

# Wainwright Recreation Master Plan

Summary – June 2024

# Master Plan Objectives

- Set a **long-term vision and goals** to guide the provision (direct and indirect) of recreation.
- Review and enhance the Town's **delivery approach to recreation services** and opportunities.



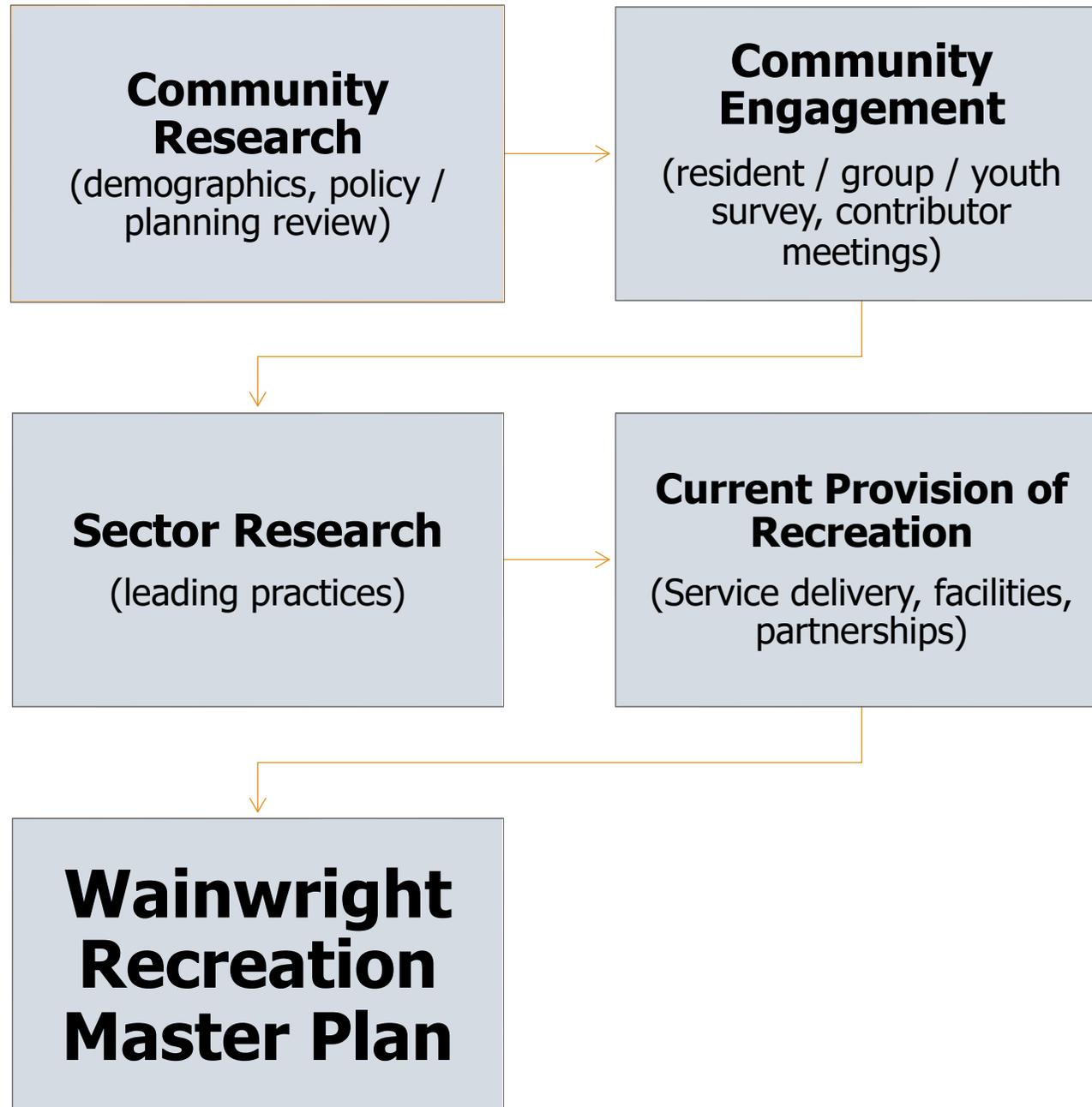


# Why are we developing a Master Plan?

- Ensuring **all residents have opportunities to participate** in a physically, creative and socially active lifestyle.
- Ensuring children and youth have the opportunity to **develop physical literacy skills** required to enable lifelong participation and healthy living.
- Ensuring recreation, culture and parks contribute to building a **more connected and inclusive community**.
- Supporting **structured and unstructured activity**.
- Ensuring **efficient and optimal use of existing facilities** and spaces.
- Recreation, culture and parks contribute to a **high quality of life** for residents.



# Planning Process



# Recreation Today



71% of residents are...  
Satisfied with the availability of recreation  
and culture opportunities in Wainwright.



# Strategic Foundations

Vision and Principles

## Town of Wainwright Vision:

Wainwright is the Regional HUB of East Central Alberta providing quality services.

## Recreation Vision Statement:

Wainwright is a healthy community where residents feel connected, are active for life and able to participate in a variety of recreation opportunities.

## Guiding Principles



Community  
Building



Opportunities  
for All



Quality Facilities  
and Spaces



Culture of  
Collaboration



# Strategic Direction

Key Themes, Actions and Implementation



# Five Strategic Themes



**Capacity Building**



**Community Celebration**



**Inclusion and Access**



**Optimizing Service Delivery**



**Sustainability**



# CAPACITY BUILDING

Local community organizations are **important partners** in the delivery of recreation programming and services.

Partnerships and collaboration create opportunities to provide innovative programs as well as share unique perspectives and solutions; however, support and **leadership is needed** to build capacity in delivery system.

## ENGAGEMENT FINDINGS

- ▶ Key supports the Town could provide to organizations to address operational concerns include promoting the group's activities (66%) and identifying grant opportunities (33%).
- ▶ Contributor meetings identified the need to build capacity of not for profit groups to ensure they are sustainable.

*"It would be great to see greater cooperation and collaboration between the various organizations and service groups in town to put together, fund, and promote/advertise various events and activities"*



# CAPACITY BUILDING

## STRATEGIC ACTIONS

- Foster **strong regional relationships** and partnerships.
- Connect with community organizations to **share information** and/or **resources** that increase their awareness of programs and services.
- Work collectively to **promote volunteerism** and engage more volunteers in the delivery of service.
- Recognize and **celebrate volunteers** to improve the volunteer experience.



# COMMUNITY CELEBRATIONS

Wainwright residents value **community events**. It is important to foster regional resident engagement and **year-round recreation opportunities**.

Promoting to residents and visitors the recreation opportunities available in the Town and region will enhance the benefits and positive outcomes achieved from investment.

## ENGAGEMENT FINDINGS

- ▶ 90% of residents agree... Community events can help people to develop a sense of community and connection to each other.
- ▶ The most popular recreation activity with youth (67%) is social activities.

*“There are a lot of opportunities in Wainwright for participation in arts and culture. It is sometimes hard to know what is available.”*



# COMMUNITY CELEBRATIONS

## STRATEGIC ACTIONS

- Increase **public awareness** of recreation opportunities.
- Continue to **promote the benefits of healthy, active living.**
- Develop processes and **policies to support hosting** of community events.
- Focus on supporting and **hosting events** that **build social connections.**



# INCLUSION AND ACCESS

Recreation plays a **critical role in the health and wellbeing** of individuals.

Certain populations face barriers to participation that must be addressed in order to deliver full access to all residents.

Town facilities, spaces and programs should strive to be **welcoming and accessible to all**.

## ENGAGEMENT FINDINGS

- ▶ 91% of residents agree... It is important to ensure that recreation and culture opportunities are available and accessible for all residents in the community.

*“Wainwright would benefit from improving access to activities and equipment for those with disabilities (i.e. playground equipment, fitness facilities, group sports or hobbies). Currently there are no playgrounds that are funded by the town that can be accessed for those with physical disabilities.”*



# INCLUSION AND ACCESS

## STRATEGIC ACTIONS

- Work collaboratively with support organizations to identify and intentionally include **participants** from populations **facing constraints to accessing recreation opportunities**.
- Develop an **inclusion policy** to define what the Town will do to be inclusive and support equity.
- Create **welcoming and safe spaces** for all groups.
- Identify existing **physical, social, financial and cultural barriers** to participation and consider ways to remove them.



# OPTIMIZING SERVICE DELIVERY

The recreation needs of the community will continue to evolve, presenting new challenges and opportunities in the delivery of relevant opportunities and facilities and spaces.

This will require **ongoing strategic review** of partnerships, policies and procedures to strengthen planning and service delivery.

## ENGAGEMENT FINDINGS

- ▶ Approximately three quarters (71%) are satisfied (very satisfied and somewhat satisfied) with the availability of opportunities.
- ▶ 90% of respondents believe that where possible the Town should partner with community groups to provide recreation and culture services.

*“As a community we need to look out 10 years for what we need, not next week. Invest in the Wainwright of tomorrow as it will take 10 years to develop the requirements we need.”*



# OPTIMIZING SERVICE DELIVERY

## STRATEGIC ACTIONS

- Ensure **capacity exists in the recreation system** to respond to and reflect community need.
- **Monitor activity interests and participation trends** through the gathering of relevant data to inform and adjust program offerings.
- Maintain high quality and **safety standards**.
- Develop an **implementation plan for the Recreation Master Plan** with key community partners.



# SUSTAINABILITY

The Town is thoughtful in the provision of recreation services and spaces, which includes considering how to adopt innovative **new solutions to create a sustainable future** (economic, climate ready).

Proactive facility and **asset management** planning will continue to be important to address future needs.

As well the local recreation (and parks) system has a role to play in environmental sustainability.

## ENGAGEMENT FINDINGS

- ▶ Community organizations believe it is important that the Town considers potential costs savings through partnerships and grants and that facilities are multipurpose and serve a number of needs.



# SUSTAINABILITY

## STRATEGIC ACTION

- Recreation **facilities and spaces will be constructed**, expanded, and/or refurbished as **required to meet local needs**, operate effectively, and to function as multi-use hubs where possible.
- Continue to implement **proactive asset management** practices to ensure that recreation infrastructure is maintained to the quality that residents expect and need.
- Continue to implement **energy efficient** building and park features, possibly using renewable energy sources.



# Implementation

- Master Plan is guiding document to provide a strategic foundation to lead decision making.
- Phased implementation based on resourcing and community priorities / realities.
- Annual action planning and evaluation.
- Focus on measuring outcomes of the accomplishment and effectiveness of actions.



# Acknowledgement

- Town of Wainwright Council and Staff
- Wainwright Parks and Recreation Board
- Community members and organizations

**Thank you!**