

Report to Council



Date: October 23, 2017
File: 0610-51
To: City Manager
From: Doug Nicholas, Sport & Event Services Manager
Subject: Community Sport Plan Progress Report

Recommendation:

THAT Council approves in principle the proposed focus areas as outlined in the report from the Sport and Event Services Manager, dated October 23, 2017 in developing the draft Community Sport Plan.

Purpose:

To provide Council with an update of the activities related to the development of a Community Sport Plan and to seek Council's agreement for the proposed focus areas as a basis for the draft Community Sport Plan.

Background:

The City of Kelowna's Sport and Event Services Department delivers a broad spectrum of activities, programs, and services to the residents of Kelowna. Within this department, the sport development staff team provides support to local sport groups with a focus on facility and organizational needs. The team works closely with other City departments and associations to ensure local sport organizations are properly equipped with suitable facilities and provided with support to enhance organizational viability and sustainability.

In 2016, Council approved the development a Community Sport Plan that would support sport development initiatives, guide decision making and provide direction for strategic leadership of a robust local sport system. City staff, along with key local stakeholders and a consultant team, began work on the Plan in February 2017 and are now midway through the development process. Council was provided an update on the progress, and additional background information, through a morning workshop on April 10, 2017 (Appendix A), that highlighted the Canadian Sport for Life Model, its

connection with a Community Sport Plan, and the key activities and milestones involved with the development of the plan. Since that time, the following work has been completed:

Forming Project Steering Committee

A Community Sport Plan Steering Committee (CSPSC) was established to provide advice and direction to staff during the process for completing the Community Sport Plan. The CSPSC's membership represents a wide range of groups from various sectors in the community including sport, recreation, health and education. Terms of reference were established that outline the parameters of the project and provide clarity on the roles and responsibilities of the Committee (Appendix B).

Conducting System Review

An environmental scan was undertaken that involved the collection and review of considerable data and information, including: City of Kelowna studies, reports, plans; Municipal sport policies, tourism strategies and facility/park plans; demographic information; health and sport research; baseline sport and physical activity statistics, sport hosting activities, facility supply/demand ratios and more.

Engaging Community & Stakeholders

A Local Sport Organization (LSO) Self-Reporting Tool was developed to collect information on the organizational health and strength of LSOs and determine how the City might improve its efforts to assist LSOs effectively deliver sport programs within the community. The survey's design was based on the principles of the LTAD framework and was completed by over sixty (60) LSOs as part of the data collection process for the Plan.

Interviews were conducted with nine (9) groups of stakeholders with an interest in Kelowna's sport community. In some cases, the interviews involved stakeholders from organized sport groups while in others they were simply grouped together because of their like areas of expertise. During each interview, participants were asked to comment on topic areas that will be important to deliberations in the development of Kelowna's Community Sport Plan. Participants were also given latitude to provide information they felt would be important to the success of the Plan.

A Community Town Hall was hosted on October 16, 2017 to share the initial findings from the system review with the local sport community, sector representatives and community members at large. Participants were invited to discuss the proposed focus areas for the draft Community Sport Plan as outlined in the initial findings report and provide input on the vision, goals and strategic directions of a Community Sport Plan.

Initial Findings:

Based on the data collected in the system review process, a summary report (Appendix C) was produced that provides the key initial findings for further analysis and discussion. The findings from this report have been shared with the Steering Committee and local sport community members, and will be used to assist with the assessment of appropriate strategic directions and implementation action items that will be articulated by the Plan. The information, data and statistics presented in the report were divided into five (5) sections:

1. Long-Term Athlete Development (LTAD)

Science, research and decades of experience all point to the same thing: kids and adults will get active, stay active, and even reach the greatest heights of sport achievement if they do the right things at the right times. This is the logic behind the Long-Term Athlete Development framework and a key element of the Canadian Sport for Life (CS4L) movement.

2. Kelowna's Demographics & Trends

Kelowna is a rapidly growing community, noted in the most recent census data as the fastest growing Census Metropolitan Area (CMA) in British Columbia. By all accounts, Kelowna is poised for continued growth in most areas that will influence the Community Sport Plan. The challenge will be to harness the energy, opportunities and latent potential from within the community to achieve the Plan's key objectives.

3. Kelowna 10-year Sport-Action Plan

In 2003, the Kelowna 10-Year Sport Action Plan was developed as a staff tool to engage the sport community and support sport development efforts. The collaborative process was led by an independent consultant and involved forty (40) unique locally-based sport groups. The planning process resulted in the development of a three (3) pillared approach to developing a more robust sport community within the City. The plan's pillars were: grassroots sport development; pre-elite and elite sport performance; and, sport tourism. Progress has been accomplished in implementing many of the recommended action items.

4. Local Sport Organization Input

The Local Sport Organization Self-Reporting Tool was completed by sixty-two (62) sport organizations that cater to the sport and physical activity interests of adult and youth participants in the community. The impressive response rate (78% of organizations affiliated with S&E Services) ensures that the input provided represents valuable insights into important areas of focus that could be addressed by the Sport Plan. A list of the LSOs that participated and a full summary of their responses is provided in the Initial Findings Report (Appendix C). Some of the key findings included:

- Sport participation (athlete & coach) has increased at a rate that surpasses Kelowna's population growth
- Participant growth is resulting in various facility challenges and lack of capacity issues.

- LSOs have a desire to become increasingly more unified and strategic in their ongoing development activities.
- LSOs are fully prepared to adopt CS4L & LTAD principles but are often limited in doing so due to a lack of understanding of the models' concepts (know-how) and the effective use of resources.
- While most LSOs are registered with their provincial sport organization (PSO) many are disconnected from their PSO from an operational and administrative perspective.
- LSOs are seeking opportunities to establish "physical home bases of operations" rather than a virtual existence which is sometimes referred to as "kitchen table offices".

5. Targeted Stakeholder Interviews

Interviews were conducted with nine (9) groups of stakeholders with an interest in Kelowna's sport community. The stakeholders were grouped together based on their like areas of expertise and included: Tourism and Events; Sports and Culture; Arena Advisory Group; Sportsfields Advisory Group; Aquatics Advisory Group; Recreation; Post-secondary School Education; Primary and Secondary School Education; and Health. Each group was asked to comment on four (4) areas related to sport in our community: what is working well; what needs improvement; what are the barriers to improvement, and, what are the priorities/goals. A list of the participants in each group and a full summary of their responses is provided in the Initial Findings Report (see Appendix C). Some of the notable responses included:

- Relationships between the City and LSOs are healthy and improving as a result of planned initiatives and a focus by the City on nurturing local sport opportunities.
- Many LSOs are limited by governance issues and a singularity of focus. In certain cases, their energies are restricted to developing more participation within their own sport rather than contributing to the larger sport picture.
- The City could use its allocation policy to influence LSOs – to encourage multi-sport participation or to adopt the Sport for Life model
- Increased demand is putting pressure on the City's current inventory of facilities and much of the current facility supply is aging.
- The Health sector has not liaised well with Sport and does not seem to be aware of the role that sport plays in developing healthy active children and families.
- It is difficult to access SD23 facilities – the City needs a more fulsome agreement with SD23 for greater access to gyms and sport fields.

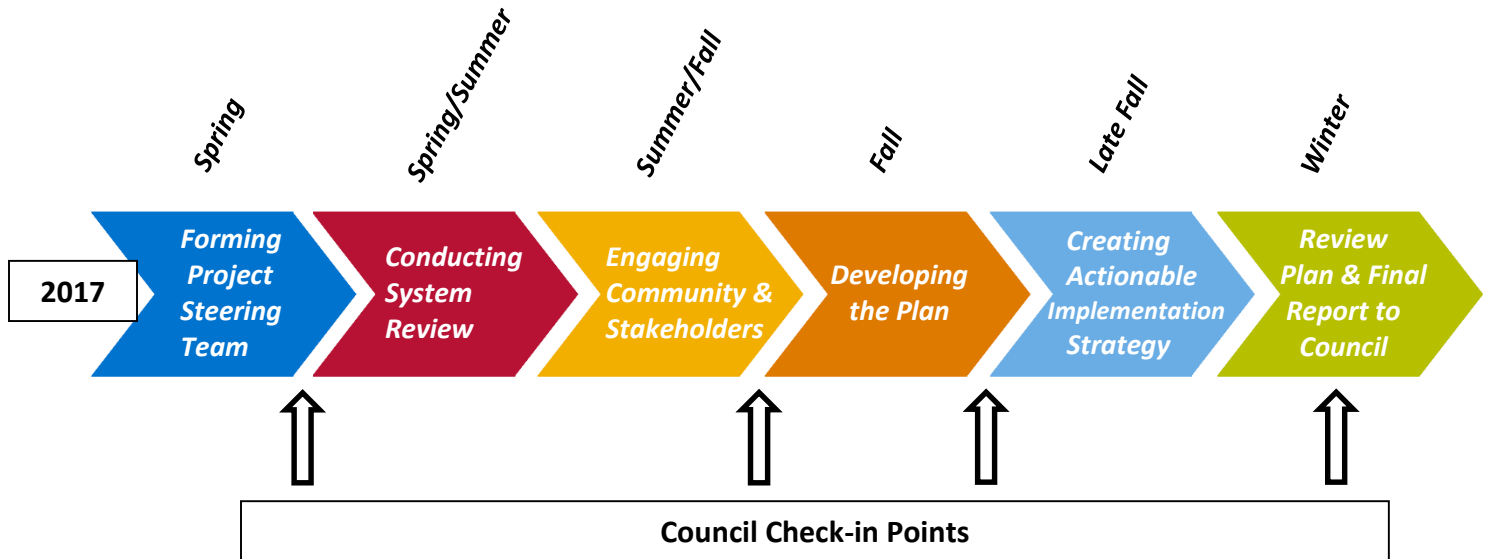
Proposed Focus Areas:

The next phase of the project is "Developing the Plan" (see timeline below). This phase will take place over the next month (November) and will involve analysis of the initial findings and further deliberation on the proposed focus areas, which include:

- Increased participation in sport & physical activity for all ages
- Quality, inclusive programs and services at all stages of the CS4L continuum

- Strengthened interaction and collaboration between sport delivery agencies and allied partners
- Exceptional facilities for sport participation and performance initiatives
- Strategic approach to municipal investment and resource allocation to sport
- Sport tourism infrastructure that supports strategic bidding and hosting of events
- Balanced schedule of competitive, training and recreational uses in City facilities

Anticipated completion of the Community Sport Plan project is slated for December 2017 and the final Plan and implementation strategy will be shared with Council early in the new year (2018).



Internal Circulation: Divisional Director, Active Living & Culture; Communications Manager; Communications Advisor

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

External Agency/Public Comments:

Communications Comments:

Alternate Recommendation:

Submitted by:

D. Nicholas, Sport & Events Development Supervisor

Approved for inclusion by:

J. Gabriel, Divisional Director, Active Living & Culture

Attachments: Appendix A – CS₄L/CSP Council Report
Appendix B – Steering Committee Terms of Reference
Appendix C – Initial Findings Report
CSP Presentation

Cc: Divisional Director, Corporate Strategic Services