

# DOING MORE WITH LESS

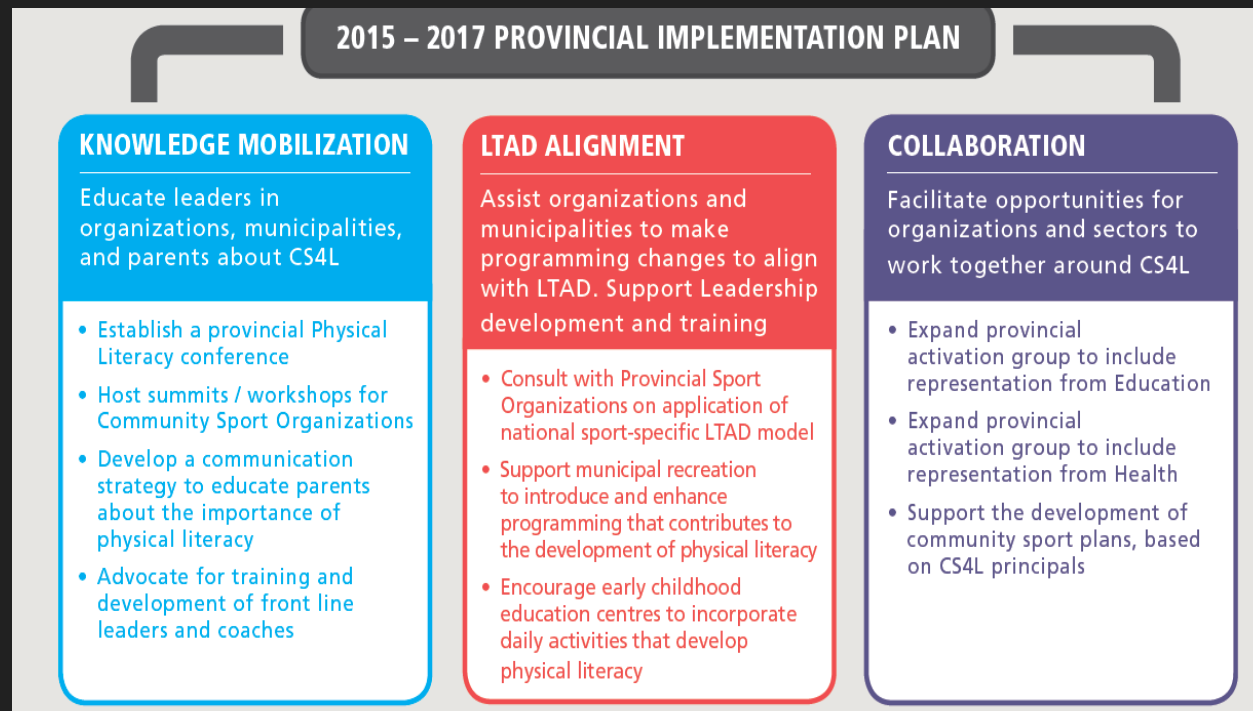


# CBRM Recreation Key Challenges



# WHERE WE LOOKED

## National and Provincial Guidance



# WHAT WE DID

- Increased physically active programming by 80% without an increase in operational budget
- Completing a recreation master plan with a focus on facilities, sport/recreation programming and in alignment with provincial and national strategies
- Initiated a regional Active for Life Recreation Leaders Association in partnership with Sport NS
- Revamped Fun Van program to Active for Life Fun Van in partnership with NS Department of Health and Wellness and Sport NS
- Hosted an integrated cultural-physical activity event resulting in 20000+ attendees
- Active for Life Cape Breton Connect- a joint venture



# WHY IS IT SUCCESSFUL

## EXTERNAL PARTNERSHIPS AND KNOWLEDGE

- Sport Nova Scotia
- Department of Health and Wellness
- Other municipalities
- Community groups
- RNS and High 5

## CAPACITY BUILDING- OUR FOCUS ON TRAINING AND EDUCATION STAFF, STUDENTS, COMMUNITY

- Two staff trained in PLAY Tools
- Staff trained in Fundamental Movements
- Two staff trained to deliver safe hiking programs
- Two staff trained as High 5 Facilitators
- Two staff trained as Skateboarding Leadership facilitators
- Three staff trained to deliver Seniors' Fitness programs
- One staff trained to facilitate Seniors' Fitness certifications
- All staff trained High 5 PHCD
- All staff trained Mental Health First Aid
- Community volunteers and student staff trained in RJT, High 5, Seniors' Fitness, Skateboarding

# HOW WE DID IT

- Harnessed the power of team and provided training for leaders
- Program evaluations: High 5 quality assessments and evaluations for effectiveness
- Streamlined processes/Budget review with finance
- Partnerships: Sport NS, DHW, community, schools, corporate, council, other municipalities
- Reduced barriers to participation-transportation, financial, knowledge
- Volunteer Capacity Building
- Departmental shift in focus from community event and administrative support to portfolio leadership functions
  - Community Sport
  - Volunteer and community development
  - Outdoor recreation and active living
  - Community support
  - MPAL
  - Special events



ACTIVE FOR LIFE



NOVA SCOTIA

sport nova scotia  
sport makes a difference

# Active for Life Fun Van



# WHAT IT MEANS

- Increased leader capacity
- Accessibility
- Introduction to a variety of sports
- Run, Jump, Throw as a core recreation activity
- Residual registration increase in the offered sports
- 900+ youth at one event





# HOW IT WAS DONE

- Key partnerships with NS Dept Health and Wellness, Sport Nova Scotia, Y's men, CB Gymnastics, Football CB, Track and Field
- Training of RJT leaders for quality delivery
- 5000 information postcards to parents
- Engagement through school visits before launch
- Parents engaged through media channels and on-site with leaders





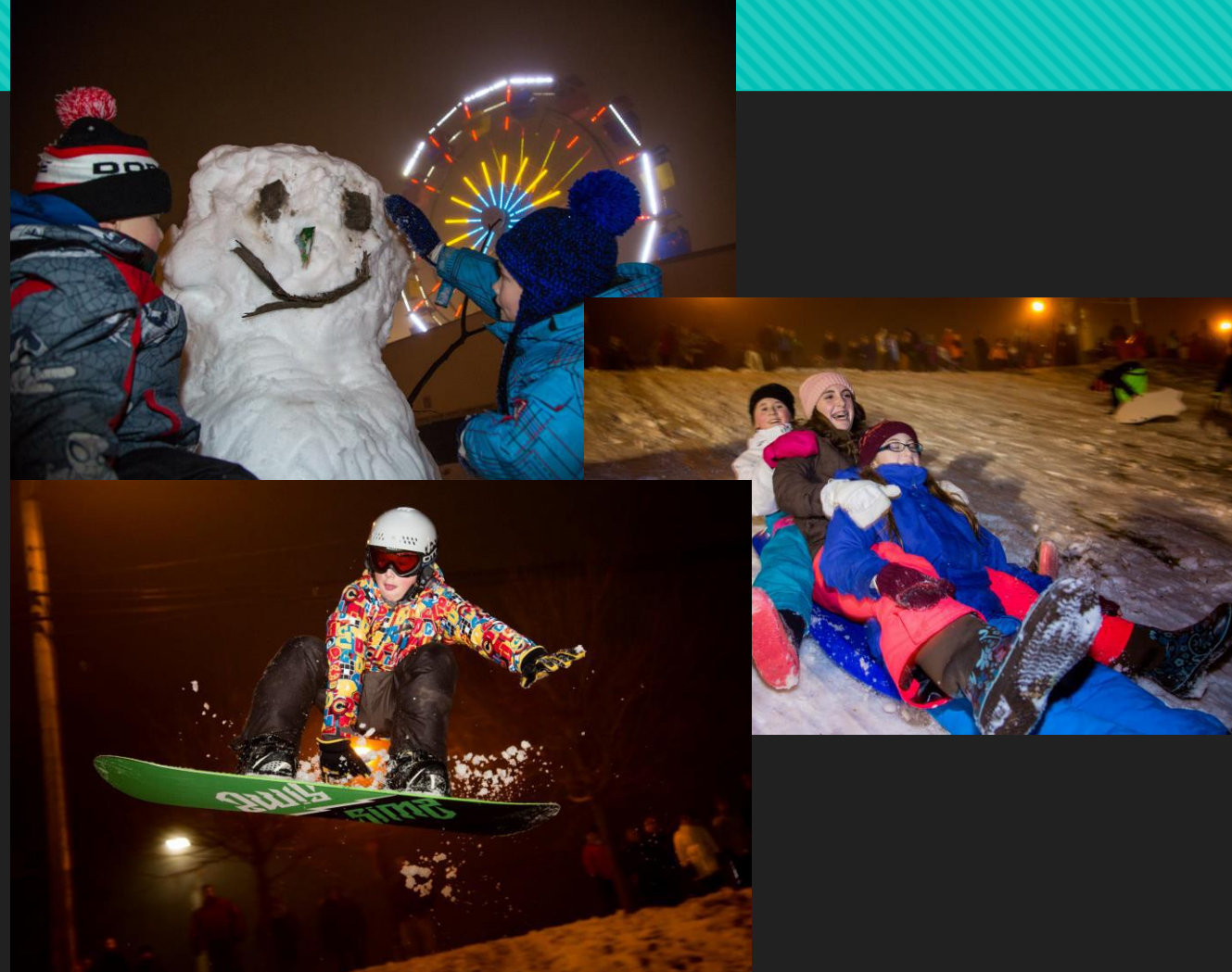
# CBRM NYE





# WHAT IT MEANS

- 20000+ participants
- Hundreds engaged in tobogganing
- Opportunity to snowboard on hill built in middle of event
- Transit to rural areas
- Accessibility coordinators for specific needs
- Future opportunities to have “try-it” sports at every major event
- Second snow sport day planned for March



# HOW IT WAS DONE

- Corporate sponsorship- over 30 sponsors
- Advertising sponsorship and aggressive marketing
- Council and mayoral engagement
- Cooperation from every municipal department
- Community engagement from onset
- Integrating sport into the event
- Emphasis placed on accessibility
- Family oriented- all ages



# CBRM NYE

DISNEY'S FROZEN WITH ELSA FROM RAPUNZEL MAGIC EVENTS

70' EXPO WHEEL AND CAROUSEL

PRESENTED BY BLUEWAVE ENERGY

PRESENTED BY MCKEIL MARINE & HEDDLE MARINE

# EVENT SCHEDULE





# WHAT IT MEANS

- Strategy identifies unique recreation needs
- Aligns with provincial and national strategies
- Provides a unified direction for recreation in CBRM
- Has a focus on Active for Life and sport as an integral component of recreation
- Discusses importance of partnerships and innovation to remove participation barriers
- Has a focus on evidence and evaluation



# HOW IT WAS DONE

- Community engagement from onset
- Council and staff steering committee
- Multiple community sessions
- Focused group sessions
- Sport and facility sessions
- Interviews
- Senior management engagement
- Other partner engagement
- Council adoption (Feb '16)

## CBRM A4L Multi-Sport Facility

- Repurpose aged facility for multi-sport to include basketball, tennis, gymnastics as core activities.
- Facility may house up to 8 sports
- After school program
- Community sport groups with municipal recreation leadership

## Other CBRM A4L in progress

- Volunteer led programs- skateboarding and seniors' fitness programs
- Community coach capacity building by providing education and training opportunities
- Community sport councils
- Policies to support sport and athlete long term development

## CBRM A4L Water Program

- Revamp current swim program
- Kayaking
- Paddleboard
- Rowing
- Swim lessons
- Inflatable physical activity water park



An **Active** for **Life** Future

Making CBRM an A4L community by working together

[www.cbrm.ns.ca](http://www.cbrm.ns.ca)

