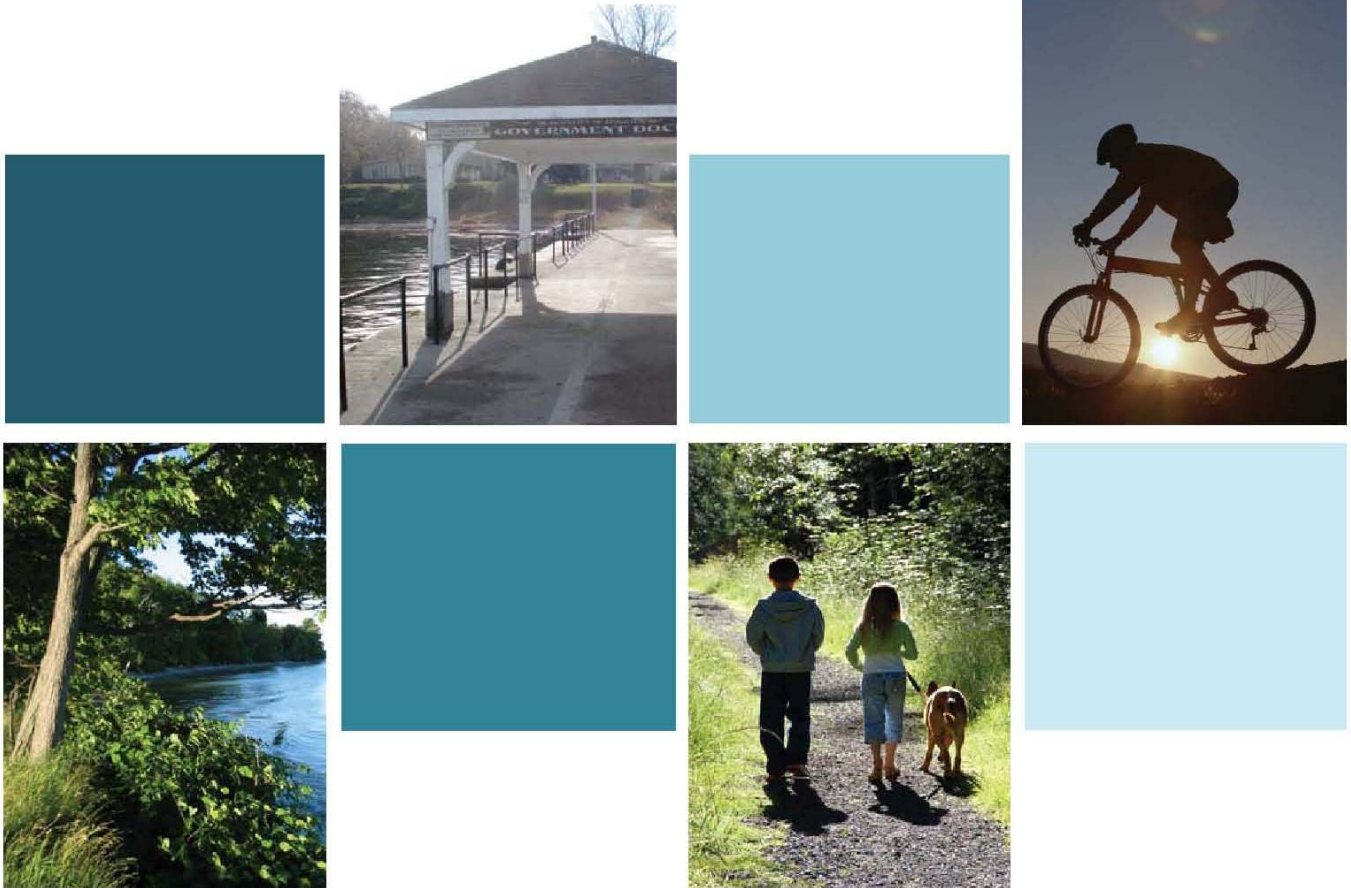


Volume 1: Background Report



Vision for Recreation, Trails and Green Space



mehak, kelly & associates inc.

September 13, 2010

Municipality of Brighton

Vision for Recreation, Trails and Green Space

Volume 1 – Background Report

Submitted by:

Dillon Consulting Ltd.

Mehak, Kelly & Associates Inc.

Vol. 1 of 2

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1.0 Introduction

Volume 1: Background Report to the Vision for Recreation, Trails and Green Space sets the current context for the Municipality of Brighton, and provides information relevant to understanding the recommendations and strategies presented in Volume 2: The Vision Plan.

The report includes a socio-demographic profile of the Municipality of Brighton, inventories of parks, green spaces, trails, recreation facilities and programs, and a summary of the local recreation service delivery system. It discusses considerations for future service development which are further expanded on in the Vision Plan. The report also details the study's approach to the public participation program, in terms of overall method and consultation tools, and summarizes comments received.

The report is presented under the following major headings:

- **Community Context**
- **Parks and Recreation Infrastructure and Programs**
- **Parks and Recreation Services Delivery**
- **Trends in Activity Levels, Participation, and Parks, Trails and Green Space**
- **Summary of Public Consultation**

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2.0 Community Context

2.1 Location and Setting

The Municipality of Brighton is located on Lake Ontario, is one of seven local municipalities that make up Northumberland County, and is the easternmost lakefront municipality in the County. The Municipality of Brighton was created in 2001 and resulted from the amalgamation of the Town of Brighton and the surrounding Township. As such, the Municipality now encompasses the urban area of Brighton, several small hamlets and a rural area. The Township of Cramahe is situated immediately to the west, and the Municipality of Trent Hills sits to the north. The City of Quinte West, formerly part of Hastings County, which includes the urban area of Trenton is located immediately east of Brighton. The closest large urban centre to Brighton is the City of Belleville which lies 36 km to the east.



Location of the Municipality of Brighton within Northumberland County

Referred to as the 'Gateway to Presqu'île', the Municipality of Brighton lies adjacent to the extensive Presqu'île Provincial Park, which extends as a series of linked islands and sand bars into Lake Ontario and includes beaches, unique habitat, nature trails and other visitor amenities. The Municipality encompasses a range of other natural environment parks and conservation areas, and an extensive and diverse shoreline on Lake Ontario. The Municipality's picturesque setting, together with the parks, historic landmarks and special events and activities, offers many attractions and destinations for residents and visitors.

Volume 1: Background Report**2.2 Socio-demographic Profile 2001 to 2006****2.2.1 Age Distribution Trends Brighton and Northumberland County**

As shown in Table 2.1, Brighton's population has aged since 2001, and reflects the general aging trend in Northumberland County. Between 2001 and 2006, all age groups in Brighton up to 54 years showed proportionate decreases, with 2006 percentages falling below County figures. Older age cohorts in Brighton displayed corresponding increases, with 2006 figures exceeding those of the County - particularly in the age group between 55 and 74 years. On balance, therefore, Brighton supports an older population than does the County as a whole.

Table 2.1: Age Profiles 2001 and 2006 Brighton and Northumberland County

Age Profile	Brighton 2001 9,450	Brighton 2006 10,255	Trend	Northumberland County 2006
% 0 - 4 years old	4.1	3.7	- declining in Brighton and lower than the County as a whole	4.4
% 5 - 14 years old	12.4	10.7		11.6
% 15 - 19 years old	6.6	6.0	- declining in Brighton and lower than the County as a whole	7.0
% 20 - 34 years old	44.3	13.0	- declining in Brighton and lower than the County as a whole	13.7
% 35 - 54 years old		28.8		29.8
% 55 - 74 years old	23.9	27.9	- increasing in Brighton and higher than the County in the oldest age groups	24.2
% 75 years and older	8.7	9.8		9.3

Source: Statistics Canada, 2001 and 2006 Census of Canada

2.2.2 Age Distribution Trends Brighton and Ontario

As shown in Table 2.2, all indicators for Brighton show a similar pattern relative to Ontario as to Northumberland County, although the rate of aging locally is much more evident when compared to the province. Older age cohorts in Brighton displayed 2006 figures that considerably exceeded those of the province.

Volume 1: Background Report**Table 2.2: Age Profiles 2001 and 2006 Brighton and Ontario**

Age Profile	Brighton 2001 9,450	Brighton 2006 10,255	Trend	Ontario 2006
% 0 - 4 years old	4.1	3.7	- declining in Brighton and lower than the Province as a whole	5.5
% 5 - 14 years old	12.4	10.7		12.7
% 15 - 19 years old	6.6	6.0	- declining in Brighton and slightly lower than the Province as a whole	6.8
% 20 - 34 years old	44.3	13.0	- declining in Brighton and lower than the Province as a whole	19.2
% 35 - 54 years old		28.8		31.1
% 55 - 74 years old	23.9	27.9	- increasing in Brighton and higher than the Province as a whole, particularly for those aged 55 to 75 years	18.3
% 75 years and older	8.7	9.8		6.4

Source: Statistics Canada, 2001 and 2006 Census of Canada

Table 2.3 summarizes recent population aging trends and shows that the decline in the youngest age cohorts in Brighton has been offset by a comparable increase in the oldest age categories. The relative difference between those 65 years of age and older locally and provincially in 2006 was 10% - attesting to a noticeably older population structure in Brighton than in communities across Ontario.

Table 2.3: Age Profile Summary Brighton 2001 and 2006

Age Profile	Brighton 2001	Brighton 2006	Trend	Ontario 2006
% 0 - 19 years old	23.1	20.4	2.7% decline in the 0-19 year old age group offset by 2.7% increase in those 65+ years of age in Brighton; considerably older population than the province as a whole	25.1
% 20 - 64 years old	56.5	56.3		61.4
% 65 years and older	20.5	23.2		13.5

Source: Statistics Canada, 2001 and 2006 Census of Canada

2.2.3 Population Characteristics Brighton, Northumberland and Ontario

Table 2.4 presents a number of key population characteristics for Brighton from the 2001 and 2006 Census of Canada, and compares the most recent figures to the 2006 Census data for the County and Ontario. Brighton's 2006 population was 10,255 representing an 8.5% increase over the 2001 figure of 9,450. Brighton was both the fastest growing and oldest of the three jurisdictions, based on 2006 statistics. Most of the indicators considered are consistent with an

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older and aging population - an increasing median age, a decline in the proportion of households with children, and declining labour force participation. These trends are clearly occurring at a faster rate in Brighton than Provincially and, for the most part, they are also leading County-wide movement in the same direction.

Table 2.4: Population Characteristics 2001 - 2006 Brighton, County Northumberland and Ontario

Census Indicator	Brighton 2001	Brighton 2006	County 2006	Ontario 2006	Trend
Population					
% growth since 2001	-	8.5	4.5	6.6	- growth, exceeding both County and Province
median age	42.7 yrs	46.5 yrs	44.8 yrs	39 yrs	- Brighton aging and oldest of the three areas
% speaking English most often at home	-	98	98	80	- similar to County; considerably larger uni-lingual proportion than the Province as a whole
% with English as mother tongue	93*	92	93	68	- relatively stable, about 25% higher than Province
% that moved between 2001 and 2006	36	43	36	41	- increasing in Brighton; larger than both the County and the Province
% of movers from other Ontario municipalities	-	58	56	30	- considerably more in-migration from other municipalities than Province-wide, and a slightly larger proportion than the County
Families and Households					
% of couple households with children	29	25	28	31	- declining in Brighton; smaller than County and Provincial proportions
% of couple households without children	40	43	37	28	- increasing in Brighton; larger than County and Provincial proportions
% of one-person households	20	22	23	24	- slight increase in Brighton; slightly less than County and smaller than Province
% lone-parent families	10	12	13	16	- slight increase in Brighton; slightly less than County and smaller than Province
median household income	\$44,116 (2000)	\$54,278 (2005)	\$55,802 (2005)	\$60,455 (2005)	- increasing in Brighton; slightly lower than the County median and less than the Province-wide figure

Volume 1: Background Report**Table 2.4: Population Characteristics 2001 - 2006 Brighton, County Northumberland and Ontario (cont'd)**

Table 2.4: Population Characteristics 2001 - 2006 Brighton, County Northumberland and Ontario (cont'd)					
Census Indicator	Brighton 2001	Brighton 2006	County 2006	Ontario 2006	Trend
Employment					
participation rate	57.2	56.8	61.4	64.1	- relatively stable in Brighton; below both County and Province
employment rate	53.6	52.7	57.7	60.7	- slight decrease in Brighton; below County and Province
unemployment rate	6.4	7.1	6.0	5.4	- slight increase in Brighton; above County and Province
Top Three Occupations					
% sales and service	26	26	24	23	- stable in Brighton; larger than in County and Province
% trades, transportation, equipment operations	20	19	18	14	- slight decrease in Brighton; comparable to County and lower than Province
% business, finance & administration	10 (4 th)	16	14	19	- increase in Brighton; exceeds County and lower than Province

Source: Statistics Canada, 2001 and 2006 Census of Canada *Language first learned and still understood

Data on language indicate that Brighton's population is noticeably less multi-cultural than that of Ontario.

Between 2000 and 2005, the median household income in Brighton increased by 23%. While the local median figure is less than that for Ontario, relatively fewer households in Brighton are supporting children than in the County and the Province as a whole. Locally, therefore, disposable income for leisure pursuits may be greater than the figures immediately suggest. This view is supported by 2006 Census data that show a considerably lower representation of people with low incomes after taxes in Brighton (4%) than province-wide (11%).

The Municipality of Brighton's website lists its top ten employers.¹ Of the total employees represented by the ten employers, the largest proportion (39%) works for the Kawartha Pine Ridge District School Board at schools located in Brighton. Similar proportions (14% and 15%) work for Sobeys and No Frills, respectively. Thirteen percent are employed by Agrium Advanced Technologies (Nu-Gro Ltd.). Smaller proportions work for Archer's Poultry Farms, the Municipality, Dresser Wayne Canada, Al Vandelaan Building Supplies and Cole's Building Supplies.

The Municipality's website lists the number of new dwellings added to supply² between the years 2002 and 2007. Units totaled 680 and represented an 18% increase over the 2001 total private dwelling count in the 2001 Census (3,883). Building permit activity, as noted on the website, shows that - with the exception of 2003 - the total value of residential building permits increased each year between 2002 and 2007. The total value of commercial and

1 No date

2 Table entitled "Residential Construction Activity"

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industrial building permits during this same period peaked in 2004. On balance, therefore, Brighton appears to be particularly attractive as a residential community to older adults - many of whom are migrating from other Ontario municipalities.

2.3 Current and Future Population

At the last census count in 2006 the Municipality of Brighton population was estimated at 10,255 persons.

Population projections and density targets for the Municipality of Brighton have been determined by the Province and the County of Northumberland through the Northumberland Growth Management Study (NGMS). This document forecasts a population target of 11,813 residents by 2031 assuming a provincial policy framework which limits growth within the County of Northumberland and its member municipalities³.

However forecasting undertaken for the Municipal Official Plan Final Draft (July 13, 2010)⁴ using historic trends indicates that the Municipality may reach a population of 14,942 residents by 2031, an increase of 4,689.

For the purposes of the Vision Plan the higher number has been used to extrapolate an estimated 2010 population figure to represent the current population required for the purposes of calculating existing supply, and a 2021 population figure which reflects the planning horizon for the purpose of the needs assessment. The methodology is noted below:

4,689 more residents by 2031 = an average annual growth rate of 187.5 people (4,689 people/25 years from 2006), therefore:

- **2010** population = 10,255 (2006 Census) + 750 (187.5 p/p/yr x 4 yrs.) = **11,005**
- **2021** population forecast = 10,255 + 2,813 (187.5 x 15 years) = **13,068**

In keeping with both local and broader trends, the Municipality's population will continue to age. At the same time, employment in Brighton is expected to increase by about 750 positions between 2009 and 2018,⁵ which will also result in the formation of additional working households with children.

2.4 Summary and Conclusions

Based on 2006 Canada Census data, the Municipality of Brighton is the third largest of seven municipalities in Northumberland County. With an 8.5% increase in population from 2001 to 2006, Brighton's growth rate exceeded that of both the County and the Province, and it was the oldest of the three jurisdictions. An increasing median age, a decline in the proportion of households with children, and declining labour force participation points to an older an aging population province-wide. These trends are clearly occurring at a faster rate in Brighton than Provincially and, for the most part, they are also leading County-wide movement in the same direction. With its lakeside setting, Brighton appears to be particularly attractive as a residential community to older adults migrating from other Ontario municipalities. This trend

³ Municipality of Brighton Official Plan Section 3.1.1 (p. 18)

⁴ Municipality of Brighton Official Plan Section 3.1.1 (p. 18)

⁵ Hemson Consulting Ltd. Development Charges Background Study. July 2009. p.17

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will influence requirements for recreation, health services, schools and other community functions. However, it is also of note that growth occurring in the City of Quinte West is expected to have an impact on growth in the Municipality of Brighton, largely attributed to the multi-million dollar expansion of the Canadian Forces Base at Trenton⁶. The Brighton Official Plan encourages a range and mix of housing, and employment opportunities to maintain a balanced demographic profile.

Data on income suggest that Brighton is a relatively affluent community, when compared to the County and the Province. Between 2000 and 2005, the median household income in Brighton increased by 23%. A median income figure that is lower than both the County's and the Province's appears to be offset by larger proportions of households in Brighton supporting children. Locally, therefore, disposable income for leisure pursuits may be greater than in the other jurisdictions. This view is supported by 2006 Census data that show a considerably lower representation of people with low incomes after taxes in Brighton (4%) than Province-wide (11%).

Similar to the County, Brighton supports a noticeably less multi-cultural population than the Province as a whole, suggesting limited local demand for ethno-culturally based leisure services.

Brighton's population will increase to approximately **13,068** by 2021. In keeping with both local and broader trends, the Municipality's population will continue to age. At the same time, increasing employment opportunities in Brighton will result in the formation of additional working households with children.

These findings suggest the following considerations for future parks and recreation services in the Municipality of Brighton:

- ***Ensuring that recreation services meet the needs and interests of all age groups and types of households.*** The presence of a large, and growing, proportion of older adults in the community will require services that respond to the needs of seniors ranging from young to old. To support and maintain a balanced demographic profile as envisioned by the Municipal Official Plan, however, it will also be important to address the recreation needs of children, youth, young adults and families.
- ***Providing high quality, state-of-the-art facilities and services.*** While this approach is now the norm for municipal recreation services, the relative affluence of Brighton's population suggests that expectations regarding the types, levels and quality of services will be particularly high.
- ***Facilitating equal access to recreation services for lower income earners.*** Despite indicators that Brighton's residents are relatively financially secure, the interests of lower income earners must still be factored into future service provision to ensure that all residents have comparable access to opportunities for recreation.
- ***Monitoring population growth to identify possible changes that will influence service demand.*** Changes in the ethnic composition of the GTA's population suggest the need to anticipate comparable shifts in local population over the long-term.

⁶ Municipality of Brighton Official Plan Section 2.3.1 (p. 11)
Dillon Consulting Ltd.

Volume 1: Background Report**3.0 Parks and Recreation Infrastructure and Programs****3.1 Introduction**

This section reviews the current supply and use of parks, trails, green space and recreation facilities in the Municipality of Brighton.

3.2 Parks, Green Space and Trails**3.2.1 Supply**

In keeping with the inventory information provided by the Municipality and its current practice 'parks' in this report refers to open spaces that are designed and maintained to provide facilities for active sports, recreation and community social events. 'Green space' refers to: open spaces that are designated to support/enhance biological ecosystems while providing community access to natural environments; small parcels of non-park open space. Green space contributes to promoting the health of natural systems and, at the same time, may or may not support unstructured, low-impact uses. 'Trails' comprise all on and off-road paths/trails throughout the Municipality that contribute to a network, and which are available for public use. Table 3.1 summarizes the supply of parks, green space and trails in Brighton, which is illustrated on Figure 1 (Municipality of Brighton) and 2 (Brighton Urban Area).

Table 3.1: Summary of Parks, Green Space and Trails

Name/Location	Size (acres)	Size (hectares)	Length (km)	Notes
Municipal Parks				
Anne Street Park	1.00	0.40		Passive park space with shade trees and benches
Codrington Park	11.00	4.45		Community hall, ball diamonds, playground, picnic shelter
Harbour Street Parkette	0.08	0.03		Lake viewing area with seasonal dock for fishing,
Hilda Montgomery Memorial Park	1.80	0.73		Ball diamond, playground
King Edward Park	15.00	6.07		Arena/community centre, ball diamonds, soccer fields, tennis courts, skateboard area, playground, picnic shelter
Kinsmen Park - Cedar Street	1.60	0.65		Playground
Memorial Park	0.31	0.13		Lawn bowling, picnic shelter, gazebo, war memorial
Peace Park - Huron Street	0.78	0.32		Playground, picnic shelter
Walas Street Park	1.01	0.41		Playground
Presquile Point Municipal Dock	0.24	0.10		Treed, waterfront green space and municipal dock (transient dock managed by harbourmaster in Gosport). Interpretive sign for former dance pavilion
Total	28.89 ac.	11.79 ha.		

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Table 3.1: Summary of Parks, Green Space and Trails (cont'd)

Name/Location	Size (acres)	Size (hectares)	Length (km)	Notes
Municipal Green Space				
Daniels Drive	1.0	0.40		Central 'square' in residential neighbourhood, with lawn and trees. Local residents assist with upkeep.
Drummond Street	0.5	0.20		Open space adjacent to road / creek
Greenway Circle	1.5	0.61		Grassed area surrounded by ring road and residences
Lakehurst Circle	1.5	0.61		Grassed area surrounded by ring road and residences
Lakeview Heights	0.5	0.20		Open space behind houses on Lakeview Heights
Ontario Street Boat Launch	1.0	0.40		Boat launch with gravel parking lot, and shoreline access
Orland Park	0.5	0.20		Open space
Spring Valley Park	1.5	0.60		Roadside stop near Highway 30 / Whites Road
Stephen Street Park	0.5	0.20		Grassed area
Waterfowl Viewing Area	1.5	0.61		Part of onstructed wetlands project. Roadside viewing platform, interpretive signs and parking area. Access to wetland area by annual permit with nominal fee
Total Municipal	10.00 ac.	4.04 ha.		
Non-Municipal Green Space				
Presqu'ile Provincial Park	2314.00	937.00		MNR-owned; 2 interpretive centres, beach, picnic facilities, camping
Brighton Provincial Wildlife Area	968.62	392.15		Crown land MNR maintained
Proctor Park Conservation Area	17.00	6.88		Lower Trent CA owned; museum, theatre, picnic facilities
Goodrich-Loomis Conservation Area	157.00	63.56		Lower Trent CA owned; assembly hall, picnic facilities
Total Non-municipal	3456.62	1399.44		
Trails				
Butler Creek Trail - Tobey Link			6.0	Soft surface trail across private land with use agreement
Presqu'ile Provincial Park Trails			16.0	MNR-owned; various trail types including new 1.2km Marsh Boardwalk Trail and lookout
Proctor Park Conservation Area Trails			2.5	Conservation area lands, park and trails are freely open to the public
Goodrich-Loomis Conservation Area Trails			12.0	Nature trails
Ontario Street / Butler Street Trail			2.4	Municipally-owned, multi-use asphalt pathway
Cedar Street Trail			1.0	Municipally-owned, multi-use asphalt pathway
Brighton Waterfront Trail (Harbour Street Walking Trail)			11.0	Part of the Lake Ontario Waterfront Trail. Comprised of asphalt (on-road) and stone-dust (off-road). County Road 64 has paved shoulders
Total Trails (Municipal and Other)			50.9	

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In addition to the properties listed in the above table, there are four schools in Brighton that contribute to the community's parks, open space and recreation areas. All of the schools are owned by the Kawartha Pine Ridge District School Board.

- East Northumberland Secondary School: will house the new ENSS track and field facility
- Brighton Public School: 2 ball diamonds, 4 playing fields (3 soccer and one football), playground, basketball court
- Smithfield Public School:
- Spring Valley Public School:

Although not used as community parkland, the Timber Ridge Golf Course contributes 186.5 acres of green space to the overall supply in Brighton.

3.2.2 Parkland and Green Space Provision and Distribution

In Brighton, there are two broad categories of property to consider: 1) developed, municipal parks and 2) green space (both municipal and non-municipal). Refer to Figure 2. Typically, parkland supply is measured in municipal acres or hectares per 1,000 population for comparative purposes across communities, and includes tableland parkland that supports active and passive recreation opportunities. As outlined in Table 3.1, developed municipal parkland totals 28.89 acres (11.70 ha.). Using the current (estimated) 2010 population of approximately 11,000 this represents a provision ratio of approximately 2.62 acres (1.06 ha.) per 1,000 population. When other usable municipal green space is considered the amount increases to 37.39 acres (15.14 ha.) or 3.40 acres (1.37 ha.) per 1,000 population.

Municipal Parks and Green Space

King Edward Park is the focus of active sports and recreation in Brighton. It supports the majority of the community's indoor and outdoor facilities. Codrington Park (Codrington) and Memorial Park (downtown Brighton) are smaller hubs for recreation and socialization. With the exception of King Edward Park, Codrington and Memorial Parks, other developed municipal parkland largely comprises parcels that are internal to the residential lot fabric, with minimal street frontage. Most contain playground structures and support informal neighbourhood-oriented recreation and socialization.

Although there is a concentration of parkland in the Brighton urban area, as shown in Table 3.1 and illustrated on Figure 2, other municipal green space comprises a number of properties scattered throughout the community. Although without amenities some of the larger areas may be utilized by residents in close proximity for dog-walking or strolling. These properties are maintained with periodic grass-cutting, as needed. In addition there are a several small, open, grassed traffic circles or verges associated with the road network that are also maintained by parks and recreation. The municipality does not undertake any maintenance for non-municipal parks or green spaces such as schools or Conservation Areas.

Volume 1: Background Report**Non-Municipal Green Space**

Typically, school properties are not formally included in provision calculations as they are not “designated” parkland and are not controlled by parks authorities. In effect, however, they function as parks or open space and so should be considered supplementary to municipal supply with respect to both access to green space and facility provision. The immediate proximity of King Edward Park to ENSS and Brighton Public School creates a larger recreation and civic “precinct” that is both centrally located and abuts other publicly owned facilities in the block adjacent to the public school.

The Municipality of Brighton also has access to a generous supply of natural environment parks and green space, due largely to the presence of Presqu’île Provincial Park and supplemented by large tracts of Provincial and Lower Trent Conservation Authority lands. Collectively, these lands total over 3,450 acres (approx. 1400 ha.).

Proctor Park, owned by the Lower Trent Conservation Authority and located at the north end of the Brighton urban area, is a significant asset for local residents, located within easy walking distance for a number of residents. The site is freely open to the public and offers managed park areas for strolling and picnicking along with a walking trail through the woodland area. The park is home to Proctor House, a restored historic residence managed as a museum by Save Our Heritage Organization (SOHO). SOHO also operates the Brighton Barn Theatre on the site, which is a community theatre venue whose revenues serve to supplement SOHO’s initiatives.

The constructed wetland developed as part of the Municipality’s water treatment plant on Presqu’île Bay, integrates a waterfowl habitat area. A viewing platform is located at the municipal road. The Municipality sells seasonal passes for a nominal fee that permits closer access to the constructed wetland area for wildlife viewing.

Presqu’île Provincial Park offers camping, beaches and a trail system which includes a relatively new boardwalk and wildlife viewing area. Although gate fees apply to drive-in visitors, walk-ins and those who cycle to the park are admitted free. The park can be accessed by the Waterfront Trail, although a portion of the trail is an on-road route. Some participants of the focus groups noted a desire for a closer relationship between the Provincial Park and other parks and greenspace in Brighton, both physically and from a cross-marketing perspective. The Friends of Presqu’île are working to that object. Improved trail connections and the summer shuttle bus that runs between downtown Brighton and the Park will help to heighten awareness and potential usage of the park by residents, and facilitate opportunities for park campers to take advantage of Brighton’s cultural and business assets.

As well, St. Mary’s Cement Inc., located on Brighton’s eastern boundary, has been working on a Species at Risk Stewardship Plan for a portion of the company’s lands located on Presqu’île Bay, adjacent to County Road 64. The 100 ha. parcel is ecologically diverse, containing an intact Great Lakes coastal wetland, and is close to the 28 ha. environmentally significant Bowes Woods, owned by the Nature Conservancy of Canada. Current plans for the site include the development of nature trails to link to Brighton’s municipal trails.

Volume 1: Background Report**3.2.3 Trails**

Trails in Brighton comprise both on and off-road facilities that are owned and/or maintained by different agencies including the Municipality, the Ministry of Natural Resources, and the Lower Trent Conservation Authority.

The Brighton urban area contains several trail segments.

- The Ontario Street Trail is a municipally owned, multi-use asphalt-surfaced pathway that runs parallel to Ontario Street from Harbour Street to Butler Street.
- The Butler Street Trail extends eastward for a distance from the Ontario Street Trail.
- The Cedar Street Trail extends from the Waterfront Trail (Harbour Street on-road portion) to the intersection with Prince Edward Street.
- The Toby Trail extends from the Kinsmen Park entrance on Cedar Street to Harbour Street along the Butler Creek. The trail was developed through a Memorandum of Understanding between the Municipality of Brighton and the landowner, a local development company. The natural surface trail is pedestrian-only, and forms part of the planned Butler Creek Trail.
- The approximate 11 km Brighton Waterfront Trail that extends east-west as both an on-road and off-road route across the breadth of the municipality was developed by the Waterfront Regeneration Trust adjacent to, or on, municipal and county roads.

While the existing facilities in the Brighton urban area do not yet provide an integrated, linked network, the Municipality is working towards optimizing the continuity and connectivity of its trails through discussions with private landowners. The continuation of the Butler Creek Trail from the Toby Creek Trail to connect to Proctor Park is one initiative under discussion.

Many residents of the Brighton urban area are also within walking distance of the Proctor Park nature trail, and can cycle, if not walk, to Presqu'île Park.

Outside of the Brighton urban area, the Goodrich Loomis Conservation Area and Brighton Provincial Wildlife Area trails offer nature areas with internal trail systems that currently support a variety of activities. A management plan is underway for the Brighton Provincial Wildlife Area, which is addressing, amongst other issues, the rationalization of its trail uses in consideration of environmental impacts and user conflicts.

3.3 Recreation Facilities**3.3.1 Core Indoor Facility Supply and Use**

Brighton's core supply of indoor facilities for sports, recreation, arts and heritage programs/activities, and available information on their use levels, is presented in Table 3.2 below.

Volume 1: Background Report**Table 3.2: Core Indoor Recreation Facilities and Use**

Facility Type and Description	Ownership and Operations	Levels of Use
Indoor Sports and Recreation Facilities		
King Edward Park Arena (built 1977); - 180' x 85' ice surface - community centre addition in 2009 included four new dressing rooms - seating capacity 300	- owned, operated and scheduled by the Municipality	-prime time use (4 pm to 11pm weekdays and 8 am to 11 pm weekends) is at capacity
King Edward Park Community Centre - part of arena building; can be partitioned/locked off - main hall 65' x 52'; partitionable - 2 club rooms @ 165 sf each - kitchen, bar	- owned, operated and scheduled by the Municipality	- both prime time and non-prime time use is under capacity
Codrington Community Centre - main hall - kitchen - library room - storage - canteen that opens to playing fields	- owned by the Municipality - operated and scheduled by the Codrington Community Recreation Association	- extremely well used for community programs and rentals
Brighton Curling Club - constructed 1965 - 4 ice sheets - not physically accessible	- owned by Municipality; operated and scheduled by the Curling Club	- prime time use is near capacity; non-prime time use is under capacity
Brighton YMCA - location of Northumberland YMCA membership facility - part-time child care provided for members	- occupies leased space in Brighton Health Services Centre - programmed by the YMCA	- very well used for individual and group fitness programming; space limitations to expanding/enhancing programs - approximately 500 members
5 school gyms 3 elementary school gyms, 1 single and 1 double secondary	- owned and operated by the Kawartha Pine Ridge District School Board - East Northumberland Secondary School: 1 double (5,500 sf) and 1 single (2,800 sf)	- double ENSS gym is extremely well used; home facility of school-based theatre program - other facilities including cafeteria, classrooms and hallways are used for community fitness and leisure programs

Volume 1: Background Report**Table 3.2: Core Indoor Recreation Facilities and Use (cont'd)**

Facility Type and Description	Ownership and Operations	Levels of Use
Youth Drop-in Centre	- store front facility - operated by not-for profit organization	- well used, movie nights, fooze ball, pool
Hilton Hall - former municipal hall; heritage building	- owned by Municipality	- currently not in use due to required capital improvements
Early Years Centre YMCA - satellite location for Northumberland YMCA	- occupies leased space in Brighton Health Services Centre	
Indoor Arts, Culture and Heritage Facilities		
Library - 2 branches: Municipal building and Codrington Community Center	- facilities owned by Municipality - operated by Brighton Library Board - Brighton open 36.5 hours per week - Codrington open 12 hours per week	- programs are limited due to space restrictions at Brighton Branch - Codrington comprises 4% of circulation
Brighton Barn Theatre - reconstructed barn - 125 seat capacity; fully accessible	- on Conservation Authority property - operated by SOHO	- used for live performances, weddings, receptions, etc.
Proctor House Museum - fully restored 19 th c. mansion - main floor wheelchair accessible	- on Conservation Authority property - operate by SOHO	- used for guided tours, school programs, social/special events?
Memory Junction Railway Museum - constructed 1857; fully restored	- privately owned and operated	- used for school programs/by tourists

In addition to the facilities listed above, the basement of the Municipal building is used for community programming. Two service club halls (Legion and the Masonic Temple), with capacities ranging from 120 to 196 people, appear to be well used - largely for community meetings and social events. There are also a number of churches in Brighton that are used for both congregation-based and community activities. Commercial facilities available to rent for community/social functions include those at the Timber Ridge Golf Course, Timber House and Elemental Spa and Retreat.

3.3.2 Core Outdoor Facility Supply and Use

Table 3.3 provides the locations, types, ownership and use levels of outdoor recreation facilities in the Municipality of Brighton that are typically scheduled for league activity.

Volume 1: Background Report**Table 3.3: Scheduled Outdoor Recreation Facilities and Use**

Facility	Location	Owner	Number				
			Total	Lit	PTU*	Unlit	PTU*
Ball Diamonds	King Edward Park	M	2	2	A & B		
	Codrington Park	M	2			2	both D
	Hilda Montgomery Memorial Park	M	1			1	D
	Brighton PS	PB	2			2	not used
	Smithfield PS?7						
	Spring Valley PS?						
Total			7	2		5	
Soccer Fields	King Edward Park	M	2	1	A	1	B
	ENSS	PB	1			1	
	Brighton PS	PB	4			4	2 used
	Smithfield PS	PB	2			2	1 used
	Spring Valley PS?	PB	2			2	
	Total			11	1		10
Lawn Bowling Green	Memorial Park	NP				1	B
Tennis Courts	King Edward Park	M	2	2			B

* **PTU** = Prime time Use where A = between 90% and 100% used; B = between 75% and 89% used; C = between 50% and 74% used; D = use below 50%

Table 3.4 shows the location of unscheduled outdoor recreation facilities throughout the Municipality of Brighton. These include a number of play structures, a skateboard area, 2 boat launches and a number of pavilions for uses such as picnics, performances etc.

Table 3.4: Unscheduled Outdoor Recreation Facilities

Facility	Location	Owner	Number
Skateboard Area	King Edward Park	M	1
Play Structures	King Edward Park	M	1
	Hilda Montgomery Memorial Park	M	1
	Codrington Community Centre	M	1
	Peace Park	M	1

7 Availability and use levels of school fields to be confirmed.

Volume 1: Background Report**Table 3.4: Unscheduled Outdoor Recreation Facilities (cont'd)**

Facility	Location	Owner	Number
	Kinsmen Park	M	1
	Walas Park	M	1
	Brighton PS	PB	1
	Smithfield Public School	PB	1
	Springfield Public School	PB	1
Total Play Structures			7
Basketball Courts	Brighton PS	PB	1
Boat Launch	Ontario Street	M	1
	Presqu'île Park (docking)	MNR	1
	Bay Street	M	1
Beach	Presqu'île Park	MNR	single beach; sectioned
Pavillion/Gazebo	King Edward Park	M	1 (picnic)
	Memorial Park	M	2 (performances/picnic)
	Codrington Park	M	1 (picnic)
	Peace Park	M	1 (picnic)

3.2.3 Planned/Proposed Facilities

There are a number of proposed recreation facility developments in the planning stages in Brighton.

Municipal facilities include:

- Extension of the Butler Creek Trail, with a priority on the northward connection to Proctor Park;
- The installation of a splash pad/water play feature, suggested at King Edward Park.

The Codrington Community Club has indicated an interest in improving the

The Municipality has also entered a joint use agreement with the Kawartha Pine Ridge District School Board to develop a new track and field facility at East Northumberland Secondary School. The track will comprise a 6-lane, all-weather surface surrounding an irrigated, lit playing field. The track and field area will be fenced. It is anticipated that the field will be ready for use in spring 2013, following the completion of fundraising, construction and a period for the turf to become established to support play.

Brighton Public School will be rebuilt on its current site, beginning summer 2010, due to the prohibitive cost of repairs to the existing building and its lack of accessibility. Plans for the new school include a double elementary gym and a playground. The playing field by the fire hall will be kept during reconstruction. The existing ball fields will remain and the other playing fields will eventually be replaced.

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The Brighton Curling Club building, located at King Edward Park, is owned by the Municipality. The Curling Club is responsible for ongoing operations and capital conservation, which it finances through grants and fundraising activities. Constructed in 1965, the building requires major structural renovations to make it wheelchair accessible. The current configuration is a split-level lounge with the washrooms on the lower level, and no wheelchair access between the two. Although no plans have been prepared, the Club is considering removing the current lounge area at the north end of the structure and replacing it with a single-storey, grade-level addition on the east side that would include a lounge area, washrooms, change rooms and storage. The Club would require financial assistance to undertake these capital improvements.

3.4 Recreation Programs and Activities

3.4.1 Program/Activity Supply

Appendix A contains an inventory of sport, recreation, arts, culture and heritage programs in the Municipality of Brighton. Residents enjoy a range of leisure program opportunities, the majority of which comprise services offered by the YMCA and the volunteer sector. The commercial sector also offers a number of wellness programs and services.

While difficult to track and quantify, one of the Municipality's largest contributors to recreation, fitness and leisure activity is its generous supply of provincial parkland/green space – with a waterfront location - and conservation authority lands. Collectively, these resources offer a wide range of activity opportunities beyond structured programs. These include: various types of trail activities throughout the year, camping, picnicking, birding, eco-systems exploration/education, swimming, beach activities, heritage investigation, butterfly viewing, hiking, mountain biking, wildlife viewing, etc.

3.5 Summary and Conclusions

These findings suggest the following considerations for future parks and recreation services in the Municipality of Brighton:

- ***The Municipality of Brighton has a number of unique features that contribute to strengths in the provision of parks, recreation and related services.*** An abundance of designated natural open space, including conservation areas, wildlife preserves and natural environment parkland adjacent to the Lake Ontario waterfront offers atypical opportunities for program and activity development over wide-ranging interests.
- ***There is an existing focus for both indoor and outdoor community recreation at King Edward Park.*** This may offer benefits to the rational development and distribution of future parks, trails and recreation services.
- ***Overall, residents of the Municipality of Brighton are well supplied with opportunities for all age groups and different interests.*** The combination of natural and man-made infrastructure and the range of program/service providers in the community support a full service complement by type, i.e., indoor and outdoor recreation; organized, structured programming and self-directed activity; sport, fitness, wellness, arts, heritage pursuits; individual and family/group activities.

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4.0 Parks and Recreation Services Delivery

4.1 Introduction

This section outlines the roles of public, quasi-public and private providers of indoor leisure facilities and recreation programs services in the Municipality of Brighton.

4.2 Public Sector

4.2.1 Municipality

The Director of the Parks and Recreation Department is directly accountable to Council through the Municipal Clerk and CAO. In addition to the Director, the Department comprises four full time positions - a Lead Hand, responsible for 3 Operators - and the following part-time positions:

- Harbour master (6 months/year)
- Community Centre custodian
- Seasonal worker (6 months/year)
- Winter help
- Summer students

The Municipality does not deliver sports, recreation, and arts/culture programming directly. The Municipality provides, operates and maintains infrastructure for community leisure activity, and the Department works with non-municipal service providers to facilitate program provision.

4.2.2 Regional and Provincial Parks Authorities

As noted above, the Province and the Lower Trent Conservation Authority are providers of a large proportion of the green space within the Municipality of Brighton. The lands are environmentally-based but offer nature-based recreation activities, as well as some direct programming.

4.2.3 Library

The Brighton Public Library's main facility is located in the Municipal Building in Brighton urban area, and there is a small branch located in the Codrington Community Centre. The Library's programs and services include lending, reference, information; special collections; children and family programs; internet access, social/reading space; services for patrons with special needs; providing space for meetings, art exhibits and craft displays.

The Codrington Branch houses a small collection of approximately 7,000, which is rotated between this location and the main facility. The Codrington Branch is open 12 hours per week and the Main Branch operates 43.5 hours per week.

Volume 1: Background Report**4.3 Non-Profit Sector****4.3.1 Brighton YMCA**

The Brighton YMCA has been in operation for more than five years and has about 500 members. It is located in the Brighton Health Services Centre and provides: a fitness centre for individual workouts, fitness classes, play centre, child care for members, and an Early Years Centre. Since it opened in 2004, the YMCA has offered a variety of programs based on community interest. These have included fitness, first aid, babysitting, dance, fitness for special needs populations, volunteer development, school-based physical activity, youth leadership, and homework club. Historically, summer day camp programs have also been provided.

As a satellite of the Northumberland YMCA, membership with the Brighton Y provides full access to the Cobourg YMCA, which includes squash courts, a swimming pool/aquatics programs, a whirlpool, steam rooms, and a regulation-size gymnasium. Brighton YMCA members can also use the facilities at Quinte West twice weekly.

4.3.2 Volunteer Organizations

There are a large number of volunteer organizations involved in providing leisure services to residents of the Municipality of Brighton. These include sports leagues, arts and culture groups, clubs and associations. Collectively, these groups provide a wide range of programs and activities, many of which use municipal facilities.

The **Codrington Community Association (CCA)** is a volunteer organization that operates the Codrington Community Centre. The CCA Board of Directors comprises an eight-member executive and 17 directors-at-large. The Municipality owns the building and property, and the Association operates the Centre with the support of an annual \$10,000 grant from Council. The Association is responsible for capital upgrades and maintenance to the building and the Municipality maintains the grounds.

The CCA employs two part-time staff - a custodian, and a seniors' drop-in and breakfast coordinator who runs these programs three mornings per week. The Codrington Branch of the Brighton Public Library is located in the Community Centre, and is open 12 hours per week. The facility is also rented by a wide variety of users, for both regular programs/meetings and special events.

The Community Centre was built in 1982, and is a focal point for community recreation, leisure and social activity for a radius of up to 50km. In addition to Brighton residents, it serves the communities of Wooler, Frankford, Morganston, Castleton, Colborne and Campbellford.

4.3.3 Quinte West YMCA

The Quinte West YMCA, located in Trenton just south of Highway 401 halfway between Brighton, opened in the spring of 2009. It is a regional-serving facility with a full complement in indoor sport, recreation and fitness facilities/programs typically provided in a YMCA centre. Facilities include a lap pool, therapeutic pool, double gym, strength and conditioning centre,

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Early Years Centre, multi-purpose program/meeting space, and ancillary facilities such as changerooms, lockers, childcare area, etc.

The YMCA offers an extensive range of programming in a variety of areas for all age groups, as well as individual member access to conditioning equipment, open swims, etc. As a regional-serving facility, it has approximately 5,000 members - some of whom are residents of the Municipality of Brighton. The facility typically operates a total of 98.5 hours per week. Operating hours on holidays are shortened.

4.3.4 School Board

The Municipality of Brighton is within the jurisdiction of the Kawartha Pine Ridge District School Board.⁸ There are three elementary schools and one secondary school in the Municipality. School facilities (e.g., gyms, playing fields) at all the schools are used, to varying degrees outside academic hours, by different sports and recreation groups. There are no formal agreements between the Board and the Municipality for community access to school facilities, and each school administers use of its facilities by outside groups. The Board has a Community Use of Schools Policy, which is described as follows on its website:

"The Kawartha Pine Ridge District School Board has reduced rental fees for community use of schools with funding made available through the provincial Community Use of Schools program which is an initiative that supports access to school space outside of school hours for not-for-profit community groups. The purpose of the rate reduction is to make our schools more available to community users. Fees charged only partially offset the cost of making facilities available to groups, and are reviewed annually."⁹

Not-for-profit student focused groups use school facilities free of charge. All other groups are charged an increasing hourly rate for the use of each of 1) classrooms 2) single gyms or libraries 3) double gyms, auditoria or cafeterias. For-profit groups are charged the highest rates, and not-for-profit student focused, community oriented groups pay reduced rental fees. The Board's policy is in line with the provincial initiative to facilitate affordable community access to school facilities for recreation and leisure programs/activities.

4.4 Private Sector

The commercial sector in the Municipality of Brighton provides a number of services in the areas of recreation, fitness, wellness, and the arts. In particular, this sector expands the availability of wellness services in the community.

⁸ There are no Catholic schools in the Municipality.

⁹ http://www.kpr.edu.on.ca/schools/school_rentals.php

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4.5 Policies and Agreements

4.5.1 Corporation of the Municipality of Brighton Official Plan

The draft final Brighton Official Plan (July 13, 2010) contains and policies to address recreation, trails and open space (and related) topics in planning and developing the Municipality of Brighton. These include:

- community facilities and open space including outdoor recreational facilities, playing fields and trail corridors;
- cultural heritage conservation including cultural and built heritage, and archeology;
- alternative modes of transportation;
- parks and recreation including parkland classifications, conveyances, requirements, dedications;
- public waterfront access;
- protection of the natural environment including provincially significant wetlands, and fish/wildlife habitat;
- schools;
- resource-based recreation development;
- Special Development Area No. 9 - Waterfront Area.

The Official Plan includes the following general policy statement that opens the discussion on Parks and Recreation, section 3.8.

The Municipality will promote a healthy, active community by:

- i) Planning public streets, spaces and facilities to be safe, meet the needs of pedestrians, and facilitate pedestrian and non-motorized movement, including but not limited to walking and cycling.
- ii) Providing for a full range and equitable distribution of publicly-accessible built and natural settings for recreation including facilities, parklands, open space areas, trails, and where practical, water-based resources.
- iii) Providing opportunities for public access to shorelines.
- iv) Considering the impacts of planning decisions on Presqu'île Provincial Park and local conservation areas.
- v) Establishing and supporting the establishment of walking trails and linkages both within the BUA and in cooperation with other community based organizations, including the Waterfront Regeneration Trust's Lake Ontario Greenway Waterfront Trail.¹⁰

¹⁰ Ecovue, Peter A. Josephs & Associates. *Corporation of The Municipality of Brighton Official Plan* (draft). May 31, 2010. p. 55.

Volume 1: Background Report**4.5.2 Brighton Strategic Plan ¹¹**

The Municipality of Brighton Strategic Plan (2008) documents the following Vision and Mission for the community:

Vision

“Where the Past Greet the Future”

Brighton is a lifestyle. Supported by a diverse economy, this is an affordable, friendly place in which to thrive and raise a family. We are a community that preserves and celebrates its built & natural heritage.

Mission

Brighton will continue to grow responsibly, respecting our unique rural and urban heritage. We will maintain our community charm & provide friendly services to all residents & visitors.

The Plan presents its core principles and values, as the framework for five high-level strategies to guide future decisions. Table 4.1 lists the seven principles and six values of the Plan.

Table 4.1: Brighton Strategic Plan Principles and Values

Principles	Values
Nurture a safe and healthy community to maintain a high quality of life	Public safety
Be fiscally responsible	Fiscal responsibility
Be environmentally responsible	Accountability and transparency
Promote effective communication	Integrity
Preserve & promote cultural and heritage assets	Our quality of life and community spirit
Provide a local government that is accountable and transparent	Customer service
Support our local economy	

4.5.3 Recreation Policies / Agreements**ENSS Track and Field Agreement**

In 2009, the Municipality of Brighton and the Kawartha Pine Ridge District School Board entered a 15-year agreement for the East Northumberland Track and Field Project. The terms of the agreement define the Municipality’s responsibilities and benefits as follows: ¹²

- assisting with project fundraising, particularly in taking the lead role in applying for any federal, provincial or community-based capital funding programs;

¹¹ Material used in this section is taken directly from *The Municipality of Brighton Strategic Plan*, 2008.

¹² Draft Agreement Fall 2009.

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- a limited financial contribution to construction;
- working with the Board on project design and implementation;
- use of the facility during non-academic hours (with the exception of use for school purposes), with no costs to the Municipality for annual operations and maintenance.

Accessible Customer Service Policy (Effective January 1, 2010)

This policy describes the Municipality's commitment to: "providing its goods and services in a way that respects the dignity and independence of people with disabilities; giving people with disabilities the same opportunity to access our goods and services and allowing them to benefit from the same services, in the same place and in a similar way as other customers."¹³

It outlines the manner in which the Municipality will facilitate service access and customer service for people with disabilities in the areas of: use of service animals; welcoming support persons; providing notice of temporary service disruption, as needed; staff training; and feedback invitation, process and access to feedback documents. As per the values presented in the Strategic Plan, the policy also notes that the Corporation is committed to excellence in serving all customers, including those with disabilities, in the following areas: communication, telephone service, assistive devices, billing and standard practices

Free Facility User Policy (Date of Issue: October 2009)

This policy presents the rationale, and establishes the criteria by which requests for free facility use by community service organizations will be granted or denied by Municipal Staff. Typically, the organization applies to the Director of Parks and Recreation providing details about its composition, programs/services, need for facilities and rental assistance, and its ability to meet the nine criteria required for the proposed use/program/activity to be accommodated free of charge. Requests for more than one day of free facility use and special, hardship cases are reviewed individually by Council before being approved.

Ice Allocation Policy (Date of Issue: October 2009)

This policy establishes the parameters by which the Municipality allocates arena ice time to users in a fair and equitable manner, while retaining sufficient time for ongoing ice maintenance. It defines the seasons (winter ice and summer ice) to which the policy will apply, and the timing of requests and confirmations within each season. Available time is classified according to prime and non-prime hours for two purposes: 1) first and second choice time selection among users, respectively and 2) premium and reduced rental rates for use, respectively.

¹³ Corporation of the Municipality of Brighton. Accessible Customer Service Policy. Section 2.

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Time is allocated to uses/user groups in the following priority, to be distributed within the Group:

First Priority Group: programs operated or sponsored by the Municipality

Second Priority Group: Community Organization/Associations Youth Programs. Seven criteria to qualify for this group are provided

Third Priority Group: Community Organizations/Associations Adult Programs

Fourth Priority Group: Private/Casual Rentals

When ice time allocation has been finalized, remaining time is made available for private rentals. New organizations/associations are considered in the process providing there are sufficient numbers of participants to warrant provision. New users are not provided time by reducing that of existing groups unless they are introducing a new program not available through existing organizations or will provide service to an underserved segment of the population. The priority, qualifications, regulations and conditions for scheduling and operating special events are documented. Contract and payment procedures are also outlined.

Municipal Alcohol Policy (Date of Issue: October 2009)

This policy provides for the responsible management of alcohol when served at Municipal facilities/properties, by listing eligible facilities and properties, all rental/insurance requirements, enforcement, obligations/responsibilities, server training, and contract conditions.

4.6 Summary

The municipality is a facilitator to a well-developed volunteer sector by providing the parks and facility infrastructure for community programs and activities. It does not have a formal program function. The Codrington Community Association is a long-standing volunteer organization based at the Codrington Community Centre and responsible for capital improvements to the building, and operating and programming the facility. The use of municipal parks and facilities by sport/recreation groups and the general community is governed by several policies. Provincial and Conservation Authority parks and green spaces contribute significantly to the resource base for both programmed and unstructured community recreation. The YMCA is the only direct, institutional provider of recreation programs in the community, with a relatively limited role given its function as a satellite location of the Northumberland YMCA. The School Board permits community use of Board facilities through a Community Use of Schools Policy, and the private sector supplements other providers' contributions with a range of current wellness programs and services.

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5.0 Trends in Activity Levels, Participation, and Recreation, Trails and Green Space Provision

5.1 Introduction

This chapter reviews current research on trends in fitness and activity levels among Canadians, Canadian and American trends in sport and recreation participation, and trends in the role and function of parks and green space. These trends provide the basis for recommendations in the Vision on appropriate service responses in the Municipality of Brighton.

5.2 Fitness and Physical Activity Levels

5.2.1 Canadian Youth and Adults

In January 2010, **Statistics Canada** released the results of the 2007-2009 Canadian Health Measures Survey (CHMS)¹⁴, which comprises objective data on the fitness levels of Canadians aged 6 to 79 years, for the first time since the Canadian Fitness Survey in 1981. While in the past Canadians' fitness levels have been assessed primarily on a single indicator (body mass index or BMI), the current study uses a number of direct, health-related measurements to arrive at its conclusions. These include body measurements, cardio-respiratory fitness, musculoskeletal fitness, and blood pressure.¹⁵ This section reproduces the key points regarding adult fitness from the report in table form, which is preceded by the study results' interpretation, as published.

Results: Muscular strength and flexibility decreased between 1981 and 2007-2009; BMI, waist circumference and skinfold measurements increased. Mean scores for aerobic fitness, flexibility, muscular endurance and muscular strength declined at older ages, and BMI, waist circumference, skinfold measurements and waist-to-hip ratio increased. Males had higher scores than females for aerobic fitness, muscular endurance and muscular strength; females had higher scores for flexibility.

Interpretation of Results: Based on results of the fitness tests and anthropometric* measurements, many Canadian adults face health risks due to suboptimal fitness levels. (*anthropometry: measurement and study of the human body and its parts and capacities).

Human Resources and Social Development Canada maintains data on indicators of well-being in Canada in a number of areas, including physical activity.¹⁶ This information shows trends levels of physical activity among Canadian youth and adults.

Physical activity levels comprise three categories - active, moderately active, and inactive.¹⁷ In 2005, 52% of both Canadians and Ontario residents 12 years of age and older were active or moderately active. As shown in Table 5.1, the 2005 figure represented a 9% increase in

¹⁴ Statistics Canada. *Fitness of Canadian adults: Results from the 2007-2009 Canadian Health Measures Survey*. January 2010. Component of Statistics Canada Catalogue no. 82-003-XPE Health Reports. Vol. 21, no. 1, March 2010.

¹⁵ DailyExchangeMagazine. <http://www.exchangemagazine.com/morningpost/2010/week2/Thursday/121405.htm>

¹⁶ Source: <http://www4.hrsdc.gc.ca>

¹⁷ Measures: active = 3.0 kcal/kg/day or more expended; moderately active = 1.5 to 2.9 kcal/kg/day expended; inactive = fewer than 1.5 kcal per day expended.

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physically active Canadians over a ten-year period. Relatively more men (53%) than women (49%) were active.

Table 5.1: Levels of Physical Activity 1994/95 to 2005 (% of population)

	Active	Moderately Active	Inactive
1994 /95	19	21	55
2005	27	25	46

Table 5.2 shows that the 2005 level of physical inactivity among Canadians by age group increased progressively from 28% among 12 to 19 year olds to 52% among those over 55 years of age or a total 24%.

Table 5.2: Levels of Physical Activity by Age Group, 2005 (% of population)

	Active	Moderately Active	Inactive
12-19 years old	48	22	28
20-34 years old	30	25	44
35-54 years old	22	25	51
55+ years old	20	24	52

5.2.2 Canadian Children and Youth

This section presents the **Statistics Canada** results of the 2007-2009 Canadian Health Measures Survey (CHMS)¹⁸ results for children and youth. These data represent an update on changes in the fitness of Canadian children and youth over a 20-year period, over which time childhood obesity and sedentary behaviours have increased.

Results: Fitness levels of children and youth have declined significantly and meaningfully since 1981, regardless of age or sex. Significant sex differences exist for most fitness measures. Fitness levels change substantially between ages 6 and 19 years. Youth aged 15 to 19 years generally have better aerobic fitness and body composition indicators than 20 to 39-year-olds.

Interpretation of Results: The decline in (child and youth) fitness may result in accelerated chronic disease development, higher health care costs, and loss of future productivity.

Data from **Active Healthy Kids Canada**¹⁹ show consistently poor levels of physical activity among Canadian children and youth from 2005 to 2010. *Canada's Report Card on Physical Activity for Children and Youth* indicates the following trends in categories related to physical activity and health. In each of the years between 2005 and 2008, the overall grade was a consistent D. An overall grade was not assigned in 2009 and 2010.

18 Statistics Canada. Fitness of Canadian children and youth: Results from the 2007-2009 Canadian Health Measures Survey. January 2010. Component of Statistics Canada Catalogue no. 82-003-XPE Health Reports. Vol. 21, no. 1, March 2010.

19 www.activehealthykids.ca

Volume 1: Background Report**Physical Activity/Inactivity**

- Grades for physical activity levels fell from D to F over the six-year period, with the past four years showing a consistent F. The proportions of children and youth meeting minimum daily physical activity requirements for healthy development²⁰ declined from roughly half to about 12%.²¹ Only 5% of adolescent girls are meeting Canadian physical activity guidelines.²² Generally, activity levels are lower among girls and those with lower socio-economic status, and decline as children age.
- Grades for the amount of “screen time” per day regressed from C- to D- between 2005 and 2007, and have settled at F in the last three years. Data provided for 2010 indicate that daily time spent watching TV or using computers is 6 hours on weekday and more than 7 hours on weekend days.²³ Over one-quarter (27%) of toddlers (2 and 3 year olds), and 22% of preschoolers (4 and 5 year olds) are accumulating more than 2 hours of daily screen time.²⁴
- Grades for sport participation have remained around C (i.e., C-/C+/C) over the six years. In 2009 and 2010, this category was divided into three activity areas under the following Physical Activity/Inactivity heading²⁵: organized sport and physical activity participation; active transportation; and active play. In both years, active transportation received a D grade, using limited regional data that suggest less than 1/3 walk, bike, blade, etc. to and from school. Active play was not graded in 2009 and was graded at F in 2010, which was inferred from data showing that 88% of Canadian children and youth are not meeting physical activity guidelines.²⁶ Those from lower income households have consistently had lower participation rates in organized sports /physical activity programs than those in middle to upper income households. Income disparities, therefore, has caused this grade to fall over the years, despite the Canadian Fitness Tax Credit.

Environment

- In 2005 and 2006, access to/quality of, programs was graded C in both years, largely due to difficulties experienced by low income households in accessing available subsidies for community programs.
- In 2007, access to/use of community facilities and programs was graded C. Over 90% of parents/guardians reported the availability of public facilities and programs, but only 60% indicated that these meet their children’s physical activity needs, and only 25% indicated often or frequent use. Teenage girls were reported to rarely or never use these facilities and programs.

20 Guidelines provided in Canada’s Physical Activity Guides for Children and Youth.

21 Canadian Fitness and Lifestyle Research Institute (CFLRI) Canadian Physical Activity Levels Among Youth (CAN PLAY) Study 2007-2009.

22 Ibid.

23 World Health Organization (WHO). Health Behaviour in School-Aged Children (HBSC) Survey 2005-2006

24 Statistics Canada. National Longitudinal Survey of Children and Youth (NLSCY) 2004-2005

25 Active Transportation appeared in 2006 and 2008 under the School and Community heading, with a D grade in both years.

26 CFLRI CAN PLAY 2007-2009

Dillon Consulting Ltd.

Mehak, Kelly & Associates Inc.

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- For the last three years, Environment variables have appeared under an expanded heading entitled Community and the Built Environment. The related categories, however, have not been directly comparable during this period. In 2008, “access to facilities and programs” and “use of facilities and programs” were graded separately - and earned B+ and D, respectively. While over 90% of parents/guardians report good access to facilities and programs, only 23% actually used them. Similarly, “access to parks and playgrounds” received a B+ while use of these was graded D. Community-level policies that hinder participation in physical activity are common, resulting in a D grade for “municipal regulations.”
- In both 2009 and 2010, “community programming” was graded B+, since a majority of Canadians agree there are a variety of appropriate programs available locally. At the same time, almost half of parents view cost as a constraint to using them.²⁷ The following indicators received a B grade: over half of Canadians enjoy “proximity and accessibility” to a built environment that facilitates physical activity,²⁸ and roughly 75% of Canadian parents do not appear to hold negative “perceptions of safety and maintenance” regarding walking and engaging in physical activities in their neighbourhood.²⁹ Both “usage of facilities, programs, parks and playgrounds” and “municipal policies and regulations” were graded D. Less than half use of youth and children community facilities/amenities that are available for physical activity.³⁰

Health

- Overweight/obesity among children and youth was graded F from 2005 through 2008³¹, based on an increase in these indicators of 2% in 1981 to 10% in 2001, and a 36% increase between 2003 and 2006. Excess body weight among children and youth in Canada continues to be among the highest in the world, and is positively related to the amount of “screen time” (2008 Report Card).

5.2.3 International Comparisons on Youth

The World Health Organization's 2005/06 “Health Behaviours in School-aged Children Study”³² surveyed over 200,000 young people in 41 countries and regions. Health indicators included daily physical activity and amount of TV watching on weekdays. The results for Canada are summarized below and compared to international averages:

Physical Activity

At each age, Canadian boys and girls exceeded the overall average for engaging in daily vigorous activity. There was, however, a significant difference between Canadian boys' and girls' involvement in each case, with boys being consistently more active. For both sexes, vigorous activity declined with age.

27 CFLRI Physical Activity Monitor (PAM) 2007.

28 Ibid

29 Ibid

30 CLFRI PAM 2008

31 This indicator was not reported in 2009 and 2010.

32 World Health Organization (WHO). Inequalities in Young People's Health. HBSC International Report from the 2005/2006 Survey. WHO. Scotland. 2008

* indicates a significant gender difference

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- Canada ranked 7th (along with Croatia) in the proportions of 11 year old boys (36%) and girls (26%) who engage in at least one hour of moderate to vigorous physical activity daily. The average was 30% for boys and 22% for girls.*
- Canada ranked 9th (along with Croatia) in the proportions of 13 year old boys (31%) and girls (16%) who engage in at least one hour of moderate to vigorous physical activity daily. The average was 25% for boys and 15% for girls.*
- Canada ranked 9th in the proportions of 15 year old boys (27%) and girls (13%) who engage in at least one hour of moderate to vigorous physical activity daily. The average was 20% for boys and 12% for girls.*

Weekday TV Watching

In most cases, larger proportions of Canadian boys and girls watch at least two hours of TV on weekdays than the average for all boys and girls. This is notable, since the use of other types of screens was not measured and it is likely that Canadian children spend more time on computers, blackberries, etc. than do children in less affluent areas of the world. At each age, a larger proportion of Canadian boys engage in this level of TV watching than do Canadian girls. There is also a tendency for TV watching to increase with age among boys and decrease with age among girls. There was a significant difference between Canadian boys and girls aged 13 and 15 years.

- Canada ranked 15th in the proportions of 11 year old boys (67%) and girls (64%) who watch television for two or more hours on weekdays. The average was 63% for boys and 60% for girls.
- Canada ranked 21st in the proportions of 13 year old boys (73%) and girls (66%) who watch television for two or more hours on weekdays. The average was 70% for boys and 69% for girls.*
- Canada ranked 25th in the proportions of 15 year old boys (73%) and girls (60%) who watch television for two or more hours on weekdays. The average was 69% for boys and 67% for girls.*

5.2.4 Discussion

Data published in January 2010 by Statistics Canada show that, between 1981 and 2007-2009, the **fitness levels** of Canadian **adults has declined on all measures investigated**, putting many adults at risk for health issues associated with less than optimal fitness.

2005 figures for **physical activity** levels among Canadians ages 12 and over represented a **9% increase over a ten-year period. Relatively more men (53%) than women (49%) were active.** The level of **physical inactivity** among Canadians by age group **increased progressively from 28% among 12 to 19 year olds to 52% among those over 55 years of age, or a total 24%.**

The January 2010 Statistics Canada date revealed that **the fitness levels of children and youth have declined significantly and meaningfully since 1981, regardless of age or sex. Fitness levels change substantially between ages 6 and 19 years.** These findings

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point to accelerated chronic disease development, higher health care costs, and loss of future productivity for this generation of children and youth.

2005 to 2010 data from Active Healthy Kids Canada show consistently **poor and falling grades for levels of physical activity among Canadian children and youth**: the past four years have produced a consistent F grade. Similarly, grades for the amount of “screen time” and for “sport participation” have settled at C or below each year. In the last three years, increasingly refined indicators have been developed in the area of community and the built environment as it relates to supporting physical activity. **B+ is the highest grades achieved to date, and has been assigned to “access to facilities and programs”, “access to parks and playgrounds” and “community programming.” B grades were assigned to “proximity and accessibility” to a built environment that facilitates physical activity, and “perceptions of safety and maintenance” regarding walking and engaging in physical activities in their neighbourhood. At the same time, both “usage of facilities, programs, parks and playgrounds” and “municipal policies and regulations” that facilitate participation were graded D.**

International comparisons on physical activity among 11 to 15 year olds indicate that at each age, **Canadian boys and girls exceeded the overall average for engaging in daily vigorous activity.** Boys, however, are consistently more active than are girls. For both sexes, **vigorous activity declined with age.** In most cases, **larger proportions of Canadian boys and girls watch at least two hours of TV on weekdays than the average for all boys and girls.** At each age, a larger proportion of Canadian boys engage in this level of TV watching than do Canadian girls. There is also a tendency for TV watching to increase with age among boys and decrease with age among girls.

Collectively, these data indicate that any increases in physical activity among Canadians in recent years have been insufficient to halt or reverse the trend towards: 1) a less that optimally fit population and 2) a generation of children and youth at risk for health issues associated with suboptimal fitness levels. Physical activity increases that have occurred have been largely limited to older age groups - that is, adults and older adults. This is reasonable, given the likelihood of older age groups taking seriously the message of the vital link between physical activity and health. The physical activity patterns of children and youth appear to remain below levels for optimal health, and have not shown marked improvement in the recent past. Furthermore, traditional patterns of boys being more active than girls, and the levels of involvement decreasing with age among both sexes, still hold. Even if parents and caregivers are conscientious about making physical activity a regular part of their children’s early years, therefore, it seems that adolescence remains the point at which participation starts to decline. From a population health perspective, therefore, it appears that instilling physical activity as normative behaviour is a considerably long-term, social process, and one that must overcome a number of steadfast patterns of behaviour that undermine this goal - despite good access to facilities and programs. Effort must still be directed, therefore, at engaging children and youth in the appropriate types and amounts of physical activity to achieve health benefits and to create a “culture of fitness.” And despite the apparent increase in active lifestyles among adults, more involvement among these age groups may contribute to improved health in later years of life, will provide positive role models for children and youth, and afford opportunities to participate alongside younger people.

Volume 1: Background Report**5.3 Provincial Population Trends****5.3.1 Trends Data³³**

Ontario's population structure will undergo several notable shifts in the near future, each of which will influence interest in, and demand for, recreation/leisure services. These include:

- **Relatively higher overall population growth than nationally:** Ontario's population will grow at a higher rate than the population of Canada as a whole - an estimated 37% increase in Ontario's adult population from 2000 to 2026 compared to a 27% increase in Canada as a whole.
- **A relatively stable middle age population:** The proportion of Ontarians between 45 and 54 years of age will remain relatively stable in relation to total adult population, declining slightly from 18% in 2002 to 16% in 2026.
- **A relative increase in older age groups with a corresponding decrease in households with children:** Those at least 55 years of age will represent a large and increasing proportion of the province's population - 41% by 2026. Ontarians 65 years of age or older currently (2002) represent about 17% of the adult population but by 2026 this group is expected to represent 25% of the province's population. As Ontario ages, the proportion of adults living in households with teenagers or children will decline from 37% in 2002 to 29% in 2026.
- **A proportionate increase in immigrant populations:** The proportion of foreign-born Ontario residents will increase from 31% in 2002 to 37% in 2026, with relatively high increases in Eastern European, Asian, Western Europe (apart from the United Kingdom) and Central/South America immigration predicted.³⁴

These demographic changes will have a number of implications for recreation and leisure services demand among Ontario residents. Assuming local involvement in activities, on a frequent or occasional basis in 2026, will reflect current patterns, Ontario communities can expect **rates of participation in strenuous, outdoor and child-oriented recreation activities to decline** relative to other activities and **rates of participation in indoor and cultural activities to increase** relative to other activities. With an increasing immigrant, urban-based and aging population, **Ontario resident demand for cultural attractions and performances is expected to grow**. While demand for cultural programs and activities is partially driven by tourism trends, local resident use is key to the financial viability of many museums, galleries, theatres and other performance venues. Consequently, **local institutions may need to review and re-orient their facilities and programs to serve an aging and increasingly ethnically diverse local population**.

33 Ontario Ministry of Tourism. *If the future were now...Impacts of Aging the Market on Tourism in Ontario*. A Special Analysis of the Travel Activities and Motivation Survey (TAMS). July 2002.

34 assumes pre-September 11, 2001 immigration policies

Volume 1: Background Report**5.3.2 Discussion**

While it is expected that the trends noted above will dominate, other factors are also relevant to considering future demand for/participation in recreation. Population trends analyses tend to focus on the movement of the “baby boom” generation through various life stages as it ages. Less attention is directed to other population segments that follow those born between 1947 and 1966. The “echo boomers” - the children of the baby boomers - were born roughly between 1980 and 1995 and are also known as “Generation Y”. The leading edge of this cohort is now in their mid-to-late 20s, are largely finished their education, and have started households and families of their own. While baby boomers tended to have smaller families than their parents, their sheer numbers produced a considerably sized “next generation.” Growth in the size of echo generation families will peak between 2010 and 2012, and then begin to decline as the smaller cohort born after the 1961 peak of the boom collectively produce fewer children. The echo boomers, therefore, are - and will continue to be - major consumers of both adult and children’s recreation services, and will replace the baby boomers as the dominant population group in the longer term.

A tendency for people to engage in less strenuous activities as they age does not mean that new activity choices are necessarily passive, and there is evidence that current generations are more active than previous generations at the same age - likely due to the boomers having already adopted a more physically active lifestyle. The desire to delay the ageing process and remain healthy is also a motivator to remain active.³⁵

Education attainment been positively linked to levels of participation in physical activity, interest in arts, culture and heritage, and willingness to try new things. A population with higher levels of education can be expected to participate more frequently in all types of recreation activities and will look for recreation activities with an educational component.³⁶ The proportion of Ontario residents with at least a secondary school education is anticipated to increase over time, which will likely positively influence participation in recreation among younger population groups.³⁷

Finally, policy initiatives directed at influencing activity interests, participation and the provision of services to accommodate these will have an impact on the form that future involvement in sport, recreation and leisure will take. In response to growing public health-related concerns over sedentary lifestyles and overweight/obesity, the number of policy initiatives directed at reversing these trends is increasing and will combine with other variables to influence future outcomes.

35 The City of Edmonton. Urban Parks Master Plan Leisure and Recreation Trends Analysis. October 2002. p. 12

36 Ibid. p. 16

37 Ontario Ministry of Tourism. If the Future Were Now Impacts of Aging the Canadian Market on Tourism in Ontario. A Special Analysis of the Travel Activities and Motivation Survey (TAMS). July 2002.

Volume 1: Background Report**5.4 Trends in Activity Participation and Interests**

The following sections presents trends in activity interests and participation, based on secondary research from Canadian and American sources, as follows:

- Participation trends - increases, declines, stability - in largely sports among Canadians
- Participation trends in indoor fitness activity, and outdoor, nature-based activities among Americans
- Arts, culture and heritage participation among Canadians

5.4.1 National Research on Sport Participation Trends in Canada

Participation and interest trends in sports and recreation influence the demand for facilities and services. Table 5.3 presents the key findings of *Sport Participation in Canada, 2005*³⁸. The findings of this research report indicate that, although national participation in sport is declining, there are specific areas in which levels of involvement are, or appear to be, increasing. These include:

- participation among females, particularly in areas such as hockey that have been traditionally male-dominated;
- swimming, particularly among active adult women;
- field sports such as soccer, at the expense of traditional league activities like baseball;
- "old" field sports such as football, rugby, field hockey, lacrosse, etc. that appear to be experiencing a resurgence in participation;
- indoor sports such as basketball and volleyball

38 Fidelis Ifedi. Sport Participation in Canada, 2005. Statistics Canada. Ministry of Industry. February 2008.

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Table 5.3: Sport³⁹ Participation Trends

Trend	Details
Canada's sport participation rate continues to decline	The national sport participation rate ⁴⁰ dropped in 2005, continuing the downward trend that was observed in the 1998 General Social Survey results. Participation in sport in Canada declined from 45% in 1992 to 28% in 2005. In 1998, more than one third (34%) of the Canadian population aged 15 and over participated in sport on a regular basis. In 2005, the figure was about one quarter (25%): from 9.6 million to 7.3 million Canadians over the seven-year period.
Sport participation is decreasing across all age groups	Young Canadians aged 15 to 18 years had the highest sport participation rate, but that also declined from 77% in 1992 to 59% in 2005. Canadians aged 55 and over had the lowest participation rate at 17%, down from 25% in 1992. A similar trend was observed in the other age groups. As Canadian youth get older, their rate of participation in sport decreases. With over two-thirds of the Canada's 2005 population in the 35 years of age and older cohorts, this downward trend may continue as the population continues to age.
Declining sport participation rates in Ontario	Between 1998 and 2005, sport participation in Ontario declined by 3.3% among those 15 years of age and older. Across all provinces, the greatest proportionate decrease occurred in Quebec (11%). Prince Edward Island showed an increase of 3.4%, and participation in Nova Scotia showed a minimal 0.2% decline. 28.5% of Ontarians 15 years of age and older regularly participated in sports in 2005, compared to 28% nationally. In 2005, 17.1% of Ontarians aged 15 years and older participated in structured sports, and 16.9% engaged in unstructured sports. National participation rates for structured and unstructured sports were 16.6% and 16.2%, respectively.
Education and income are related to sports participation	The higher the level of education, the more likely a person is to participate actively in sport. In 2005, one quarter of Canadians (aged 15 and over) with a high school diploma or less participated in sport, compared to 30% of those with a post secondary diploma and 33% of those with a university degree. Income has a direct effect on sport participation, with participation increasing as household income grows. In 2005, households with incomes of \$80,000 and over were twice as likely to participate in sport as those with incomes below \$30,000.

39 Establishing whether or not a physical activity fell within the scope of 'sport' was determined by Sport Canada. A "sport" is an activity that involves two or more participants engaging for the purpose of competition. Sport involves formal rules and procedures, requires tactics and strategies, specialized neuromuscular skills and a high degree of difficulty and effort. The competitive nature of sport implies the development of trained coaching personnel. It does not include activities in which the performance of a motorized vehicle is the primary determinant of the competitive outcome. Based on these general guidelines, a list of sports was provided by Sport Canada. A number of non-competitive physical and leisure activities were excluded such as aerobics, aqua-fitness, bicycling for recreation/transportation only, body building/body sculpting, personal weight lifting, car racing, dancing, fishing, fitness classes, hiking, jogging, motorcycling, snowmobiling, and recreational walking.

40 Participation rate refers to active members of a population expressed as a percentage of the total population.

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Table 5.3: Sport⁴¹ Participation Trends (cont'd)

Trend	Details
People born in Canada participate more in sport than immigrants	People born in Canada are more likely to participate in sport than are people born outside the country. Recent immigrants ⁴² reported a participation rate of 27%, almost three percent lower than that of the Canadian-born population. Those who came to Canada before 1990 were much less likely to participate in sport, with only a 19% participation rate.
Students are the most active participants in sport	Students remain the most active group in Canada. Their participation rate in sport, however, declined from 64% in 1998 to 51% in 2005. The rate was highest for male students at 59%, although still less than it was in 1998 (76%)
Participation is highly concentrated in a few sports	<p>Out of nearly 100 sports played in Canada, adult participation is highly concentrated in a limited number: golf (5.7%), ice hockey (5.0%), swimming (2.9%), soccer (2.7%), basketball (2.4%), baseball (2.0), volleyball (2.0), skiing (1.9%) and cycling (1.8%).</p> <p>For active men, participation was concentrated in hockey (25.9%), golf (25.2%), basketball (9.7%), soccer (8.8%) and baseball (7.7%).</p> <p>Active women participate most frequently in swimming (18.7%), golf (12.2%), soccer (11.3%), volleyball (11.1%), and skiing (8.1%)</p>
Soccer has become the sport of choice for Canadian children aged 5 to 14 years	<p>Active children participate most frequently in soccer (44.1%), ice hockey (26.1%), swimming (24.8%), basketball (18.9%), baseball (13.6%), and volleyball (10.5%).</p> <p>Active boys' top sports are the same as those for children in general: soccer (44.4%), ice hockey (33.8%), swimming (20.5%), basketball (17.2%), baseball (15.5%), and volleyball (8.1%).</p> <p>Active girls participate most frequently in soccer (43.7%), swimming (30.3%), basketball (21.0%), ice hockey (16.2%), volleyball (13.5%), baseball (11.2%), and gymnastics (11.1%)</p>
Changing participation patterns among those aged 5 to 14 years	<p>Among the top five sports in which children participated in 2005, the following changes occurred in rates of involvement since 1998:</p> <ul style="list-style-type: none"> - an increase in soccer participation, from 32.1% to 44.1% - an increase in ice hockey participation from 23.4% to 26.1% - an increase in swimming participation from 22.9% to 24.8% - an increase in basketball participation from 13.8% to 18.9% - a decrease in baseball participation from 22.1% to 13.6%

41 Establishing whether or not a physical activity fell within the scope of 'sport' was determined by Sport Canada. A "sport" is an activity that involves two or more participants engaging for the purpose of competition. Sport involves formal rules and procedures, requires tactics and strategies, specialized neuromuscular skills and a high degree of difficulty and effort. The competitive nature of sport implies the development of trained coaching personnel. It does not include activities in which the performance of a motorized vehicle is the primary determinant of the competitive outcome. Based on these general guidelines, a list of sports was provided by Sport Canada. A number of non-competitive physical and leisure activities were excluded such as aerobics, aqua-fitness, bicycling for recreation/transportation only, body building/body sculpting, personal weight lifting, car racing, dancing, fishing, fitness classes, hiking, jogging, motorcycling, snowmobiling, and recreational walking.

42 Those who came to Canada after 1990

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Table 5.3: Sport⁴³ Participation Trends (cont'd)

Trend	Details
Changing participation patterns among those aged 5 to 14 years (cont'd)	<p>While the following trends should be considered with caution due to limited data/overall low rates of participation, indicators suggest:</p> <ul style="list-style-type: none"> - stable to decreased participation in ice-based activities like ringette and figure skating - stable participation in softball, badminton - increased participation in football, rugby, field hockey, lacrosse, ball hockey, curling
Variations in participation patterns between boys and girls	<p>Overall, boys (55%) were more active in sport than girls (44%), but girls maintained the same level of participation between 1998 and 2005; boys' involvement dropped from 59% during that period.</p> <p>Among the top five sports in which all children participated in 2005, the following changes occurred in rates of involvement by boys and girls since 1998:</p> <ul style="list-style-type: none"> - participation in soccer increased among both boys and girls, although girls' involvement showed a larger proportionate increase (16% for girls and 9% for boys) - participation in ice hockey decreased among boys by 2% and increased among girls by 10% - participation in swimming decreased slightly among boys and increased slightly for girls - participation in basketball increased by 4% for boys and 6% among girls - participation in baseball decreased among both boys and girls (10% and 6%, respectively) - participation in volleyball increased among both boys and girls (5% each)
Increase in tournament and competitive participation by active Canadians	<p>Canadians are participating more in tournaments and competitions: 36% in 1998 and 39% in 2005. While more active males participated in competitive sports than active females, the gap between them has narrowed from a 12% spread 1998 to 10% in 2005. In 1998, 29% of active females participated in competitive sports. By 2005, the proportion was 33%.</p>

43 Establishing whether or not a physical activity fell within the scope of 'sport' was determined by Sport Canada. A "sport" is an activity that involves two or more participants engaging for the purpose of competition. Sport involves formal rules and procedures, requires tactics and strategies, specialized neuromuscular skills and a high degree of difficulty and effort. The competitive nature of sport implies the development of trained coaching personnel. It does not include activities in which the performance of a motorized vehicle is the primary determinant of the competitive outcome. Based on these general guidelines, a list of sports was provided by Sport Canada. A number of non-competitive physical and leisure activities were excluded such as aerobics, aqua-fitness, bicycling for recreation/transportation only, body building/body sculpting, personal weight lifting, car racing, dancing, fishing, fitness classes, hiking, jogging, motorcycling, snowmobiling, and recreational walking.

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5.4.2 Discussion

The overall decline in sport participation is likely due to a number of inter-related socio-demographic and lifestyle trends including: population aging; time pressures/competing interests; family and child-rearing responsibilities, particularly among two-income households; career priorities; and participation in other unstructured physical and/or non-sport, leisure activities. Of these, it is likely that population aging - the movement of the "baby boom" generation into the traditionally less "sport-active" stages of the life-cycle - will contribute most significantly to a continuing overall decline in sport participation. As discussed above, "baby boomers" comprise a very large proportion of Canada's population. It can be anticipated, therefore, that the movement of this group through the country's population structure will have a profound influence on many trends at each stage of its life-cycle progression - including participation in traditional, intensely active sports. These trends, however, are not necessarily indicative of a long-term decline in sport participation. Other socio-demographic factors such as the echo boom and increasing education levels will combine to influence future sports participation. Further, and in response to growing concern about the relationship between physical inactivity and population health, recent years have seen increasing awareness and advocacy around the importance of life-long involvement in sport and fitness. Although the long-term outcomes of these initiatives cannot be foreseen, the intent is to reverse the tendency to inactivity in all age groups in Canada. Consequently, declines in sport participation should not be viewed in isolation of other relevant trends and initiatives.

The 2008 report indicated that the three primary reasons for non-participation in sport are "not enough time", "not interested", and "no particular reason". Between 25% and 30% of the population noted the former two reasons for not participating in sport, and just over 15% indicated the latter. Women were more likely to report lack of interest, while men more often indicated lack of time, for not participating. The presence of children in a household increases the likelihood of family involvement, as do higher levels of education and income. Only between about 1% and 3% reported "facilities not available", "programs not available", and/or "too expensive" as reasons for not participating. These findings combined with the top reasons cited above suggests that non-participation in sport among Canadians is largely due to personal preferences and interests that are unrelated to either demographics or opportunities to get involved.

Volume 1: Background Report**5.4.3 Research on Activity Participation Trends among Americans⁴⁴****Indoor Activities**

Table 5.4 shows a consistent order in the most popular indoor fitness activities among Americans in 2007 and 2008. With the exception of aerobics and free weights, these activities are equipment-intensive. Use of free weights for fitness, however, considerably exceeds that of other equipment.

Table 5.4: Indoor Fitness Activities by Participation Rate

(all Americans ages 6 and older)

Order	Activity	% population 2007	% population 2008
1	free weights (barbells, dumbbells, hand weights)	37	37
2	treadmill	18	18
3	aerobics (high impact, low impact, step)	15	17
4	stationary cycling (upright bikes, recumbent bikes, spinning)	15	16
5	weight/resistance machines	14	14

Table 5.5 shows that the largest participation increases occurred in step aerobics, for the periods considered, followed by other aerobic activities and stretching. Despite the relative popularity of free weight workouts, treadmill, stationary cycling, and weight /resistance

44 All data in this section are from The Outdoor Foundation. *The Outdoor Recreation Participation Report 2009*. Boulder, CO. www.outdoorfoundation.org

Notes from report:

2009 Survey: During January and February a total of 41,500 online interviews were carried out with a nationwide sample of individuals and households. A total of 15,013 individual and 26,487 household surveys were completed. The total population figure used was 279,568,000 people aged six and above.

2008 Survey: A sample size of 41,500 completed interviews provides a high degree of statistical accuracy. A sport with a participation rate of five percent of the total population has a confidence interval of plus or minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants. Small group participation, especially those with less than one million participants (between 0.3% and 0.4% participation) can be expected to fluctuate from year to year.

2007 Survey: The methodology changed slightly in 2007 to include household interviews in addition to individual interviews. The two methodologies are comparable and all results are indicative of the state of sports and leisure participation. Caution is recommended, however, in placing undue emphasis on trends extending back to 2006.

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machines shown above, participation in these activities appears to be either stabilizing or declining.

Table 5.5: Participation Trends in Indoor Fitness Activities
(all Americans ages 6 and older)

Activity	% change 2007-2008	Population 2008 (000s)	% change 2006-2008
Aerobics (high impact)	9	12,272	3
Aerobics (low impact)	8	24,168	10
Aerobics (step)	21	10,318	19
Aquatic Exercise	-5	9,267	-3
Free weights (barbells)	3	26,142	-11
Free weights (dumbbells)	6	34,391	-3
Free weights (hand weights)	-2	42,997	-8
Home Gym Exercise	-5	24,514	-9
Stationary Cycling (recumbent)	5	11,389	-3
Stationary Cycling (spinning)	6	6,693	1
Stationary Cycling (upright)	3	25,304	-7
Stretching	stable	36,288	10
Pilates	-3	8,886	-23
Tai Chi	n/a	3,424	n/a
Yoga	n/a	17,758	n/a
Treadmill	-1	49,371	-6
Weight/resistance machines	-2	38,397	-14
Swimming (fitness/competition)	4	19,041	5

As shown in Table 5.6, other indoor activities that appear to be experiencing strong growth are volleyball, basketball, badminton, boxing and wrestling. Volleyball, in particular, showed relatively better growth than the other activities considered.

Table 5.6: Participation Trends in Other Indoor Activities (all Americans ages 6 and older)

Activity	% change 2007-2008	Population 2008 (000s)	% change 2006-2008
Volleyball (court)	17	8,190	34
Basketball	1	26,254	11
Badminton	3	7,239	21
Wrestling	1	3,358	15
Gymnastics	-5	3,883	7
Boxing	4	2,358	16
Martial Arts	-1	6,770	13

Volume 1: Background Report**Outdoor Activities**

Tables 5.7 and 5.8 show the most popular outdoor activities among Americans in 2007 and 2008 by rate of participation and by frequency of participation, respectively. In both years, these activities comprised nature-based and urban-oriented outdoor engagement. 2008, however, revealed an increase in the popularity and frequency of nature-based recreation - even for similar activities.

Table 5.7: Most Popular Outdoor Activities by Participation Rate
(all Americans ages 6 and older)

	2007		2008	
Order	Activity	% population	Activity	% population
1	fishing - freshwater	16	freshwater, saltwater & fly fishing	17
2	running/jogging	15	car, backyard & RV camping	15
3	bicycling - road/paved surface	14	running, jogging & trail running	15
4	camping - RV	11	road biking, mountain biking & BMX	15
5	hiking - day	11	hiking	12

Table 5.8: Most Popular Outdoor Activities by Participation Frequency
(all Americans ages 6 and older)

	2007	2008
Order	Activity	Activity
1	Running/Jogging/Trail Running	Running, Jogging and Trail Running
2	Bicycling (any type)	Road Biking, Mountain Biking and BMX
3	Fishing (any type)	Freshwater, Saltwater and Fly Fishing
4	Wildlife Viewing*	Wildlife Viewing*
5	Skateboarding	Car, Backyard and RV Camping

* more than ¼ mile from vehicle/home

The activities shown in Table 5.9 are self-directed outdoor pursuits. The first six activities noted appear to be experiencing very strong growth in the United States. Comparing these findings to the activities listed in Table 5.10 suggests that, generally, nature-based outdoor activities are growing while a number of urban-oriented outdoor pursuits are losing participation (e.g., skateboarding, inline skating, road cycling). In addition to being nature-based, collectively, there appears to be water-based focused to the growth activities - kayaking (recreational, sea/touring), boardsailing/windsurfing, scuba diving, sailing and snorkeling. These statistics indicate that outdoor recreation is clearly gaining ground over indoor fitness activities. Only step aerobics, low impact aerobics and stretching experienced double-digit proportionate increases over the two year timeframe, to a maximum of 19%. Conversely, nine outdoor, nature-based activities experienced growth exceeding 9%, with six of these surpassing 19% increases.

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Table 5.9: Participation Trends in Nature-Based Outdoor Activities (all Americans ages 6 and older)

Activity	% change 2007-2008	Population 2008 (000s)	% change 2006-2008
Recreational Kayaking	23	6,240	+ 51
Downhill Telemarking	22	1,435	n/a
Snowshoeing	22	2,922	n/a
Sea/Touring Kayaking	20	1,780	+ 57
Backpacking	19	7,867	+ 11
Boardsailing/Windsurfing	17	1,307	+ 39
Trail Running	15	4,857	+ 7
Mountain Biking	10	7,592	+ 12
Cross-country Skiing	9	3,848	n/a
Hiking	9	32,511	+ 9
Scuba Diving	8	3,216	+ 8
Backyard and Car Camping	7	33,686	- 6
Snowboarding	5	2,267	n/a
Birdwatching*	5	14,399	30
Wildlife Viewing*	5	24,113	19
Sailing	4	603	25
Snorkeling	stable	1,700	23

*more than ¼ mile from home vehicle

Although walking for fitness does not show remarkable growth compared to some of the other outdoor activities noted in these tables, it is by far the most popular activity in terms of numbers of participants, representing 40% of the American population in 2008. These figures also show noticeable increases in structured outdoor activities such as beach volleyball and field hockey.

Table 5.10: Participation Trends in Other Outdoor Activities (all Americans ages 6 and older)

Activity	% change 2007-2008	Population 2008 (000s)	% change 2006-2008
Self-directed			
Road Cycling	-2	13,325	-0.9
Skateboarding	-8	5,469	-30
Downhill Skiing	stable	2,417	n/a
Off-road Triathlon	25	80	114
Traditional Triathlon (road)	36	240	70
Wakeboarding	-15	1,084	16
Inline Skating	-13	9,608	-28
Walking for Fitness	3	111,668	10
Ice Skating	-4	10,999	14
Fishing(fly, freshwater, saltwater)	-7	48,206	-3
Tennis	10	18,558	27

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Table 5.10: Participation Trends in Other Outdoor Activities (cont'd)
(all Americans ages 6 and older)

Activity	% change 2007-2008	Population 2008 (000s)	% change 2006-2008
Team			
Volleyball (beach)	17	4,171	34
Volleyball (grass)	3	5,086	16
Field Hockey	stable	1,118	44
Lacrosse	7	1,127	29
Tennis	10	18,558	27

5.4.4 Discussion

Growth in outdoor, nature based activities appears to be outstripping that in both urban-oriented outdoor pursuits and indoor fitness pursuits. While the data presented here are limited to a short period of time, patterns related to areas of engagement - if not long-term trends in participation - are apparent. For the most part, it is likely that trends in areas of activity interest among Canadians are similar to those of Americans.

Comparisons of participation collected over the longer term will firmly reveal trends in the growth and decline of participation in various activities. It is reasonable, however, to suggest that trends are driven to some extent by a "fad factor" or an "experimental element." As new activities are "invented" or old ones "rediscovered" and they become fashionable, there is a corresponding boom in participation in the early years which eventually - ideally - settles at a sustainable level of involvement. Growth in one area will also be reflected in declines in other activities since the "market" for activities is finite, and involvement in "new" pursuits will replace that in existing activities to some degree, as some participants move on. Declines, for example, in skate boarding and inline skating may really represent a leveling off of participation rates "post-boom", as the market is saturated and some participants move on to newer activities. The above-noted figures suggest that many of the nature-based, outdoor activities are still in their "boom phase" of growth. Their longevity will depend on a variety of factors, one of which will include the success of efforts to connect (or reconnect) children and youth to an active, outdoor lifestyle.

5.4.5 Arts, Culture and Heritage Participation Trends

Participation in arts, culture and heritage activities can be "direct" - as a sculptor, performer, painter, etc. - or "indirect", as a spectator, visitor, etc. Community-based arts and culture programming encompasses both types of participation. Recent growth in indirect involvement is, and will continue to, generate increased demand for direct participation in arts, culture and heritage programs and activities. The following statistics are indicative of growth in this area of interest among Canadians.

- 5.5% of adults, or over 1 million Canadians, report taking dance instruction or participating in a dance activity. Personal participation in dance, as with most cultural

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activities, has grown strongly since the 1970s. Dance for children is often considered part of physical fitness in provincial school curricula 45.

- 17% of Canadian adults and 25% of youth report painting, sculpting or doing artistic photography in their leisure time. Over 50,000 Canadians report spending time as a volunteer in the visual arts. 155,000 are members of art galleries, and over 170,000 take courses in the visual arts 46.
- In Ontario, many cultural and heritage activities attracted a larger percentage of residents in 2005 than in 1992, including cultural/heritage performances (such as Aboriginal dance, Chinese opera, or Ukrainian dance), museums, public art galleries, historic sites, book reading, movies and videos 47.

Most cultural and heritage activities attracted roughly the same percentage of Canadians in 2005 as in 1992. Given the population growth between 1992 and 2005, all cultural and heritage activities saw an increase in the absolute number of Canadians attending, visiting, reading, watching or listening 48

- There was a strong and consistent increase in art gallery visitors between 1992 and 2005. The proportion of Canadians visiting an art gallery increased from 19.6% in 1992 to 26.7% in 2005, totaling 7 million visits in 2005 49.
- There was an increase in the percentage of Canadians visiting any type of museum. Just over one-third of Canadians (35.2%) 15 years of age or older, or 9.2 million people, visited a museum in 2005 - an increase from 32.7% in 1992 50.
- 41.2% of the population 15 or older (10.8 million Canadians) attended a professional concert or performance in music, dance, theatre or opera (excluding cultural festivals) in 2005. This is very close to the performing arts attendance rate in 1992 (42.4%), and a clear increase from 1998 (37.6%)⁵¹.
- Contrary to fears concerning a general decline of classical audiences, classical music saw a slight increase in the percentage of the population attending a performance between 1992 and 2005, from 8.4% to 9.5%. 52

Table 5.11 shows participation rates in arts, culture and heritage activities among Canadians in a typical year. These data indicate that over 25% of the population attends a variety of arts-related entertainments, including historic sites, live theatre, museums and art galleries.

45 T.J. Cheney Research Inc. The Growth of Dance in Canada Over Three Decades. Prepared for the Canada Council for the Arts, April 2004.

46 Canadacouncil.ca. Facts About the Presence of the Visual Arts in Canadians' Lives. 2003.

47 Hill Strategies Research Inc. Provincial Profiles of Cultural and Heritage Activities in 2005. October 2, 2007

48 Hill Strategies Research Inc. Cultural and Heritage Activities of Canadians in 2005. March 28, 2007

49 Ibid.

50 Ibid.

51 Ibid

52 Ibid.

Volume 1: Background Report**Table 5.11: Arts and Culture Participation⁵³**

Entertainment Activities Participated in by Canadians Frequently or Occasionally During a Typical Year	% of total adult population (24.8 million)
Festivals or Fairs	57
Historic Site/Heritage Building	36
Live Theatre	32
Museums	30
Art Galleries or Art Shows	28
Rock Music Concerts	20
Classical Music Concerts	15
Jazz Clubs	7
the Ballet	7
Operas	6

5.5 Trends in the Provision of Recreation, Trails and Green Space

The following are general trends in the provision of parks, trails and other green space and the delivery of recreation services, as seen in municipalities across North America in response to activity and participation trends, and leisure preferences.

5.5.1 Design, Function and Programming

Recognizing Parks are Important Elements of Placemaking in Urban Areas: Parks and public spaces are identified as key elements in 'placemaking' for their contributions to urban greening; aesthetically pleasing spaces; enlivened streets; and healthy, social communities. Green spaces provide a social focus, enhance people's perception of their neighbourhood and parks provide citizens with opportunities to socialize. Evidence shows that having a park, playground or green space within walking distance of one's home is associated with better health, and this holds true regardless of age, income, ethnic status or most other demographic variables.

Promoting Active Transportation: Safe, accessible cycling and walking routes to destinations enable people to integrate physical activity into their daily routine (i.e., active transportation), or as a recreational activity. To the extent that they can replace vehicular travel - trails/cycling paths/bike routes can also reduce car travel and its associated negative impacts (e.g. air pollution, respiratory problems, congestion) and save energy.

Increasing Access to Unstructured Activities: The mandate of municipalities includes ensuring all residents have affordable access to services, and parks. Green space and natural areas can provide quality public access at a reasonable cost, supporting families in their efforts to provide their children with positive experiences, in individual and family-oriented activities.

⁵³ Ontario Ministry of Tourism. Travel Activities and Motivations of Canadian Residents. An Overview. March 2007.
Dillon Consulting Ltd. Mehak, Kelly & Associates Inc.

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With increasingly involved and busy lifestyles, people are looking for outdoor activities that can be undertaken at their leisure and which complement other interests, e.g. nature-based activities such as bird-watching, hiking; gardening (both private and communal); and dog-walking and socializing in leash-free areas.

Supporting Outdoor Activities for Child/Youth Development and Older Adults: Parks, greenbelts and natural areas provide the infrastructure for a public health approach to eliminating sedentary lifestyles, obesity and related health problems. The more time young children spend outdoors, the higher their activity levels. Being outdoors is found to be the most powerful correlate of physical activity. Parks programming can offer children and youth programming opportunities to help with self-identity, and a sense of belonging as an antidote to social alienation, vandalism, violence and the social costs associated with these issues. Parks connect older adults to other people and the community-at-large, which is key to psychological/emotional well-being. Physical activity helps individuals maintain their physical and mental health as they age, and is important to maintaining independence. Convenient walking trips from home to destinations such as stores, parks and trails, the perception of having safe and aesthetically pleasing surroundings for walking and ready access to green spaces are associated with increased physical activity levels among older people.

Parks Projects as Community Revitalizers: Parks projects can re-establish and expand positive outdoor recreation experiences, and provide a reason to use a park for constructive activity. They can help develop community/social capital through engagement of all sectors including youth, families, seniors, different ethnic groups, different socio-economic groups, etc.

Developing the Education Function: A philosophy that embraces sustainability requires a social shift in thinking about traditional patterns of urban growth and living, and embracing our role as environmental stewards. Education is critical to realizing this shift and can comprise both formal and informal programming; outdoor recreation is one of the best approaches to environmental education - a key to long-term sustainability. Parks offer children the benefits of direct experience with nature - the motivation to explore, discover, and learn about their world - and provide a valuable resource for closing the educational achievement gap in communities. The presence of flora and fauna, and experiencing natural processes are considered valuable parts of daily living, and connecting children/youth with nature is necessary to foster stewardship.

Promoting All-seasons Use of Parks, Natural Areas and Green Space: Increasing winter use of parks and natural areas can:

- 1) expand supply of low-cost opportunities for individuals to be active year-round
- 2) optimize opportunities for all age groups and abilities to be active outdoors,
- 3) optimize the use of parks and open/green space resources.

Implementation can present cost challenges. Costs need to be considered, however, against relative to the health and social benefits to be gained, and in comparison to resources allocated to single purpose outdoor facilities that are oriented to a narrow range of users.

Supporting Arts, Culture and Heritage Programming: Parks can provide exhibit, rehearsal and performance space, and parks-based arts and culture programs/activity can help artists and arts organizations develop new audiences. It can increase accessibility of the arts to the

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community-at-large, provide educational experiences for children and youth, and play an integral role in the revitalization of a park. Arts/culture is one of the best ways to express the spirituality of the land, thereby encouraging environmental stewardship.

Manmade cultural heritage resources define a community's history and identity, and describe its uniqueness in the "global village" that increasingly demonstrates uniformity. Maintaining a visible presence and continuity of a community's heritage requires preservation and re-purposing of heritage buildings and landscapes. There is increasing public support for these efforts.

Growing interest in large events which may be community and/or visitor-oriented, including sporting events (e.g., runners' marathons), arts and culture events (e.g., festivals, outdoor art exhibits, performances), community picnics, etc., has resulted in the need for correspondingly large spaces to accommodate these activities.

5.5.2 Protecting the Natural Environment

Ensuring that Recreation is Compatible with Environmental Conservation: Effective management of natural areas ensures continuation of the health benefits they provide to residents (e.g., improved air quality, safe drinking water, disaster prevention) as well as protecting the intrinsic and ecological health of the area. There is increasing demand for responsible land stewardship and assigning priority to ecological/environmental protection over recreation uses.

Increasing Tree Canopy and Plantings: Maintaining healthy ecosystems requires management and enhancement of the entire urban forest toward a sustainable state, including street trees, woodlands and other vegetated areas. Greening strategies in existing parks and green spaces, and strategic location of new parks and linkages can expand the green infrastructure and provide connections for ecosystem functions.

Integration of Sustainable Design Practices: Sustainable design includes landscape and site design measures to mitigate micro/macro climate change, lessen trap pollutants, help preserve native species, conserve energy and water, reduce storm water runoff and use rainwater, improve air quality, and provide shading and cooling.

5.5.3 Economic Benefits of Parks

Contributors to Quality of Life: Residents looking to relocate, and developers seeking to invest in a community increasingly identify positive benefits to being in close proximity to parks and green space. Quality of life can also be a factor in where businesses decide to locate.

Contributors to Tourism Development: Tourism is a key component of a service economy and communities are interested in securing their market share. Parks may not in themselves generate revenues or profit, but can serve as visitor draws and generate spin-off economic benefits related to short-term or extended stays. Cultural tourism is an area of potential growth in Canada, based on limited development here to date. Horticultural tourism is a growing interest for visitors from other countries and as populations' age, although many prominent 'garden parks' struggle financially.

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5.5.4 Securement, Maintenance and Management

Partnerships in Provision: Many, integrated objectives in parks and natural areas development require corresponding partnerships to implement effectively, and the costs cannot reasonably be borne by municipalities alone. The benefits of parks, greenbelts and natural areas accrue to many different sectors of the community, giving them a vested interest in being partners to future provision and/or protection.

Integration of Sustainable Management Practices: Communities that support and encourage sustainable design are changing to green technologies in the maintenance of indoor/outdoor facilities and parks. These include selective use of green products, utilization of low-emission vehicles, and employing sustainable practices in routine park maintenance activities.

Securement and Acquisition: With the limitations under the Development Charges Act, Ontario municipalities are increasingly challenged to acquire the landbase needed to address both recreation and environmental needs and interests. Many are looking to public / private partnerships to supplement available land dedications or purchases through cash-in-lieu in order to realize goals for the securement of non-traditional parkland such as waterfront and trail linkages. As well capitalizing on public interest in environmental and heritage conservation, some municipalities have been able to supplement parkland through such means as land donations, land trusts, eco-gifts or easements.

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6.0 Summary of Public Consultation

6.1 Introduction

A number of public consultation activities were conducted in Phase One to afford all sectors of the community opportunities to become engaged in providing their opinions at the outset of the study. Approximately 80 Brighton and area organizations were contacted directly to participate in surveys, focus group sessions, or interviews directed toward understanding their organizations' mandate, and identifying current and future needs. Residents were provided with an opportunity to complete a survey of personal or household use of facilities and programs, and opinions on areas of enhancement or improvement for parks, recreation and trails. This section reports the approach to, and results of, these activities.

The program was launched the week of March 8, 2010 and included:

- an on-line surveys of residents, a link to which was posted on the Municipality's website and made available to all residents;
- an invitation-based on-line survey of 26 volunteer sports, recreation, arts and culture groups that use community parks and facilities to provide their programs and activities;
- an emailed/mailed short survey to organizations in the community that are not major users of municipal indoor/outdoor facilities but nonetheless have an interest in community recreation, arts/culture, parks and trails, as either service providers or supporters;
- invitations to community/organization representatives to attend one of six focus groups in the following areas: Recreational Tourism; Service Clubs; Parks and Waterfront; Arts, Culture and Heritage; Trails and the Environment; and, Community Health and Services;
- interviews with municipal officials, staff and other agencies that are involved in recreation and parks services in the Municipality of Brighton;
- a Public Open House upon completion of the foregoing activities to review the process/findings to date and solicit broad community input in the early stages of the Vision's preparation.⁵⁴

It is important to note that the Background Report simply reports comments and feedback provided to the consultants through various consultation activities. Analysis of this information is presented in conjunction with the recommendations and strategies contained in Volume 2: The Vision Plan.

⁵⁴ A second Public Open House will be held at the end of Phase 2, to receive community input on draft directions and recommendations.

Volume 1: Background Report**6.2 Resident Survey**

Community input to the Vision was gathered through an on-line, resident survey. The survey was prepared in consultation with the Steering Committee and a link to the questionnaire was posted on the Municipality's website. The survey was made available from March 9 to April 6, 2010⁵⁵ with media releases from the Municipality announcing its availability through two newspaper advertisements, periodic radio announcements, and the Mayor's monthly. In addition, hard copies of the survey were placed at the two Municipal offices at 35 Alice and 67 Sharp as well as the two libraries, the Codrington Community Centre, the King Edward Park Community Centre, and the Brighton YMCA.

The survey was open to all residents of the Municipality of Brighton, with 163 respondents completing the questionnaire. It was not a random survey with a pre-selected number of respondents. The survey responses, therefore, are not statistically significant. They do, however, reflect the opinions of those community members who have an interest in, or concern about, the development of recreation, parks/open space and trails in the Municipality. The following points summarize the survey's highlights and Table 6.1 presents the frequencies for key findings. **Appendix B** contains the complete survey results.

- Almost all survey respondents were users of recreation facilities.
- Aside from the public library, all of the most frequently reported facilities used in the Municipality of Brighton are outdoors: sidewalks, walking trails, natural environment parks, and beaches/lakes.
- With the exception of swimming pools, use of recreation facilities outside the Municipality of Brighton also focuses on the outdoors.
- More than half of the respondents think that both the parks, trails, natural areas or public green spaces and the indoor and outdoor recreation facilities in the Municipality of Brighton require upgrades or improvements. A noticeably larger proportion reported need for upgrades or improvements to the former, rather than to the latter.
- Requests for improvements/upgrades to parks, trails, natural areas or public green spaces highlight interest in more trails (unpaved walking, and paved, multi-use), benches, pathways and seating areas, and better maintenance.
- Requests for improvements/upgrades to indoor and outdoor recreation facilities largely centre on ancillary facilities such as better support facilities, more audience/spectator seating, accessibility for people with special needs, and parking.
- Over half of the respondents reported interest in starting new sports, recreation and/or arts programs or activities, with interests focusing largely on swimming, wellness, fitness and trail activities.
- Lack of facilities, programs, or time to participate were the dominant factors that limit/preclude participation.

⁵⁵ The original closing date for the survey of March 25, 2010 was extended by the Steering Committee to allow more residents to participate.

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- Respondents were noticeably less likely to report that the children and teens in their household are active enough to experience health benefits than are the adults.
- There is strong support for more (or expanded) parks, trails or recreation facilities in the Municipality of Brighton. As single facilities, walking trails and a swimming pool were equally requested by respondents. Collectively, however, trail-related facilities (walking, cycling, multi-use, and on-road) were most frequently requested by far. Those not in favour, of more (or expanded) parks, trails or recreation facilities focused on the need to upgrade or improve the existing system.
- There is roughly equal support among respondents for the centralization or decentralization of new facilities.
- The strongest level of agreement emerged for fundraising as a means of financing the development of parks and recreation services. At the same time, a large majority of respondents either agreed to some extent or were neutral about financing through taxes, user fees and fundraising.
- Close to half of the respondents have memberships at the Brighton YMCA, Quinte West YMCA or other recreation/fitness facilities.
- There is very strong support for the library as an important community resource, and its role as a lending source for books, DVDs, etc. for leisure. Most think the library should be located in the Council Complex.
- The dominant profile of responding households comprised: couples without dependent children; households with members 45 years of age or older; long-term residents of the Municipality of Brighton who live in the urban area.

Table 6.1: Key Responses from the Resident Survey

#	Question	Key Responses
1	Have you or someone else in your household already responded to this survey?	A total of 163 households responded to the survey. None reported having answered the survey twice.
2	Do you or other members of your household use recreation facilities in the Municipality of Brighton or the surrounding area, either as part of organized programs or for unstructured activities?	Almost all (95%) of the respondents indicated that they or other members of their household use recreation facilities in the Municipality of Brighton or the surrounding area.
3	Facilities Used 1) In the Municipality of Brighton and 2) Outside the Municipality of Brighton (MR) ⁵⁶	1) sidewalks (72%) , the public library (69%), walking trails (67%), natural environment parks (62%) and beaches/lakes, (57%) 2) beaches/lakes (35%) , natural environment parks (31%), walking trails (30%), swimming pools (29%), multi-use trails (24%)

⁵⁶ MR refers to multiple responses, in questions where respondents could select more than one option.

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Table 6.1: Key Responses from the Resident Survey (cont'd)

#	Question	Key Responses
4	If there are there any other recreation facilities not listed in the above question that you or other members of your household use, please list them below and note if they are located inside or outside the Municipality of Brighton (MR)	- see complete survey results Appendix B
5	Do you think <u>the parks, trails, natural areas or public green spaces</u> in the Municipality of Brighton that you or other members of your household use require upgrades or improvements?	- majority (70%/114 respondents) think that upgrades or improvements are required
6	Please describe the types of upgrades or improvements you think are needed (MR)	- benches, pathways and seating areas (43%/71 respondents) , more unpaved walking trails (42%/68 respondents), better maintenance (35% /57 respondents), and more paved multi-use trails (32%/52 respondents).
7	Do you have any specific locations in mind for the improvements or upgrades noted above?	- see complete survey results Appendix B
8	Do you think <u>the indoor and outdoor recreation facilities</u> in the Municipality of Brighton that you or other members of you or members of your household use require upgrades or improvements?	- over half (54%/88 respondents) think that upgrades or improvements are required
9	Please describe the types of upgrades or improvements you think are needed (MR)	- better support facilities (32%/52 respondents) , more audience/spectator seating (17%/27 respondents), accessibility for people with special needs (12%/20 respondents), and parking (15%/24 respondents).
19	Please indicate the extent to which you agree with financing the development of parks and recreation facilities in the Municipality of Brighton through each of the following methods	- strongest level of agreement emerged for fundraising: 41%/67 respondents strongly agreed with this method - large majority of respondents either agreed to some extent or were neutral about each method of financing the development of parks and recreation facilities - property taxes, user fees and fundraising
20	Please indicate if you or other members of your household are members of the YMCA or other recreation/fitness facilities	- slightly larger proportion of respondents (48%/79) reported no fitness facility memberships than those with memberships at Brighton YMCA, Quinte West YMCA or other recreation/fitness facilities (45%/74 respondents)
21	Do you think the library is an important resource for our community?	- almost all respondents (95%/155) think the library is an important resource for the community
22	Where do you think the main library should be located?	- majority (67%/110 respondents) indicated that the library should be located in the Council Complex , similar to the existing situation. The second most frequently supported location is Main Street, in the post office area, which was selected by 13%/22 respondents.

Volume 1: Background Report**Table 6.1: Key Responses from the Resident Survey (cont'd)**

#	Question	Key Responses
23	What do you think are the most important roles for the library? (MR)	- four most important roles for the library are: acting as a lending source for books, DVDs, etc. for leisure (96%/156 respondents) , providing reference for local and general information (77%/126 respondents), providing a centre for community use, fixed or local networks(68%/111 respondents), and providing pre-school programs to encourage future reading and learning (64%/104 respondents)
24	Which of the following best describes your household?	- just over half of households (53%/86) comprised couples without dependent children - about one-fifth (21%/35 households) contained a couple with dependent children
25	How many people in each of the following age categories (including you) live in your household?	- majority of household members (60% of 283 individuals are 45 years of age or older) - collectively, households responding to the survey represented 471 individuals
26	In which of the following age categories do you fit?	- two largest proportions of respondents comprised people between the ages of 55 and 64 years (34%/55) and people from 45 to 54 years of age (23%/37)
27	Do you live in the Municipality of Brighton?	- 88%/144 respondents live in Brighton
28	How long have you lived in the Municipality of Brighton?	- largest proportion of respondents (24%/39) has lived in the Municipality for 30 or more years. - twenty-eight (17%), 27(16%), and 24(15%) respondents have lived in Brighton for 10 to 19 years, 5 to 9 years, and 1 to 4 years, respectively
29	In which one of the following areas of the Municipality of Brighton do you live?	- three largest proportions of respondents live in the following areas: Brighton urban area, south of CPR/CNR tracks (33%/54 respondents) , the rural area of Municipality (21%/34 respondents), and Brighton urban area, between 401 and CPR/CNR tracks (19%/31 respondents).
30	If there are any additional comments you would like to make, please provide them below	- see complete survey results Appendix B

6.3 Facility User Group Survey

The consultants and the Steering Committee together identified volunteer groups that are based in the Municipality of Brighton and are users of parks, recreation facilities and trails. In addition to parks, trails and natural open space areas, facilities include arenas, gyms, fitness facilities, halls, meeting rooms, art studios, theatres, gallery/exhibit space, museums, outdoor playing fields, etc.

In consultation with the project Steering Committee, a detailed on-line questionnaire was prepared to gather the groups' input on: types of programs and services they provide;

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membership trends; use of, and satisfaction with, available facilities; anticipated demand for additional or expanded facilities; need for facility upgrades/improvements, interest in assistance from the Municipality, and support for various methods of financing service development.

The consultants provided the Municipality with a letter that was sent to a group representative to introduce the study and to request their participation in the survey. This letter was followed-up by an email invitation from the consultants to answer the survey on behalf of their organization, along with instructions for accessing the survey through a group-specific link. The survey was made available from March 9 to April 12, 2010⁵⁷ and 26 groups were invited to participate. The following points summarize the survey's highlights and Table 6.2 presents the frequencies for key findings. A full report is contained in **Appendix C**.

- 11 of the 26 invited organizations participated in the survey and all of the respondents use indoor and/or outdoor recreation facilities in the Municipality of Brighton. Field sports and arena ice activities were the dominant programs represented in the survey.
- The most frequently used facilities are multi-purpose in nature: e.g. halls/community rooms, meeting/class rooms. Few groups use facilities outside the Municipality Brighton, and do so either because facilities are not available in the Municipality or they are closer to where members/participants live.
- A large majority of the groups have experienced increased or stable participation over the past three years, and almost all the groups anticipate an increase or stable membership in the next five years - mainly due to interest in the group's activity and/or a growing focus on healthy, active living.
- The groups primarily serve children, teens and young adults and, on balance, comprise a larger proportion of male participants than female members.
- Collectively, the groups draw from all areas of the Municipality of Brighton, as well as outside the Municipality. Proportionate representation by area of residence, however, is noticeably greater for the Brighton urban area.
- Collectively, the groups use facilities year round to operate their programs/activities. Two groups reported the need for additional weekly hours of facility use, primarily to provide current participants more time for games. Weekly hours needed totaled 19 comprised of: 10 hours of prime-time on ball fields; 5 hours of prime-time on soccer fields; 4 hours of non-prime time on soccer fields. Additional time is largely needed to provide current participants more time for games.
- No groups reported that the facilities they use are unsuitable for their program/activity requirements.
- Just over half the responding groups could use additional assistance from the Municipality, mainly in the areas of advertising and promotion and/or upgrading/improving maintenance of the facilities/parks they use.
- Three quarters of the responding groups currently pay fees for the facilities they use. The groups were most supportive regarding their willingness to help with fundraising

57 The original closing date for the survey of March 25, 2010 was extended by the Steering Committee to allow the groups additional time to participate

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activities for facility/parks/trails development, and reported minimal support for contributing to capital costs and/or accepting new or increased user fees.

- With the exception of a suggestion to increase financial assistance so that more children in the community are able to participate, the groups did not report awareness of any obstacles or barriers that impede residents' access to their programs.

Table 6.2: Key Responses from the User Group Survey

#	Question	Key Responses
1	Organization Name	- see Appendix C for a list of organizations invited to participate in the survey and those that responded
2	Does your organization use indoor and/or outdoor recreation facilities in the Municipality of Brighton for its programs? Recreation facilities include playing fields, trails, arenas, gymnasiums, halls, meeting rooms, multi-purpose space, studios, performing arts facilities, and exhibit space used for community leisure programs and activities.	- all 11 organizations that responded to the survey use indoor and/or outdoor recreation facilities in the Municipality of Brighton
3	Which of the following indoor recreation facilities does your organization use for its programs or activities? (MR)58	- most frequently used are halls/community rooms (54%/6 groups) , meeting/class rooms (27% /3 groups), soccer fields (27%/3 groups), and arena ice (27%/3 groups)
4	Does your organization use indoor and/or outdoor recreation facilities outside the Municipality of Brighton for its programs/activities (e.g., soccer fields, ball fields, arena, indoor pool)?	- 27%/3 groups use indoor and/or outdoor recreation facilities outside the Municipality
5/6	Name/Type of Facility (MR) Name of Community (MR)	- swimming pools in Trenton and campgrounds throughout Ontario - senior centres, Armoury in Kingston, Trenton and Cobourg - soccer fields in Belleville and Trenton
7	Reason(s) Facilities Used (MR)	- facilities not available in the Municipality of Brighton - facilities are closer to most league members
8	Which one of the following categories best describes your organization's MAIN programs, activities or services?	- field sports including soccer and baseball (36%/4 groups) , arena ice activities including hockey and figure skating (27%/3 groups)
9	Please describe the programs, activities or services your organization provides to the community	- see complete survey results Appendix C
10	Approximately how many members/participants belonged to your organization in the last three years, excluding coaches, spectators, etc.?	- large majority of the groups (82%/9) have experienced stable or increased participation , ranging from 6% to 125% growth.
11	Which of the following age group(s) does your organization PRIMARILY serve?	- largely provide services to children, teens and young adults -73%/8 groups serve teens aged 13 to 19 years. - 64%/7 groups serve children between the ages of 5 and 12 years
12	Which of the following categories best describes the male/female split among your group's participants?	- four groups (36.4%) are largely or all male - three (27%) of the groups comprise an even split of male and female participants.

58 MR refers to multiple responses, in questions where respondents could select more than one option

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Table 6.2: Key Responses from the User Group Survey (cont'd)

#	Question	Key Responses
13	What percentage of your participants/members lives in each of the following communities?	- collectively, groups draw from all areas of the Municipality of Brighton, as well as outside the Municipality - proportionate representation by area of residence is noticeably greater for the Brighton urban area , where the groups draw between 30% and 100% of their membership
14	Over the next five years, do you expect the number of participants/members in your organization to increase, remain stable, or decrease?	- majority of groups (7/64%) expect the an increase over the next five years , and three groups (27%) anticipate stable membership
15	Please identify the factors that you think will contribute to stable or changing membership/participation levels in your organization over the next five years.	- main factors are interest in the group's activity (82% /9 groups) , an increasing focus on healthy, active living (55%/6 groups), the quality of the group's marketing and promotional efforts (36%/4 groups), and the cost to participate (36%/4 groups).
16	In a typical year, how many weeks in each season does your organization use indoor facilities to run its programs and activities?	- collectively, the groups use facilities year round to operate their programs/activities, ranging from 8 weeks in summer to 19 weeks in winter
17	Number weekly hours used now Monday to Friday to 4pm	- 23 per week halls/community rooms - 22 hours per week curling rink - 8 hours per week soccer pitches
18	All other weekly hours used now (i.e., prime time weeknights/weekends)	- 26 hours per week curling rink - 22 hours per week ball fields - 17 hours per week soccer pitches - 9 hours per week ice
19	Additional weekly hours needed	- 2 groups reported need for additional facility time
20	Additional weekly hours needed Monday to Friday to 4pm	- 4 hours per week on soccer fields
21	All other additional weekly hours needed (i.e., prime time weeknights/weekends)	-10 hours per week on ball fields - 5 hours per week on soccer pitches
22	Please indicate why your organization requires additional weekly hours for its programs and activities.	- most frequently reported reason was to provide current participants more time for games
23	Whether or not your organization needs more time to operate its programs/activities, are the facilities you use well suited to your requirements?	- large majority (83%/9 groups) reported that, regardless of need for more time to operate programs/activities, the facilities they use are well suited to their requirements
24	Please indicate which of the following describes why the facilities you use are not well suited to your program/activity requirements.	- no groups reported unsuitable facilities
25	Could the Municipality of Brighton better assist your organization in developing and providing its programs and services?	- just over half the groups (54%/6) indicated that the Municipality of Brighton could better assist in developing and providing programs

Volume 1: Background Report**Table 6.2: Key Responses from the User Group Survey (cont'd)**

#	Question	Key Responses
26	In which of the following areas could the Municipality better assist you?(MR)	- advertising and promotion (three groups) - upgrading/improving maintenance of the facilities/parks they use (two groups)
27	Does your organization currently pay fees for the parks and facilities it uses?	- majority of the groups (74%/8) currently pay fees for the parks and facilities they use
28	Level of agreement concerning options to financially support parks and recreation services development.	- financing method with the largest proportionate support is "helping with fundraising activities for facility/parks/trails development" (36%/4 groups) - other methods minimally supported; highest level of disagreement emerged for "contributing to capital costs of developing new facilities/parks/trails for our use" (73%/8 groups)
29	Are you aware of any obstacles or barriers (e.g., cost, travel distance, scheduling, etc.) that impede residents' accessing your organization's programs or activities?	- large majority of groups (83%/9) are not aware of any obstacles or barriers
30	Please provide any suggestions you may have to reduce or remove obstacles/barriers to participation.	- increase financial assistance so that more children in the community are able to participate, since the number of available subsidized spaces does not meet need
31	If there are any additional comments you would like to make regarding facility needs specific to your organization or more generally about future parks, recreation facilities and trails in the Municipality of Brighton, please provide them below.	- see complete survey results Appendix C

6.4 Short Surveys and Individual Submissions

Those organizations not invited to submit an online group survey (i.e. not booking municipal facilities), were requested to complete a short survey. The survey requested information on their organization's purpose and programs/services, their provision/use of community facilities, comments on the need for additional parks, trails, recreation facilities and programs in the Municipality of Brighton, interest in service expansion, and the potential to contribute to future service development. 18 of 58 invitees submitted responses to a short survey targeted to Community Agencies and Organizations (lists comprised Community Health; Service Clubs; Recreational Tourism; Arts, Culture and Heritage; and, Schools) and 5 of 22 responded to a short survey of Parks, Waterfront, Green Space and Trails Organizations (lists comprised Parks and Waterfront; and Trails and Environment).

Key points from the survey responses are listed here, and results are detailed as **Appendix D**. It should be noted that some organizations did not submit a written survey but attended either a focus group or an interview to share their views and opinions about parks, recreation and trails in general. Specific information obtained in these forums about these community organizations, their mandates and needs is also consolidated as part of Appendix D.

59 Two organizations - the Brighton Arts Council and the Brighton Guitar Club - submitted responses immediately following the Open House, which was held on May 19, 2010. This brings the total to 18 submissions.

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6.4.1 Short Survey of Community Agencies and Organizations

- The following agencies/organizations submitted written responses to this survey: Brighton Chamber of Commerce, Downtown Business Improvement Association, Brighton Applefest, Brighton Farmers' Market, Community Events Committee, Heritage Advisory Committee, Save Our Heritage Organization and Proctor House Museum; Architectural Conservancy, Kawartha Pine Ridge District School Board, East Northumberland Secondary School, Skate Canada Brighton, YMCA Brighton, Community Care Brighton, Brighton Public Library; Brighton Barn Theatre; Brighton Arts Council; Brighton Guitar Club.
- All of the responding organizations provide services to the community, whether directly or indirectly. Several are at capacity now and cannot expand their programs/ services. A number of organizations would be in a position to expand their programs/services with the appropriate facilities, a larger volunteer base and/or financial assistance.
- Respondents generally agree on the need for additional parks, trails, recreation facilities and programs in the Municipality of Brighton for a variety of reasons including better service for existing population, population growth, supplementing sports and recreation with arts/culture/heritage programs/activities, retaining residents, attracting new population and drawing visitors, improving services to underserved groups such as teens, meeting the needs of an aging community.
- Specifically mentioned areas for new/improved facilities or services were: waterfront; trails; second ice pad; larger library; more/larger meeting space; centre/dedicated space for visual and performing arts, heritage and culture; archives; more soccer pitches; signage on heritage sites; a full community recreation centre; space for socializing and physical activities; facilities accessible to wheelchairs/walkers; etc.
- Interest was expressed in making better use of school facilities for a variety of activities and/or capitalizing on the potential to make schools "hubs" for community recreation.

6.4.2 Short Survey of Parks, Waterfront, Green Space and Trails Organizations

- The following agencies/organizations submitted written responses to this survey: Friends of Presqu'ile Park; Brighton Horticultural Society; Cobourg Cycling Club; Ministry of Natural Resources; Brighton Dragon Boat Club.
- The following organizations provided information about their organizations and mandates through the focus groups and/or interviews (phone or in-person): Brighton and Presqu'ile Model Railway Association; Brighton Off-Leash Dog Recreation Area (BOLDRA); Memory Junction.
- All of the responding organizations provide (or aspire to provide) recreation or leisure related services to the community, whether directly or indirectly. The volunteer led, non-profit organizations have specific purposes or mandates and are only able to contribute fund-raising or in-kind services to projects of interest. The Ministry of Natural Resources and the Upper Trent Conservation Authority manage their own recreation lands, but can offer environmental/biological information and planning advice.

Volume 1: Background Report**6.5 Focus Groups and Interviews**

The consultants held approximately 25 interviews and 6 focus groups with community representatives involved recreation, parks and trails services and activities in the Municipality. The purpose of these sessions was to gain broad-based community input to the study from key individuals and groups, in a relatively informal discussion format. The consultants, with assistance from municipal staff, identified individuals who were invited to attend either an interview or a focus group and/or complete a short survey that accompanied the invitation. The consultants provided the Municipality with an introductory letter to email or mail to invitees to focus groups. The interviews were scheduled on March 24 and March 25 at the Brighton Community Centre.⁶⁰ Interviews were about ½ hour in length and focus groups were up to 1-1/2 hours long.

6.5.1 Focus Groups

Focus groups were organized for invited representatives of community organizations, in the following interest areas: Recreational Tourism; Arts, Culture and Heritage; Parks and Waterfront; Trails and Environment; and Service Clubs. As a result of attendance numbers, consolidation of concurrent focus groups was done for several of the sessions. The following community organizations / agencies were represented at the focus group sessions or interviews:

Recreational Tourism: Brighton Chamber of Commerce; Downtown Business Improvement Association; Brighton Applefest; Brighton Farmers' Market; Community Events Committee

Parks and Waterfront: Brighton Horticultural Society; Brighton Dragon Boat Club; Waterfront Committee; Brighton Off-Leash Dog Recreation Area (BOLDRA); Brighton Women's Soccer; Brighton Baseball; Track and Field Task Force

Arts, Culture and Heritage: Heritage Advisory Committee, Save Our Heritage Organization and Proctor House Museum; Architectural Conservancy of Ontario; Brighton and Presqu'île Railway Association; Memory Junction Museum (interview)

Trails and Environment: Friends of Presqu'île Park; Ministry of Natural Resources; Lower Trent Conservation Authority; Cobourg Cycling Club; Ken Murray (cycling enthusiast); Gordon Toby Developments Ltd.

Community Health and Service Organizations: YMCA Task Force

Service Clubs: none responded / attended

6.5.2 Interviews

In addition, individual interviews were held with a number of representatives of agencies and organizations that are involved in the provision of direct or indirect services related to the study's mandate. The interviews included: Municipal Councilors and staff, the Brighton Library; the YMCA, the YMCA Early Years Centre, the Haliburton Kawartha Pine Ridge District Health Unit, the Pine Ridge District School Board and local schools; Brighton Children's Centre; and the Codrington Community Recreation Association.

⁶⁰ Invitees who were not able to attend on these days were offered the option of a phone interview.

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The following sections summarize the comments received/issues discussed under the following headings: identification of the Municipality's strategic advantages for recreation, trails and green space; an overview of key desired outcomes for the Vision; a summary of topic-specific points made in the sessions. Refer to Table 6.3 for comments under specific themes.

6.5.3 Brighton's Strategic Advantages

Several common points emerged as the Municipality of Brighton's strategic advantages in the areas of recreation, trails and green space:

- 1) The Municipality's proximity to natural areas supports access to nature, outdoor recreation, and trail-based activities for both residents and visitors.
- 2) The Municipality has substantial resources and community interest in the area of arts, culture and heritage, which is a growth area and complements an outdoor, natural focus.
- 3) The Municipality includes, and is known for, a strong farming community and agricultural history, which from a visitation perspective can be linked to both outdoor recreation and heritage.

6.5.4 Key Outcomes for the Vision

Our discussions included participants' views on key outcomes for the study Vision and well as their own "visions" for recreation, trails and green space services in the Municipality. Using this input, we identified a number of common, overriding themes:

- expanding opportunities to participate in programs and activities, paying particular attention to the development of arts, culture and heritage; unstructured activity; interests, attractions and activities for youth
- making an active, healthy lifestyle the easiest lifestyle to choose so that it becomes normative behaviour in the community
- protecting and extending, as required, natural heritage systems and unique resources such as the waterfront through continued/strengthened partnerships e.g. Friends of Presqu'île Park, Ministry of Natural Resources, Conservation Authority; and strategic acquisitions
- increasing community "connectivity" on several levels: infrastructure through the completion of existing or development of new trail/pathway linkages; develop/enhance partnerships among all relevant service providers; create activity hubs in urban and rural areas and link through a community-wide plan; create coordinated, centralized and comprehensive information base/organization/structure to promote participation; work towards inclusiveness in all aspects of service provision; recognize links between parks, trails, recreation and health, tourism, social, economic benefits
- need for commitment of combined Municipal/community resources to develop and sustain the Vision

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Table 6.3: Summary of Topic-Specific Input

Parks, Waterfront and Green Space	
Focus Groups	Interviews
<ul style="list-style-type: none"> - need more affordable access to Presqu'île Park for community - waterfront space is very limited, with no shade and few amenities - need for off-leash park in Brighton (BOLDRA looking for site to support) - need more parking at King Edward Park especially when baseball and soccer occur simultaneously during summer - Horticultural Society interested in expanding Brighton Beautification Project (beyond three entrance gardens) at selected sites in the community, with Municipal provision of materials and required equipment - need waste bins in some areas of downtown (near schools, restaurants) 	<ul style="list-style-type: none"> - Brighton is well endowed, lots to do - response to changing demographics may necessitate shifts in thinking, e.g. outdoor, nature based activities are increasing in appeal - opportunities to capitalize on natural area assets, in particular Presqu'île Park through mutually beneficial initiatives (e.g. shuttle bus already in place); increased access for residents - identify areas for new parks based on sites where growth and development are occurring (i.e., Ontario, Harbour, Cedar area) - consider options for including disposition of unusable/unused parkland (e.g., Circle properties) - continue to pursue opportunities to redevelop abandoned gas stations (Shell, Petrocan at 401) into urban spaces (e.g., small park with seating, visitor information kiosk, etc.)
Trails	
Focus Groups	Interviews
<ul style="list-style-type: none"> - need washrooms/waste bins to support trails in Proctor Park - trails between beaches in Presqu'île Park are in poor condition - work towards completing trail/path network throughout community, opportunities include: complete Butler Creek Trail; connections north to Codrington via road-based route; link Presqu'île Park to Provincial Wildlife Area and Goodrich Loomis trails; out to Hwy 30; link downtown and waterfront; link into St. Mary's Cement Stewardship project; link Presqu'île Park - consider opportunities on Hwy 2 for widened paved shoulders to support cycling - consider development / replacement of sidewalks with multi-use trails - need to improve signage to encourage linkage between Presqu'île Park and Brighton urban area; and rationalize a safe cycling route (changes from off-road to on-road) - consider trail use agreements/easements on private land where needed to complete linkages (e.g. Memorandum of Understanding for Toby Trail) - MNR Provincial Wildlife Area is currently undertaking a management plan - includes consideration of trail use issues including conflicts, environmental sustainability 	<ul style="list-style-type: none"> - Brighton is a gateway to Prince Edward County where cycling is huge; has all the same attributes - work toward completing trail network throughout community, opportunities include: complete Butler Creek Trail; connections north from urban area via road-based routes, and to Provincial Wildlife Area trails and Hwy 30; link downtown and waterfront; link into St. Mary's Cement Stewardship project - problem areas for off-road connections should be by-passed with road-based routes - look for opportunities to incorporate trail/path connections through road renewals/upgrades (e.g., 401 interchange redevelopment in next 5 - 10 years); connect to wider trail system for both residents and to bring visitors to Brighton - in high use areas trail uses could be separated with walking trails given highest priority; cycling on-road with dedicated paved shoulder; motorized vehicles should be kept separate - promote/educate on opportunities for activity more through vehicles such as signage/wayfinding, convenient access to user friendly trails maps; use a variety of methods (e.g., tax bills) to disseminate information - create "complete" streets for active transportation; improve connectivity

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Table 6.3: Summary of Topic-Specific Input (cont'd)

Recreation Facilities	
Focus Groups	Interviews
<ul style="list-style-type: none"> - good reciprocal use of recreation facilities by schools and general community in terms of access, use levels, variety and fees - Kawartha Pine Ridge District School Board community use of schools policy to be promoted (to optimize use of school facilities outside academic hours: Monday to Friday 6-10pm; Saturday and Sunday by request; moving towards summer availability; sliding fee scale, according to type of use/user) - need to find alternate location for ENSS school field activities temporarily while track/field is being constructed - some interest expressed in a central recreation complex with a pool - some interest expressed in a community theatre - lack of suitable, affordable, dedicated meeting space with storage for non-profit groups/clubs - lack of affordable space for education/information programs, fundraising activities - need a splash pad - need outdoor basketball courts - facilities such as Hilton Hall not accessible for community use due to need for upgrades/renovations - need storage shed closer to ball diamond to store 250 lb. pitching mound; electrical outlets close to ball diamonds require power - users appear to be highly satisfied with lit soccer field at King Edward Park, indicating that it is well maintained, lined and always available as scheduled 	<ul style="list-style-type: none"> - need for group meeting space; Community Centre good for large groups but not necessarily for Board meetings; Municipal building closed at night; more court-room size spaces needed with secure storage within the facility - potential need in long-term (10 to 20 years+) for second ice pad, opportunities include a double pad arena; larger facility (e.g., double pad arena, pool, etc.); potential need to find an alternate location than King Edward Park - youth and family-oriented facilities are needed to retain a complete community - playgrounds for seniors and children - general support for enhancements at Codrington CC to address underutilization of existing ball diamonds - Brighton needs to focus on facility/amenity development for children and youth - varying views on whether focus should be on centralized vs. de-centralized facilities, and willingness of residents / organizations to travel outside Brighton area for facilities (e.g. to Codrington)
Recreation Programs/Activities	
Focus Groups	Interviews
<ul style="list-style-type: none"> - YMCA is a valued resource for Brighton; needs members to sustain it 	<ul style="list-style-type: none"> - negotiate constraints to participation through more promotions e.g., "try it" weeks; health fair; passport to try a program at no cost - need more education regarding physical activity - need infrastructure to support active living (e.g., not enough sidewalks for walking) - lots to do for all ages/interests but no structure/organized way to access/participate (e.g., groups/individuals to lead programs or maps of trails/signs) - provide unstructured activities at schools - gap in programming for children and youth - challenge is program sustainability over long term, as funding is never guaranteed

Volume 1: Background Report**Table 6.3: Summary of Topic-Specific Input (cont'd)**

Arts and Culture Facilities / Programs / Activities	
Focus Groups	Interviews
<ul style="list-style-type: none"> - partnerships in planning, organizing and hosting special events creates synergy and greater attraction for users (e.g., Farmers Market, BDIA, Art in the Park, concerts) - locating special events in the core is advantageous for downtown business, but space for expansion is limited and parking on side streets is an issue, especially concerning emergency vehicles access - library is too small to house collection, computers, historical records/heritage material and provide space for meetings, programs, exhibits/displays, etc. - no archive facilities available to catalogue and preserve community historic records 	<ul style="list-style-type: none"> - expand to include arts, culture, heritage for all age groups (e.g., Film Festivals), and for youth who are not sports-oriented (e.g., youth choir) - need to formalize support to recognize, protect and develop cultural and built heritage of Brighton and its legacy to the community - need larger main library; demand has outstripped capacity; space is crowded; serves all age groups; most used facility; 1990s building design did not foresee the need for computers, and second level program space has been turned over to collection and computers; only small children's program area now, and activities conflict; important facility for older population
Service Delivery and Policy	
Focus Groups	Interviews
<ul style="list-style-type: none"> - good reciprocal use of parks and natural areas between schools and general community in terms of access, use levels, variety and fees - School Board interest in bringing arena into joint use agreement, especially with the extra costs involved in mandatory provision of helmets for students - School Board interest in Municipality handling summer scheduling of school fields for community use - need better coordination with Presqu'île Park in terms of access, use for programs etc. - logistics and costs of running programs and special events are becoming more complex i.e., liability insurance costs are becoming prohibitive; stricter public health regulations around food vending; less and/or inconsistent funding and increased operating costs require more financial support from host organizations - difficult for volunteers to optimally maintain Proctor House; theater does not generate sufficient return to offset costs - some sense that focus is on urban area of Municipality and community as a whole is not connected/integrated - Municipality can facilitate insurance provision for volunteer groups 	<ul style="list-style-type: none"> - Council should take a strong leadership role in developing vision, values etc., putting the appropriate facilities in place to support community recreation, clarifying, coordinating, implementing the necessary roles to make it happen; keeping abreast of best practices both within and outside the community (e.g., soccer club); interaction with groups to see what each can do to help each other - reality of Brighton's size will dictate that partnerships will be needed for any new facility development - successful example is the ENSS track and field project - department might eventually need an additional staff to play an over-arching coordination role; need to be precise in delineating and limiting the functions of this role - Municipal role should be coordination, assistance, best practices; help with planning at group level - varying views regarding the possibility of the YMCA's leaving Brighton due to financial difficulties/viability; varying views on the costs to support its continued presence and programs vs. the "gap" in services its absence will produce - build on composition and role of Network Brighton in the area of planning, planning, partnering, coordinating, implementing programs/special events - should the YMCA leave, the Municipality needs to take on a larger role in program development/support, and needs to partner better with other organizations and municipalities

Volume 1: Background Report**Table 6.3: Summary of Topic-Specific Input (cont'd)**

Service Delivery and Policy (cont'd)	
	Interviews
	<ul style="list-style-type: none"> - need to balance growth and increased service expectations against affordability in service development - need to establish priorities - policy is currently limited; need for policy to guide day-to-day decisions (e.g., inclusiveness, grants to community groups, capital conservation, user fees, facility allocation, affiliation, special events, etc.) - plan should be cognizant of/aligned with existing Municipal directives (e.g., Economic Development Strategy) - work more closely with Quinte Access Bus service to provide access to programs/facilities/parks, etc. for those who are not independently mobile - good partnerships exist among health and social/community service agencies (e.g., Health Unit, library, YMCA, United Way, Community Care, Salvation Army, Rotary, Early Years Centre) - need coordinated, centralized information base

6.4 Public Meetings**6.4.1 Public Workshop / Meeting #1**

Two public meetings open to all Brighton residents (afternoon and evening sessions on May 19th) were held as part of Phase One of the study. The meetings were advertised in the Independent newspaper, through announcements on Brighton's local radio station and through notices sent to all households in Brighton. The Phase One consultation process and preliminary findings were presented, and the community as a whole was invited to comment on the vision for recreation, trails and green space in Brighton. The meeting also provided a final opportunity for input to questions of what Brighton is doing well today, and where improvements or enhancements are needed. A total of 26 residents participated in the afternoon session, and 25 residents in the evening session⁶¹. The questions posed during the discussion, and responses received, are summarized below:

Q1. What is Brighton doing well? What do you value about Brighton and would like to see continue?***Quality of life***

- Attractiveness and beauty of the setting, particularly the lakefront location
- Quiet, relaxed nature

⁶¹ Numbers based on sign-in-sheets
Dillon Consulting Ltd.

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- Amount of green space
- Diversity of activities to participate in
- Proximity to amenities – everything is close, and walkable
- All ages diversity
- Well-maintained parks and public areas

Facilities and Amenities

- Arts and cultural opportunities
- Indoor / outdoor facilities – well maintained, something for everyone
- Outdoor, nature-based recreation opportunities, particularly Presqu'île and conservation areas
- Waterfront amenities, e.g. boat launch
- Opportunities for youth and child-friendly activities
- YMCA, Codrington Community Centre, Library and King Edward Community Centre and Park

Q2. What are the needs / opportunities for improvement to recreation facilities and programs, trails, and green space in the Municipality?

Participants were asked to consider: 'big picture' ideas and site specific improvements; enhancement of facilities, programs and services; opportunities for new initiatives and priorities

Programs / Indoor Facilities

- Need for dedicated space for clubs, to allow for permanent set-ups, storage
- New / expanded performing arts space – related to rehearsal space & larger performance venue that can accommodate different activities, such as music programs / events
- Expansion of YMCA

Marketing and Promotion

- Better marketing and communication of Brighton's parks, facilities and amenities to residents (in particular newcomers) and to visitors, e.g. brochure, Municipal web site, mapping, use of newspaper (Independent) and radio
- Improve information on, and usability of Municipal web site – keep updated with the assistance of community organizations (this initiative is underway)
- Northern part of Municipality would benefit from a higher profile
- Improve park signage - within and directing to, parks and facilities. Make regulatory signage clear (e.g. car with trailer parking area at Ontario Street dock)
- Consider volunteer 'ambassadors' to assist visitors, e.g. in local businesses, at events

Parks, Green Space, Waterfront

- Create a public waterfront for Brighton
- Improve access to water's edge
- Create opportunities for access to the wetlands / marshes, e.g. bermed trails, cleared waterways for canoe / kayaks (remove cattails along waterway trails)

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- Expand / enhance municipal waterfront recreation areas to supplement Presqu'île Provincial Park and conservation areas
- Need economical access to the Presqu'île Provincial Park for residents
- Consider earmarking tax dollars for funding parks and recreation, so it is publicly known what will be spent
- Create a dog park in a walk-to location
- Enforce maintenance on private, vacant property, e.g. weed control, grass cutting
- Add more benches and waste receptacles in parks and well-used streets (e.g. downtown area, close to schools)

Trails and Walking / Cycling Routes

- Complete Butler's Creek trail
- Improve Waterfront Trail from Ontario Street dock to Presqu'île Provincial Park – wider, continuous trail and better maintenance (needs fence repairs, poison ivy control)
- Create safe, off-road trail / cycling lane on Presqu'île Parkway
- Extend Ontario Street trail northward
- Improve connectivity and safety with additional off-road trails and sidewalks
- Reduce parking and expand opportunities for walking

Planning and Development

- Continue to acquire parks / green space through developer contributions
- Plan new green space so it has visibility from streets and connects to other parks and green space areas
- Manage new development so that there is better protection of existing trees and woodlots
- Consider population of CFB Trenton when planning for parks and recreation facilities – if not included in population forecasts

Q3. Input to Vision

Participants were provided with the vision and goals of the Strategic Plan (see sidebar following) as an overarching example of Brighton's vision for the future. There was general concurrence on the following word associations suggested in the consultants' presentation:

healthy, connected, year-round, social, natural, attractive, distinctive, walkable, accessible, sustainable, safe, inclusive.

**Brighton Strategic Plan Vision
(2008)**

Brighton is a lifestyle. Supported by a diverse economy, this is an affordable, friendly place in which to thrive and raise a family. We are a community that preserves & celebrates its built & natural heritage.

Principles

- Nurture a safe and healthy community to maintain a high quality of life
- Be fiscally responsible
- Be environmentally responsible
- Promote effective communication
- Preserve & promote cultural and heritage assets
- Provide a local government that is accountable & transparent
- Support our local economy

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The results were assembled into principles for the Recreation, Trails and Green Space Vision Plan (refer to Volume 2).

6.4.2 Public Meeting #2

A second public meeting was held September 8, 2010 to review the findings of the needs assessment and key recommendations related to indoor and outdoor facilities; programs / activities; parks, trails and green spaces; and municipal policies and procedures. Approximately 20 residents were in attendance. Verbal comments received at the meeting are summarized below:

- Important to note the significance and value of Presqu'île Bay natural environment and associated water-based recreational activities.
- Presqu'île Bay wetlands / marshes are changing in character as a result of an increase in the number of cattails. Consider the potential to create channels in the marshes to improve health, restore lake views and provide opportunities for canoe / kayaking.
- Does the number of responses to the resident survey (163) provide an accurate reflection of community opinion? Were responses tracked by geographic area and demographics? (Response: Resident Survey was informal and not considered statistically correct. Not the only tool used to evaluate needs - other methods included user group surveys, focus groups, and the public meetings. Household information was part of the information collected, but was not specifically used to compile data. Responses were received from across the Municipality).
- Municipality should coordinate with the County of Northumberland to improve cycling safety on Prince Edward Street. (Response: Potential added to map. County is undertaking a Cycling Master Plan and Municipality will have representation on Steering Committee).
- Splashpad is a top priority. Should be located at King Edward Park.
- Butler Creek Trail extension to Proctor Park is a good idea. Kinsmen Park and the existing trail is not well known to all.
- Parks, trails and recreation activities should be better publicized. May be known to long-term residents, but not to newcomers. Consider brochures, a large-scale map at the community centre or downtown.