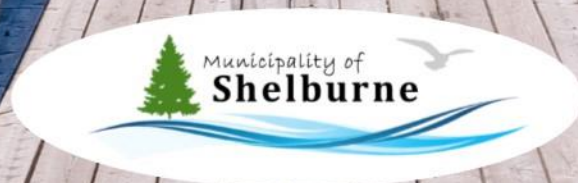


Recreation Strategic Plan

Municipality of the District of Shelburne

2019-2021



Cover photo: Sable River Bridge located on the Tom Tigney Trail, Sable River

Recreation & Parks Department, Municipality of the District of Shelburne, 2018
Facebook/Shelburne Municipal Recreation & Parks
www.municipalityofshelburne.ca

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Introduction

The Municipal Recreation & Parks Department developed a Strategic Plan to advance recreation in the Municipality. The Strategic Plan will provide direction outlining goals and priorities for the Recreation Department to work towards achieving; looking ahead but also looking at what is currently being done and what has been done in the past. The Strategic Plan aligns with Municipal, Provincial and Federal priorities (i.e. Municipal: Integrated Community Sustainability Plan; Federal: Pathways to Wellbeing – A Framework for Recreation in Canada; and Provincial: Shared Strategy for Advancing Recreation in Nova Scotia). This will be useful for decision making, evaluating progress and adapting approaches moving forward. The Plan is based on research, evidence and community input and needs that are specific to the Municipality.

New Definition of Recreation

Recreation has previously been defined and measured on the basis of providing quality opportunities. However, over time there has been a shift to a greater emphasis on outcomes. As a result, the National Framework for Recreation in Canada (2015) has defined recreation as:

The experience that results from freely-chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhances individual and community wellbeing.

This new definition was fully embraced by the Shared Strategy for Advancing Recreation in Nova Scotia (2015). Likewise, it has been assumed for the Recreation Strategic Plan.

Vision

Municipality of the District of Shelburne is a community where all citizens are participating in and contributing to meaningful, enjoyable, accessible recreation opportunities, that nurture individual and community well-being and inviting, sustainable places and spaces.

Mission

The Recreation Department exists to achieve acceptable results in the following areas:

- quality and quantity of volunteers
- opportunities for older persons
- accessible opportunities for all ages
- capacity of community volunteer organizations
- leadership development
- youth leadership development
- quality of facilities, spaces, places
- accessible facilities
- physical activity levels
- inclusion
- awareness of benefits and opportunities
- participation in recreation opportunities
- participant and citizen safety
- customer satisfaction
- citizen engagement
- quality staff
- quality partnerships
- outdoor recreation

Priority Goals

Priority Goal 1: Recreation Opportunities

To maintain existing opportunities for all ages.

To increase recreation opportunities for youth and older adults/seniors.

To promote Active Living.

Priority Goal 2: Inclusion and Access

To decrease barriers that constrain recreation participation.

To improve access to recreation for populations that face constraints.

Priority Goal 3: Connect People with Nature

To increase opportunities for connection with nature.

Priority Goal 4: Supportive Environments

To improve physical and social environments that encourage participation in recreation and build strong, caring communities.

Priority Goal 5: Recreation Capacity

To contribute to the continued growth and sustainability of the recreation field.

Priority Goal 1: Recreation Opportunities

To maintain existing opportunities for all ages.

To increase recreation opportunities for youth and older adults/seniors.

To promote Active Living.

Priority 1.1

Maintain existing recreation opportunities

1. Afterschool programs – After the Bell, Kids in Motion, Run Jump Throw
2. Summer programs
3. Swim lessons
4. Try-it sessions and clinics – Kayak, canoe, archery, geocaching
5. Special events – Outdoor movies, Lobster Festival, Founder’s Days
6. Adult/Seniors programs – Art Happening, Learn to Skate
7. Preschool programs – Active Start Basketball

Priority 1.2

Increase opportunities for seniors

1. Explore Indoor walking program
2. Explore Steps 2 Connect program
3. Offer a Seniors Games Day
4. Provide support to community senior based initiatives (i.e. funding contributions)
5. Continue partnership with Senior Safety Services
6. Continue to build and strengthen relationships with senior based organizations

Priority 1.3

Increase opportunities for youth

1. Offer Open Facility night at SRHS
2. Explore Youth art program
3. Offer Outdoor Try-Its – camping, hiking (i.e. at Kejimikujik Seaside Adjunct)
4. Utilize SRHS Community Use Enhancement Fund to offer youth related opportunities at SRHS

Priority 1.4

Promote active living

1. Maintain the MPAL (Municipal Physical Activity Leadership Program) partnership with Town of Shelburne, Town of Lockeport and Department of Communities, Culture & Heritage
2. Collaborate with Physical Activity & Community School Coordinator to offer physical activity opportunities
3. Renew the Physical Activity Strategy (Municipality of Shelburne, Town of Shelburne, Town of Lockeport)
4. Integrate physical activity into programs based on program goals, time restrictions, location, participants, etc.
5. Develop active living supportive policy

Priority Goal 2: Inclusion and Access

To decrease barriers that constrain recreation participation.

To improve access to recreation for populations that face constraints.

Priority 2.1

Increase participation in recreation programs

1. Recruit qualified and trained staff
2. Provide training to staff and volunteers
3. Build positive relationships with families of individuals with disabilities
4. Maintain relationships with related service providers and organizations
5. Continue to offer the Adaptable Recreation Equipment Loan Program
6. Pilot two-year free programs demonstration project

Priority 2.2

Increase accessibility to recreation facilities

1. Complete accessibility audits for Municipal parks and trails
2. Prioritize upgrades to facilities and pursue funding
3. Consult with designers and planners that specialize in accessibility
4. Engage stakeholders in design process

Priority 2.3

Develop signage that meets guidelines for accessibility

1. Design signs for Municipal parks, trails and interpretive sites that follow accessibility guidelines
2. Install new signage at parks, trails and interpretive sites

Priority 2.4

Contribute to the Municipal Accessibility Plan

1. Work with other municipal departments to develop plan

Priority 2.5

Maintain the Kids Fair Play Fund program

1. Promote the program to the public (i.e. online, social media and connect with recreation organizations)
2. Determine ways to fundraise to replenish and maintain funds

Priority 2.6

Implement Inclusion Policy

1. Implement key inclusion policy actions
2. Identify and deliver inclusion training
3. Include stakeholders in planning
4. Review and update the policy in 2020

Priority Goal 3: Connect People with Nature

To increase opportunities for connection with nature.

Priority 3.1

Increase public awareness of outdoor recreation opportunities

1. Create promotional materials (i.e. parks and trails brochure and videos)
2. Social media campaign on the benefits of being outdoors
3. Promote SouthShoreConnect.ca and maintain up to date records
4. Maintain Beach Stewardship signs at Roseway Beach and Louis Head Beach

Priority 3.2

Offer opportunities for people to experience nature

1. Offer a variety of outdoor education activities (i.e. kayak try-it sessions, canoe clinics, family recreation day, trail walks)
2. Explore partnerships with other organizations to deliver outdoor education activities
3. Explore including outdoor based activities in existing programs (i.e. summer programs, after school programs)
4. Continue to offer Equipment Loan Program (i.e. snowshoes, Nordic walking poles, hippocampe)
5. Develop an outdoor experiences campaign

Priority 3.3

Develop Qualified Outdoor leaders

1. Seek professional development opportunities for recreation department staff that align with department and Municipal priorities
2. Train recreation staff in specialized areas (i.e kayaking, hiking, archery, Re-Connecting to Nature workshop, others)
3. Develop and promote a community leadership fund

Priority Goal 4: Supportive Environments

To improve physical and social environments that encourage participation in recreation and build strong, caring communities.

Priority 4.1

Increase access to existing Municipal trails

1. Explore new parking spaces for trails at Jordan River trail, Roseway River trail and Tom Tigney trail
2. Launch the new Parks & Trails brochure
3. Develop and install new trail signage that meets accessibility guidelines for signs

Priority 4.2

Maintain existing Municipal recreation infrastructure

1. Assess potential repairs and associated costs of Municipal trail bridges (Roseway River West Bridge, Tom Tigney Bridge and Jordan River Bridge)
2. Develop multi-year plan for bridge repairs and begin implementation
3. Complete transfer of ownership of the Sable River Footbridge from TIR to MDS
4. Continue regular parks and trails maintenance
5. Develop a Municipal Recreation Facilities Operation & Maintenance Policy
6. Continue to support the Shelburne County Arena (board and operations)

Priority 4.3

Explore the development of recreation infrastructure and community stewardship

1. Accessibility upgrades to Welkum Park and Jordan Youth Park
2. Shelburne County Beach Stewardship Group support
3. Public boat launch site(s)
4. Motorized use of Jordan River Trail
5. Expansion of Roseway River Trail
6. Accessible fishing site
7. Dog park

Priority 4.4

Build relationships to foster positive social environments for underrepresented populations

1. Maintain current relationships with stakeholders from persons with disabilities, mental health and low-income
2. Explore a new relationship with the First Nations community; identify local stakeholders and connect with them to determine needs and potential recreation opportunities

Priority 4.5

To ensure quality and safe recreation programs, services and facilities

1. Evaluate programs to identify areas of success, improvement and opportunity
2. Consult stakeholders on special projects
3. Implement risk management plans for programs and facilities
4. Continue to implement Recreation Department policies

Priority Goal 5: Recreation Capacity

To contribute to the continued growth and sustainability of the recreation field.

Priority 5.1

Provide support to volunteer groups

1. Assist with grant applications, board governance advice and connect groups to learning opportunities
2. Continue to partner with other municipal units and the Shelburne Community Business Development Centre to offer volunteer training opportunities
3. Promote regional and provincial training opportunities
4. Promote funding opportunities to volunteer groups and organizations (i.e. municipal, regional, provincial and federal grants)
5. Continue to partner with Town of Lockport and Town of Shelburne to offer the Eastern Shelburne County Volunteer Recognition Banquet.
6. Provide assistance, direction and resources to local champions that support the advancement of recreation

Priority 5.2

Continue to offer the Youth Leadership Program

1. Recruit youth from SRHS and LRHS each year
2. Offer training and mentorship to program participants
3. Provide opportunities for volunteering and skill development

Priority 5.3

Recreation Staff Professional Development

1. Seek professional development opportunities for recreation department staff that align with department and Municipal priorities
2. Train recreation staff in required areas (i.e. First Aid, High Five) and specialized areas (i.e. special needs, Swim Instructor, Mental Health First Aid)

Priority 5.4

Engage stakeholders to review the Recreation Strategic Plan

1. Review and revise Recreation Strategic Plan annually

Appendix I

Summary of steps taken to develop the strategic plan:

1. Municipal Recreation Department commitment to develop strategic plan (Fall 2017)
2. Collected and reviewed documents (Fall 2017)
3. Consulted with Dept. of Communities, Culture & Heritage South Shore Rep (Fall 2017)
4. Created a community profile (Fall 2017)
5. Developed a strategic plan vision and mission (Jan 2018)
6. Developed and launched a public survey (Jan 2018)
7. Held a strategic planning consultation session with the Recreation & Parks Advisory Committee (Feb 2018)
8. Developed and launched a youth survey (Mar 2018)
9. Held two public consultations (May 2018)
10. Developed goals and priorities (Sept 2018)
11. Reviewed draft strategic plan with Recreation & Parks Advisory Committee (Nov 2018)
12. Strategic Plan approved by Council (Dec 2018)

Appendix II

Rational for Priority Goals Matrix

	Public Meetings	Public Survey	Youth Survey	PA Citizen Survey	RPAC SWOT Analysis
Priority Goal 1: Recreation Opportunities	✓	✓	✓	✓	✓
Priority Goal 2: Inclusion and Access	✓	✓		✓	✓
Priority Goal 3: Connect People with Nature	✓	✓	✓		✓
Priority Goal 4: Supportive Environments	✓	✓		✓	✓
Priority Goal 5: Recreation Capacity	✓	✓			✓

Appendix III

Documents reviewed in the development of the strategic plan:

1. Census Profile, Statistics Canada 2016
2. Shared Strategy for Advancing Recreation in Nova Scotia, Province of NS 2015
3. A Framework for Recreation in Canada: A Pathway to Wellbeing, Canadian Parks and Recreation Association 2015
4. Physical Activity Citizen Survey, Nova Insights Inc. 2017
5. Physical Activity Strategy (MDS, TOS, TOL), 2012
6. Community Health Plan, South West Nova Community Health Boards 2016
7. Report Card on Child and Family Poverty in Nova Scotia, Canadian Centre for Policy Alternatives 2016
8. Nova Scotia Health Profile, Province of Nova Scotia 2015
9. Report Card on Physical Activity for Children and Youth, ParticipACTION 2016
10. Canadian Survey on Disability, Statistics Canada 2012
11. Fast Facts about Mental Illness, Canadian Mental Health Foundation 2017
12. Mental Health and Addictions: Facts and Statistics, Centre for Addiction and Mental Health 2017
13. Mental Health in Atlantic Canada: A Snapshot, Public Health Agency of Canada 2012
14. Recreation without Borders, Canadian Parks and Recreation Association 2004

Appendix IX

Graphic Art Recordings from Public Consultation Meetings

Public Meeting #1



Public Meeting #2

