccer	Steveston Athletic Club (triathletes)
Richmond Sports Council	Steveston Judo Club
Richmond Summer 6 aside Soccer	Steveston Kendo Club
Richmond Tennis Club	Ultra Rhythmics Gymnastics
School District 38	Other (Sport)
Youth Soccer - Boys	Pacific Sport
Youth Soccer - Girls	Promotion Plus
	Sport for Life Society
	Kids Sport BC
	Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)

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