

Argyle Recreation Physical Activity Strategy 2020-2025



CONTENTS

Getting started.....	3
vision	4
Mission.....	4
Defining Recreation	5
Demographics of the municipality of argyle	5
Key learnings from citizen survey (Dec 2014).....	7
Key Learnings conclusions (Dec 2014).....	7
RESULTS OF THE ONLINE SURVEY – January 2019	8
The top three programs and services for 55+ were	10
Top three answers for 26 to 46-YEAR-OLD.....	10
top three answers for 12 to 32.....	11
Common themes for improvement.....	11
PHYSICAL ACTIVITY STRATEGIC PLAN 2020-2025	11
P.A. GOAL 1. BRINGING PEOPLE OUTSIDE	12
P.A. GOAL 2 SUPPORTING ACTIVE TRANSPORTATION	14
P.A. GOAL 3 MAINTAINING AND IMPROVING INFRASTRUCTURE THAT SUPPORT PHYSICAL ACTIVITY	15
P.A. GOAL 4 UNIVERSAL TARGETED APPROACHES FOR WOMEN THROUGH THE LIFE SPAN. 16	
P.A. GOAL 5 BUILDING LEADERSHIP CAPACITY FOR GIRLS	17

INTRODUCTION

GETTING STARTED

In January 2018, the members of the Argyle Recreation Commission reviewed their completed strategic plan. The commission was very pleased with the accomplishments and successes that came from this plan. It was decided that ARC would refresh their strategy for another five-year building on the successes and challenges learned from the past five years.

Prior to the Argyle Recreation meeting on February 15th, 2018, the ARC members received an email outlining homework to be done prior to the meeting. Three questions were given.

1. In your opinion, what are we doing right? What are some of our successes and why?
2. In your opinion, when are we functioning at our best and why?
3. Describe three (3) concrete wishes for the future of Argyle Recreation?

Along with these questions were resources that to be reviewed.

- a. Framework for Recreation in Canada
- b. Shared Strategy for the Advancement of Recreation in Nova Scotia.
- c. 2014-2017 Argyle Recreation Commission Goals
- d. Recreation Staff 2018 Priorities
- e. Stats Canada 2016
- f. Citizen survey, 2014

What are we doing right? What are our successes?

- We have a clear focus on all age groups.
- Sledge hockey, new, inclusion program.
- Increased number of participations in rec activities – i.e.: baseball.
- There is an increased awareness of recreation opportunities, (increased presence on social media and different platforms).
- Supporting community major infrastructure (tennis courts, playgrounds, ball fields, trails).
- Family focused activities.
- More activities at no cost.
- Supporting local committees hosting major tournaments.
- Increased maintenance of the recreation infrastructure.
- The ARC strategic Plan - having a vision.
- An increase in recreation equipment inventory for loan (snowshoes, pickleball, kayaks).
- We are being innovative and creative. Keeping up with the fads (Poke Man Go).
- We have had increased financial assistance through grant programs such as Thrive allowing us to provide try-it, drop-in sessions at no cost in different communities.

When are we functioning at our best?

- We are working smarter. The strategic plan helps us to focus on what needs to be done and provides direction. Guides the everyday planning.
- We hire summer staff with specific responsibilities to achieve our strategic goals: ie: Outdoor Program Coordinator – Connecting to Nature goal.
- The communication between Council and ARC has increased.
- We have a desire to push and promote recreation opportunities on a larger scale.
- We have a better relationship with our regional partners working on many different projects that could not be done otherwise.
- We function at our best when the social media is strong especially in the 25 -45 age group.
- We function at our best when we have community champions that can lead and encourage others to participate.

VISION

We envision a community where people of all abilities, experience the joy and the freedom to be found through daily participation in a wide variety of unstructured and structured opportunities for play, recreation and physical activity in our beautiful natural surroundings, recreation spaces and quality facilities. Individuals appreciate the benefits of recreation and are aware of the opportunities. Leaders and community organizations collaborate to provide recreation opportunities for the youngest to the eldest in all seasons of the year.

MISSION

The mission statement is:

It is critical for the Argyle Recreation Department to have acceptable results in the following areas:

- Participation in recreation activities
- Access to recreation opportunities
- Client and public safety
- Impact on healthy lifestyles
- Customer satisfaction
- Costs
- Revenue
- Condition of finances
- Number of volunteers and volunteer satisfaction
- Quality leaders

- Quality and condition of facilities
- Access to infrastructure
- Connection to nature
- Awareness of benefits and opportunities
- Community representation

DEFINING RECREATION

Argyle Recreation Commission adopted the definition of Recreation from the framework for Recreation in Canada:

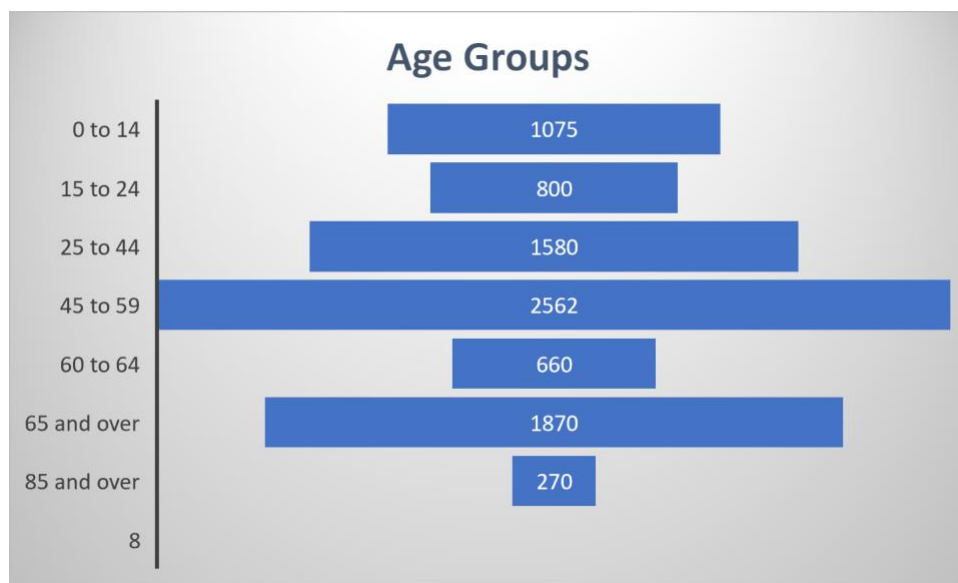
“The experience that results from freely – chosen participation in physical, social and intellectual, creative and spiritual pursuits that enhance individual and community well-being” (2015)

Nova Scotia fully embraces the national framework as their guide. While the Municipality of the District of Argyle is on a much smaller scale, the members of the Argyle Recreation Commission adopted the guiding principles and goals of NS Strategy for advancing recreation in Nova to advance recreation in the Municipality of Argyle.

DEMONOGRAPHICS OF THE MUNICIPALITY OF ARGYLE

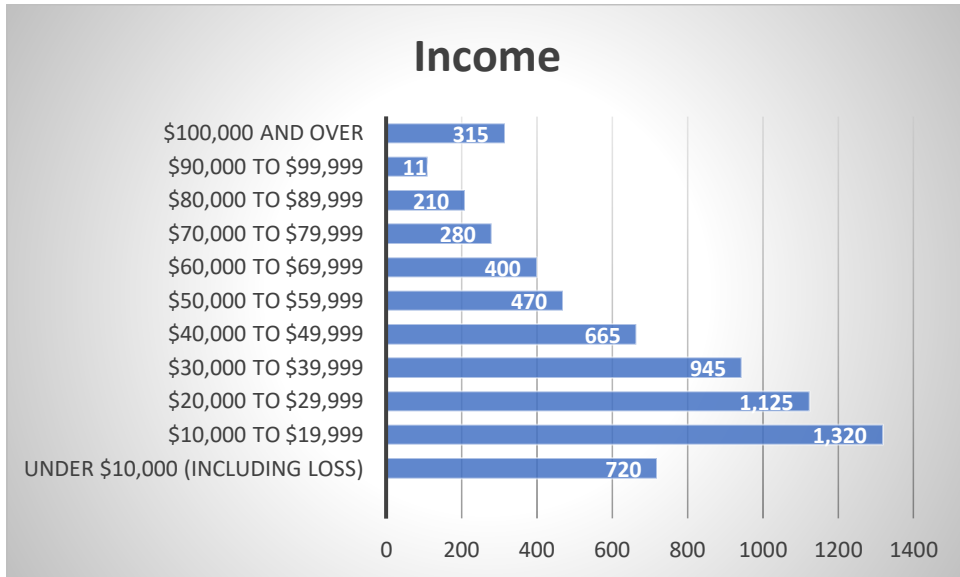
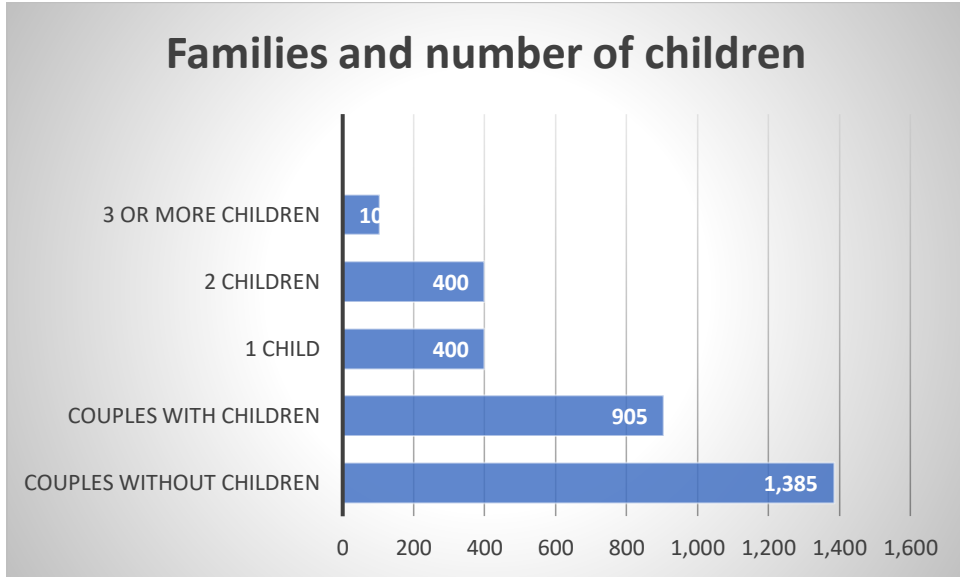
Census 2016: Stats Canada

Average age is 46 years old: 45% of women and 46.8% of men



50.25% Female

49.75% Male



Key Learnings

Factors influencing engagement in physical activity can vary across age groups and gender. It is important that opportunities, scheduling, and communications be designed with these differences in mind. *These findings apply to women as well as the full population. Any significant differences are highlighted.*

Activity Types – The following types of activities are of interest to a large proportion of the adult population. *(Degree of interest may vary within specific age groups)*

- Walking: Top of the wish list for future activity
- Swimming: A distant second

Challenges – Aspects relating to social barriers and infrastructure top the list of challenges in this community.

- Having someone to go with to activities
- Condition and maintenance of bicycle lanes and roadsides for walking (especially among females)

Physical Activity Opportunities – Top opportunities that would encourage greater participation in physical activities include:

- More family-friendly spaces
- More programs for children to participate near their parent during activities
- More common spaces to meet friends for activities (especially for females)
- Non-competitive opportunities among females in particular

Active Transportation – One-quarter of adults walk at least weekly, but bicycling activity is negligible.

- Two-thirds would like to walk more often (somewhat higher among females). This decision would be most affected by sidewalk maintenance, trails, and condition of roads.
- Two-fifths would like to bicycle more often if safe areas and routes can be identified.

1. With walking as the most popular activity for future participation in general as well as for Active Transportation, there is a significant opportunity to increase activity in this community by prioritizing support for walking.
2. Swimming is also commonly mentioned as a wish list item for increased participation.
3. Infrastructure for walking and cycling is a clear need based on identified physical activity challenges in general and Active Transportation facilitators.
4. Intervention to support social connections are important.
5. Time (availability and scheduling) is an important barrier to consider in planning interventions.
6. There may be a role for health care providers in supporting participation in physical activity given the proportion who perceive their current health status as a challenge.

Improving accessibility of community-based physical activity opportunities by offering flexible, non-competitive, and low-cost activities may engage more community members.

Although the citizen survey was done in 2014, ARC members felt that the information is very relevant. The 2014-2017 Strategic Plan achieved many of its goals by following the recommendations and key learnings of the Citizen survey. The 2020-2025 Strategic Plan will take a closer look and what else we could do to help the residents of the Municipality of Argyle become more active.

In September of 2018, an online survey was released asking 5 questions:

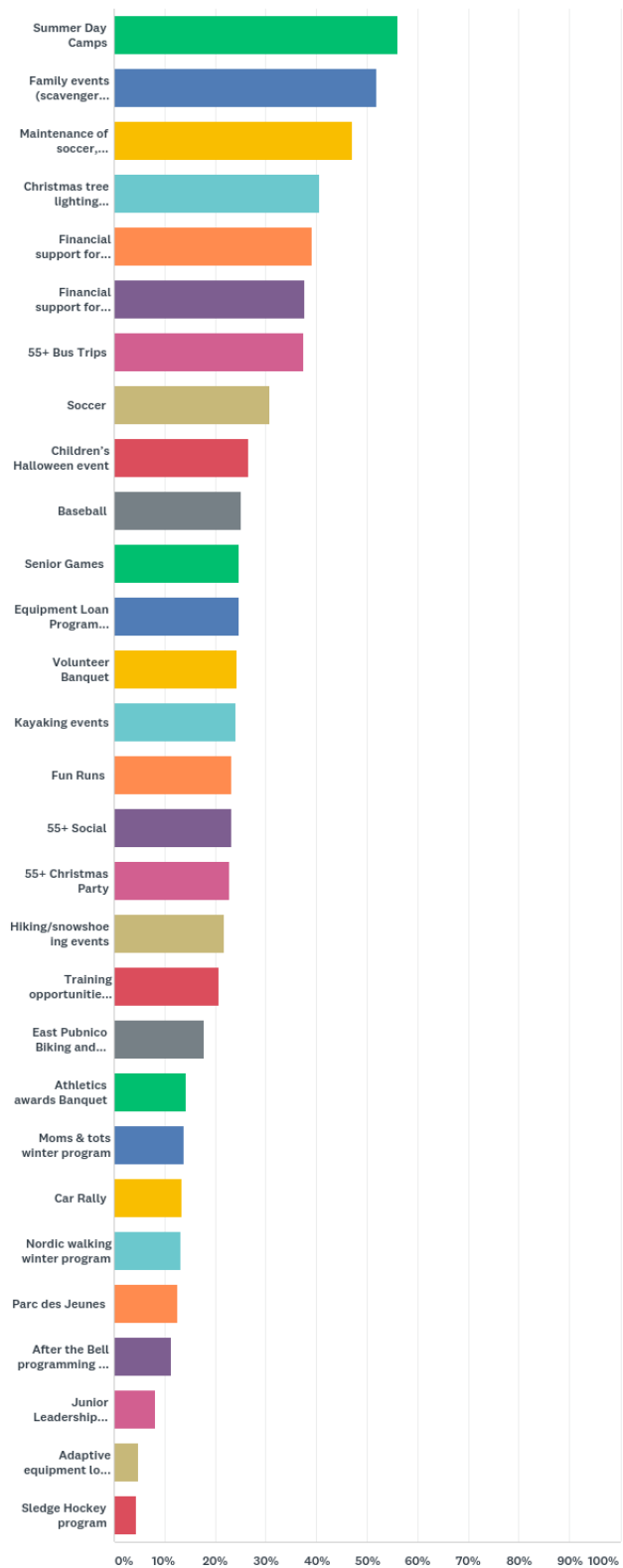
1. Do you live in the Municipality of Argyle?
2. What are your (family) top 10 program and services the Recreation Department offers?
3. What age category best describes you?
4. Based on Argyle Recreation Commission priorities mentioned are we on the right track?
Are we missing an important priority?
5. What would you like to see Argyle Recreation improve on?

In addition to the online survey, staff organize 4 senior's focus groups where a paper copy of the survey was distributed. The data of the paper surveys was added to online survey.

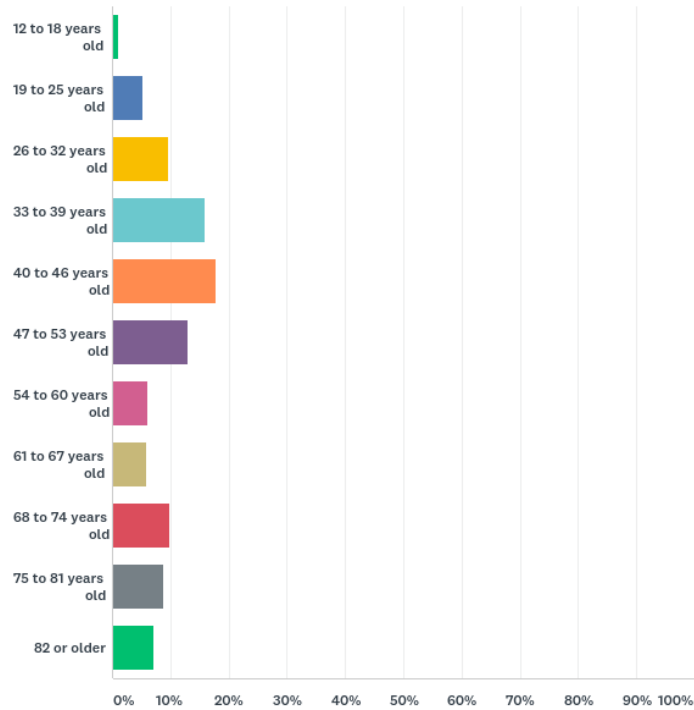
RESULTS OF THE ONLINE SURVEY – JANUARY 2019

457 people responded to the survey (5% of MODA Population). 50 people were not from the Municipality of Argyle.

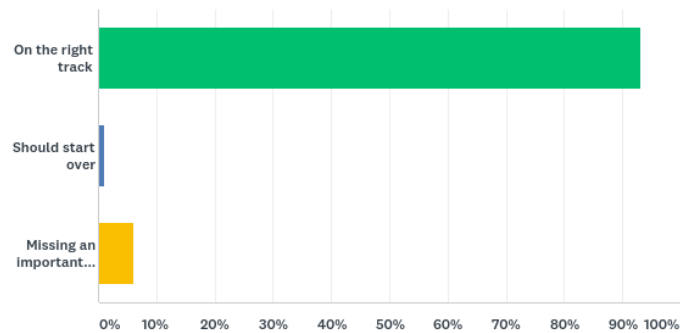
Q2 Argyle Recreation currently offers the following programs and services. Keeping your immediate family in mind, please select what you find most important (Up to 10)



Q3 What age category best describes you?



Q4 Based on the above priorities, the Argyle Recreation Commission is ...



THE TOP THREE PROGRAMS AND SERVICES FOR 55+ WERE

1. 55+ Bus Trips
2. 55+ Christmas Party
3. Senior Games

TOP THREE ANSWERS FOR 26 TO 46-YEAR-OLD

1. Family events

2. Summer day camps
3. Maintenance of fields

TOP THREE ANSWERS FOR 12 TO 32

1. Summer day camps
2. Family events
3. Soccer and baseball

COMMON THEMES FOR IMPROVEMENT

1. Fitness center in Tusket
2. More family events
3. Better promotion
4. More youth activities
5. Leadership development for coaches and volunteer organizations
6. Improved infrastructure for walking and biking (trails)

PHYSICAL ACTIVITY STRATEGIC PLAN 2020-2025

Argyle Recreation Department values the importance of physical activity. With the obesity rate being called an epidemic, it's more important for Argyle Recreation to be providing quality physical activity opportunities. Argyle Recreation wants to provide a positive experience for all participants. To provide a positive experience, qualified leaders are an integral part of any program. Leadership development continues to be an area where Argyle Recreation strives to improve. Quality leadership will keep the participant wanting to come, and hopefully remain active for life.

According to the Canadian Physical Activity Guidelines, adults 18–64 should get 150 minutes per week (two and a half hours) of aerobic physical activity, such as walking, jogging, swimming, or cycling. This physical activity doesn't need to be done all at once; it can happen in sessions of 10 minutes or more. Adults should also do activities that strengthen their muscles and bones twice a week. Children and youth need even more. However, 82 per cent of Canadian adults do not currently meet these guidelines. Nova Scotia adults also fall short of meeting them. "We all need to move more—and sit less—more often" (Let's Get Moving Nova Scotia 2018).

Physical activity has many benefits. It's like the magic pill, yet 82% are not moving enough. Physical activity can help reduce the risk of:

- Premature death
- Heart disease
- Stroke
- High blood pressure

- Certain types of cancer
- Type 2 diabetes
- Osteoporosis
- Overweight and obesity
- Alzheimer's

And can lead to improved:

- Fitness
- Strength
- Mental health (morale and self-esteem)

The Municipality is surrounded by beautiful nature, lakes and oceans. It is important for Argyle Recreation to bring people outside and be connected to nature through our programming, equipment loan program, the maintenance for our outdoor infrastructures, as well as our active transportation programs and infrastructure. People are more active when they are outside.

The Physical Activity Strategic goals are very similar to the overall Argyle Recreation Commission Strategy,

Goal 1. Bringing people outside.

Goal 2 Supporting active transportation

Goal 3 Maintaining and improving infrastructure that support physical activity.

Goal 4 Universal targeted approaches for women through the life span.

Goal 5 Building leadership capacity for girls.

The focus areas for Argyle Recreation physical activity strategy are:

Focus Area 1 Walking

Focus Area 2 Hiking

Focus Area 3 Education & awareness

Focus Area 4 Promotion

Focus Area 5 Leadership development

P.A. GOAL 1. BRINGING PEOPLE OUTSIDE.

The benefits of connecting people to nature are very well documented. Connecting to nature plays a role in improving your physical and mental health. It also helps your ability to think, learn and remember. Being in nature has also been linked to positive social behaviors and enhance your creativity. The Municipality of Argyle has beautiful natural surroundings, where people can enjoy being connected to nature through recreation opportunities.

P.A 1.1

Planning programs and events using the new infrastructure as well as the upgraded infrastructure

1. Organize tennis lessons on the upgraded tennis courts.
2. Organize a family-oriented event at the East Pubnico Biking & Walking Park.
3. Organize hiking events on the trails in the municipality.

P.A.1.2

Increase public awareness of outdoor recreation opportunities

1. Promote southshoreconnect.ca to search for outdoor recreation opportunities.
2. Create a social media campaign around the benefits of connecting to nature.
3. Distribute the Yarmouth County Trail brochures at strategic places in MODA (i.e. restaurant, gas stations).

P.A. 1.3

Offer a variety of outdoor recreation opportunities

1. Promote Argyle Recreation Kayak Loan Program.
2. Promote Argyle Recreation Bike Loan Program.
3. Promote Argyle Recreation free loan of snowshoes and Nordic walking poles.
4. Offer a variety of different guided hikes for different skill levels and target groups.
5. Hire an outdoor program coordinator summer staff person.
6. Offer group kayaking events.
7. Create an outdoor play policy for Argyle Recreation day camps.
8. Create and drop-in outdoor play evening program for parents and toddlers at École Pubnico -Ouest.
9. Provide an outdoor recreation summer program for youth ages 12 to 15 targeting girls.
10. Continue to support Argyle Minor sports.
11. Increase the number of unstructured outdoor play opportunities.

P.A. 1.4

Leadership development

1. Offer outdoor recreation courses for the public.
2. Train staff/volunteers in outdoor specific areas such as kayaking, hiking, tennis, geocaching, orienteering, etc.
3. Provide some funding for volunteers willing to taking outdoor leadership training.
4. Host coaching development opportunities or sport and physical activity.

P.A. 1.5

Support school outdoor play

1. Help physical education teachers with their outdoor programming when appropriate.
2. Continue to support and provide leadership for outdoor school programs such as geocaching, snowshoeing, and skiing.
3. Continue to provide "After the Bell" outdoor program for junior high school girls.
4. Provide training support for the Before and After school program.
5. Continue to support École Plus and School Plus committees.

Focus Areas

- Women through the life span.
- After the Bell Program for Junior High School girls.
- Youth 11 to 15 years old.
- Hiking.
- Walking.
- Kayaking.

P.A. GOAL 2 SUPPORTING ACTIVE TRANSPORTATION

Argyle Recreation has an official Active Transportation Plan (July 2016) that was adopted by Council. This document was created to improve active transportation within the Municipality. With the right infrastructure and setting, active transportation can be a wonderful way to connect with the environment, friends and neighbors, while at the same time increasing physical activity.

P.A 2.1

Increase Active Transportation programs

1. Purchase bicycles for new programming.
2. Plan a fun walk/ run for children.
3. Plan a youth active transportation event around biking and kayaking.
4. Plan fun runs/walks using the trails in MODA.
5. Plan family events around walking, hiking and snowshoeing.
6. Partner with the schools to promote activities such as biking and snowshoeing.

P.A. 2.2

Promote active transportation opportunities in the Municipality of Argyle

1. Hire an external person to create videos of the trails in MODA and feature them on our social media platforms, southshoreconnect.ca, as well as our website.
2. Hire professionals to develop a series of brochures (web friendly) on the AT opportunities in MODA.
3. Work with Bicycle Nova Scotia to promote Bicycle Friendly Business certification program.
4. Provide bicycle rack contest for businesses who are certified as Bicycle Friendly.

P.A. 2.3

Education and communication of MODA Active Transportation Plan

1. Present the active transportation yearly plan to Council.
2. Update Council on AT progress outlined in the plan through staff report to Council.
3. Invite staff and Council members to serve on the AT Committee.
4. Present capital budget for AT infrastructure improvements to council.
5. Apply for funding to improve AT infrastructure.
6. On a yearly basis, communicate with DTIR regional manager MODA's AT Plan commitment for that year

Focus Areas

- Promotion
- Education
- Quality programs

P.A. GOAL 3 MAINTAINING AND IMPROVING INFRASTRUCTURE THAT SUPPORT PHYSICAL ACTIVITY

Argyle Recreation recognizes that the recreation infrastructure plays an important role in unstructured and structure play. The infrastructure in our communities is what brings people together for physical activity. This gives people a place for recreation opportunities in their back yard. Argyle Recreation has made major improvements over the last five years and the benefits are becoming apparent. It is Argyle Recreation's belief that we need to maintain and continue to improve the recreation Infrastructure.

P.A 3.1

Continue to maintain the existing infrastructure

1. Develop a yearly budget for facility maintenance with Facility maintenance staff.
2. Apply for funding to repair the dugouts at Kemptville ballfield.
3. Apply for funding for a summer maintenance student.
4. Create a sharable maintenance checklist between recreation staff and facility maintenance staff.
5. Develop a 3-year priority maintenance improvement plan.
6. Install basketball hoop(s) at the Pubnico multi-purpose court.
7. Install signage at the East Pubnico Biking and Walking Park.
8. Support Community development of trails.
9. Develop a plan to increase accessibility for recreation infrastructure.

Focus Area

- Pubnico multi-purpose court.
- Kemptville ballfield.
- East Pubnico Biking & Walking Park.
- Trails.
- Accessibility.

P.A. GOAL 4 UNIVERSAL TARGETED APPROACHES FOR WOMEN THROUGH THE LIFE SPAN.

Argyle Recreation recognizes that women and girls are less active than men. Women and girls also tend to participate in activities with a friend. Women and girls are more likely to participate in a woman only programs or events. By decreasing some of the barrier's females face when participating in physical activity, Argyle Recreation hopes to increase the participation of women and girls.

P.A. 4.1

Developing and Access and Inclusion Policy for Argyle Recreation

1. Collect inclusion and accessibility policies from other recreation departments.
2. Form a small committee to draft the policy.
3. Present the draft policy to ARC.
4. Present policy to Council for approval.
5. Begin to implement policy.

P.A. 4.2

Provide women and girls only events/programs.

1. Offer beginners kayaking at Glenwood park for women and girls.

2. Offer experienced kayaking event targeting women.
3. Offer short distance walks for women.
4. Offer challenging hikes for women.
5. Whenever possible, offer childcare services for women who attend the event/program.
6. Offer mother daughter events.
7. Continue After the Bell Program for junior high school girls.
8. Continue to support walking groups in MODA.
9. Offer no cost or low-cost yoga classes for women.

Focus areas

- Hiking
- Walking
- After the Bell program
- Kayaking
- Yoga
- Biking

P.A. GOAL 5 BUILDING LEADERSHIP CAPACITY FOR GIRLS

Research has shown that junior high school girls tend to be less active once they reach junior high school. They also tend to be less active during the after-school time period. The Active Communities Funds from the Department of Communities, Culture and Heritage is providing funding to the Municipality to provide physical activity programs for this age group. Argyle Recreation has offered an "After the Bell" program since 2015. Since then, there has been an increase in participants. This program provides a great opportunity to increase leadership capacity for girls.

P.A 5.1

Continue to implement After the Bell Program.

1. Provide an after-school program for junior high school girls at least 3 months of the year.
2. Offer a variety of activities to attract non-competitive girls.
3. Survey potential junior high school girls to gauge their interests.
4. Provide opportunities for the girls to lead.
5. Provide the girls with necessary skills needed to become a leader. This may be in the form of a regional workshop for girls.

P.A. 5.2

Provide more opportunities for girls to be active

1. Provide programs and events targeting junior high school girls throughout the year.
2. Provide opportunities to gather input on programming for girls.
3. Provide opportunities to for leadership development for junior high school girls.

Focus area

- Junior high school girls.