



**To:** Parks, Recreation and Cultural Services **Date:** June 14, 2006  
 Committee

**From:** Dave Semple **File:** 06-2345-01/2006-Vol 01  
 Director of Parks and Public Works  
 Operations

**Re:** **Richmond Field Sport Strategy 2006 to 2011 – Everyone Can Play**

**Staff Recommendation**

1. That the Richmond Field Sport Strategy 2006-2011 – Everyone Can Play, and Playbook for Action (attached to the report dated June 14, 2006, from the Director of Parks and Public Works Operations) be adopted to guide the vision and direction of Field Sport service delivery in Richmond.

*Release to  
per DS.*

Dave Semple  
 Director of Parks and Public Works Operations  
 (3350)

Att. 1

FOR ORIGINATING DEPARTMENT USE ONLY					
<b>ROUTED TO:</b>		<b>CONCURRENCE</b>		<b>CONCURRENCE OF GENERAL MANAGER</b>	
Recreation & Cultural Services .....		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	<i>Release</i>	
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## **Staff Report**

### **Origin**

At the November 24, 2005 Richmond City Council meeting, the following resolution was adopted by Council:

“That the draft *Field Strategy - Strategic Goals, Objectives- Our Playbook for Action* and framework as detailed in this report be endorsed and utilized for the development of the 2005-2015 Outdoor Field Sport Strategy.”

In addition to the above referral, the Parks Recreation & Cultural Services Master Plan recommends that, Staff, working with the field sport community:

“Develop, adopt and advance the 2005-2015 Sports Fields Strategy to ensure the broadest possible public awareness, development and access to the City’s sports fields by all segments of Richmond’s community and to ensure equitable allocation of City-owned sports fields. (PRCS Master Plan 2005).”

The purpose of this report is in response to the above referral and to present the Richmond Field Sport Strategy and the Richmond Field Sport Strategy Playbook for Action (Attachment 1) for approval by Council.

### **Analysis**

#### **Strategy Development**

Since the Fall of 2004, staff have been working closely with Richmond’s field sport community in the preparation of an outdoor field sport strategy.

In October 2005, Richmond City Council approved the draft Richmond Field Strategy - Strategic Goals, Objectives - Our Playbook for Action and framework for the development of a 2005-2015 Outdoor Field Sport Strategy.

The purpose of this strategy is to provide a vision and direction for Field Sports in Richmond. The strategy identifies the needs and the gaps within the existing service delivery system, and identifies a prioritized list of specific areas of focus for a 5 year period.

The delivery of field sports in Richmond is a collaborative effort between 29 field sport associations and the City working together to create opportunities for participation. The development of the strategy involved the completion of many focus groups, workshops, and surveys over a two year period with community field sport representatives, the Richmond Sports Council and individuals. In addition best practise research was sought from other municipalities and cities in Canada, and abroad which contributed to the development of the recommendations.

A Field Sport Strategy Steering Committee, representing a broad spectrum of community field sport interests and Richmond Sport Council, was established to provide input into the 2005-2015 Field Sport Strategy’s Playbook for Action goals, objectives and actions. The Field Sport

Strategy Steering Committee worked with staff to revise the original Playbook for Action goals from 11 to 8; and adjusted the original 10 year time frame (2005-2015) to a 5 year time frame (2006-2011). It was felt that a 5 year action plan with very specific actions would be more effective in improving field sport service delivery than a more general 10 year plan.

The consultation process also included a survey of Richmond's 29 field sport associations. Staff would like to acknowledge and thank the contributions of many individuals and associations who contributed to the development of the Richmond Field Sport Strategy, specifically the Strategic Steering Committee:

- Roger Barnes, Chair Richmond Youth Soccer Association and Vice Chair Richmond Sport Council
- Bill Donaldson, Richmond Women's Soccer
- Jim Lamond, Chair, Richmond Sports Council
- Serj Sangara, West Richmond Minor Baseball
- Mike Stoneham, Richmond Rugby Club
- Cheryl Taunton, Richmond Field Hockey Club, and Past Chair Richmond Sports Council

#### **It Starts with a Vision.**

In order to create an environment that encourages participation for Richmond residents in outdoor sport activities, an inclusive vision is required. In October 2005 City Council endorsed the vision for field sport in Richmond which is to create an environment where:

***“Everyone can play.”***

#### **Richmond Field Sport Strategy 2006-2011**

Field sport is an integral part of life in Richmond. There are approximately 10,000 citizens participating in 29 organized sport groups plus 2,500 volunteers (coaches, managers, coordinators) and 17,500 spectators and supporters (parents, family, friends). This is roughly 18% of the Richmond population in 2005.

There are over one million hours of participation in organized sport each year. These numbers do not include the heavy school use of community field sport facilities or the tremendous amount of casual field sport activity that takes place on the many parks in our active community.

Field sport provides opportunities for Richmond residents to “Live, Connect and Grow,” all desired outcomes of the Parks, Recreation & Cultural Services Master Plan. Field sports also provide opportunities for participants to engage in healthy physical activity, connect and socialize with other community members and grow new skills, experiences, friendships and memories.

#### **The Goals of the Field Sport Strategy are to:**

- Ensure public awareness of the City's outdoor sport facilities for all citizens.
- Ensure access to the City's outdoor sport facilities for all citizens.
- Provide high quality sports surfaces for field sport user groups in the community.

- Encourage outdoor field sport participation opportunities for all Richmond residents.
- Ensure guidelines are developed that promote and support field sport in Richmond.
- Encourage and facilitate innovative and cooperative partnerships for the delivery of outdoor field sports programs in the community.
- Ensure field sport development in Richmond is integrated with the City's economic, tourism and official community plans.
- Encourage and facilitate field sport tourism in Richmond.
- Provide opportunities for community field sport groups to provide input into future field sport strategies, policies, procedures and budget priorities.
- Recognize and celebrate the accomplishments of Richmond's athletes, coaches, officials, sports builders and corporate supporters.

The development of the Field Sport Strategy identifies the City of Richmond's role in field sport delivery, which is threefold:

1. To provide outdoor sport facilities such as sports fields, ball diamonds, running tracks, and other facilities for the use of outdoor field sport participants;
2. To collaborate with outdoor field sport groups to facilitate the growth and development of a variety of affordable sport activity choices for people of all ages in the community; and
3. To maintain and manage the use of School District and City owned school and park outdoor sport facilities.

Eight strategic goals along with supporting objectives, actions, outcomes and time frames were identified from input from members of the field sport community, City staff, members of the Richmond Sport Council and the Field Sport Strategy Steering Committee: These goals, objectives and actions are outlined in the Playbook for Action (Appendix 4) of the Richmond Field Sport Strategy 2006-2011 (Attachment 1).

### **Priority Actions**

The Field Sport Strategy Steering Committee and City Parks staff prioritized the many actions outlined in the Playbook for Action, and have identified the following actions as those that will have the greatest impact in "moving the ball up the field" towards the vision of *Everyone Can Play*.

- Develop a link between Community Centre entry level sports programs and community field sports groups so that program participants receive information on how to get involved in community field sport activities.
- Work with the Richmond School District to facilitate more school entry level field sport participation and provide links to community sports groups.
- Ensure that current and future community sport field needs are identified in the City of Richmond Capital Budget processes.

- Designate a home field for rugby and other field sports that are in need of fields to play and practice on in Richmond.
- Develop home field stewardship partnership agreements between the City and affiliated field sport groups which will outline maintenance service levels and would allow groups to build or upgrade their allotted field/diamonds and other park amenities to a higher standard desired by the field users.
- Designate some fields and diamonds as dedicated to only one sport to provide year round access and higher quality playing conditions to participants.
- Endeavour to provide washroom facilities at all Richmond designated athletic parks by 2011.
- Research and recommend field sport priorities for future athletic park developments
- Communicate field maintenance levels of service to field users.
- Support tournaments by providing reasonable tournament fees and charges for field rental and site setup/cleanup service and assistance with tournament promotion, bid preparation and organization.

### **Financial Impact**

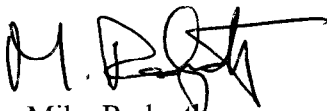
There are no financial implications as a result of this report. Individual recommendations in the Playbook for Action 2006-2011 are intended to be brought forward for consideration by Council as part of the annual capital and budgeting process.

### **Conclusion**

Field sport plays an essential role in the development of the social, physical, economic and environmental health of our city. Field Sport greatly improves the quality of life for residents, unites the community and contributes greatly to community pride.

The Field Sport Strategy 2006-2011 provides a snapshot of the tremendous value that field sport activities provides to the citizens of Richmond; the current reality of field sport successes and challenges; and a list of strategic goals, objectives and actions.

The fundamental challenge in field sport service delivery for the next 5 years and beyond is: "How to meet the ever increasing demand for sports fields, so that everyone who wants to play, can play." The goals, objectives and actions outlined in the Field Sport Strategy 2006-2011 provide a strong foundation for making significant improvements to the delivery of field sport facilities and service delivery in Richmond for the next 5 years and beyond.



Mike Redpath  
Manager, Parks - Programs, Planning & Design  
(1275)

# Richmond Field Sport Strategy

Everyone Can Play!

2006-2011



*“Through sport, young athletes can develop ideas of justice, truth, duty, personal integrity, self discipline, sportsmanship and cooperation.”(1)*

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## EXECUTIVE SUMMARY:

### RICHMOND FIELD SPORT STRATEGY 2006-2011

Field sport is an integral part of life in Richmond. There are approximately 10,000 citizens participating in 29 organized sport groups plus 2,500 volunteers including coaches, managers, coordinators, and 17,500 spectators and supporters including parents, family and friends. This is roughly 18% of the Richmond population. There are over one million hours of participation in organized sport each year. These numbers do not include the heavy school use of community field sport facilities or the tremendous amount of casual field sport activity that takes place on the many parks in our active community.

Field sport provides opportunities for Richmond residents to "Live, Connect and Grow," all desired outcomes of the Parks, Recreation & Cultural Services Master Plan. Field Sport provides opportunities for participants to engage in healthy physical activity, connect and socialize with other community members and grow new skills, experiences, friendships and memories.

#### Strategy Development

Since the Fall of 2004, staff have been working closely with Richmond's field sport community in the preparation of an outdoor field sport strategy. As part of the Council endorsed Parks, Recreation & Cultural Services Master Plan it recommends that staff working with the field sport community:

*"Develop, adopt and advance the 2005-2015 Sports Field Strategy to ensure the broadest possible public awareness, development and access to the City's sports fields by all segments of Richmond's community and to ensure equitable allocation of City-owned sports fields.  
(PRCS Master Plan 2006)."*

In October 2005, Richmond City Council approved the draft Field Strategy - Strategic Goals, Objectives-Our Playbook for Action and framework for the development of a 2005-2015 Outdoor Field Sport Strategy.

#### It starts with a vision.

In order to create an environment that encourages participation for Richmond residents in outdoor sport activities, an inclusive vision is required. In October 2005 City Council endorsed the vision for field sport in Richmond which is to create an environment where:

***"Everyone can play."***

#### The mission of the Field Sport Strategy is to:

- Ensure public awareness of the City's outdoor sport facilities for all citizens.
- Ensure access to the City's outdoor sport facilities for all citizens.
- Provide high quality sports surfaces for field sport user groups in the community.
- Encourage outdoor field sport participation opportunities for all Richmond residents.
- Ensure guidelines are developed that promote and support field sport in Richmond.
- Encourage and facilitate innovative and cooperative partnerships for the delivery of outdoor field sports programs in the community.
- Ensure field sport development in Richmond is integrated with the City's economic, tourism and official community plans.
- Encourage and facilitate field sport tourism in Richmond.

- Provide opportunities for community field sport groups to provide input into future field sport strategies, policies, procedures and budget priorities.
- Recognize and celebrate the accomplishments of Richmond's athletes, coaches, officials, sports builders and corporate supporters.

The development of the Field Sport Strategy identifies the City of Richmond's role in field sport delivery, which is threefold:

1. To provide outdoor sport facilities such as sports fields, ball diamonds, running tracks, and other facilities for the use of outdoor field sport participants;
2. To collaborate with outdoor field sport groups to facilitate the growth and development of a variety of affordable sport activity choices for people of all ages in the community; and
3. To maintain and manage the use of School District and City owned school and park outdoor sport facilities.

A Field Sport Strategy Steering Committee, representing a broad spectrum of community field sport interests and Richmond Sport Council, was established to provide input into the 2005-2015 Field Sport Strategy's Playbook for Action goals, objectives and actions. The consultation process also included a survey of Richmond's 29 field sport associations.

The following strategic goals were identified from input from members of the field sport community, City staff, members of the Richmond Sport Council and the Field Sport Strategy Steering Committee:

- To promote increased participation in field sports in Richmond.
- To improve the quantity and quality of Richmond's outdoor field sport facilities for all field sport user groups in the community.
- To ensure guidelines are developed that effectively manage the use of field sport facilities in Richmond.
- To encourage and facilitate innovative and cooperative partnerships for the delivery of outdoor field sports programs in the community.
- To ensure field sport development in Richmond is integrated with the City's economic, tourism and official community plans.
- To encourage and facilitate field sport tourism in Richmond.
- To provide opportunities for community field sport groups to provide input into future field sport strategies, policies, procedures and budget priorities.
- To monitor, evaluate and report back on the Field Sport Playbook for Action.

Field sport plays an essential role in the development of the social, physical, economic and environmental health of our city, greatly improves the quality of life for residents, unites the community and contributes greatly to community pride.

The fundamental challenge in field sport service delivery for the next 5 years and beyond is : "How to meet the ever increasing demand for high quality sports fields, so that everyone who wants to play, can play." The goals, objectives and actions outlined in the Field Sport Strategy 2006-2011 provide a strong foundation for making significant improvements to the delivery of field sport facilities and service delivery in Richmond for the next 5 years and beyond. *The Sports Field Strategy also contributes directly to the City of Richmond's vision of becoming the most appealing, livable and well-managed community in Canada.*

## **ACKNOWLEDGEMENTS**

### **Field Sport Strategy Steering Committee Members**

- Jim Lamond, Chair Richmond Sport Council
- Roger Barnes, Richmond Youth Soccer Association
- Cheryl Taunton, Richmond Field Hockey Club
- Serj Sangara, West Richmond Minor Baseball
- Mike Stoneham, Richmond Rugby Club
- Bill Donaldson, Richmond Women's Soccer
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- Richmond Sport Council
- Richmond field user groups

### **Layout & Design**

- Christina Lazar-Schuler



## 1.0 OUTDOOR FIELD SPORTS IN RICHMOND

Sport is an activity from which all Canadians can benefit. It brings out and celebrates essential human qualities like honesty, team spirit, determination, dedication, commitment and self-realization. It promotes physical health, psychological, emotional and spiritual well-being. It helps develop self confidence, self-discipline and perseverance. It provide pleasure and joy to participants and spectators, and provides opportunities for social interaction.

Outdoor field sports are one component of the City of Richmond's sport service delivery system. Other sport opportunities provided for the citizens of Richmond include aquatics, arenas and indoor sport activities.

Outdoor field sports include sports such as soccer, rugby, football, field hockey, cricket, softball, baseball, lawn bowling, field lacrosse, touch football, flag football, track and field and ultimate frisbee .

Field sports are typically organized and provided by groups of community volunteers. Schools and colleges also provide field sport activities as part of their physical education classes and/or school athletic programs.

The City of Richmond's role in field sport delivery is threefold:

1. To provide outdoor sport facilities such as sports fields, ball diamonds, running tracks, etc. for the use of outdoor field sport participants;
2. To collaborate with outdoor field sport groups to facilitate the growth and development of a variety of affordable sport activity choices for people of all ages in the community; and
3. To maintain and manage the use of School District and City owned school and park outdoor sport facilities.

In April 2003, Richmond City Council adopted six guiding principles for the future of Richmond's Parks, Recreation and Cultural Services Delivery System that stated that the PRCS delivery system must:

- Ensure the City's ability to meet community needs.
- Ensure that Customer Service is Enhanced
- Values and Encourages Community Involvement
- Values Effective Partnerships
- Ensure Financial Sustainability
- Develop a Policy Framework for Decision Making

This plan has been developed to address community needs for sports fields and to provide the City of Richmond with a decision making



.....

*Outdoor field sports include sports such as soccer, rugby, football, field hockey, cricket, softball, baseball, lawn bowling, field lacrosse, touch football, flag football, track and field and ultimate frisbee .*



framework for the delivery of outdoor sports field service delivery for the next five years. To achieve this goal in an environment where the population is growing rapidly and resources are limited, has required considerable research, analysis and discussion with stakeholders.

The results include:

- Development of a vision, mission and strategic goals as the basis for decision making.
- Preparation of a set of field sport facility use standards and sport field allocation guidelines which outline the desired level of service.
- Creation of a Richmond Sports Field Playbook For Action which outlines the goals, objectives, timelines and expected outcomes for future sport field delivery services for 2006-2011.

## 1.1 The Vision

The City of Richmond has a vision of being *the most appealing, livable and well-managed community in Canada*. Many citizens of Richmond support this vision with their commitment to sport and recreation as a vital part of their lives.

The recently completed Parks, Recreation & Cultural Services Master Plan for the years 2005 – 2015 presents the following community vision to build on the City’s vision:

*“Richmond! Striving for a connected, healthy city where we cooperate to create and enjoy.”*

In order to create an environment that encourages participation for Richmond residents in outdoor sport activities, an inclusive vision is required. The vision for field sport in Richmond is: to create an environment where *“Everyone can play.”*

## 1.2 The Value of Sport

Sport provides opportunities for individuals and communities to **“Live, Connect and Grow”**, all desired outcomes of the Parks, Recreation & Cultural Services Master Plan.

Sport can shape individuals and it can shape a nation; it has impact on the lives of many and can teach values including fair play and respect for self and for others. Skills learned while participating in sport are valuable life tools. To appreciate the value sport brings to Richmond, imagine our community without it.

Field sports provide many social benefits to a community. It provides an opportunity for participants and their families to meet and socialize with others in the community. Children, youth and adults meet people of other races and cultures and



*“Richmond! Striving for a connected, healthy city where we cooperate to create and enjoy.”*

develop friendships through a shared interest in sport. Adults participating in sport socialize and make friends while improving their fitness level. Spectator events such as junior hockey, senior lacrosse or professional soccer, baseball and football games provide opportunities for youth to interact with adults and socialize with other youth in a safe, controlled environment. Seniors participating in sport stay active, improve their health, meet new people and socialize with friends

"When we get it right, sport can bring joy; making our spirits soar and bring us together." (3)

### 1.3 "To Live"

Field sport participation provides significant health benefits to the community. Sport provides a variety of activities in which participation enables people of all ages to have fun while improving their level of fitness.

In light of the alarming increase in childhood inactivity and obesity throughout North America, participation in sport gets kids off the couch, away from the television and video games and having fun while exercising their bodies. A 2002 study cited in the International Journal of Obesity reported that from 1981-1996, the number of overweight children in Canada had increased from 11% to 33% in boys and 13% to 27% in girls. Also, during the same time period, the number of obese children in Canada has increased from 2% to 10% of boys and from 2% to 9% of girls. (2)

Canadian children are becoming progressively more obese, weaker and less flexible and that 63% of children ages 5 to 17 are not active enough to achieve optimal growth.(3) Through participation in a field sport activity, our youth will enhance their health during critical years of growth and development, lower the risk of chronic diseases in adulthood and help to develop a lifelong fitness lifestyle.

*"Only 27% of British Columbians are physically active enough to achieve health benefits. In terms of impact on the population's health, improving the numbers that are physically active is as important as reducing smoking." (4)*

Adult participation in sport is preventative health care. Regular participation in physical activity is effective in achieving physical, mental and social health, increases productivity and lowers health care costs. A report by the BC Healthy Living Alliance estimates the cost of physical inactivity in BC is conservatively \$422 million and that 39% of adults in BC are not active enough to achieve the health benefits associated with an active lifestyle. Physical inactivity is a major risk factor for coronary heart artery disease, stroke, hypertension, type 2 diabetes, colon cancer, breast cancer and

.....  
*...participation in sport gets kids off the couch, away from the television and video games and having fun while exercising their bodies.*



.....  
*Adult participation in sport is preventative health care... increases productivity and lowers health care costs.*



*For older adults, regular participation in sport activities greatly improves physical health, quality of life and longevity.*

osteoporosis. (5) Initiatives such as new sport and fitness facilities that facilitate adults of all ages in Richmond to be active are a positive investment in the health and productivity of community residents.

For older adults, regular participation in sport activities greatly improves physical health, quality of life and longevity. “Regular activity may reduce the severity of chronic disease and perhaps extend the lifespan by a few years. The benefits are a reduction in demands for acute and chronic medical services, lower indirect costs of illness, and less costly dependence during retirement.” (The International Conference on Exercise, Fitness and Health 1988). (6)

*“You don’t stop playing because you grow old, you grow old because you stop playing.”* ∞ George Bernard Shaw

#### 1.4 “To Connect”

*Field sports are inclusive and contribute to a sense of community. They engender a strong community spirit, shared pride and social interaction.*

Field sports are inclusive and contribute to a sense of community. They engender a strong community spirit, shared pride and social interaction. Richmond has participants in field sport from four year olds to seniors. There are females and males. Participation covers all levels of ability from recreational to elite to special needs and is representing a growing cross section of Richmond’s many cultures. Statistics Canada reported in 1998 that 55% of active Canadians belonged to a local club, community league or other local amateur sport organization. This was an increase of 20% since 1992. (7)

Sport also helps develop a sense of belonging to new immigrants. When Canada’s elite athletes achieve international success, (such as our men’s and ladies hockey teams at the 2002 Winter Olympics) it can unify the country, when local amateur sports teams win provincial, national or international championships, it can unify communities. Richmond has a long history of producing top caliber school and community sports teams and Olympic and professional athletes. These athletes serve as positive ambassadors for the community and role models and mentors for youth in the community.

*“Sport is one way in which social exclusion can be tackled. Important evidence suggest that participating in sporting activities increases people’s sense of integration into their local community in both urban and rural areas.”(6)*

Sport engenders volunteerism, a vital part of our vibrant community. Richmond’s field sport associations are primarily operated by volunteer boards most of which are affiliated with provincial and national sport organizations. The volunteer base of our community sport programs makes sport cost efficient. The involvement of the City is primarily in supply and servicing of facilities.



Volunteering with community sport organizations is a good way for parents to meet new people, learn new job skills and contribute their time, effort and skills to provide positive youth activities in their community.

## 1.5 "To Grow"

Richmond City Council recently adopted the vision for Richmond to be the best place in North America to raise children and youth. Field Sports provide many benefits for youth. Through participation in field sports, Richmond youth have fun, socialize, get exercise, and channel their energy into positive, socially acceptable and beneficial activities. Sport participation builds healthy individuals by developing self-discipline, self-motivation, self-esteem, determination, dedication, commitment, leadership, responsibility, creativity and physical fitness. Sport can also play a key role in teaching lessons on the value and importance of team work, cooperation, group synergy, mutual respect and fair play.

Participation in field sports provide positive lifestyle choices and alternatives to destructive behavior such as drug abuse and crime. Most youth feel a strong desire to be associated with a group of their peers. Team sports fulfill this need in a positive way, youth gangs fulfill this need in a negative and destructive way. "It costs more than 100 times more to incarcerate a child than it does to provide recreation programs".(8)

Learning is also positively influenced by participation in sport. A 1989 study conducted by the California National Parks Service concluded that youth involved in athletics stay in school longer, complete their education, are less likely to start smoking and develop a more positive self-image.(8)

For many youth, field sport provides the opportunity to be influenced in a positive way by an adult role model. For some youth, their coach is the only positive adult role model that they know. Coaches teach sports skills, life skills and serve as mentors for youth in the community.

Field sport also provides youth with opportunities for volunteer work experience and part-time work in jobs such as refereeing, umpiring and working in concessions.

*"Children who participate in activities outside of school such as sports, music, the arts or clubs tend to have higher self-esteem, interact better with friends and perform better in school."* (9)

.....  
*Through participation in field sports, Richmond youth have fun, socialize, get exercise, and channel their energy into positive, socially acceptable and beneficial activities.*



.....  
*For many youth, field sport provides the opportunity to be influenced in a positive way by an adult role model.*



## 1.6 Sport and the Economy

Sport is an economic magnet which draws thousands of visitors to Richmond every year. Tournament visitors spend money on accommodation, meals, entertainment and shopping. Sport tourist spending is a huge benefit to local businesses, especially youth tournaments where entire families attend. For example, the economic impact to the local economy of the annual Thanksgiving Weekend Youth Soccer Tournament hosted by Richmond Youth Soccer and Richmond Girls Soccer Club is estimated at \$575,000. In 2004, 211 teams participated, of which 128 teams were from outside Richmond. This tournament is just one of hundreds of sport tournaments, meets, games and events that attract out-of-town visitors to Richmond each year.

*...the economic impact to the local economy of the annual Thanksgiving Weekend Youth Soccer Tournament hosted by Richmond Youth Soccer and Richmond Girls Soccer Club is estimated at \$575,000...*

Sport can bring economic wealth to the community in many other ways. Sport participants need sporting goods, which may create spin-off manufacturing businesses as well as retail outlets in the community. In 1996, the average Canadian household spent \$644 on sporting goods and services.<sup>(7)</sup> There may be a resultant increase in employment when sport participation increases or if new spectator sports are established in a community.

There can be major savings in health care costs when sport is valued, supported and promoted. Employee productivity has been shown to increase when people are active and involved in sport. “If just 10% fewer British Columbians were physically inactive, the province could save an estimated \$16.1 million every year in avoided hospital, drug, physician and other direct costs. Added to an estimated \$19.9 million in productivity gains, total economic savings to BC from a 10% reduction in physical inactivity amount to \$36 million per year.”<sup>(10)</sup>

## 1.7 Field Sport in Richmond

Field sport is an integral part of life in Richmond. There are approximately 10,000 citizens involved as participants in 29 organized sport groups plus 2,500 volunteers (coaches, managers, coordinators) and 17,500 spectators and supporters (parents, family, friends). This is roughly 18% of the Richmond population. There are over 1 million hours of participation in organized sport each year. These numbers do not reflect casual usage of sport facilities or the school use of City facilities for sport practices and games.

A lifetime of healthy recreation activities are available to residents 4 years old to seniors. There is also a wide variety of ability choices, from recreational participation through elite level competition, and opportunities for people with special needs.

For the past 25 years, field sport in Richmond has been operated through a partnership between the Richmond Sports Council (a coordinated voice of organized sport groups) and the City



*There are approximately 10,000 citizens involved as participants in 29 organized sport groups plus 2,500 volunteers (coaches, managers, coordinators) and 17,500 spectators and supporters (parents, family, friends).*

of Richmond. Richmond Sports Council's member groups of dedicated volunteers recruit players coaches and officials, coordinate player registration and league scheduling, train players, coaches, officials and volunteers and organize activities, events and tournaments that bring out-of-town visitors to the community. The City of Richmond builds and maintains fields, provides land on which fields are built and allocates the use of park and school playing fields. This partnership has kept the cost of providing field sport services to the community quite cost-efficient for the City and affordable to participants.

Participation in field sports in Richmond has undergone considerable changes over the past decade. Some historically popular sports such as youth baseball and football and adult fast pitch softball have experienced considerable decline in participation. Other sports such as girls soccer, ladies recreational soccer and masters age soccer and slow pitch softball have ballooned in popularity. Some newer sports such as ultimate Frisbee are increasing in popularity and demanding access to an already overused supply of sports fields.

The changing ethnic make-up of the Lower Mainland is spurring growth in sports that are popular amongst some ethnic groups. Cricket, field hockey and kabaddi are growing in participation in neighboring communities, and may soon be demanding field space in Richmond as well.

The fundamental challenge in field sport delivery in Richmond for the next decade and beyond will be: *"How to meet the ever increasing demand for high quality sports fields, so that everyone who wants to play, can play."*

.....

*Some historically popular sports such as youth baseball and football and adult fast pitch softball have experienced considerable decline in participation. Other sports such as girls soccer, ladies recreational soccer and masters age soccer and slow pitch softball have ballooned in popularity..*



## 1.8 Mission for Outdoor Field Sport in Richmond

The Mission for outdoor field sport in Richmond is to:

- Ensure public awareness of the City’s outdoor sport facilities for all citizens.
- Ensure access to the City’s outdoor sport facilities for all citizens.
- Provide high quality sports surfaces for field sport user groups in the community.
- Encourage outdoor field sport participation opportunities for all Richmond residents.
- Ensure guidelines are developed that promote and support field sport in Richmond.
- Encourage and facilitate innovative and cooperative partnerships for the delivery of outdoor field sports programs in the community.
- Ensure field sport development in Richmond is integrated with the City’s economic, tourism and official community plans.
- Encourage and facilitate field sport tourism in Richmond.
- Provide opportunities for community field sport groups to provide input into future field sport strategies, policies, procedures and budget priorities.
- Recognize and celebrate the accomplishments of Richmond’s athletes, coaches, officials, sports builders and corporate supporters.

*“Sport is at the heart of Canadian life. It’s an activity that has benefits for each and every Canadian, for our communities and our country. Sport puts front and centre the qualities we value as Canadians – fairness, team spirit, hard work, dedication and commitment. And our hard working, dedicated and committed high performance athletes are unquestionably role models for our children. Sport promotes physical, mental, emotional and spiritual health and well-being. Sport develops character and teaches the rewards of discipline and perseverance. It is also a way for Canadians to get to know each other.”* 🍷 Honourable Denis Coderre, former Secretary of State (Amateur Sport)



## 2.0 Context of the Field Strategy

The focus of the Outdoor Sport Field Strategy is on outdoor field sports. A wide range of outdoor sports opportunities exist in Richmond. Outdoor sports include activities involving physical exertion and skills that are governed by a set of rules or customs and often undertaken competitively, as an active pastime, or recreationally. Sports included in this study include soccer, football, rugby, field hockey, field lacrosse, baseball, softball, cricket, athletics ( track and field) and lawn bowling.

Sports included in this study include soccer, football, rugby, field hockey, field lacrosse, baseball, softball, cricket, athletics ( track and field) and lawn bowling.

## 2.1 Current Reality

Richmond is a vibrant growing city with a diverse population - many of whom frequently participate in field sport activities.

### 2.1.1 Field Sport Participation

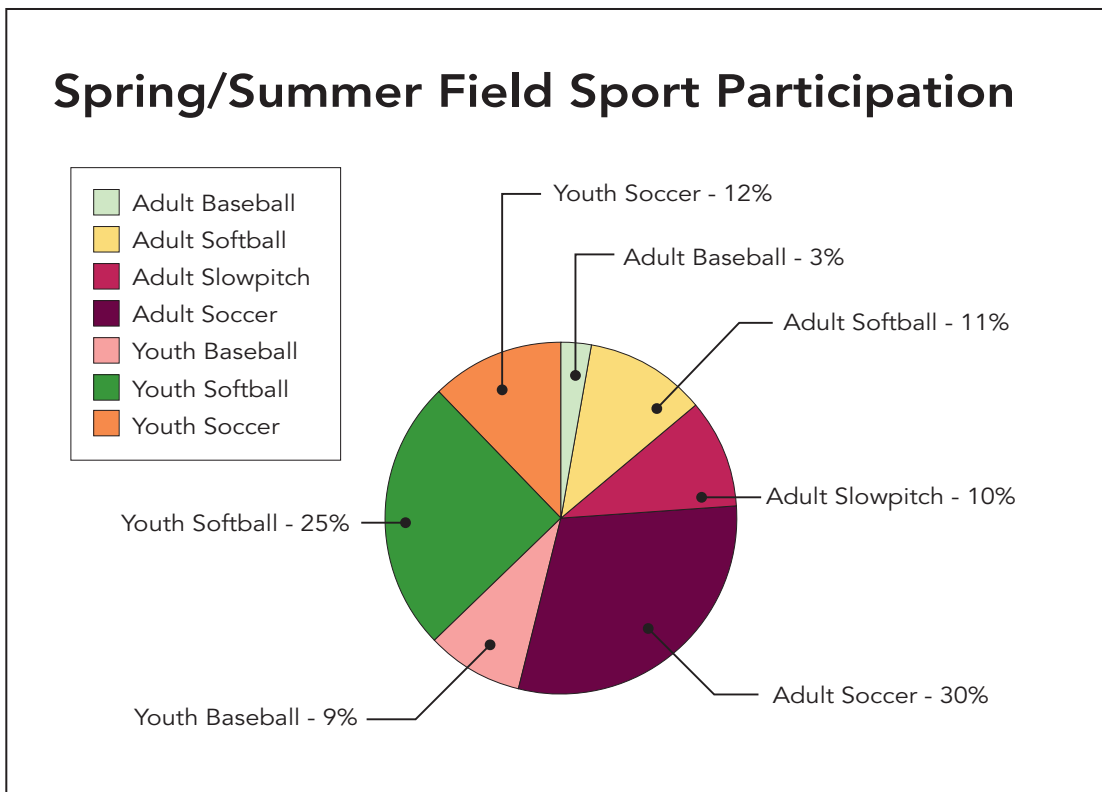
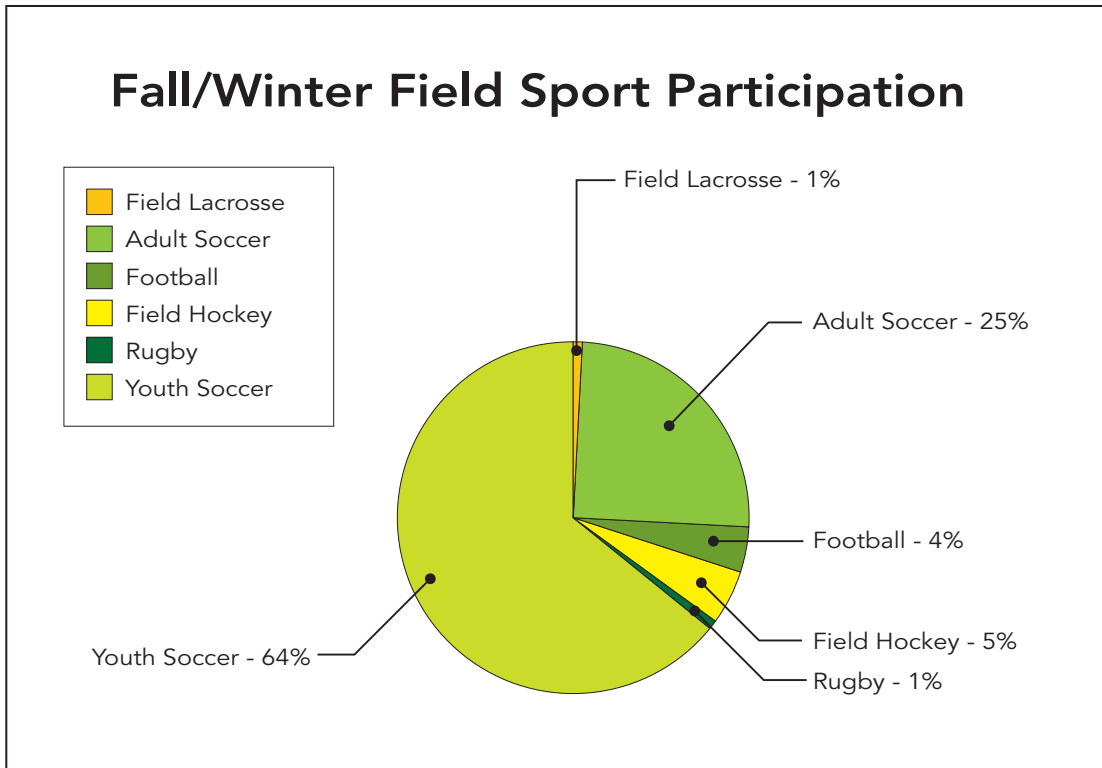
Richmond is home to 29 field sport user groups which are comprised of an estimated 10,000 participants, 2,500 volunteers (coaches, officials, league executive members, etc.) and 17,500 supporters (parents, grandparents, family members and friends). The total number of citizens involved in field sport in Richmond is estimated at 30,000 people, or 18% of the current population.

The total number of citizens involved in field sport in Richmond is estimated at 30,000 people, or 18% of the current population.

- Field sport activities are available for people ages 4 years old to seniors, beginner through advanced levels of competition and for people with disabilities.
- Estimated field sport player participation hours is over one million hours per year.
- Soccer is the most popular field sport activity in Richmond with over 3,700 Fall/Winter participants and 1,300 Spring/Summer participants.
- Girls and women's soccer participation is increasing by approximately 10% /year
- There has been tremendous growth in Masters category soccer as many Baby Boomers are choosing to continue playing soccer as their preferred fitness activity.
- Soccer is the most popular field sport activity amongst new immigrants to the community.
- Participation in Fall/Winter sports increased 21% from 1995 to 2002. The largest increase was in girls and ladies soccer, field lacrosse and football.
- Participation in Spring/Summer sports has increased 43% from 1995 to 2002. The largest increase was in all ages of summer soccer and adult softball.



The following charts shows the 2005 Fall/Winter and Spring /Summer participation percentages of the various field sport activities in Richmond:



### 2.1.2 Field Sport Inventory

The City of Richmond Parks Department maintains and allocates 71 softball diamonds, 21 baseball diamonds, 48 mini soccer fields, 53 senior soccer fields, 4 outdoor lacrosse boxes, 2 field hockey fields, 2 lawn bowling greens, 1 cricket pitch and 1 competition standard track and field facility.

Of the 101 rectangular sports fields, 19 are sand based fields, 2 are artificial turf fields and 80 are clay fields.

There are field lights on 12 soccer fields, 3 softball diamonds and 2 baseball diamonds.

### 2.1.3 Positive Action In The Past 5 Years:

- Minoru and Richmond High School lit artificial turf field projects completed.
- Hugh Boyd field lighting and upgrading field #4 from clay to sand based field.
- Construction of 2 full-sized and two 8-a-side artificial turf soccer fields at Hugh Boyd Park are currently under construction (due playable by October 2006).
- Construction of baseball diamonds at Blundell park and Manoah Steves is underway.
- Mobile changerooms provided at some sites.
- Significant consultation with user groups
- Drainage upgrades at several sites.
- Significant contributions made by community field user groups in field and diamond development and maintenance.

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Construction of 2 full-sized and two 8-a-side artificial turf soccer fields at Hugh Boyd Park are currently under construction (due playable by Oct. '06).



### 2.1.4 Field User Feedback

In the Fall of 2003, the City of Richmond Parks Department conducted a survey of field users to get feedback regarding outdoor field sport facilities in Richmond. The following is a summary of the survey results:

- All field users indicated that their needs were not being met and that they are dissatisfied with inconsistent field conditions.
- Soccer groups expressed concern about the poor quality of playing conditions for much of their season.
- Spring Summer sports groups are dissatisfied at having to play on poor quality playing surfaces that have been badly damaged by Fall/Winter field sports.
- 50% of groups indicated a desire for program growth – more teams, practices, games and tournaments.
- 50% of users indicated that they have had facility and group conflicts.

.....

Spring Summer sports groups are dissatisfied at having to play on poor quality playing surfaces that have been badly damaged by Fall/Winter field sports.



- 80% indicated a need for more field maintenance.
- 80% indicated a need for more quality sport field facilities.
- 90+% indicated a willingness to contribute to improving facilities.
- 25% indicated a need for a tournament centre

In Appendix #1 are some survey response comments from Richmond field user groups regarding the condition of playing fields in the community. The following chart shows the fields and diamonds that are rated as good quality and fair quality.

### Field/Diamond Playing Conditions

Type	Good Quality	Fair Quality
Fields	19 Sand base and 2 Artificial	All other 80 clay soil fields
Diamonds	London –Steveston Quad Complex (4 diamonds)	All other 88 diamonds

An assessment of Richmond's field use indicated that the existing soccer fields have more than double the number of hours of use than would be considered acceptable for a turf playing field in this climate.

An assessment of Richmond's field use indicated that the existing soccer fields have more than double the number of hours of use than would be considered acceptable for a turf playing field in this climate. The result is that the playing conditions of the fields deteriorate throughout the season, and by mid season, many community fields are unplayable.



The following chart comparing the bench mark standard for a typical soil, sand or artificial turf field versus what is actually being booked onto Richmond's playing fields.

### Field Booking Hours Per Week

Type	Actual Bookings Richmond - hrs/week	Recommended Benchmark - hrs/week
Sand Grass	21	10
Clay	17	6
Artificial	50	50

**It is evident by this comparison that Richmond's natural grass playing fields are highly overused which results in poor playing conditions by late Fall of each year.**

The following are some comments about Richmond field sport facilities from field user meetings:

#### 2.1.5 Rectangular Field Users:

- The status quo is not acceptable.
- Need for more hours of field time for games and practices on good quality playing fields.
- There are several clay soil fields that are rarely used due to poor quality playing surfaces. Most clay soil fields are unplayable by the end of October of each year.

There are several clay soil fields that are rarely used due to poor quality playing surfaces. Most clay soil fields are unplayable by the end of October of each year.

- The good quality sand fields and especially those with lights are being overused, which results in poor playing conditions by early December of each year.
- All groups are limiting their registration, tournaments and programs such as player/coach development camps due to insufficient game and practice time available on good quality playing fields.
- More lit artificial turf fields are needed for hosting practices and games.
- Some groups showed a willingness to fundraise for new field sport amenities eg. fieldhouse at Hugh Boyd Park.
- Considerable interest was shown in building one large multi field tournament complex, possibly at Garden City, if it becomes available.
- Concern was expressed about the number of casual field user groups that just show up on community fields without allotments and play regardless of weather conditions.
- Considerable interest in building a championship soccer, rugby, football, field lacrosse, track and field multi-sport "stadium" at Garden City, if the sites becomes available.

.....

*Groups are limiting their registration, tournaments and programs such as player/coach development camps due to insufficient game and practice time available on good quality playing fields.*

#### 2.1.6 Ball Diamond Users

- The number of diamonds is not an issue. The problem is that most diamond outfields are shared with soccer, and by the time soccer season ends, most outfields are badly damaged.
- Baseball wants its own dedicated diamonds for their older age players (Bantams and older) so that the players can begin practicing before the soccer season ends, and that the playing surface is in good shape for the start of the season.
- Baseball and softball are experiencing ongoing problems trying to access ball diamonds early enough due to soccer teams post season play.
- Baseball has expressed a need for a multi diamond tournament centre.
- Need for more funds spent on field and building maintenance
- Field lights at Latrace and Brighthouse require higher level of illumination.
- Softball expressed concern that many diamonds allotted to softball were not designed as softball diamonds.
- Some diamond user groups already have a "home field" field maintenance partnership with the City e.g. at Palmer/Garden City Park.

.....

*The problem is that most diamond outfields are shared with soccer, and by the time soccer season ends, most outfields are badly damaged.*

.....

*Baseball and softball are experiencing ongoing problems trying to access ball diamonds early enough due to soccer teams post season play.*

- Concern that youth summer soccer, fieldhockey and lacrosse are all trying to recruit the same pool of kids as softball and baseball.
- Both baseball and softball expressed a need for an indoor practice space in the winter.

### 2.1.7 Other Field Sports:

- Richmond Kajaks Track and Field Club are experiencing frequent conflicts with casual walkers on the Minoru track. Strong consideration should be given to building a new track and field training and competition facilities at another site such as the Garden City lands, should they become available.
- Richmond Lawn Bowling Club would like to have expanded clubhouse facilities.

*Richmond Kajaks Track and Field Club are experiencing frequent conflicts with casual walkers on the Minoru track.*

.....

## 2.2 Trends

Several trends, both local and global affect outdoor field sports in Richmond:

As recently as 15 years ago, the use of sports fields were generally confined to children and younger adults (30 and under) and most participants were male. Since then, female participation rates have averaging 10 % growth a year, so that today, the number of male and female field sport participants is approaching equal numbers. One of the fastest growing field sport participation groups in Richmond today is women re-entering sports after many years of not participating. Once the child rearing years are over and women get more free time, many are choosing to join team sports such as soccer and softball for fitness and camaraderie.

*female participation rates have averaging 10 % growth a year, so that today, the number of male and female field sport participants is approaching equal numbers.*

.....

In North America, the Baby Boom generation grew up with jogging and aerobics classes. This large sector of the population is comprised of a large group of active adults, many of which want to keep playing field sports as long as they feel healthy enough to do so. New masters age level leagues are being developed to accommodate this demand. For example, in Richmond, there are men's and ladies Over 30, 40 and 50 year old soccer and softball teams regularly playing field sports. This passion to keep competing in sport has led to a proliferation of masters sport competitions (30 years and over) throughout North America and many other parts of the world.

The population of Richmond is ageing. The post-war baby boomers are now turning 50. The impacts of this trend on society effect many sectors of the community. The impact on field sports will result in a decreased demand for sport fields in Richmond by adult groups around the year 2010.



The changing ethnic composition of Richmond effects sport field participation levels. About half of Richmond residents are Canadian by birth and half are immigrants. Cultural differences lead to demands for different sports. Sports such as racquet sports, soccer, baseball, field hockey and track and field continue to attract participants of Asian descent. Very few visible minorities participate in football or ice sports.

Cultural differences lead to demands for different sports. Sports such as racquet sports, soccer, baseball, field hockey and track and field continue to attract participants of Asian descent.

Registration in Spring/Summer soccer is on the rise. Most of this increase is by children and adults who want to play soccer year round, but a growing number are kids whose parents want a shorter time commitment than the September to April Fall/Winter soccer season.

Artificial turf fields are quickly becoming the preferred sport surfacing choice for many communities throughout the west coast of North America. Fresh water shortages, decreasing land resources, increasing user demands and improved playing surface quality have made artificial turf the best choice of playing surface for many field sport applications.



Artificial turf fields are the ideal playing surface for a wet weather playing season.

Artificial turf fields are the ideal playing surface for a wet weather playing season. The ability of artificial turf to be played on in wet conditions means that games and practices don't have to be rescheduled.

## 2.3 Challenges

The following are some of the challenges associated with providing field sport service delivery in Richmond.:

### 2.3.1 Dissatisfied Field Users

Many field users are dissatisfied with the conditions of Richmond playing fields.

### 2.3.2 Shortage Of High Quality Fields And Other Amenities

There is a shortage of high quality full sized soccer/rugby/football fields to meet the current user demands for games and practices.

There is a shortage of high quality full sized soccer/rugby/football fields to meet the current user demands...

The demand for high quality fields exceeds the supply in the following sports:

- Youth and Adult Fall/Winter and Spring/Summer soccer
- Youth football field lighting (for games and practice)
- Youth and adult rugby (for games and practices)
- Adult softball

Baseball and softball field users have adequate diamonds, but are experiencing problems accessing diamonds for pre-season and post season training due to overlap with soccer. At some parks, they lack amenities such as washrooms, irrigation, proper field drainage and a water supply to wet the infields. Adult softball players are playing on many undersized poor quality diamonds.

There are problems accessing diamonds for pre-season and post season training due to overlap with soccer.

Two thirds of Richmond's sports fields are poor quality clay based fields that are typically unusable from the end of November to early April each year.



### 2.3.3 Overuse Of Fields

Overused turf fields result in poor playing conditions (soil fields by the end of October and sand fields by mid December)

Two thirds of Richmond's sports fields are poor quality clay based fields that are typically unusable from the end of November to early April each year.

Ten of the City's 19 sand based high quality soccer fields have lights and are being used for both games and practices, which is resulting in overuse of these fields. The lit sand fields are typically badly damaged by mid December of each year due to overuse.

Turf fields are closed on average 30% of the time due to inclement weather and reurfing work.

Casual groups are playing field sports on Richmond fields without allotments, irregardless of the weather conditions... These unauthorized groups can do substantial damage to fields that do not have caretakers.



Casual groups are playing field sports on Richmond fields without allotments, irregardless of the weather conditions. Richmond does not have a Parks Patrol to control and monitor field use activities on weekends and evenings. These unauthorized groups can do substantial damage to fields that do not have caretakers.

Increased level of the quality of playing surface is expected by field users and they expect to have grass underfoot all season long.



### 2.3.4 Increased User Expectations

Increased level of the quality of playing surface is expected by field users and they expect to have grass underfoot all season long. Many field users play away games at other municipal fields and are able to compare the quality of their home fields against those of other teams. There is a lot of community pride that comes with hosting visiting teams on high quality fields.

### 2.3.5 Increasing Population

The population of Richmond is approximately 180,000 people and is expected to reach 212,000 by 2010. Currently there are approximately 10,000 residents (or 5.56% of the population) participating in field sports in the community. Using the 5.56% participation level to project how many more field users there will be by the year 2010, then there will be another 1,780 more field users to be accommodated than are presently using Richmond facilities. The ethnic make-up of these new residents will have a large effect on whether the actual participation numbers are greater or less. This increase will cause even greater demands upon Richmond's existing field capacity.

### 2.3.6 Increasing Levels Of Participation

Participation levels are increasing in "rectangular field sports" such as Fall/Winter and Spring/Summer soccer. Soccer has become a year round commitment for youth players and continues to grow rapidly in amongst girls and women.

### 2.3.7 Lack Of Budget And Land Resources

The current field maintenance budget is inadequate to provide the high level of maintenance needed to keep the existing turf fields in



their best possible playing condition (i.e. more frequent aeration, top dressing, reseeding, returving, fertilization and grass cutting). The budget is being stretched by the need to also maintain school district fields, many of which are not used for community sport activities.

Lack of amenities such as washrooms and adequate parking are causing complaints from residents living adjacent to some sports fields.

Lack of amenities such as washrooms and adequate parking are causing complaints from residents living adjacent to some sports fields.

Shortage of funding for new field construction projects.

Lack of suitable available park land (located outside of residential neighborhoods) on which to build lit sports fields and a multi-sport tournament complex.

High cost of purchasing land in Richmond for sport field development.

Artificial turf fields are expensive to build, and therefore it is likely that to build all that are required to meet current playing field shortages may require that they be phased over several years. The overuse of current fields will therefore likely continue for several more years before there is enough field capacity to start reducing play on sand fields and phasing out poor quality and undersized soil fields.

Artificial turf fields are expensive to build... to meet current playing field shortages may require that they be phased over several years.

There are insufficient facilities on which to play games during inclement weather. Richmond does not have lit all-weather gravel fields or enough lit artificial turf fields on which to shift games and practices during periods of wet weather. Consequently many games and practices are taking place on fields that are in a very vulnerable condition.

There is a lack of resources to provide "parks patrol" to monitor the use of Richmond park and deal with field allotment issues and Code of Conduct violations.

### 2.3.8 Organized Sport Activities on Neighborhood Parks

Richmond has several small neighborhood parks that contain active sports fields. There are many examples of organized field sport activities causing conflict with neighbors when they take place on small neighborhood parks, especially when these facilities are allotted to adult groups. Adjacent property owners complain about such issues as noise, traffic congestion, lack of washrooms and balls hitting their homes. For this reason, future new field development will be restricted to larger neighborhood athletic parks, community parks or city-wide parks where amenities such as washrooms and adequate parking are available.

Richmond has several small neighborhood parks that contain active sports fields... Adjacent property owners complain about such issues as noise, traffic congestion, lack of washrooms and balls hitting their homes.

### 2.3.9 Climate

Wet climate results in Richmond turf fields are closed about 30% of the time.

Many Richmond fields are at or beyond their life expectancy and need to be rebuilt.

.....

**2.3.10 Aging Infrastructure**  
Many Richmond fields are at or beyond their life expectancy and need to be rebuilt.

**2.3.11 Construction Challenges**

Drainage challenges exist due to high water table at several sites  
Many fields lack proper irrigation which causes them to burn out during periods of hot dry weather.

**2.3.12 Field Booking Balance**

Some groups such as rugby and football have expressed concern about inequity of allocation of quality fields.

**2.3.13 Public Attitudes**

Public attitudes are demanding better water conservation practices.

Public attitudes have resulted in the loss of the use of herbicides to control weeds. The result is that many fields are now infested with weeds to a point that they adversely effect playing conditions.

.....

Public attitudes have resulted in the loss of the use of herbicides to control weeds. The result is that many fields are now infested with weeds to a point that they adversely effect playing conditions. Large broadleaf weeds can be slippery and be trip hazards for field users.

Public attitudes can be detrimental towards initiatives to locate sports activities and field lighting into neighborhood parks. This “not in my back yard” attitude can prevent the development of sports fields in what would otherwise be the most viable and cost effective sites.

**2.3.14 Problem Groups**

Some groups are not abiding by the park use Code of Conduct, which causes complaints from neighbors of sports fields.

Some groups are hoarding fields by booking more time than they need and therefore many valuable field times are being unused.

Some groups are playing on fields without allotments, and when allotment holders show up, they are refusing to leave

**2.3.15 User Fees And Funding Contributions**

Richmond user groups are currently charged user fees for use of artificial turf fields. Fee for use of natural turf playing fields was recently approved by Council and will go into effect in 2007.

Richmond does not have a requirement for how much field user groups must contribute towards the development of new sports field developments. Some communities insist that their sports groups contribute to facility developments.

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Richmond does not have a requirement for how much field user groups must contribute towards the development of new sports field developments. Some communities insist that their sports groups contribute a third or more towards the capital costs of their facility developments.

### *2.3.16 Lack of Social Gathering Facilities*

Richmond field users do not have social gathering clubhouses in which to host their after game celebrations. Such facilities would help eliminate some of the problems being experienced with post game consumption of alcoholic beverages on parks.

.....

... facilities would help eliminate some of the problems being experienced with post game consumption of alcoholic beverages on parks.



### 3.0 Strategic Goals, Objectives and Outcomes, Our Playbook for Action

The following goals and objectives were identified with input from members of the field sport users groups, city staff and the Richmond Sports Council. The goals form eight categories with supporting objectives.

#### 3.1 Increased Participation

*To promote increased participation in field sports in Richmond by 20% by 2010.*

*In June 2005, the City of Richmond officially accepted the provincial challenge to increase physical activity levels of its citizens by 20% by 2010.*



In June 2005, the City of Richmond officially accepted the provincial challenge to increase physical activity levels of its citizens by 20% by 2010. Participation in field sport activities is one of many ways that Richmond residents can become more physically active. To get involved in field sport activities, residents must be made aware of the value of field sport participation, how to join teams, how to book fields and what facilities are available for them to use.

The objectives of this goal are to:

- Educate the community on the value of participating in outdoor field sports.
- Promote how residents can get involved in field sports in the community.
- Educate the community on the outdoor sports facilities that exist in Richmond.
- Eliminate barriers that prevent some residents from participating in field sport activities in the community.

#### 3.2 Improved Facilities

*To improve the quantity and quality of Richmond's outdoor field sport facilities for all field sport user groups in the community.*

*In order to achieve our vision of "Everyone Can Play", it is necessary to increase the City's quantity of outdoor field sport facilities.*

In order to achieve our vision of "Everyone Can Play", it is necessary to increase the City's quantity of outdoor field sport facilities. This increased capacity needs to address both the current demands that cannot be accommodated on existing facilities, and future demands caused by factors such as the growing popularity that is occurring in some field sport activities such as girls and women's soccer, a rapidly growing population and the emergence of new field sport activities.

It is also beneficial for a community to provide informal grass play areas where small groups of people can gather, have some fun and get some exercise throwing a ball around on a casual basis.

The expectation of Richmond field sport users is to have consistent high quality playing surfaces on which to train and compete. Playing surfaces that are damaged or poorly maintained provide inferior playing conditions and may be hazardous to participants. To provide consistent high quality playing conditions requires a program of regular monitoring, damage prevention and repair work. To achieve this goal will require increased funding for sport surface maintenance.

.....

Playing surfaces that are damaged or poorly maintained provide inferior playing conditions and may be hazardous to participants.

Alternative funding strategies should also be explored in order to build the capacity needed to accommodate field sport demands in a timely manner. The objectives of this goal are to:



### Objectives:

- Increase capacity for accommodating residents wanting to play field sports.
- Provide safe, high quality playing surfaces for field sport users in the community.
- Provide playing fields that can be accessible to community field sport groups during periods of inclement weather.
- Provide informal natural turf areas where residents can play casual sport activities.
- Explore alternative funding strategies to help fund the costs of building and maintaining field sport facilities.

### 3.3 Field Sport Facility Management

*To ensure guidelines are developed that effectively manage the use of field sport facilities in Richmond.*

Participation in field sport activities can be a very healthy and enjoyable experience for players, volunteers and spectators. However, on some occasions, the behavior of some groups or individuals can cause problems that negatively effect other participants, park users and adjacent residents. Guidelines are required to control the conduct of field sport participants using school and park property.

Park use guidelines are also needed, that both maximize the use of these valuable community assets, and also protect these facilities from excessive damage caused by overuse.

.....

Park use guidelines are also needed, that both maximize the use of these valuable community assets, and also protect these facilities from excessive damage caused by overuse.

Sport field booking procedures must provide for fair and equitable allocation of field sport facilities amongst all residents.

The objectives of this goal are to:

- Develop guidelines that promote safe, responsible and respectful use of community field sport facilities
- Develop field use booking guidelines that prevent overuse of natural turf fields.



Richmond field user groups should be encouraged to take on a greater stewardship role of their allotted fields and diamonds.

- Promote information to field users about the Park Use Code of Conduct and the Richmond Parks web site.
- Develop sport field booking procedures to ensure that all residents get access to field sport facilities for games and practices, regardless of their sport, age, ability or gender.

### 3.4 Partnerships

*To encourage and facilitate innovative and cooperative partnerships for the delivery of outdoor field sports programs in the community.*

There are many stakeholders involved in field sports in Richmond. Partnerships with these stakeholders should be explored as a means of enhancing community field sport facilities and athlete, coaching and officiating development programs.

Richmond field user groups should also be encouraged to take on a greater stewardship role of their allotted fields and diamonds. The objectives of this goal are to:

- Encourage individuals, groups and businesses to contribute financially towards the development and maintenance of future field sport programs.
- Facilitate opportunities for training coaches, officials and field sport athletes.
- Encourage stewardship partnerships with Richmond sport field user groups.
- Facilitate partnerships with various agencies to develop sport activities for groups currently not being served by existing community field sport programming.

### 3.5 Advocacy for Future Field Sport Facilities

*To ensure field sport development in Richmond is integrated with the City's economic, tourism and official community plans.*

An active and engaged field sport community provides many social, economic and health benefits to the City. In order to accommodate future growth in field sport participation requires that field sport development is provided for in future land acquisition, economic development, tourism and official community plans.

The objectives of this goal are to:

- Acquire adequate park land to meet the future field sport demands.
- Include field sport initiatives in the City's economic, tourism and community development plans.



An active and engaged field sport community provides many social, economic and health benefits to the City.

### 3.6 Economic Benefits of Sport Tourism

*To encourage and facilitate field sport tourism in Richmond.*

Field sport events draw thousands of visitors to Richmond every year. These visitors spend money on accommodation, meals, entertainment and shopping. Sport tourism spending is a huge benefit for local businesses. It also draws people to the community who may return to live and work. In order for sport tourism to grow in Richmond, there is a need to add and strengthen the sport tournament hosting infrastructure, and to provide support and incentives to field user groups involved in hosting sport tourism events. The objectives of this goal are:

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*Field sport events draw thousands of visitors to Richmond every year. These visitors spend money on accommodation, meals, entertainment and shopping. Sport tourism spending is a huge benefit for local businesses.*

- Increase Richmond's capacity for hosting field sport tournaments.
- Support the development of a Richmond sport tourism policy.
- Provide incentives that encourage field users to host tournaments.
- Partner with groups and agencies to facilitate the growth of field sport tournaments.



### 3.7 Community Consultation

*To provide opportunities for community field sport groups to provide input into future field sport strategies, policies, procedures and budget priorities.*

One of the guiding principles endorsed by City Council is continuing community involvement in all aspects of the Parks, Recreation and Cultural Services delivery system. Opportunities will be provided for Richmond field users to participate in public consultation and participation processes to ensure that their facility and program needs are sustained or enhanced. The objectives of this goal are to:

.....

*One of the guiding principles endorsed by City Council is continuing community involvement in all aspects of the Parks, Recreation and Cultural Services delivery system.*

- Involve Richmond field sport groups in policy and procedure changes that will effect them.



### **3.8 Evaluation**

*To monitor, evaluate and report back on the Field Sport Playbook for Action.*

Monitoring and evaluating the progress of Playbook for Action goals, objectives, actions and outcomes is a necessary component of implementation of the 2006-2011 Field Sport Strategy. City staff will report back to Richmond Sport Council and the Parks, Recreation and Cultural Services Committee annually on the status of the Playbook for Action. The objectives of this goal are:

- To monitor the progress made by City staff and various community partners in accomplishing Playbook For Action goals, objectives, actions and outcomes.

## 4.0 Recommended Implementation

- Parks, Recreation and Cultural Services Committee and Council to adopt the Field Sport Strategy.
- Staff to report back annually to Richmond Sport Council and the Parks, Recreation and Cultural Services Committee on the status of achieving the goals, objectives, actions and outcomes outlined in the 2006-2011 Richmond Field Sport Strategy Playbook for Action.

## 5.0 The Future...

### *Can you imagine a community where Everyone Can Play?*

Imagine this...A community where everyone who wants to play field sports, can play field sports, regardless of their sport choice, age, ability or gender. If we follow the Field Sport Strategy, by 2011, the City of Richmond will be recognized as the best community in BC to participate, coach, officiate or to be a spectator in field sports.

The initiatives to increase participation have resulted in a 20% increase in field sport participation in the community. An increase of 3,000 more active participants over 2005 levels. Young people have a wide selection of affordable activity choices to suit their interest, availability and physical ability. Adults of all ages can choose from a broad range of field sport activities, from recreational caliber play to high skill level competition.

Facility improvements have resulted in Richmond being known as the best community in the Lower Mainland to host field sport training, competition and tournaments. This reputation has been earned through extensive work done to upgrade many existing field sport facilities to a higher quality playing surface, and by building many new premier quality field sport facilities in the community.

Sport field allocation guideline changes have enabled all Richmond field users to get the practice and game time needed to grow their sports. Field users abide by the terms of the park use Code of Conduct, which reduces field over usage and complaints from adjacent residents.

The corporate community has made major contributions in support of field sport development projects such as a new field sport clubhouse at Hugh Boyd Park and many other worthy community projects. Several more Richmond sport field user groups have contributed funds, materials and sweat equity to enhance their home field facilities.

Additional park land has been secured for accommodating future field sport demands. Field sport facility improvements have been

.....  
*Imagine this...A community where everyone who wants to play field sports, can play field sports, regardless of their sport choice, age, ability or gender.*



recognized as important components in the City's economic, tourism and community development plans. Several active sports facilities located in neighborhood parks have been removed and the property converted to more casual uses through the City's Park Characterization Program.

Field sport tournament complexes are built that enable field and diamond user groups to host more and larger tournaments and elite caliber competitions. Field user groups are willing to host more events that attract out of town visitors because of the tournament friendly facilities they have and the event hosting resources and support that they receive from local tourist serving businesses and agencies.

Richmond field user groups feel that they have been consulted in the facility and program changes that the City of Richmond has made that effect their sport. They take pride in the success of their field sport facility, program and athlete development.

The goals, objective, actions and outcomes as outlined in the City's Playbook for Action have been evaluated and revised on an annual basis to ensure completion of all plans by 2011.

**Let's make this vision a reality!**

*"If you can dream it, you can build it."* © Walt Disney

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## APPENDIX 1

### Richmond Field Users Survey (2003) Comments

The following are some survey quotes from Richmond field users:

#### North Richmond Soccer Club – Youth Soccer

“a requirement to enhance the number of turf fields and lit fields and need for multiple fields and clubhouse facilities”

#### Richmond Girls Soccer Association

“understanding of field service level and field quality”

“additional lit practice inventory”

#### Richmond Women’s Soccer

“need some shale type field for practice and need proper policing”

#### South Arm Soccer Club

“Richmond’s facilities are generally good but seem to have fallen behind the population in numbers; fields seem to be in short supply”

#### Richmond Sr. Soccer League

need - “games and practices on reasonable quality fields and definite need for increased facilities”

#### Richmond Regional Soccer League

“facilities well maintained but there are not enough soccer fields available year round especially in the summer months May-Sept”

#### Richmond Recreation Soccer League

“more soccer field needed. More availability of school fields during the summer time would be advantageous.”

#### BC Old Timers Soccer League

“more demand for masters soccer as more lifelong players reach the age of 40 and more. Better quality game fields are needed to prevent injuries to players. Our current fields are an embarrassment when we host visiting teams.”

#### BC Christian Soccer League

“ a new artificial turf field (or a complex with 2-3) would be a great asset to the community.”



### **Men's Summer Six-a-Side Soccer League**

“Almost all fields need a lot of work to bring them to a decent playing conditions”

### **Richmond Girls Softball Association**

“”need lights on #2 diamond at London; need to move/replace 3 diamonds on London Park (Steveston School side) – We would consider cost sharing for this move”

### **Lower Mainland Softball Association**

“washroom facilities at the school to be available to teams”

### **Richmond Casual Comp. Softball League**

“we would like our fields to be cut for games on Tues/Wed pm”

### **Richmond Senior Men Fastball League**

“the City and our League keep this park and main diamond at Steveston in very good shape.”

### **Richmond Boys Fastball**

“one more skinned diamond and netting between stops”

### **Richmond Budgies Baseball**

“Long term, a year round dedicated baseball facility with roof, stand, change rooms, and for now, a facility for spring practices and grass cut on a regular basis”

### **Richmond Baseball Association**

“burnt in lines; earlier grass cutting; concession and washrooms at Whiteside”

“Ideal – at one location 12 fields, lights, fences, dugouts, concession, washroom, clubhouse, storage, good parking, batting cages, winter training and practice field”

### **Richmond Special Olympics**

“improve condition of South Arm Mini Field and better quality field for soccer practices”

“more quality fields for Richmond in general”

### **Richmond Lacrosse Association**

“generally very pleased; additional all weather fields would allow us to grow our sport.”

### **Richmond Field Hockey Club**

“a tournament complex for field hockey, field lacrosse, football, soccer – ideally 2 artificial turf and 2 grass fields”

**Richmond Minor Football League**

“City facilities not adequate for football requirements. We are at the bottom of the list when it come to allocation of fields”

**Richmond Rugby Club**

“need a permanent home for rugby including lit practice facilities, a game field and a clubhouse.”

**Richmond Cricket Club**

“improvements to the fieldhouse”

**Nisei Softball League**

“The City needs to be more pro-active in doing pre-season ball field maintenance.”

**Richmond Lawn Bowling Club**

“Improve and expand clubhouse facilities.”



## APPENDIX 2

### List of Richmond Field User Groups and Seasons Played

Group Name	Season Played
Richmond Girls Soccer Association	September to March
Richmond Youth Soccer Club Association	September to March & May to July
Richmond Women's Soccer	September to March & May to August
Richmond Sr. Soccer League	September to March
Richmond Regional Soccer League	May to August
Richmond Recreational Soccer League	May to August
BC Old Timers Soccer League	September to March & May to August
BC Christian Soccer League	May to August
Men's Summer Six-a-Side Soccer League	May to August
Alpha Soccer	Year round
BC Chinese Soccer League	Year round
Richmond Baseball Association	April to September
West Richmond Minor Baseball	April to August
Richmond Budgies Baseball	May to August
Richmond Girls Softball Association	March to September
Richmond Boys Fastball	May to August
Nisei Fastball League	April to September
ARMS Softball League	April to August
Richmond Pioneer Mixed Softball	May to August
Lower Mainland Softball Association	May to August
Marine Softball League	May to August
Richmond Senior Mixed Slo-pitch	May to August
Richmond Mixed Orthodox League	May to August
Richmond Casual Comp. Softball League	May to August
Richmond Senior Men Fastball League	May to August
Richmond Special Olympics	April to August
Richmond Field Hockey Club	Year round
Richmond Field Lacrosse Club	September to March
Richmond Minor Football League	July to December
Richmond Rugby Club	September to March
Richmond Cricket Club	May to August
Richmond Lawn Bowling Club	Year round
Richmond Kajaks Track and Field Club	February to November



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## APPENDIX 3

### Endnotes and References

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5. BC Healthy Living Alliance Report “2010 Target Setting for Risk Factors for Chronic Disease Interior Health Region, H. Krueger & Associates 2003
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9. Stats Canada (National Longitudinal Survey of Children and Youth, 1998/99).
10. GPI Atlantic Report March, 2004



# Richmond Field Sport Strategy

Playbook for Action 2006-2011





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## FIELD SPORT PLAYBOOK FOR ACTION 2006- 2011

The following goals, objectives and actions were identified with input from members of many Richmond field sport users groups, City of Richmond staff, Richmond Sports Council and the Richmond Field Sport Strategy Steering Committee. There are eight goals with supporting objectives and actions.

### *Responsibility Glossary:*

Parks (P);	PRCS (Parks, Recreation and Cultural Services)
Richmond Sport Council (RSC);	RCA's (Richmond Community Associations)
Richmond Sports Groups (RSG's);	
Richmond School District (RSD)	

### Goal #1 Increased Participation

- **To promote increased participation in field sport activities in Richmond by 20% by 2010.**

### Objectives

- Educate the community on the value of participating in outdoor field sports.
- Promote how residents can get involved in field sports in the community.
- Educate the community on the outdoor sports facilities that exist in Richmond.
- Eliminate barriers that prevent some residents from participating in field sport activities in the community.

Action	Responsibility	Expected Outcomes	Timeframe
Develop an Everyone Can Play web portal on the City of Richmond web site that outlines how people can get involved in field sport activities in Richmond.	P	Citizen awareness on how to get involved in field sport in Richmond.	Summer 2006
Develop a link between Community Centre entry level sports programs and community field sports groups so that program participants receive information on community field sport activities.	PRCS, RCA's and RSG's	Encourage recreation program participants to join community field sport activities.	Fall 2006 & ongoing
Work with the Richmond School District to facilitate more school entry level field sport participation and provide links to community sports groups.	PRCS, RSD and RSG's	Encourage elementary school children to join community field sport activities.	Spring 2007
Write articles for the local newspapers that inform residents how to get involved in field sports in the community, and how to go about booking a field/diamond.	P & RSC	More citizen awareness on how to join field sports	Fall 2007
Discuss with Richmond's field sport groups the feasibility of hosting combined one stop shopping mass field sport registration days (Spring/Summer & Fall/Winter sports).	P & RSG's	Provide an efficient method for sports groups and parents to get youth registered for field sports.	Fall 2007
Consider providing free registration to one age group of field sport participants (eg. all 12 year olds).	P, RSC & RSG's	Increase field sport participation in Richmond.	Fall 2007

Develop a marketing plan to get more new resident youth into field sports	P, RSC & RSG's	Increase field sport participation in Richmond.	Fall 2007
Reach out to low income residents to facilitate their participation in field sports through the Everyone Can Play access project.	PRCS and RSG's	Reduce financial barriers that prevent low income families from participating in field sport activities.	Spring 2007
Facilitate a community festival of sport where youth can try various outdoor field sport activities.	P, RSC, RSG's & RCA's	Increase field sport participation by promoting field sport activities to Richmond families.	Summer 2008

## Goal #2 Improved Facilities

- **To improve the quantity and quality of Richmond's outdoor field sport facilities for all field sport user groups in the community.**

### Objectives:

- Provide safe, high quality playing surfaces for field sport users in the community.
- Increase capacity for accommodating residents wanting to play field sports.
- Provide playing fields that can be accessible to community field sport groups during periods of inclement weather.
- Provide informal natural turf areas where residents can play casual sport activities.
- Explore alternative funding strategies to help fund the costs of building and maintaining field sport facilities.

Action	Responsibility	Expected Outcomes	Timeframe
Monitor the condition of community playing fields on a weekly basis and take action to make necessary repairs to keep playing surfaces free of holes, rocks or other hazards and close fields during inclement weather.	P	Playing field hazards are identified and repaired quickly and field surfaces are protected when they are the most susceptible to damage.	Ongoing
Develop relationships with other levels of government to advocate for grant funding for outdoor sport facility development.	P & RSC	Increased funding for sport field development in Richmond.	Ongoing
Explore joint funding of new field sport development projects or facility upgrades with agencies such as the Richmond School District.	P & RSD	Increased funding for sport field development in Richmond.	Ongoing
Work with the Richmond Sport Council and other stakeholders to develop a natural turf field sport fees and charges By-law.	P, RSC & RSG's	New source of revenue to help build future field sport facilities.	Spring 2006
Implement the 2005 Richmond Soccer Alliance Proposal for the development of 4 artificial turf fields and replacement fields/diamonds.	P & RSC	Increased capacity for accommodating field sport activities in the community.	Summer 2006 –Fall 2010.

Communicate the City's field monitoring system to field users so they can report safety concerns to Parks staff.	P	Respond quicker to repair safety concerns at outdoor playing facilities.	Fall 2006
Research and recommend field sport priorities for future athletic park developments such as the Garden City lands.	P & RSC	Increased capacity for accommodating field sport activities in the community.	Fall 2006 and beyond
Communicate field maintenance levels of service to field users.	P & RSC	Clearer understanding of what maintenance field users can expect from the City, and what they may want to do themselves.	Winter 2006
Designate a home field for rugby and other field sports that are in need of fields to play and practice on in Richmond.	P	Increased capacity for accommodating field sport activities in the community.	Spring 2007
Conduct a study to assess the condition of existing playing fields and determine the costs involved in upgrading and maintaining existing fields that are crucial to the community sport program.	P	Better information for justifying field sport Capital development and maintenance budget priorities.	Spring 2007
Designate sites and create opportunities for informal or unorganized field sport activities on several neighbourhood park sites.	P, RSC & RCA's	Increased opportunities for informal play in neighbourhood parks.	Spring 2007 and beyond
Develop a plan to identify the facility needs of all Richmond field users and ensure that facility shortages are reflected in future Capital Budget Plans.	P & RSC	A wide variety of field sport activity choices are available for all residents, regardless of their age, gender or ability.	Spring 2007
Designate some fields/diamonds as dedicated fields with special field use restrictions to ensure that they are suitable for hosting higher calibre play competition (such as Minoru Oval).	P & RSG's	Provide premier calibre playing conditions for championship events or elite calibre competition.	Fall 2007
Research and implement strategies for repairing high wear areas of fields (such as soccer goals) e.g. shifting goal posts, installing artificial turf in goal areas etc.	P	Provide better playing surfaces for field users.	Spring 2008
Designate some fields/diamonds as dedicated to only one sport to provide year round access and high quality playing conditions.	P & RSG's	Increased access and playing conditions.	Fall 2008
Endeavour to provide washroom facilities at all designated athletic parks.	P	Improve user comfort and reduce complaints from adjacent neighbours.	by 2011

### Goal #3 Field Sport Facility Management

- To ensure guidelines are developed that effectively manage the use of field sport facilities in Richmond.

#### Objectives:

- Develop guidelines that promote safe, responsible and respectful use of community field sport facilities.
- Develop sport field allocation procedures to ensure that all residents get access to field sport facilities for games and practices , regardless of their sport, age, ability or gender.
- Develop field use booking guidelines that prevent overuse of natural turf fields.
- Promote information to field users about the Park Use Code of Conduct and the Richmond Parks web site.

Action	Responsibility	Expected Outcomes	Timeframe
Install signs on Richmond athletic parks that promote the Field Users Code of Conduct to control the actions of field users on Richmond parks.	P	Safe and respectful use of community sports facilities. Few complaints from residents who live adjacent to field sport facilities.	Fall 2006 & Spring 2007
Provide field user groups with playbooks and red card/yellow card handouts to be used for communicating field use information to sports field user groups.	P	More awareness by field users of facility use Code of Conduct and field booking guidelines.	Spring 2007 & ongoing
Develop a marketing plan to encourage greater use of artificial turf fields during the Spring/ Summer months.	P	Relocate some adult Spring/Summer field sports activities onto artificial turf to rest and regenerate natural turf fields.	Spring 2007
Develop standards of play (i.e. the number of hours/week of games and practices/team) for each level of field sport.	P & RSG's	Accurate calculation of current and future demands for new fields.	Fall 2007
Research and write revised sport field allocation procedures that clarify which field user groups or activities get priority booking status.	P, RSC and RSG's	Adopt a new set of guidelines that clearly articulate the priority of field allocation in Richmond.	Fall 2007
Develop natural and artificial turf booking guidelines for games and practices that dictate appropriate levels of use for the various types of field surfaces.	P & RSC	Appropriate utilization of these valuable community assets.	Fall 2008
Develop a system of monitoring field use to enforce park use guidelines and by-laws.	P	Safe and respectful use of community field sport facilities.	Fall 2008

## Goal #4 Partnerships

- **To encourage and facilitate innovative and cooperative partnerships for the delivery of outdoor field sports programs in the community.**

### Objectives:

- Encourage stewardship partnerships with Richmond sport field user groups.
- Encourage individuals, groups and businesses to contribute financially towards the development and/or maintenance of future field sport programs.
- Facilitate opportunities for training coaches, officials and field sport athletes.
- Facilitate partnerships with various agencies to develop sport activities for groups currently not being served by existing community field sport programming.

Action	Responsibility	Expected Outcomes	Timeframe
Work with School District # 38 to ensure that community and school field sport needs are being met on school facilities that are critical to the community sport program.	P, RSC & RSD	Improve quality of school fields for community field sport groups.	Ongoing
Develop home field stewardship partnership agreements between the City and affiliated field sport groups, which will outline maintenance levels and which would allow groups to build or upgrade their allotted fields/diamonds and other park amenities to a higher standard desired by the field users.	P & RSG's	Increase the quality of field sport facilities in the community by allowing some groups to build or upgrade facilities to a premier level or higher.	Summer 2006
Develop an inventory of current groups that provide stewardship services for existing park facilities and amenities.	P	Better information for justifying field sport Capital development budget priorities.	Summer 2006
Communicate the City's process for community initiated Capital projects to Richmond field sport groups.	P, RSC & RSG's	Greater contribution of funding from sources other than local taxes.	Spring 2007
Partner with various agencies to help facilitate field sport activities for groups currently not being served by existing community field sport programming.	P	Increased participation in field sport activities.	Fall 2008
Develop an adopt-a-park gift program/ corporate sponsorship program that encourages individuals, groups and businesses to contribute financially towards the development and/or maintenance of future field sport facilities.	P & RSC	Increased funding for sport field development in Richmond.	Fall 2009
Facilitate educational sessions on coaching, officiating and enhancing sport performance.	P & RSC	Increase knowledge and skills of sport administrators, coaches, officials, volunteers and athletes.	Annually

## Goal #5 Advocacy for Future Field Sport Facilities

- To ensure field sport development in Richmond is integrated with the City's economic, tourism and official community plans.

### Objectives:

- Acquire adequate park land to meet the future field sport demands.
- Include field sport initiatives in the City's economic, tourism and community development plans.

Action	Responsibility	Expected Outcomes	Timeframe
Ensure that current and future community sport field needs are identified in the City of Richmond Capital Budget processes.	P & RSC	Adequate land resources are acquired to accommodate current and future field sport demands.	2006 and beyond
Connect with various City departments to advance the need for including field sport initiatives in future economic, tourism and community development plans.	P & RSC	Get the resources needed to build capacity of outdoor field sport facilities including tournament hosting complexes and services.	Spring 2008
Work with other agencies such as the Richmond Chamber of Commerce and Tourism Richmond to advocate including field sport initiatives in future tourism plans.	P & RSC	Field sport tourism initiatives get the community support and resources needed to build high quality tournament sites and services.	Spring 2008

## Goal #6 Economic Benefits of Sport Tourism

- To encourage and facilitate field sport tourism in Richmond.

### Objectives:

- Increase Richmond's capacity for hosting field sport tournaments.
- Support the development of a Richmond sport tourism policy.
- Provide incentives that encourage field users to host tournaments.
- Partner with groups and agencies to facilitate the growth of field sport tournaments.

Action	Responsibility	Expected Outcomes	Timeframe
Ensure that sport tourism facility development strategies are included in Richmond's parks, recreation, tourism and economic development plans.	P & RSC	Plan and build new outdoor sport facilities with amenities and resources needed to make them high quality tournament friendly facilities.	Ongoing
Develop "tournament friendly" field sport facilities which can host a variety of field sport tournaments and high calibre competitive events.	P	Provide tournament sites which have the amenities needed for hosting tournaments e.g. spectator seating, concessions, changerooms and indoor social gathering facilities.	2006 and beyond

Subsidize tournaments by providing reasonable tournament fees and charges for field rental and site setup/cleanup services and assistance with tournament promotion, bid preparation and organization.	P	Increase in the number of field sport tournaments hosted in Richmond.	Fall 2006 and beyond
Inventory what field sport tournaments are currently taking place, identify what opportunities exist now and in the future and review on an annual basis.	P & RSC	Plan strategies to increase field sport tournaments in Richmond.	Winter 2006 and beyond
Contact Tourism Richmond and Richmond Chamber of Commerce to discuss field sport tourism initiatives including assistance with tournament bid preparation and tournament hosting grants.	P & RSC	Joint initiatives to increase sport tourism in Richmond.	Fall 2007
Collect management decision making information on field sport tourism participation and spending levels, and prepare an annual report to Council on the values of sport tourism initiatives to the community.	P & RSC	Promote the value and benefits of investing in field sport tourism initiatives.	Spring 2008
Inventory field sport special event organizers and volunteers.	P	Maintain a list of community volunteers that can be asked to assist with hosting field sport tournaments and other large civic events.	Spring 2008
Continue ongoing planning for the design/development of a multi-sport tournament complex in Richmond as per the PRCS Master Plan.	P & RSC	Provide a premier field sport tournament complex for Richmond.	by 2011



## Goal #7 Community Consultation

- **To provide opportunities for community field sport groups to provide input into future field sport strategies, policies, procedures and budget priorities.**

### Objectives:

- Involve Richmond field sport groups in policy, procedure or facility changes that will effect them.

Action	Responsibility	Expected Outcomes	Timeframe
Provide the opportunity for Richmond outdoor field sport groups to provide input into future field sport capital budgets through the Community Initiated Capital Process.	P, RSC & RSG's	Greater community input into Capital Budget priorities.	Summer 2006 and beyond

## Goal #8 Evaluation

- **To monitor, evaluate and report back on the Field Sport Playbook for Action.**

### Objectives:

- To monitor the progress made by City staff and various community partners in accomplishing Playbook For Action goals, objectives and actions.

Action	Responsibility	Expected Outcomes	Timeframe
Gather management decision making information on field sport participation levels for preparation of an annual report on field sport usage to the Parks, Recreation and Cultural Services Committee and Council.	P	More awareness of the scope and value of field sport participation by civic leaders and community residents.	Fall 2006 - ongoing
Review the Richmond Field Sport Strategy with the Richmond Sports Council on an annual basis to evaluate progress in achieving strategic goals, objectives, actions and outcomes.	P & RSC	Evaluate and revise the Field Sport Strategy on a regular basis.	Annually
Review the Field Sport Strategy Playbook for Action with the Parks, Recreation and Cultural Services Committee annually.	P & RSC	Evaluate and revise the Field Sport Strategy on a regular basis.	Annually



