

**Town of New Tecumseth**  
**Leisure & Culture**  
**Master Plan Update**

January 2009 - Final Report



*mbpc*  
**Monteith • Brown**  
planning consultants



## **TOWN OF NEW TECUMSETH**

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### **LEISURE & CULTURE MASTER PLAN UPDATE**

**Final Report – January 2009**

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## **SECTION ONE: INTRODUCTION**

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### **1.1 PURPOSE**

The Town of New Tecumseth offers a high quality of life to local residents through access to a varied open space system, its small community atmosphere, a strong employment base, and its proximity to other population centres. As a result, New Tecumseth continues to experience strong growth pressures, particularly in the form of residential development. Growth has largely been focused on the Town's three settlement areas – Alliston (including Briar Hill), Beeton, and Tottenham.

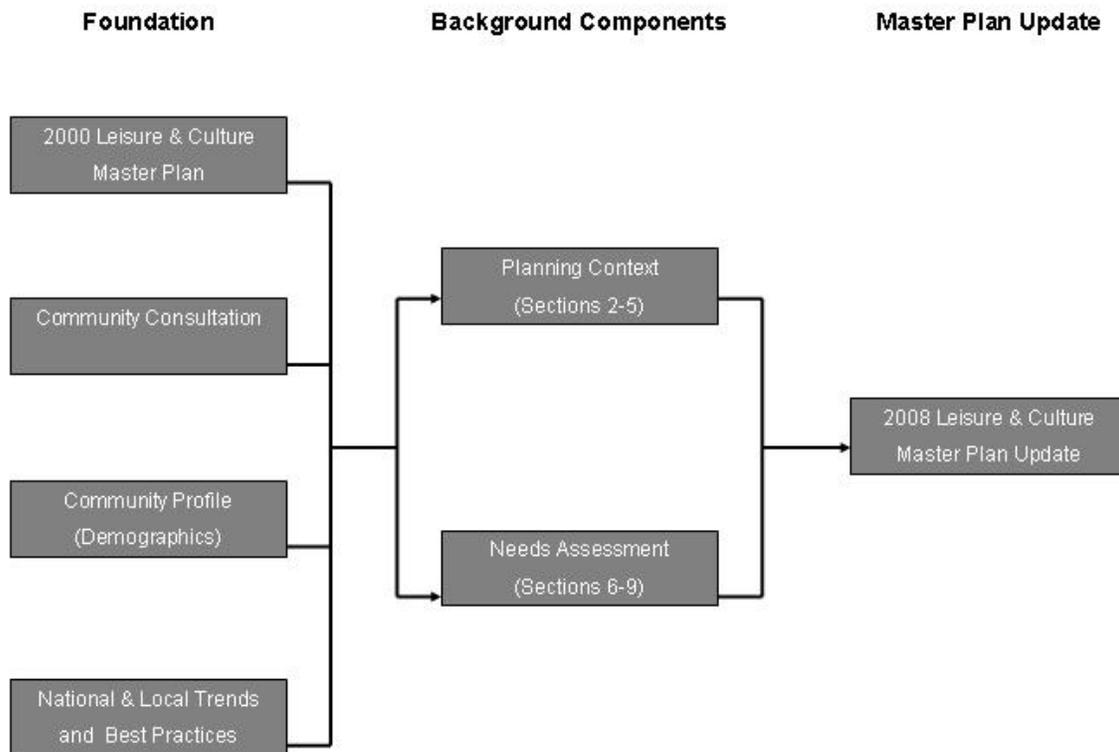
In response to these issues, the Town has undertaken an update to the 2000 Leisure & Culture Master Plan. The scope of the Leisure & Culture Master Plan Update encompasses the acquisition, provision and distribution of parks, culture, and leisure facilities and services.

At the outset of the project, the following key objectives were set for Leisure & Culture Master Plan Update (note: as with any project of this nature, some objectives changed and other objectives were established as the project developed):

- Review and assess the 2000 Leisure & Culture Master Plan in light of growth and development as well as current pressures on new municipal priorities.
- Provide the Town with a critical assessment of the types of recreation and parks facilities and services that are required to meet public need.
- Prepare guidelines to prioritize competing services with respect to annual and capital Parks budgets.
- Identify opportunities to amend guidelines, policies, and agreements concerning the maintenance of sports fields located on Simcoe County District and Catholic School Board Lands.
- Establish a long term vision and acquisition plan for parks and open space and explore options for a network of trails throughout the Town. Identify the ultimate trail system along the Boyne River. (note: this has been deferred to a Trails Master Plan study)
- Explore new cultural initiatives and partnerships to provide current and future residents with a diverse range of arts-related opportunities.
- Identify potential partnership initiatives, strategies, programs and guidelines to complement existing arts and cultural institutions / organizations.
- Explore opportunities to enhance the image and financial resources of the Museum on the Boyne.

The purpose of this Master Plan is to provide a framework to assist decision-makers, stakeholders and the general public in determining needs and priorities related to the provision of parks, recreation and culture within the Town of New Tecumseth. Recommendations were formed based upon the analysis of background materials and stakeholder, public, staff and Council input relevant to leisure and cultural services and facilities.

The following chart illustrates the relationship of the various inputs and background components:



## **1.2 IMPETUS FOR THE MASTER PLAN UPDATE**

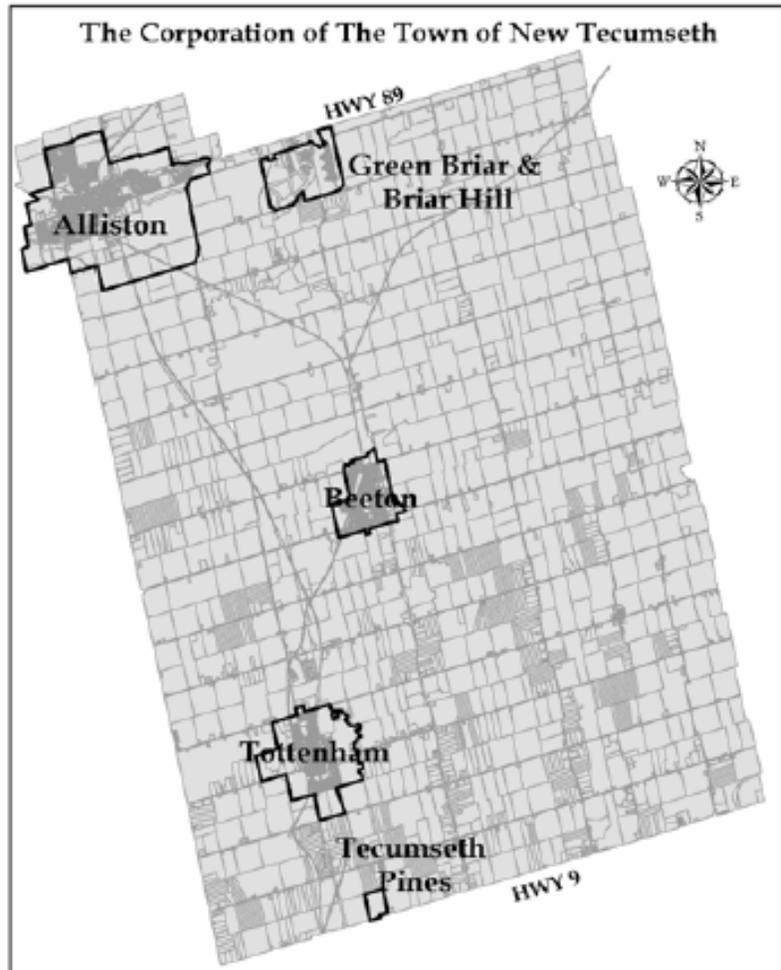
Leisure and culture opportunities contribute immeasurable benefits to the quality of life in the Town of New Tecumseth and there is a need to continue to enhance these for current and future residents. A number of factors have necessitated the need for an updated Master Plan:

- The Town is experiencing significant population growth and is also aging.
- The Town's consistent growth rate requires that sufficient leisure and culture opportunities be available to meet demand.
- Leisure trends are shifting and new approaches in leisure planning are emerging. For instance, there is growing demand for unstructured and self-scheduled forms of leisure.
- Direction is required on several key matters that have emerged over the past few years, including the viability of an indoor pool.
- The Town is committed to proactively addressing its leisure, culture, and park needs and planning for the future in a forward-thinking, fiscally responsible manner and this must continue to be a high priority.

### 1.3 CONTEXT

The Town of New Tecumseth, which is located in the southern portion of Simcoe County, has an estimated 2008 population of 30,654. New Tecumseth is a relatively new municipality, having amalgamated the towns of Alliston, Beeton, Tottenham, and Township of Tecumseth in 1991.

Recent estimates suggest that the community's age profile is indicative of an aging population, although steady growth is also expected across all age categories. The Town's 2008 Growth Management Study forecasted growth to 2031 based on three scenarios – base (38%), fast (59%), and faster (88%). The workforce in New Tecumseth is heavily based on the manufacturing sector, including the Honda and PPG Plant in Alliston.



In the past few years, the Town has augmented the supply of parks and indoor recreation with the development of the New Tecumseth Recreation Centre, Mel Mitchell Field in Beeton, as well as the pending development of a wellness centre as an expansion to the Tottenham Community Centre and the 14<sup>th</sup> Line Park in Alliston. In addition to the parks and recreational amenities, the Town of New Tecumseth has a strong cultural presence with programs and services offered through municipal and not-for-profit agencies such as the Museum on the Boyne, the South Simcoe Steam Train, and the Gibson Centre.

The Town of New Tecumseth, like many communities across the province with limited resources, faces the challenge of providing the type and size of leisure and park facilities that will ensure participation for a healthy community. In addition, the Town of New Tecumseth and the Township of Adjala-Tosorontio have entered into a recreation agreement, whereby Adjala-Tosorontio makes a financial contribution to the Town for its residents to access New Tecumseth's recreation facilities.

## 1.4 BACKGROUND RESOURCES

Several key documents, studies, and reports that have either a direct or indirect impact on the Master Plan Update were reviewed as part of this phase of the study. Relevant information contained in these reports is summarized in the table below. A full review of the recommendations in the 2000 Leisure & Culture Master Plan is in Appendix A.

**Table 1-1: Summary of Background Review**

Document	Applicable Information
New Tecumseth Leisure & Culture Master Plan (2000)	Master Plan included a detailed description of existing leisure and cultural facilities and household survey.  Of the 112 recommendations, 41% have been completed, 28% have not been completed, 25% are no longer applicable, and 6% are in progress.
New Tecumseth Official Plan (1995)	Contains general policies related to the size and preferred location of certain parks types.  Please note that an Official Plan review is currently being undertaken by the Town.
New Tecumseth Strategic Plan (2005)	Vision statement – <i>“New Tecumseth will maintain its small town character while supporting the rural, urban, and agricultural communities”</i> .  Mission statement – <i>“The Town of New Tecumseth will support the community vision through accessible leadership, partnerships, and well managed municipal services”</i> .
New Tecumseth / Adjala-Tosorontio Recreation Agreement (2007)	The Town of New Tecumseth and the Township of Adjala-Tosorontio have entered into a recreation agreement, whereby Adjala-Tosorontio makes a financial contribution of 3.4% of New Tecumseth’s annual budget for its residents to access the Town’s recreation facilities.

## 1.5 PLANNING PROCESS

The Update to the Leisure & Culture Master Plan commenced in November 2007 with the first meeting with Town staff and the project consultants. This planning process was constructed to capitalize on past efforts, be comprehensive in nature, and provide clear and justifiable direction for the future provision of leisure, culture, and park facilities and services. The process included:

- An analysis of New Tecumseth’s demographic characteristics;
- An assessment of local and national trends considered pertinent to leisure and culture in order to understand key areas of growth, innovations in delivering services, etc;
- The compilation of a comprehensive inventory which documented the Town’s cultural, parks, and recreation facilities and programs;
- Consultations with the general public, key stakeholders, and Town staff in order to gain an intimate knowledge of the issues and opportunities surrounding the leisure and cultural system;
- The development of a vision statement and goals to guide the Plan and provide a framework for subsequent analysis and implementation of recommendations; and

- The formulation of recommendations regarding the provision recreation, leisure and culture programs and services, as well as parkland acquisition.

## **1.6 REPORT ORGANIZATION**

The Master Plan is organized as follows:

- Section 1: Introduction  
Provides an overview of the Master Plan's purpose, scope and planning process.
- Section 2: Community Profile  
Contains an overview of the Town's demographic characteristics, population projections, and their relevance to the Town's leisure and culture system.
- Section 3: Trends in Recreation, Parks & Culture  
Identifies major activity and facility provision trends along with a discussion of the impact of the key changes and trends in the community regarding the delivery and provision of leisure, parks, and culture programs and services.
- Section 4: Community Consultation  
Outlines and evaluates the public's perceptions of the current state of parks, recreation, and culture facilities and services in the Town as well as future needs, opportunities and challenges as identified through the various community consultation methods.
- Section 5: Vision and Goals  
Establishes a vision and goals to assist the Town in achieving their mandate within the community.
- Section 6: Indoor Facility & Program Assessment  
Contains an assessment of various indoor recreation and cultural facilities in terms of their quantity, scope and program utilization.
- Section 7: Outdoor Facility & Program Assessment  
Offers an assessment of major outdoor recreation facilities in terms of scope, distribution and quality.
- Section 8: Parkland Assessment  
Assesses the Town's supply of parkland, including quantity and quality as well as design considerations surrounding active and natural parks.
- Section 9: Implementation  
Identifies initiatives to assist in implementing the Master Plan, as well as priorities and timing for the Plan's recommendations.

## SECTION TWO: COMMUNITY PROFILE

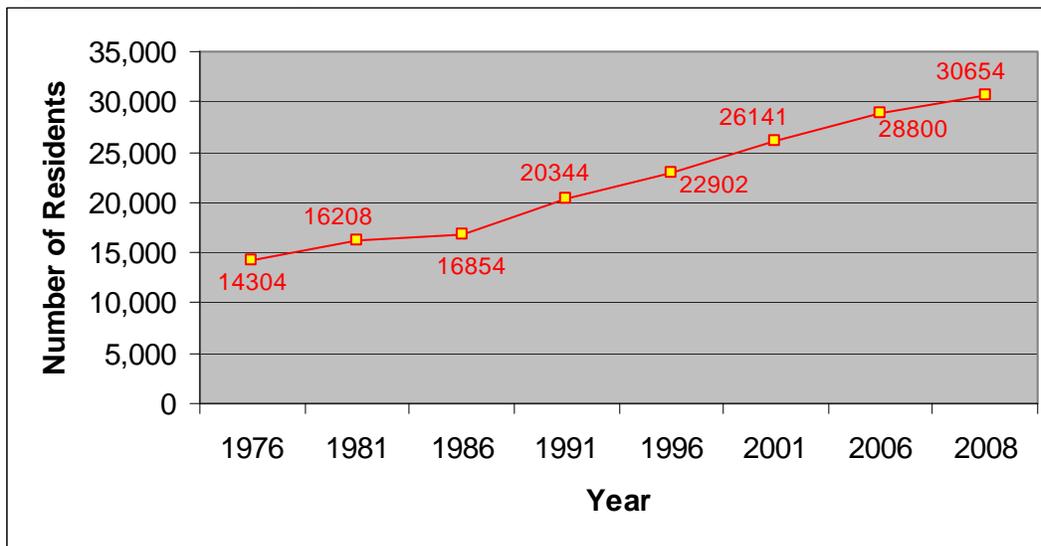
### 2.1 OVERVIEW

The analysis of demographic information is an essential component of the Leisure and Culture Master Plan Update, as community-specific data has implications on the demand and provision of such services.

### 2.2 HISTORIC AND PROJECTED POPULATION FIGURES

The Town of New Tecumseth has experienced moderate growth over the past twenty years, which can partially be attributed to its proximity to the Greater Toronto Area. Figure 2-1 illustrates the historical rates for population growth.

Figure 2-1: Historical Population Growth for the Town of New Tecumseth, 1976-2008



Source: Statistics Canada, Census (1976-2001); Growth Management Strategy (2008) - fast growth projection, scenario #1

In addition to identifying the Town-wide population, it is useful to determine the geographical distribution of New Tecumseth residents by community to calculate service standards for recreation, park, and cultural facilities.

Table 2-1: Population by Community, 2008

Community	Estimated / Projected Population					
	2008		2017		Build-out (current development limit)	
	#	%	#	%	#	%
Alliston	11,649	38	14,406	39	18,702	39
Rural Alliston	3,372	11	4,427	12	5,988	13
Tottenham and Area	8,583	28	10,323	28	13,126	28
Beeton and Area	7,050	23	7,992	22	9,689	20
<b>Total</b>	<b>30,654</b>	<b>100%</b>	<b>37,148</b>	<b>100%</b>	<b>47,505</b>	<b>100%</b>

Source: Statistics Canada, Census (2006); Growth Management Strategy (2008) - fast growth projection, scenario #1  
 Note: Population by community calculated by multiplying the total population with the percentage of the population by community from Statistics Canada Census Tracts. Tottenham and Beeton figures include a substantial amount of the rural countryside.

As noted, the 2008 Growth Management Strategy identified three growth scenarios for the Town of New Tecumseth – base, fast, and faster. The Strategy stated that New Tecumseth’s growth will exceed that portrayed in the Base Growth Scenario due to the regional growth in Peel and York, the density targets in the Province’s Growth Plan, and the strong economic base in the Town. This Report utilizes data extracted from the fast (Scenario #1) growth projection, but also illustrates the faster (Scenario #2) growth projection for comparison.

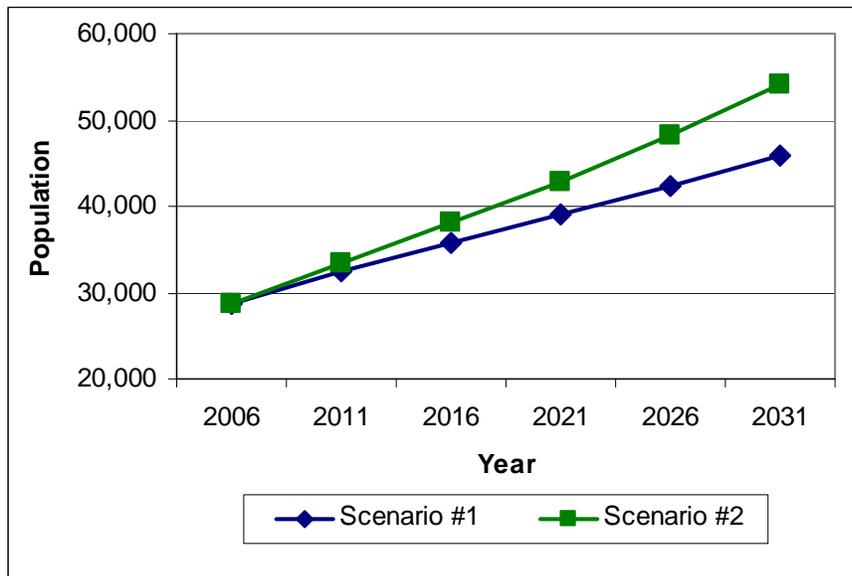
Table 2-2: Projected Population for the Town of New Tecumseth, 2006-2031

Year	Population Growth (Scenario #1)*	Population Growth (Scenario #2)*	Adjala-Tosorontio Growth**	Total Population – New Tecumseth & Adjala-Tos.	
				Scenario #1	Scenario #2
2006	28,800	28,800	10,695	39,495	39,495
2011	32,530	33,440	12,300	44,830	45,740
2016	35,830	38,030	13,300	49,130	51,330
2021	39,090	42,900	14,300	53,390	57,200
2026	42,430	48,210	15,300	57,730	63,510
2031	45,890	54,060	Data not available	-	-

\*Based on 2008 Growth Management Strategy

\*\*Based on Adjala-Tosorontio Recreation Master Plan (2006)

Figure 2-2: Town of New Tecumseth Projected Population Growth – 2 Scenarios (2006-2031)



Source: Town of New Tecumseth Growth Management Strategy, 2008

## 2.3 AGE COMPOSITION

Age can be a significant factor in determining what kinds of leisure and cultural services are demanded – younger age groups tend to partake in more physically active forms of recreation while the propensity to participate in more passive activities tends to increase as a person ages. Census data suggest that the age composition of residents in New Tecumseth is fairly representative of the Province as a whole.

Table 2-3: Current and Forecasted Population by Grouped Age Cohorts (Growth Scenario #1)

Age Cohort	2008	2011	2016	2021	2026	2031	Change 2008 - 2031
0 to 14 years	5,780	5,390	5,490	6,040	6,640	7,110	1,330
15 to 19 years	2,235	2,250	2,240	2,000	2,130	2,380	145
20 to 34 years	5,460	6,110	7,100	7,530	7,460	7,460	2,000
35 to 64 years	13,071	14,140	15,200	16,540	17,670	18,660	5,586
65+	4,108	4,640	5,800	6,980	8,530	10,280	6,172
<b>TOTAL</b>	<b>30,654</b>	<b>32,530</b>	<b>35,830</b>	<b>39,090</b>	<b>42,430</b>	<b>45,890</b>	<b>15,233</b>

Sources: Statistics Canada, Census (2006); 2008 Growth Management Strategy; Monteith Brown Planning Consultants

Table 2-4: Current and Forecasted Population by Grouped Age Cohorts (Growth Scenario #2)

Age Cohort	2008	2011	2016	2021	2026	2031	Change 2008 - 2031
0 to 14 years	5,780	5,570	5,940	6,780	7,680	8,520	2,740
15 to 19 years	2,235	2,290	2,340	2,200	2,470	2,850	615
20 to 34 years	5,460	6,300	7,470	8,110	8,350	8,760	3,300
35 to 64 years	13,071	14,540	16,170	18,230	20,220	22,250	9,179
65+	4,108	4,710	6,110	7,580	9,490	11,680	7,572
<b>TOTAL</b>	<b>30,654</b>	<b>33,410</b>	<b>38,030</b>	<b>42,900</b>	<b>48,210</b>	<b>54,060</b>	<b>23,406</b>

Sources: Statistics Canada, Census (2006); 2008 Growth Management Strategy; Monteith Brown Planning Consultants

Figure 2-3: Current & Forecasted Population by Grouped Age Cohorts (Growth Scenario #1)

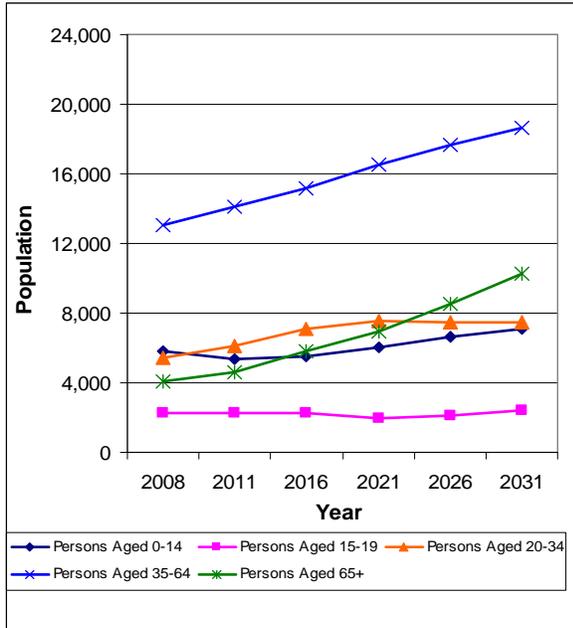
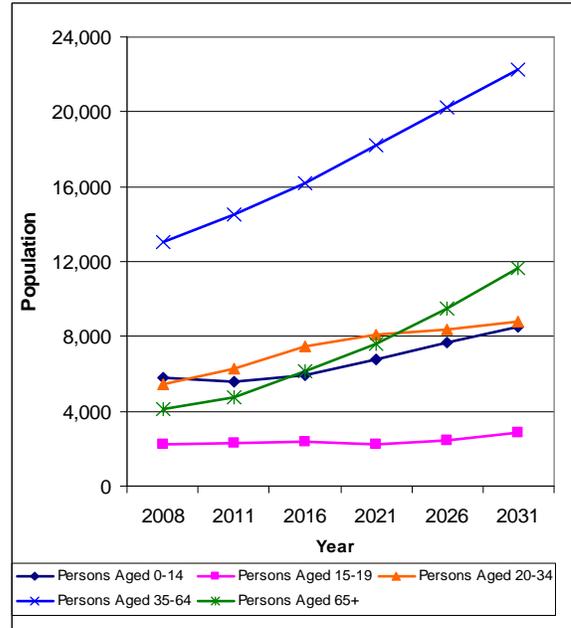


Figure 2-4: Current & Forecasted Population by Grouped Age Cohorts (Growth Scenario #2)



Sources: Statistics Canada, Census (2006); 2008 Growth Management Strategy; Monteith Brown Planning Consultants

The data highlights the trend occurring across Ontario – the aging of the Baby Boomer population. As the boomer population reaches retirement, additional pressures will be placed on leisure and cultural services. For example, it can be expected that Baby Boomers are much more likely to continue their participation in active types of recreation, such as hockey, hiking, fitness and active living programs, etc., although at a gentler pace than before. With more disposable income and time than many residents in other age cohorts, the Boomers will also influence participation in the arts and cultural sectors.

The Town of New Tecumseth also has stable to increasing numbers in the traditionally high demand age groups of children and young adults. As such, there will continue to be demands for programs and facilities to serve youth, suggesting steady demand for a range of leisure opportunities.

The age cohort projections indicate increasing numbers in all age groups over the next twenty years. However, as a percentage of the population, most age categories will remain relatively stable with the exception of the seniors' population, which will increase considerably.

## 2.4 HOUSEHOLD INCOME & EDUCATION

Research suggests that participation in leisure and cultural activities is directly influenced by income, with a higher degree of participation associated with higher levels of income. As shown in Table 2.5, the 2000 median household income of all households in New Tecumseth was higher than the Provincial average, and slightly above the averages in surrounding municipalities. This information also suggests that New Tecumseth residents are likely to demand higher quality facilities.

**Table 2-5: 2005 Median Income (after tax) - All Census Families**

Community	Median Income (after tax)
Adjala-Tosorontio	\$67,745
<b>New Tecumseth</b>	<b>\$66,636</b>
Essa	\$63,183
Orangeville	\$62,603
Barrie	\$60,532
Innisfil	\$60,175
Province of Ontario	\$59,377

Source: Statistics Canada, Census (2006)

A person's level of education also has a positive correlation with participation in leisure and cultural activities – meaning that higher levels of educational attainment are association with increased participation.

**Table 2-6: Educational Attainment**

	New Tecumseth		Ontario	
	#	%	#	%
Less than a High School Graduation Certificate	5,340	24.4%	2,183,625	22.2%
High School Graduation Certificate and/or some Postsecondary	6,695	30.5%	2,628,575	26.8%
Apprenticeship or Trades Certificate or Diploma	1,955	8.9%	785,115	8.0%
Non-University Certificate or Diploma (i.e. College)	4,600	21.0%	1,804,775	18.4%
University Certificate, Diploma or Degree	3,340	15.2%	2,417,330	24.6%

Note: Figures include only those over the age of 15 at the time of Census.

Source: Statistics Canada, Census (2006)

When compared to the 2006 Census education levels for the entire Province Ontario, the Town has a considerably lower percentage of its population with a University Certificate, Diploma or Degree. However, the Town has a slightly higher percentage of persons with a College Certificate or Diploma than the Provincial figure. This data suggests that the Town, like many of the surrounding municipalities is more of a 'blue collar' community and the occupation data support this assertion.

With median incomes slightly higher than the Provincial average in New Tecumseth, the Town should anticipate above-average participation rates. That being said, the 'blue collar' workforce will place specific demands on the scheduling of programs, including higher demand for drop-in activities and late-night availability.

## 2.5 ETHNICITY

According to the 2006 Census data, an overwhelming majority (89%) of New Tecumseth residents identified English as their mother tongue. Provincially, 27% of Ontarians identified languages other than French or English as their mother tongue, triple the percentage reporting other languages within New Tecumseth. Additionally, only 3.2% of New Tecumseth's population identified as a visible minority. Data regarding mother tongue and ethnicity can help predict the preference for traditional leisure activities within New Tecumseth, such as hockey, skating, and baseball.

**Table 2-7: Mother Tongue**

Mother Tongue	New Tecumseth	Ontario
	2006	2006
English	89%	68%
French	2%	4%
Other Languages	9%	27%

Source: Statistics Canada, Census (2006)

**Table 2-8: Ethnicity**

Ethnicity	New Tecumseth	Ontario
	2006	2006
Visible Minority	3.2%	22.8%
Not a Visible Minority	96.8%	77.2%

Source: Statistics Canada, Census (2006)

## **SECTION THREE: TRENDS IN RECREATION, PARKS & CULTURE**

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Effective leisure and culture planning for current and future residents of the Town of New Tecumseth requires the identification of existing and emerging trends which may potentially affect facility, service, and parks needs. Understanding trends pertaining to demographics, participation, and facility development can assist the Town with anticipating shifts in the demand for leisure and cultural opportunities.

This section summarizes major trends and best practices in participation, demand and the delivery of facilities and services, based largely on information collected from provincial and national research, with references to local implications and data where appropriate.

### **3.1 TRENDS IN PHYSICAL ACTIVITY**

#### **3.1.1 General Trends**

- According to the Canadian Fitness and Lifestyle Research Institute (CFLRI), only 49% of Canadian adults were identified as physically active.
- Obesity levels are on the rise in Canada, due in part to busy lifestyles and the increasing popularity of sedentary activities and technological advances (e.g. video game systems, home entertainment units, the Internet, etc.).
- The CFLRI and Statistics Canada found that sport participation levels decline with age, beginning at the age of 12 and dropping off considerably beyond the age of 20.
- Increasingly, Canadians are finding less time to participate in recreation and leisure activities.
- All levels of government are initiating programs that encourage participation in leisure, recognizing the health and social benefits that physical activity can bring. At the municipal level, this has led to the development of Physical Activity Plans by several communities.
- Favoured activities for women are generally swimming, golf, baseball and volleyball, and men generally prefer hockey, golf, baseball and basketball.
- Children whose parents participate in sport are more likely to be active (two-thirds of active children have one or more parent engaged in sport)<sup>1</sup>.
- There has been a shift away from structured and organized activities toward more self-directed, self-scheduled, unorganized, unstructured, and spontaneous leisure activities among all age groups.

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<sup>1</sup> Statistics Canada, Canadian Social Trends, Autumn 2000 Issue, "A Family Affair: Children's Participation in Sports".

**3.1.2 Children and Youth Activity Participation**

- Walking, bicycling, swimming, running/jogging, and basketball are some of the more popular activities for children and youth.
- Skateboarding has recently gained momentum as a key (primarily) unstructured activity, especially for male youths, and soccer is the most popular organized sport.
- Youth centres have the ability to become ‘community resource centres’, combining drop-in facilities with a variety of youth-directed activities and effective access to supports and resources.
- Appropriate youth supports and facilities are also an important strategy in addressing issues related to ‘youth at-risk’ (e.g. new immigrants, low-income earners, people with disabilities, etc.).

**3.1.3 Adult Activity Participation**

- Team sports and racquet sports attract a smaller market segment than do other individual activities and sports.
- According to the CFLRI, men are more likely than women to be moderately active.
- Generally, the most popular activities are less physically arduous (i.e. walking and gardening) and, in light of the anticipated aging of the population, this trend is expected to continue.

**3.1.4 Older Adults and Seniors Activity Participation**

- In the next 20 years, the ‘greying’ of the population (Baby Boomers) will create greater demand from programs and activities aimed at older adults. By and large, this older cohort will live longer and generally will have a higher disposable income than previous generations. With the increase in active seniors, it is expected that there will be a shift to:
  - Less physically rigorous activities as well as personal skill development;
  - Activities that are more informal, casual and self-scheduled;
  - Higher expectations in terms of quality services and facilities;
  - Demand for outdoor programs (e.g. gardening, hiking, etc.);
  - More arts and cultural activities to serve this age group;
  - Opportunities for life long learning; and
  - A greater emphasis on active living.

**3.1.5 Activity Specific Trends**

*Arena Sports*

- Ice surface activities continue to be popular in Canada with shortages in ice-time seen in many municipalities, as was the case in New Tecumseth prior to the recent twin pad construction at the New Tecumseth Recreation Centre.
- While participation in youth hockey has remained relatively stable in recent years, future adult participation is harder to predict. As the population ages, some demographers

predict a decline in active recreational activities, while others anticipate that older Canadians will maintain an active lifestyle for a longer period of time.

- Continued growth in women's' hockey is predicted as there has been a tremendous growth in both girls' and women's hockey – there are direct facility implications stemming from a greater number of women using arenas, including a need for separate dressing rooms and full washrooms.
- Figure skating has generally experienced a decline in many jurisdictions in recent years, although indoor and outdoor public skating continues to be a preferred winter activity. New Tecumseth skating enrolment numbers suggest the participation rates are increasing; however, as a percentage of the total population, skating participation is stable.

#### *Turf Sports*

- After major growth in the 1990s, soccer still enjoys great popularity, although numbers may be levelling off in many jurisdictions. However, registration for soccer programs in New Tecumseth has increased by approximately 25% since 1999.
- It is expected that an even greater demand for adult soccer (both indoor and outdoor) will be seen as the current youth market ages.
- Many municipalities are building multi-field sport parks (e.g. Mel Mitchell Field in Beeton and the 14<sup>th</sup> Line Park in Alliston) through partnerships with sports groups as well as private sector sponsorships. Driving this trend is operational efficiencies and the desire to capture the potentially lucrative tournament market.
- In Ontario, tackle football appears to be gaining popularity, especially for players in between 7 and 19 years of age. Rugby is also a popular sport in New Tecumseth.

#### *Extreme Sports*

- Skateboarding is one of the country's fastest growing sports and demand for skateboard parks is high.
- Inline skating has increased in popularity as skaters can make use of paved infrastructure such as roads, sidewalks and trails, as well as skateboard parks to add an extreme element to the sport.
- BMX / trick cycling has also become a growth area in recent years and shares many of the same attractions as skateboarding.
- Mountain biking is another form of cycling that has gained popularity – many municipalities are providing designated mountain biking areas and parks, which helps protect sensitive environmental areas by discouraging unregulated use through the provision of a facility in which the activity can take place safely.

#### *Aquatics*

- Swimming is a favoured activity for people of all ages, however, aquatic facilities are expensive to maintain and operate. Gradually, outdoor pools are being closed and replaced with indoor pools or cost-effective outdoor water play features (e.g. splash pads).

- Youth swimming lessons are a major market for indoor pools and participation tends to decline after age 10. The size of the youth population is an important consideration in setting revenue targets for any aquatic facility.
- The aging of the population has increased demand for therapeutic pools and programs aimed at rehabilitation. Exercise programs such as aqua fitness and water aerobics are also an increasingly significant component of aquatic participation.
- Pool design is changing as 25-yard pools are giving way to leisure designs (slides, zero depth access, climbing walls, etc.) better suited to recreational swimming (although not entirely useful for competitive swim clubs).

#### *Off-Leash Dog Parks*

- The demand for off-leash dog parks is increasing across North America – studies suggest that the success of these parks lies in a co-operative community-based approach that promotes better design and space utilization, sets out rules and monitoring, and ultimately encourages the acquisition of more parkland.

#### *Baseball, Softball & Slo-Pitch*

- Baseball leagues have seen a decline partly at the expense of soccer's growing popularity – provincial participation has declined by 11% since 2003. Registration data for baseball, softball, and slo-pitch teams in New Tecumseth suggest that the participation rates are declining.
- Nationally, softball has seen a decline similar to baseball; however, it appears to be stabilizing as the sport is a popular option for adult recreational leagues and women are increasingly finding the game more attractive, especially on a competitive level.
- Slo-Pitch in Ontario has been growing over the past decade and there are approximately 110,000 registered players in the province – 85% of the players are adult, primarily because it is a social sport with a competitive element.
- Given declines in ball registrations, particularly among youth (the effect on future adult demand is not yet clear), it is becoming common practice to convert surplus ball diamonds to other field sport uses (e.g. soccer, football, etc.) or other open space amenities, where possible.

## **3.2 TRENDS IN LEISURE FACILITIES**

### **3.2.1 Facility Design**

- Facility designs have evolved from single purpose activity spaces (e.g., community halls) towards larger multi-purpose spaces that offer a number of components and services.
- Multi-purpose designs have gained popularity due to economies of scale generated through construction and operation, their ability to offer cross-programming opportunities (e.g. aquatics, fitness, gym space, indoor soccer, etc.) and their responsiveness to the 'time crunch' which make them an attractive 'one-stop shopping' destination.
- In addition to recreational components, there is a growing trend of locating a number of other services at larger complexes, such as municipal offices and bill payment kiosks,

community supports and resources (e.g. employment centres, counselling services, food distribution, etc.), library services, healthcare (e.g. walk-in clinics, physiotherapy, etc.).

- The construction of sports field complexes which hold multiple fields (e.g. Mel Mitchell Field) is now preferred over single field parks due to economies of scale associated with construction and maintenance, the ability to meet tournament needs and special events, etc.
- Partnerships with other non-profit organizations, agencies, the private sector and even other municipalities are becoming commonplace in facility development, especially those that require a substantial capital investment. Cost-sharing and operational agreements can reduce the risk of investment for all parties while generating higher returns and achieving greater efficiencies.

### **3.2.2 Trails**

- In most cases, trails are the most desired feature in a community, particularly in new subdivisions.
- Demand for trail networks is at an all-time high as walking is reported to be the most popular recreational activity across Ontario; the household survey conducted for this Study verifies this trend in New Tecumseth.
- Trails are a cost-effective method to promote increased physical activity levels and support positive interaction between the community and the natural environment.
- In an Ontario survey, 28% of respondents stated that a lack of pleasant places to walk or bike is a barrier to participation.
- Time after time, community surveys identify high levels of demand for both paved and natural trail systems (as was the case in New Tecumseth).
- In addition to trails gaining in popularity, a recent study from the Centers for Disease Control and Prevention found that the “creating or enhancing access to parks led to a 26.5% increase in the percentage of people exercising more than 3 times per week”.

### **3.2.3 Parks & Open Space Systems**

- Parks are highly valued by Canadians, especially as the demand for passive outdoor parks becomes more prevalent. Studies have shown that park locations significantly influence consumer home-buying and rental decisions.
- The integration of natural features (such as native grasslands, woodlots, natural gardens, etc.) into both active and passive park types is becoming more prevalent given the movement towards naturalization, environmental stewardship, and a desire to be connected to nature.
- Municipalities are placing a greater emphasis on the development of passive park space (e.g., woodlots, prairie grasslands, flower gardens, civic gathering spaces, etc.), oftentimes ensuring that a portion of new active parks remains in a more natural state.
- Naturalized park spaces (whether by maintaining a site in its natural state or returning a site to its natural state) are becoming more popular and are consistent with many of the principles related to environmental stewardship.

### **3.2.4 Facility & Program Considerations for Users with Disabilities**

- The Provincial Government has legislated the *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)* which builds upon prior legislation and aims to achieve accessibility for those with disabilities with respect to goods, services, facilities, accommodation, employment, buildings, structures and premises<sup>2</sup>.
- With respect to recreation and culture, the AODA not only enforces accessibility to built structures but also in the way programs are delivered (e.g. special training for staff to understand accessibility issues, suitable learning environments, etc.).
- To better understand barriers and issues specific to those with disabilities and special needs, the legislation has mandated that all municipalities create 'Accessibility Committees' and develop Accessibility Plans to advise them on particular challenges and provide potential solutions.

## **3.3 TRENDS IN CULTURAL PARTICIPATION**

### **3.3.1 Arts and Culture**

- Arts and culture have long been recognized as providing a multitude of benefits to those involved by allowing individuals to creatively express themselves, diversify the level of cultural understanding for themselves and others, provide inspiration, and recognize significant community contributions.
- Absolute attendance for most arts and culture events has increased since 1982; however, these increases have not generally kept pace with population growth.
- The Survey of Household Spending found that Canadians spent over \$22 billion on cultural goods and services, equating to 3.2% of total consumer spending in 2003; this represented a 36% increase in spending from 1997, which is slightly higher than the increase in spending on all goods and services within that timeframe<sup>3</sup>.
- Over half (52%) of cultural spending was for home entertainment, followed by reading material (20%), while other cultural items such as photographic equipment and services (9%), art works and events (9%), movie theatre admissions (6%) and art supplies and musical instruments (4%) constituted significant amounts as well<sup>4</sup>.
- Between 1997 and 2003, overall cultural spending levels increased most significantly on movie theatre spending (59%), photography (49%), home entertainment (40%), and art works and events (35%). Spending, however, does not always correlate with participation, as prices for many events and services typically change from year to year.
- The Baby Boom generation may create renewed interest in the arts and cultural sector due to higher levels of free time and disposable incomes.
- Art and cultural classes have been reduced in many school curricula, thereby shifting the provision responsibility for these opportunities to the municipality and the community.

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<sup>2</sup> Accessibility for Ontarians with Disabilities Act (2005). Ministry of Community and Social Services.

<sup>3</sup> Hill Strategies Research Inc. Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2003. 2005. Please note that the Survey of Household Spending does not categorize individual spending items as "cultural". This categorization was developed by Statistics Canada's Culture Statistics Program and has been further interpreted by Hill Strategies Research.

<sup>4</sup> Ibid.

### **3.3.1 Cultural Tourism Opportunities**

- In addition to its other recreation and cultural offerings, the appeal of a community's unique history is a significant factor in attracting visitors. Cultural tourism has been identified as one of the fastest growing segments of the tourism industry, generating a broad appeal due to its experiential, educational and emotional components.
- Statistic Canada's Travel Attitudes and Motivation Survey (TAMS) identified the following emerging trends with respect to arts and culture: growth in the Bed & Breakfast industry and other forms of 'romantic' dining and lodging; opportunities to experience new and different cultures; interest in historical experiences such as attending historical sites and re-enactments; increased popularity of concerts, festivals and live art; and continued interest in art galleries and museums.

### **3.3.2 Festivals & Special Events**

- Municipalities attempt to generate multiplier effects associated with tourism dollars as well as local spending when hosting special events – festivals and special events have increasingly been marketed outside of communities to draw tourists in to capitalize on the success of established local events.
- Festivals and events are reflective of the community, create a sense of local pride, build traditions, encourage people to leave their homes, and offer a greater variety of leisure opportunities. These events contribute to the overall well-being of a community by encouraging social interaction within the public realm.
- Through the 'Celebrate Ontario' initiative, the Provincial Government recently committed \$3 million (in one time funding) to help organizations develop and market festivals and events. The Federal Government has recently pledged \$30 million annually to support Canadian festivals.

## **3.4 TRENDS IN SERVICE DELIVERY**

### **3.4.1 Financing Recreation, Parks and Culture**

- Many municipalities across the province are increasing user fees and rental rates, as downloading continues and cost recovery, risk assessment and liability become greater concerns.
- Higher insurance is driving up the cost of facility rentals and forcing some community organizations across the nation to seek other sources of funding or reduce the scope and scale of their programming. A survey undertaken by the Sport Alliance of Ontario identified 'revenue to operate programs' as the single greatest challenge facing sport in the community<sup>5</sup>.
- As the economic data indicates, seniors programs have traditionally been subsidized; however, this group as a whole is no longer the most economically disadvantaged group. With the Baby Boom generation approaching retirement, the traditional subsidy for seniors no longer seems appropriate (from an economic standpoint); there may be a need to rebalance pricing strategies so that low-income families and youth are not subsidizing high-income seniors.

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<sup>5</sup> Sport Alliance of Ontario, Trends in the Sport and Recreational Sector "Sport Alliance Survey", 2001.

### **3.4.2 The Role of Public Private Partnerships**

- Partnerships, alliances and collaborative relationships of varying types are required to effectively and efficiently provide for the leisure needs of citizens. The challenge is to create relationships that provide mutual benefit to those involved while protecting the interests of those affected by them.
- A 2006 survey found that 72% of Canadians agree that public private partnerships (P3s) should be used in the recreation sector (the sector with the highest support for P3s) to improve or create new facilities and programs<sup>6</sup>.
- A report investigating P3s conducted for the Ontario Ministry of Citizenship, Culture and Recreation found that several municipalities are engaged in relationships with private interests without a general framework or pre-established protocol to guide the partnership process.

### **3.4.2 Volunteering**

The 2004 *National Survey on Giving, Volunteering and Participating* indicated that volunteerism is rising, but many organizations still struggle to recruit volunteers. Some of the key results from the 2004 Study include<sup>7</sup>:

- 18% of the volunteer hours in Canada are in the sports and recreation sector.
- Approximately 45% of Canadians (15 years or older) volunteered in 2004. While this is an increase from the previous survey completed in 2000, it must be noted that the absolute average volunteer hours per year only increased from 162 hours per year to 168 hours (the increases may be related to the recent addition of mandatory volunteer hours for high school students, as part of their curriculum);
- 11% of Canadian volunteers accounted for 77% of total volunteer hours nationwide;
- The volunteer rate is highest in the 19-24 age bracket (55%) and those with a University education and a salary over \$100,000 are more likely to volunteer; and
- Ontario has the 4<sup>th</sup> highest volunteer rate (50%) out of all Canadian provinces, but is 9<sup>th</sup> in terms of total annual hours of volunteering.

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<sup>6</sup> The Canadian Council for Public Private Partnership (2006). *Trends in Canadian Support for Public Private Partnerships*. Available online at: [www.pppcouncil.ca](http://www.pppcouncil.ca)

<sup>7</sup> Statistics Canada, *Caring Canadians, Involved Canadians*, "Highlights from the 2004 National Survey of Giving, Volunteering and Participating". Ottawa: Ministry of Industry, 2004.

## **SECTION FOUR: COMMUNITY CONSULTATION**

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### **4.1 OVERVIEW**

The community consultation program is an essential component of the Leisure & Culture Master Plan Update as it provides the necessary insights, public perceptions and attitudes towards the various forms of leisure and culture in New Tecumseth. Locally collected data, when compiled with an analysis of national and provincial trends and other for this Master Plan Update included:

- A household survey;
- Community focus groups and key informant interviews; and
- Stakeholder group surveys.

These tools gathered valuable input regarding the strengths and challenges of the local delivery system, while establishing the desired needs of leisure and cultural users in New Tecumseth. The findings from consultations with the community and municipal staff have been incorporated into the Master Plan Update, where applicable.

### **4.2 HOUSEHOLD SURVEY**

To assist in the preparation of the Leisure & Culture Master Plan Update, a statistically significant household telephone survey of New Tecumseth and Adjala-Tosorontio residents was conducted in November and December of 2007 by Monteith Brown Planning Consultants. Please note that a small sampling of Adjala-Tosorontio residents (5%) was included due to the Township's recreation services agreement with New Tecumseth.

The sample of 385 randomly selected households yielded a confidence level of 95% with a confidence interval of  $\pm 5\%$  (i.e. the survey provides for an accuracy of  $\pm 5\%$ , 19 times out of 20). To qualify, respondents were required to reside in the Town of New Tecumseth or the Township or Adjala-Tosorontio and to be 16 years of age or older.

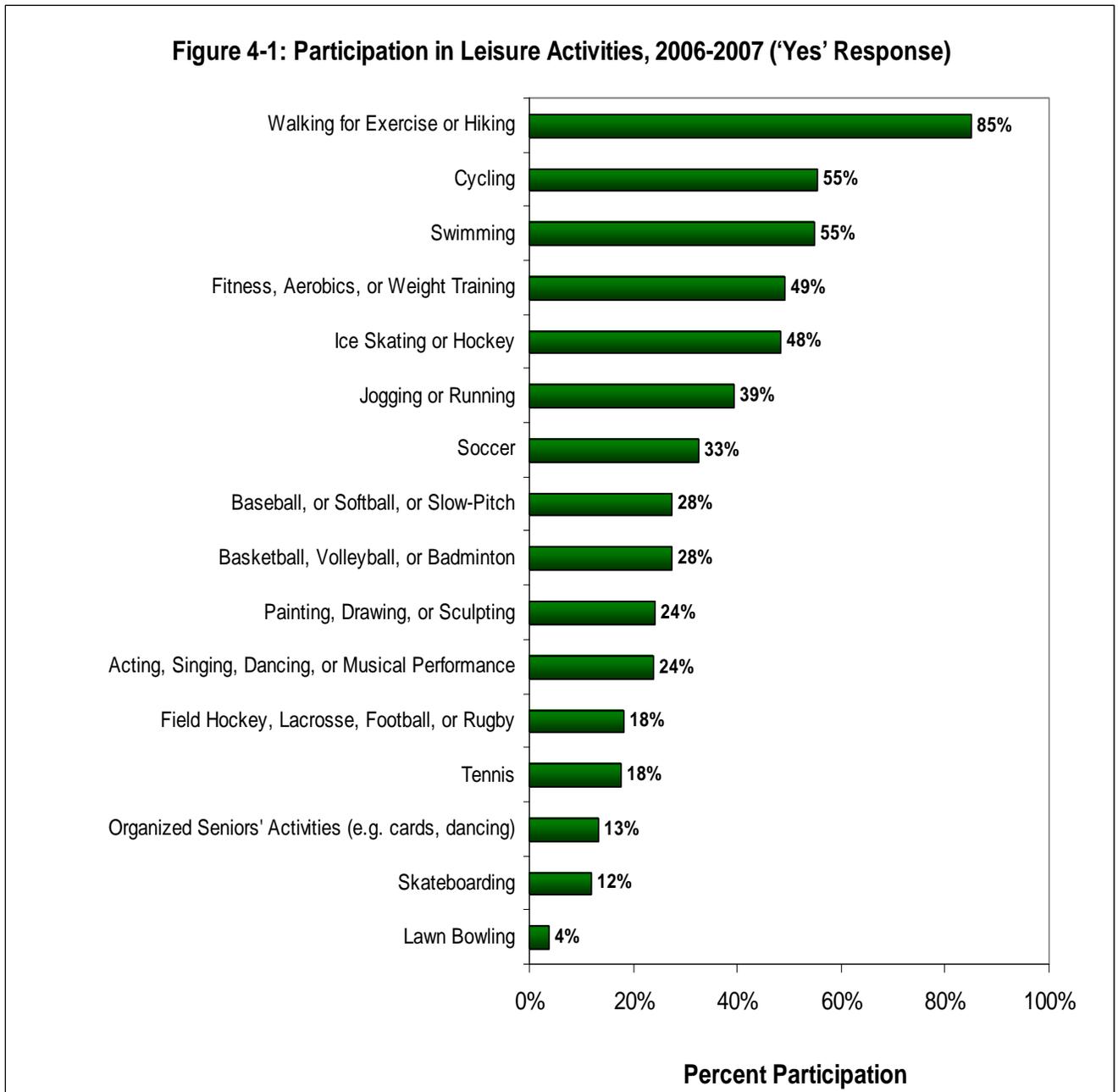
Although representative of the population, the survey did not specifically target only those that participate in leisure and cultural activities. Where possible, survey results were separated into subsets based on socio-demographic characteristics, and inferences were drawn on this basis. This report has noted where the differences between these variables are considered to be significant.

**4.2.1 Activity Participation**

This section presents the survey findings related to participation in leisure and cultural activities.

**Household Participation in Leisure Activities**

Respondents were asked to indicate whether their households, in the past year, had participated in particular types of leisure and cultural activities. The response format was ‘Yes’ or ‘No’. The results are identified in Figure 4-1.



- Walking for exercise/hiking was identified as the most popular recreation activity in New Tecumseth with 85% of households reporting at least one member engaging in this type of activity over the past year. Walking is generally the most popular form of exercise across a wide range of ages due to the ease of participation from a physical standpoint, the availability of infrastructure (i.e. sidewalks and designated trails to informal walks through undeveloped areas), and the fact that walking is a self-scheduled activity, meaning residents can fit it into their free time.
- Another trail-related activity, cycling, was also popular among local residents, with 55% of households reporting participation. Rounding out the top five activities were swimming (55%); fitness, aerobics, or weight training (49%); and ice skating or hockey (48%). The percent participation in ice skating or hockey is slightly higher than in other communities recently surveyed by the Consultant.
- Respondents with an average household income of \$70,000 or greater were more likely to participate in cycling; fitness, aerobics, and weight training; ice skating and hockey; and running or jogging; while those households with an average income of less than \$70,000 were more likely to participate in baseball, softball, or slo-pitch.
- Households with children under the age of 20 were more likely to participate in cycling, ice skating/hockey, and soccer than households with no children.

Table 4-1 compares the percent participation in select leisure activities between the household survey completed in 2000 for the Leisure & Culture Master Plan and the 2007 household survey for the Leisure & Culture Master Plan Update.

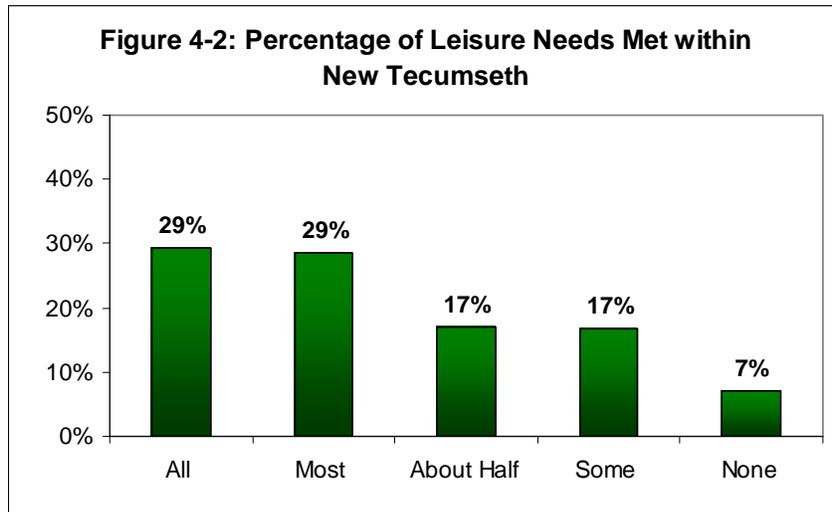
**Table 4-1 – Participation in Select Activities, 2000 versus 2007**

Activity	Percent Participation in the Past Year	
	2000 Survey	2007 Survey
Walking for Exercise or Hiking	68%	85%
Cycling	50%	55%
Running/Jogging	18%	39%
Soccer	23%	33%
Tennis	14%	18%

*\*Note: There should be a degree of caution applied in interpreting this data as the methodologies of the surveys may have differed.*

- Table 4-1 identifies a substantial increase between 2000 and 2007 in the number of households participating in walking for exercise or hiking and running or jogging.

As identified in Figure 4-2, 58% of respondents participate in ‘all’ or ‘most’ of their recreation activities in the Town of New Tecumseth.



*\*Note: Responses from Adjala-Tosorontio respondents excluded.*

The primary activities for which households reported leaving the Town to participate included: swimming (33%); aerobics, fitness, and gym facilities (9%); skiing and snowboarding (6%); hiking (5%); and golf (5%). When queried as to why facilities in other municipalities were preferred:

- 50% of households indicated that the facility or program was not available in the area;
- 8% of households stated the quality of facility/program was superior elsewhere; and
- 5% indicated that their household is ‘connected’ to another community.

**Household Participation in Arts and Cultural Activities**

Table 4-2 identifies the percentage of households that had visited various cultural facilities or events in the past year.

**Table 4-2: Cultural Facility Attendance, 2006-2007**

Facility	Percent Attendance/Visits
Any Live Theatrical or Performing Arts Events (Excluding the Gibson Centre)	45%
The Gibson Centre*	37%
The South Simcoe Steam Train	36%
The Museum on the Boyne	28%
Any other Museums (outside of New Tecumseth)	28%

*Notes: ‘Don’t Know’ responses excluded. \*The Gibson Centre opened in July 2007.*

- Of those respondents who indicated their household had visited other museums or live theatrical/performing arts events in the past year, approximately half stated that they attended facilities/events in Toronto.

- Respondents with an average annual household income greater than \$70,000 were more likely to attend live theatrical or performing arts events.
- Similar to the results of the Household Survey for the Leisure & Culture Master Plan (2000), households living closest to Alliston were more likely to have visited the Museum on the Boyne in the past year, while those households living closest to Tottenham or Beeton were more likely to have visited the South Simcoe Steam Train.

### **Barriers to Participation**

51% of survey respondents stated that they were able to participate in recreation activities as often as they would like. Compared to other municipalities surveyed by the Consultant, this result was slightly below the average.

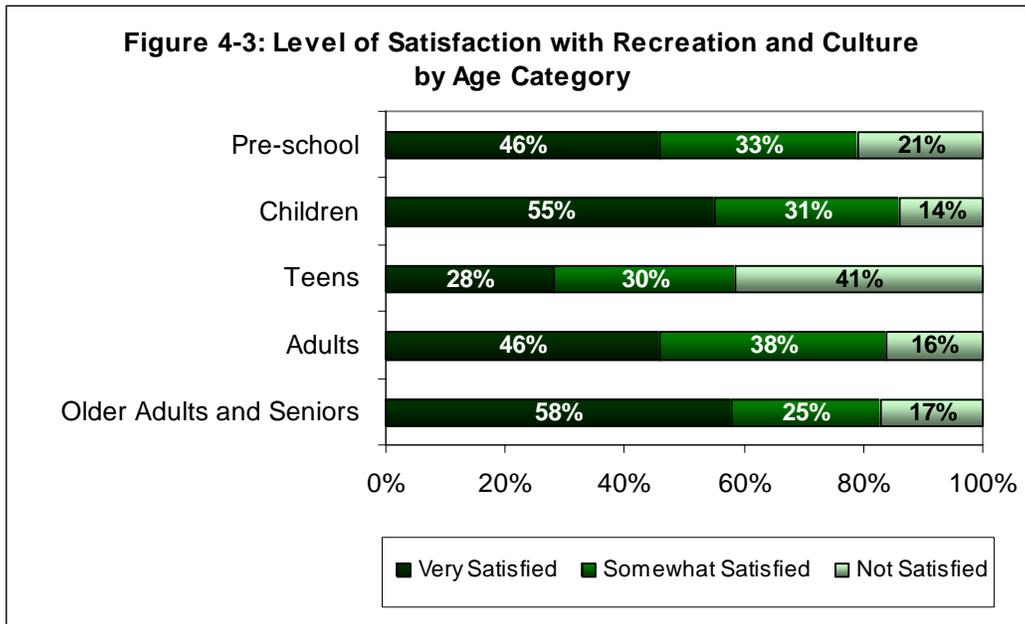
- Of those who were unable to participate as often as they would like, the top reason cited was *'lack of personal time and/or too busy'* (54%). This question yielded similar results as other surveys from across Ontario. Unfortunately, there are no direct strategies that the Town can employ to significantly alter this barrier.
- The other noted barriers to participation were the *'lack of desired facilities or programs'* (22%) and *'health problems (including disability and age)'* (20%).
- Results from the 2000 household survey found that the two greatest barriers to participation were *'lack of time'* and *'lack of facilities'*. *'Illness/injury'* was ranked low as a barrier, suggesting that this might be a growing issue in the Town.

## **4.2.2 Assessment of Public Facilities and Programs**

### **Local Activities Evaluation by Age Group**

Respondents were asked to rate their household's level of satisfaction with local recreation and cultural activities for specific age groups. The age groups identified by the Consultant and provided to respondents were: Pre-school (0-4 years); Children (5-12 years); Teens (13-18 years); Adults (19-54 years); and Seniors (55 plus). It should be noted that a significant number of respondents were not able to offer an opinion on the quality of opportunities available for specific age groups. As such, the *'don't know'* responses have been removed from the data presented below.

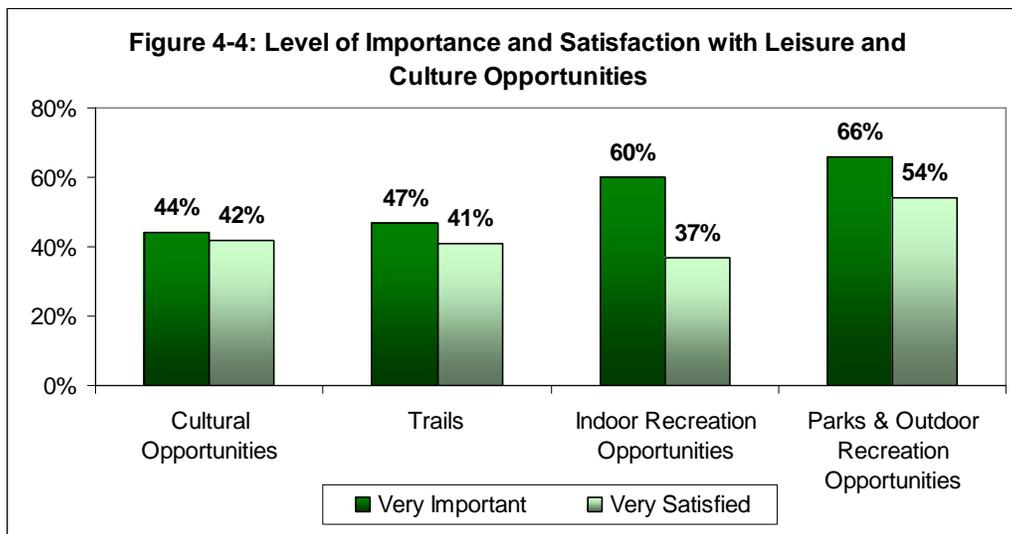
- The older adults/seniors and children age groups had the highest overall satisfaction rating, with 58% and 46% (respectively) stating that they were satisfied with the local recreation and cultural opportunities.
- The adult and children age group received a moderate level of satisfaction, both with 46% stating that they were *'satisfied'* or *'very satisfied'* with the local opportunities.
- The youth group has the lowest level of satisfaction, with only 28% stating that are *'satisfied'* or *'very satisfied'* with the local opportunities. This level of satisfaction for the youth age group is common in these types of household surveys, and therefore should be interpreted with caution. While a perception may exist that teens are under serviced, this is not always the case.



\*Note: 'don't know' responses excluded.

**Importance and Satisfaction with Leisure and Culture Opportunities**

Respondents were asked to rate on a scale of 1 to 5, where 1 was the lowest, their level of satisfaction with, and the importance of the various leisure and culture opportunities in New Tecumseth. Figure 4-4 highlights the percentage of respondents who were satisfied with existing opportunities and level of importance assigned to each category. 'Don't know' responses have been excluded.



\*Note: 'don't know' responses excluded.

It is evident that respondents were most satisfied with the parks and outdoor recreation opportunities. Conversely, survey results identified the lowest satisfaction with indoor recreation opportunities.

- *'Parks and outdoor recreation opportunities'* and *'indoor recreation opportunities'* were rated the most important with 66% and 60% respectively placing a strong level of importance on these types of facilities and services. *'Cultural opportunities'* and *'trails'* ranked slightly lower with 44% and 47% respectively.
- The importance and satisfaction ratings for both *'trails'* and *'cultural opportunities'* were relatively similar, which suggests that the Town is generally meeting expectations in these areas.
- Respondents with an average annual household income greater than \$70,000 were more likely to state that indoor recreation opportunities are important to their household.

### **4.2.3 Future Directions**

This section identifies the survey results related to future priorities for the Town.

#### **New Leisure Programs Desired**

In order to understand gaps between which programs are provided and which ones are desired, respondents were asked what new programs they would like to see offered that are not currently available. 48% of households stated they would like to see new leisure programs offered in New Tecumseth, and the following is a list of the most common responses (in order from most to least mentioned):

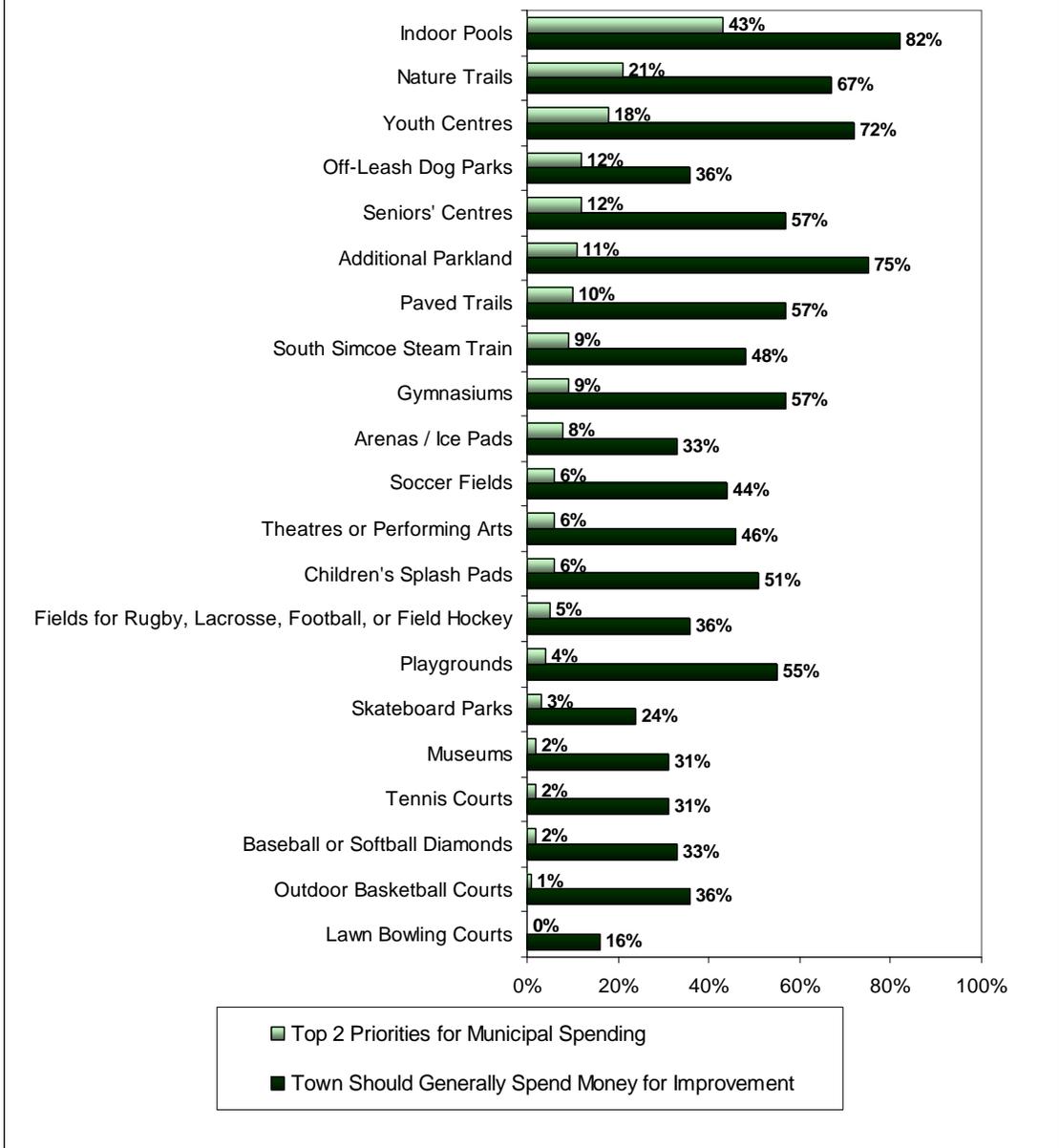
- Indoor Pool/Swimming (26% of all surveys);
- Fitness/Gym (6%);
- Theatre/Concerts (3%);
- Arts and Crafts (3%); and
- Cycling Paths/Trails (3%).

In light of the lower satisfaction rating for indoor recreation opportunities in New Tecumseth, it is not surprising that the top two requested new programs are indoor activities.

#### **Priority for Development or Improvement of Public Facilities**

Respondents were asked to indicate the priority level for spending public money to either improve or develop new parks, recreation, and cultural facilities in New Tecumseth. Respondents were asked to indicate a priority level using a scale of '1' to '5', where '1' indicated that *'money should not be spent to improve and/or build a new facility'* and '5' meant *'definitely spend'*. As a follow-up, the survey also asked respondents to indicate the two most needed facilities. In this way, it is possible to see not only what residents want, but also their greatest need. Figure 4-5 identifies the priorities for municipal spending.

Figure 4-5: Priority for Municipal Funds to Improve or Expand Facilities



In terms of additional spending, the top seven facilities that households believe the Town should most definitely invest in included:

- indoor pools (82%);
- additional parkland (75%);
- youth centres (72%);
- nature trails (67%);
- seniors centres and gymnasiums (57%);
- playgrounds (55%); and
- children’s splash pads (57%).

When asked to assign a priority to the most important facility, the order of responses changed:

- indoor pools (43%);
- nature trails (21%);
- youth centres (18%);
- off-leash dog parks (12%);
- seniors’ centres (12%);
- additional parkland (11%); and
- paved trails (10%).

As a follow up question regarding the priority the Town should place on developing an indoor pool, respondents were asked to indicate how far they would be willing to drive to use an indoor pool. The responses are noted in Table 4-3 below.

**Table 4-3: Willingness to Drive to an Indoor Pool**

Minutes of Driving	Percent
Less than 5 minutes	11%
5 to 10 minutes	28%
11 to 15 minutes	34%
16 to 20 minutes	20%
21 minutes or more	8%

*\*‘Don’t know’ responses excluded.*

- Respondents living closest to Alliston as less likely to be willing to drive to an indoor pool facility than those respondents living closest to either Tottenham or Beeton.

While off-leash dog parks were the fourth top priority for municipal spending, only 36% of respondents indicated that the Town should definitely spend additional money on this type of facility. This suggests that there was a small core group of dog enthusiasts who were strongly voicing their desire for more off-leash dog parks.

In terms of additional spending, the least important facilities for municipal spending included:

- lawn bowling (16%);
- skateboard parks (24%);
- tennis courts (31%);
- museums (31%);
- baseball or softball diamonds (33%); and
- arenas / ice pads (33%).

When asked to assign a priority to the most important facility, the least mentioned facilities included:

- lawn bowling (0%);
- outdoor basketball courts (1%);
- baseball and softball diamonds (2%);
- tennis courts (2%); and
- museums (2%).
  
- Of note, respondents with an average annual household income of less than \$70,000 were more likely to indicate that the Town should spend money on splash pads.

**Location and Type of Leisure Facilities**

To understand the preferences of respondents regarding the location and type of parks, the survey asked if people prefer a small park with limited facilities close to their home or a larger park with more recreation facilities farther away from their home. The responses, highlighted in Table 4-4, showed a preference for smaller parks with few recreation facilities.

**Table 4-4: Household Preference for Park Size and Location**

Preference	Percentage
Larger parks that contain a number of recreation facilities, but are further from your home.	34%
Smaller parks that contain only a few recreation facilities, but that are closer to your home.	58%
A little bit of both/depends	7%
Don't Know	1%

- Compared to those in the Alliston area, respondents living closest to Tottenham and Beeton were more likely to indicate a preference for smaller parks that contain only a few recreation facilities, but that are closer to their home.

Respondents were also asked to indicate their household’s preferred park design. As identified in Table 4-5, a slight preference was identified for active recreation facilities in new parks (40%), as opposed to passive greenspaces (26%).

**Table 4-5: Household Preference for Park Type**

Preference	Percentage
Active recreation facilities, such as sports fields, playgrounds, and courts.	40%
Passive greenspaces, such as picnic areas, woodlots, and open space.	26%
Both active facilities and passive spaces in equal amounts.	34%
Don't Know	1%

To assist in understanding trails preferences, respondents were asked to indicate the importance of the varying types of trail strategies, as outlined in Table 4-6.

**Table 4-6: Importance of Various Trail Opportunities**

	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>
Creating trails within urban areas that link destinations such as parks, schools, and stores.	71%	15%	14%
Connecting the communities within the Town of New Tecumseth with a trail network.	69%	20%	11%
Expanding the trail along the Boyne River.	66%	18%	16%
Connecting communities in New Tecumseth with other neighbouring communities.	45%	25%	31%

*\*Don't know' responses excluded.*

**General Direction for the Town of New Tecumseth**

Respondents were asked to state whether they agreed or disagreed with the following statements.

**Table 4-7: Level of Agreement to Various Statements**

<b>Statement</b>	<b>Agree</b>	<b>Disagree</b>
Travelling to recreational and cultural activities anywhere in New Tecumseth is not a problem for your household.	83%	16%
Although an indoor pool could be expensive to build and maintain, the Town should make the development of a pool a priority.	78%	20%
You would pay additional taxes to have new facilities built.	66%	29%
Recreational facilities in the Town of New Tecumseth are well-maintained.	65%	20%
There are sufficient parks and open space close to your home.	64%	35%
You would pay additional taxes to have existing facilities improved.	63%	32%

*\*Don't know' responses excluded.*

- The household survey completed in 2000 as part of the Leisure & Culture Master Plan found a similar level of agreement with the statement, *'There are sufficient parks and open space close to your home'*.
- Compared to the household survey completed in 2000, a higher level of agreement was found in the 2007 survey with regards to the payment of additional taxes to either improve or build new facilities.
- A higher percentage of respondents agreed with the statement, *'Recreation facilities in the Town of New Tecumseth are well-maintained'* than in the previous household survey.

**4.2.4 Demographics**

This section presents a profile of the survey sample based on responses to demographic questions.

- The average household size was 3.14 people. Statistics Canada’s Census data identified an average household size of 2.76 in 2006.
- 61% of the sample households contained children under the age of 20.
- The average respondent age was 49 (year of birth: 1958).
- The length of residency of respondents in New Tecumseth was as follows (‘no response’ excluded):
  - 14% - less than 5 years
  - 22% - 5 to 9.9 years
  - 64% - 10 or more years
- 65% of respondents were female and 35% were male. A gender bias is common in phone surveys of this type.
- 95% of respondents lived in the Town of New Tecumseth and 5% in the Township of Adjala-Tosorontio, which has a recreation services agreement with the Town.
- The percentage of respondents that lived closest to Alliston, Tottenham, and Beeton is listed below, followed by the actual population distribution.

**Table 4-8: Respondent vs. Actual Town Population Distribution**

Community	Respondent Distribution	Population Distribution
Alliston	50%	49%
Beeton	20%	23%
Tottenham	30%	28%

*\*No response’ excluded.*

- 66% of respondents provided their household’s total annual income before taxes. The table below summarizes data collected for this response category.

**Table 4-9: Household Income before Taxes**

Reported Household Income	%
Under \$30,000	5%
Between \$30,000 and \$49,999	13%
Between \$50,000 and \$69,999	23%
Between \$70,000 and \$89,999	17%
\$90,000 or more	41%

*\*No response’ excluded; totals may not add up due to rounding.*

### 4.3 STAKEHOLDER GROUP SURVEYS AND INTERVIEWS

In January and February 2008, a self-administered survey was mailed to approximately 80 organizations in the Town of New Tecumseth with an interest in leisure and culture related activities. The surveys solicited information regarding the activities of each group, the facilities they use, any perceived deficiencies, future needs, trends in participation levels, service delivery challenges and opportunities, partnership potential, and willingness to expand role and capacity to do so.

A total of 33 surveys were completed and returned for analysis (participating organizations listed below); this is a typical response rate for this type of exercise. Interviews were also conducted with stakeholders to discuss similar issues, as well as budgeting, key priorities and geographical distribution of facilities. The following section provides a listing of the organizations that participated, a discussion of the key themes that emerged from the analysis, and a detailed summary of each survey participant’s input.

**Table 4-10: Participating Stakeholder Groups**

<b>Arts, Culture and Heritage</b>	<b>Sports Clubs</b>
▪ Gibson Centre	▪ Simcoe County Youth Soccer League
▪ Museum on the Boyne	▪ Beeton Men’s Slow Pitch
▪ South Simcoe and Area Arts Council	▪ Tottenham Old-Timers Slo-Pitch League
▪ South Simcoe Railway Heritage Group	▪ Alliston & District Men’s Slo-Pitch League
▪ Achill Choral Society	▪ Alliston Soccer Club
▪ Alliston Historical Society	▪ South Simcoe Women’s Softball Association
▪ Alliston Golden Bells	▪ Alliston Minor Softball Association
<b>Town / Library / Schools</b>	▪ Alliston & District Snowmobile Club
▪ New Tecumseth Public Library	▪ Tottenham Minor Baseball Association
▪ Parks, Recreation & Culture Department	▪ Alliston Curling Club
▪ Tecumseth North Elementary School	▪ Timberwolves Rugby Club
▪ Tecumseth Beeton Public School	▪ Skate Canada – Alliston
<b>Craft Guilds and Clubs</b>	▪ Tottenham and District Soccer Club
▪ Thyme on our Hands Herb Guild	<b>Service Clubs</b>
▪ Beeton Horticultural Society	▪ Tottenham & District Lions Club
▪ Beeton Honey and Garden Festival	▪ Beeton Lions Club
▪ Tottenham and District Horticultural Society	▪ Girls on the Run
▪ Nottawasaga Handweavers & Spinners Guild	▪ 54+ Seniors

### **4.3.1 Detailed Summaries of Stakeholder Surveys**

#### **ARTS, CULTURE, HERITAGE**

##### **Gibson Centre for Community, Arts and Culture**

The Gibson Centre includes the Honda Performance Hall (150 non-fixed seats and a stage), a local art gallery, a banquet hall, a café, and a gift shop. The Gibson Centre would like to build a 400 seat theatre with community gardens, and increase their core audience (currently 60+) and market served (Barrie to Newmarket). The Gibson Centre is currently home to four main tenants: the South Simcoe Arts Council, 54+ Seniors Centre, Rotary Club and Theatre Orangeville. The Gibson Centre coordinates programs with the Town, with little duplication, and has a Town representative on its Board. 2007 was the first year of operation for the Gibson Centre, and as such, it is looking to expand and partner with different groups to broaden its scope of service. The Gibson Centre is now using approximately 40% of its capacity. As a new business, the main concern for the Gibson Centre is sustainability through the development of policies, procedures, and strategy.

##### **Museum on the Boyne**

The Museum primarily serves families with children through exhibits, programming, rental space and research. The Museum's main building is an exhibit hall from an agricultural fair, dating back to 1915. The property also includes a log cabin and barn from the mid-19<sup>th</sup> Century. The Museum on the Boyne is looking to expand its current scope of programming and memberships, and is working toward this by adding workshops and special events to the schedule. The Museum is currently at capacity for special events and programs, but would like to increase visitor numbers and membership. The Museum would like to retain and add to the green space it currently has to facilitate outdoor events and children's programming.

##### **South Simcoe and Area Arts Council**

The South Simcoe Arts Council is a non-profit organization that provides arts-related services to the community, including: Festival of the Arts, literary arts, performing arts, music festival, gala performance, drama, Youth Arts by the River, Art on Main, summer arts camps. The South Simcoe Arts Council has just begun outreach programs for seniors, summer youth art camps, and is working on an Arts and Cultural guide. The Arts Council relies on one part-time staff member and utilizes 120 volunteers. The South Simcoe Arts Council office is currently located in the Gibson Centre. The biggest challenge faced by the South Simcoe Arts Council is volunteer burnout, as their 3 key volunteers are working a total of 60 hours per week, and as such, they could use additional financial assistance from the Town for a full-time office administrator.

##### **South Simcoe Railway Heritage Group**

The Railway Heritage Group offers both a static rail museum and an operational rail tour to the public. The Group does not feel it receives adequate support from the Town, and its financial resources are reliant upon tourist interest. The most pressing concern of the Railway Heritage Group is the implementation of tourism initiatives community-wide.

### **Achill Choral Society**

The Achill Choral Society serves the area of Grand Valley to Beeton and Shelburne to Bolton with choral singing and concerts. The Choral Society currently uses the Hockley Seniors Hall and St. James RC in Colgan, and looks for venues that have the capacity to hold 75-85 singers and an audience of 200+. The Achill Choral Society recognizes that fundraising is key to its success, and would appreciate Town support, but realizes that the Society does not only service the Town of New Tecumseth, and as such, cannot be considered strictly a Town program.

### **Alliston Historical Society**

The Alliston Historical Society holds monthly meetings with presentations on historical topics at the Museum on the Boyne and does not foresee requiring any other facilities in the next 10 years.

### **Alliston Golden Bells**

The Alliston Golden Bells is a performance group that performs at schools, for seniors, fairs, weddings, and other events. The group practices two times per week at a private home, and applied at the Gibson Centre for space, but were bumped by Art Attic. This space would have to be affordable to rent. As a local music choir, they have never had financial support to cover their expenses. The Golden Bells would like a new practice space (27' x 10'), as their current space is not permanent.

## **SPORTS CLUBS**

### **Simcoe County Youth Soccer League**

The SCYSL serves Simcoe County and Huronia District by providing soccer scheduling, rules of play and regulations for member clubs who do not have enough players to play in-house, within their own club. Member clubs of the SCYSL must provide their own facilities for home games. The league feels that they should be recognized for the support that it provides to New Tecumseth clubs and would like to receive a 'community group' rate for facility rentals for meetings.

### **Beeton Men's Slow Pitch**

Beeton Men's Slow Pitch had 110 participants in 2007, a decrease of approximately 30% since 2005. The league is adding one team this season to total 8. The league uses one diamond in Beeton, and cooperates with the Town's minor ball league regarding diamond usage. Within the next ten years, the league would like more diamond time within 5 minutes of Beeton to facilitate the expansion of the league. The league charges each team an amount that allows it to maintain its operating budget, and would like the Town to advertise the league in local papers to attract users. The other major concern of the league is the safety of its players – repairs required to fencing and home plate.

### **Tottenham Old-Timers Slo-Pitch League**

The Old-Timers League provides slo-pitch for men aged 35+ in Tottenham. The league is limited by a lack of lit diamonds as there are only 2 (Keogh Park and Coventry Park in Tottenham). The league would like to see the lighting upgraded and perhaps one of the fields they use irrigated, but do not foresee requiring additional facilities within the next 10 years. They would also like to have defibrillators at Coventry Park.

### **Alliston & District Men's Master Slo-Pitch League**

The Master Slo-Pitch League provides slo-pitch baseball for 120 men aged 35+ in New Tecumseth. The league is not looking to expand, but teams are always looking for players. One major complaint is about the length of time it takes for the Town to repair lighting and drag the field.

### **Alliston Soccer Club**

The Alliston Soccer Club has grown from 960 to 1100 participants between 2005 and 2007, and expects to continue to expand as the community grows. The Alliston Soccer Club caters to youth aged 4-18, providing outdoor and indoor soccer. The club needs new and additional fields to accommodate its current membership and to improve services for future growth. Within the next 10 years, the Alliston Soccer Club would like to see the new fields proposed at 14<sup>th</sup> developed.

### **South Simcoe Women's Softball Association**

The South Simcoe Women's Softball Association's membership dropped from 72 to 48 participants between 2005 and 2007. The association would love to expand, but finds it difficult to attract players.

### **Alliston Minor Softball Association**

Alliston Minor Softball provides t-ball and softball to 205 youth aged 4-19. The league feels limited because they have maxed out the number of fields available. The Alliston Minor Softball Association would like to see baseball diamonds within the Alliston town limits for 11-14 year olds as they see town growth leading to participation growth. The association is concerned about the quality of the diamonds as home plates have all been removed, benches missing, and the need for more umpires.

### **Alliston & District Snowmobile Club**

The Snowmobile Club had 135 members in 2007, and serves the area of Airport Road to County Road 56 to Creemore, providing snowmobile trails and radar run. The club would like to attract more volunteers to help set up trails and do executive work.

### **Tottenham Minor Baseball Association**

The TMBA offers hardball for 60 participants, and is always looking for more players. While the TMBA does not foresee requiring new facilities within the next 10 years, it would like to see the mound rebuilt, dugouts covered, batting cage upgraded, more trash bins, and parking lots fixed at the Community Centre Hardball Diamond.

### **Alliston Curling Club**

The Alliston Curling Club serves between 250 and 300 curlers in New Tecumseth and surrounding areas in mixed, men's and ladies' leagues, as well as senior and school programs. The Alliston Curling Club owns the actual club with 4 rinks, and uses the Alliston Memorial Arena parking. The club's main concern is being able to offer parking for 70 vehicles.

### **Timberwolves Rugby Club**

The Timberwolves Rugby Club has seen exponential growth between 2005 and 2007 (approx. 300%), offering boys', girls' and co-ed rugby for participants aged 10-21. The club is limited to 180 participants in 2008 due to a lack of field space, and within the next 10 years, needs a second rugby field in Alliston in the same proportions as G.A. Wright (an additional field will be available at 14<sup>th</sup> Line Park in 2009).

### **Skate Canada – Alliston**

Skate Canada – Alliston provides 180 participants from Essa, New Tecumseth aged 4-12 access to Can Power Skate, Can Skate, and Star Skate programs. The programs are limited by cost for families and the organization's not-for-profit programs competing with its for-profit programs. Skate Canada – Alliston would like to see an adjustment to the ice rental start times, as they are finding some parents have difficulty getting to the rink on time and need increased community awareness of available programs.

### **Tottenham and District Soccer Club**

The Tottenham and District Soccer Club grew from 164 participants in 2005 to 760 in 2007, representing approximately a 450% increase. The club serves Tottenham, Beeton, Colgan, Coretto and the surrounding area. The fieldhouse is a partnership with the TNT and TNT Football at Mel Mitchell Sports Park. The club currently requires an extra 15 hours on weeknights, and as such, would like to see new soccer fields (200' x 300' and 100' x 200') to accommodate existing teams and anticipated teams for games and practices. The club would like these fields to be in Tottenham, and provided by the Town and developers. The most pressing concern of the club is a lack of fields and lights.

## **CRAFTS**

### **Beeton Horticultural Society**

The Beeton Horticultural Society has approximately 50-60 participants in the age range of 35-85, who attend monthly meetings to teach all aspects of horticulture, within the society's mandate of beautifying Beeton. As the society's membership ages, it is becoming harder to retain volunteers.

### **Thyme on Our Hands Herb Guild**

The herb guild has 25-30 members between the ages of 30 and 71 that attend monthly meetings, maintain a display garden in Beeton (plans for one in Tottenham) and planting gardens at the museum in Alliston. The group feels its capacity is limited by the meeting space at the public library (28 chairs). The group's main concern is a lack of funds as it has had to

postpone plans to plant display gardens in Tottenham.

### **Beeton Honey and Garden Festival**

The festival expanded in 2007 due to increased vendor interest. There is some confusion regarding plans to grow or maintain a static membership (see survey summary chart). The festival group is thankful for Town support, but could always use more money for advertising and insurance.

### **Tottenham and District Horticultural Society**

Membership within the Tottenham and District Horticultural Society has dropped significantly since 2005 (2005 – 116, 2006 – 103, 2007 – 77). The society plants and maintains gardens in Tottenham, holds 7 meetings, 3 flower shows, workshops, seminars, conventions and garden tours. The society would like to expand its membership, but is limited by the amount of space available to them at the Tottenham Firehall. The Tottenham and District Horticultural Society would like to have a wheelchair accessible meeting room (40' x 50') with a kitchen, washroom and lots of parking in Tottenham. The society foresees this being funded by a Trillium grant, private donations and government, and have asked for an increase in Town funding in 2008.

### **Nottawasaga Handweavers and Spinners Guild**

The guild has 22 members aged 40-80 from within the Shelburne to Alliston and Bolton to Mansfield area. The guild has monthly meetings, guest speakers, workshops and demonstrations and always encourages the growth of the guild through new members. The guild rents space for monthly meetings at the Gibson Centre, but cannot afford more time or space for equipment. The Nottawasaga Handweavers and Spinners Guild would like a room approximately 20' x 40' for numerous pieces of equipment, washrooms, and water. The guild would like to rent these facilities from the municipality.

## **SERVICE ORGANIZATIONS**

### **Tottenham & District Lions Club**

The Lions Club serves Tottenham and the surrounding area through seniors' entertainment, sponsored family skate, chess club, Newfie night dinner dance, and classic car show. The Lions Club is always seeking new members, but are limited by the room size at the Tottenham Community Centre. Within the next 10 years, the Lions Club will need a larger meeting room, kitchen and storage area in Tottenham. The club feels there are not enough facilities in Tottenham and it is difficult to access facilities in Alliston due to a lack of public transportation. The Lions Club would like to see free use of Town facilities for service organizations.

### **Beeton Lions Club**

The Beeton Lions Club does not offer programs, but supports community programs such as the Beeton Fall Fair, family skate, guides, and brownies. The club is always open to new members and expands support to programs and services accordingly. Within the next 10 years, the Beeton Lions Club would need a concert hall / theatre and meeting rooms in Beeton, to be funded through community fundraising, Town, Province and grants. As a non-profit organization, the Beeton Lions Club would like to see facility rates waived.

### **Girls on the Run**

Girls on the Run has grown by more than 200% since 2005. Girls on the Run offers 10-week programs to help girls make healthy lifestyle choices. The organization is limited by a lack of funds, volunteers, and interest. The organization currently uses grant money and a nominal user fees to operate, while always fundraising and advertising. The group would like to see a track at Tecumseth Beeton Public School.

### **54+ Seniors**

54+ Seniors serves Alliston and the surrounding area, growing from 33 members in 2006 to 106 in 2007. The group provides card games, movies, dinners, tours and sales to senior citizens. The group currently uses the 54+ Space at the Gibson Centre, and the existing facilities allow for twice the present number of members and there are a number of unused hours. The group pays a considerable amount of rent, the cost of which would be lessened by the addition of more members.

## **LIBRARY / SCHOOLS**

### **New Tecumseth Public Library**

The New Tecumseth Public Library serves approximately 19,000 patrons in New Tecumseth. The library offers book clubs for adults, children, teens, and moms and babies, as well as author visits, plays, and a volunteer program for teens. The library is hoping to expand with more programs in more locations, but require space to hold events, particularly during March Break. The long-term vision is for a new 10,000-20,000 sq. ft. library in Alliston and perhaps 5,000 sq. ft. in Tottenham, however, firm plans and funding are not yet established.

### **Tecumseth North Elementary School**

Tecumseth North E.S. provides school day activities and school teams to rural New Tecumseth. The organization would like to maintain what it currently provides, but are influenced by student interest, staff availability and enrolment, and particularly transportation costs, which limits its ability to use any facilities outside the school.

### **Tecumseth Beeton Public School**

The school athletics program at Tecumseth Beeton Public School provides cross country, track and field, Girls on the Run, volleyball, chess, hockey and basketball, and would like to partner with the Town to build an outdoor track. The school would like the project to be a joint venture between the School, the School Board, service clubs, the community and the Town. Fundraising by the school has already begun.

## 4.4 COMMUNITY FOCUS GROUPS

As part of the comprehensive consultation programme for the New Tecumseth Leisure & Culture Master Plan Update, Monteith Brown Planning Consultants facilitated two focus groups sessions with highly-committed and well-informed citizens and stakeholders. Participants were chosen for their interest in the various types of programs and services addressed in the Master Plan Update.

The following groups were represented at the two focus group meetings:

- Alliston Community Police
- 8<sup>th</sup> Avenue Youth Centre
- South Simcoe and Area Arts Council
- Alliston Curling Club
- Rotary Club
- Gibson Centre
- TNT Minor Hockey
- Girls on the Run
- Beeton Lions Club

The purpose of the focus group sessions was to discuss, debate, and prioritize a wide range of strengths, weaknesses, opportunities and constraints relating to leisure and cultural services in New Tecumseth. The results represent the interests of the groups and individuals involved and may not necessarily reflect the opinions of the greater public and/or the Consultants.

The focus group sessions were held on the evenings of January 29<sup>th</sup> and 30<sup>th</sup>, 2008. The first session was held at the New Tecumseth Recreation Centre in Alliston and the second at the Beeton Arena. A total of 12 representatives attended these two focus group sessions. The session scheduled for Tottenham was cancelled due to lack of interest.

Participants were asked to identify New Tecumseth's strengths and weaknesses with regards to indoor and outdoor recreation and arts and cultural opportunities. **A summary of each issue discussed at the two focus groups is presented below.**

### 4.4.1 Indoor Recreation

#### *Strengths*

- Built new twin pad at the New Tecumseth Recreation Centre.
- The Town contributed to the construction of the Gibson Centre.
- Good base of sports facilities; New Tecumseth is ahead of other communities.
- A lot of volunteers exist in all New Tecumseth communities.

#### *Weaknesses*

- There is no municipal indoor pool in New Tecumseth.
- Badminton facilities, which are currently not available, would be great.
- Should fix up Alliston Memorial Arena meeting room, including the kitchen and washrooms; the community needs the space above Alliston Arena as it is the only hall that has a liquor license.
- There is a shortage of mid-sized activity rooms.
- Need to provide either an indoor skatepark or basketball courts for youth.
- Need to provide greater diversity of opportunities for youth, e.g. boxing, karate. Not all kids like hockey, baseball, or soccer.
- Ensure facilities are accessible to youth and seniors or provide more transportation options.

- Curling club concerned about parking (located on Town lands; no formal agreement) if the Alliston Memorial Arena is either sold or demolished.
- The roof at the curling rink needs to be improved.
- The field house (indoor soccer) at the New Tecumseth Recreation Centre is popular, but requests are being made for a regulation size field. If a new field is constructed, the existing field house could be converted into a third ice pad.
- Beeton needs more meeting space and sports facilities (gymnasium). The Beeton Arena is in poor condition.
- Need to improve the planning of partnerships and foster working relationship with community groups.

*How to Improve?*

- Either improve outdoor pool or build a new indoor pool.
- There would need to be a balance between swim club use and community use, should an indoor pool be constructed in New Tecumseth.
- Repurpose the Alliston Arena for alternate recreational uses.
- Provide Public Transit.
- Improved access to school gyms should be facilitated.

**4.4.2 Outdoor Recreation (Parks, Trails, Open Space)**

*Strengths*

- The field and track at the Youth Centre are very popular with the kids.
- There are a lot of parks, parkettes, soccer, and ball diamonds in New Tecumseth.
- The new splash pads in each community are great.
- Appreciate Earl Rowe Provincial Park, Tottenham Conservation Area, Beeton Fairgrounds, Alliston Rotary Outdoor Pool, the South Simcoe Steam Train, and the Riverdale Playground.
- There is a good supply of lawn bowling facilities.
- Trails in Tottenham are popular.

*Weaknesses*

- Need to improve the maintenance of the ball diamonds.
- There should be police presence in parks and trails, as well as better lighting.
- The washrooms located in the parks need to be updated.
- Lacking an outdoor track (400m) at Beeton Public School with infield sports opportunities.

*How to Improve?*

- Explore partnerships with other municipalities and service groups to assist in the delivery of recreation and cultural facilities and services.
- Provide trail signage (with map and trail information).
- Expand the trail system (to community centres, park, New Tecumseth communities, and neighbouring communities).

**4.4.3 Arts and Cultural Opportunities**

*Strengths*

- Wide range of events (Curling Club, Firefighters Function, Banting performance, Music Festivals, Art Walking Tours, Santa Claus Parades, Beeton Fair, Honey Festival, Bluegrass Festival, Alliston Potato Festival, etc.)
- Gibson Centre offers a variety of programs, but it was expensive to build.
- The South Simcoe Arts Council offers good programs for kids (e.g. drama).

- There are a lot of committed volunteers working in the arts and cultural area.
- The Town has a wealth of local art groups/local talent.
- Recreation Department offers a substantial amount of art and cultural programs to the community.
- There is a wide range of vocal groups for all ages.
- One of the local churches organizes great performances.
- The Town does a good job at working with the community to fundraise money for arts and cultural initiatives.

*Weaknesses*

- There is a lack of on-going funding to arts and cultural groups (e.g. Art Council, Gibson Centre).
- Need to better recognize the input of volunteers. Many are overworked and would like additional support.
- There is no overarching plan to address cultural needs in the community.
- Lack of a theatre or venue space for larger events in New Tecumseth.
- Currently, the dance groups are having difficulty in finding the appropriate room space to offer their programming.

*How to Improve?*

- Look at forming partnerships (of all forms) to share information and knowledge.
- The Town could provide more funding to service clubs.
- Assess the ability to undertake a multi-year project to attach a larger theatre space to the Gibson Centre.
- Town could attach a new theatre to community centre or Banting High School.
- The recently acquired Banting Homestead could be an attraction to Town and assist in bringing visitors to other cultural venues.
- Could allocate monies from Development Charges to fund cultural facilities.

**4.4.4 Emergent Themes**

**Facility Condition**

The main issues arising with regards to field condition were maintenance, lighting, and irrigation. According to sports groups, the fields in need of more regular maintenance or repair were Beeton South Diamond, Coventry Park, G.A. Wright rugby and soccer fields, Keogh Park baseball diamonds, Tottenham Community Centre hardball diamond, McLean Diamond, Brian Gauley soccer fields, and Mel Mitchell Fields (soccer). User groups would like to see burnt-out lights replaced more quickly at Town-operated baseball diamonds, and a request was made for one diamond to be irrigated at Coventry Park. One group mentioned the need for more diamond time for the 11-14 year age group.

**Facility Rental Rates**

Six organizations expressed concern regarding rental fees for Town-operated meeting facilities. Suggestions from these groups included that service and non-profit organizations should be exempt from paying rental fees and that facility rental for meetings should be available at a 'community group' cost. The Consultants note that "no-fee" room rentals are not common practice in most municipalities.

## **Meeting Space**

The need for meeting space in Tottenham and Beeton was addressed by a number of groups. Requests ranged from generic needs for meeting space to specific dimensions required (40'x50' in Tottenham; 20'x40' in Gibson Centre; venue to hold 75-85 performers and 200+ guests; and 27'x10' in Alliston). It was also suggested by one group that the meeting room at the Tottenham Community Centre should have more chairs (currently 28 available).

## **Organization Administration**

Assistance from the Town with regards to policy and strategy development is sought by the Gibson Centre, and The South Simcoe and Area Arts Council would like to be a line in the Town budget and receive funding that would allow it to add a staff person to its operation. Administrative support for non-profit organizations may assist these groups in providing a higher level of service and achieve self-sustainability. The 2000 Master Plan recommendation that staffing at the Museum on the Boyne be increased was not implemented. The South Simcoe Railway Heritage Group suggested the implementation of Town-wide tourism initiatives.

## **Volunteer Management**

The recruitment and retention of volunteers emerged as a key issue for a number of the organizations. The ability to attract, provide meaningful involvement, adequately train, and significantly reward volunteers are areas that require attention within New Tecumseth organizations. There is no Town policy regarding volunteers beyond a reference check, in spite of the 2000 Master Plan recommendation that the Town prepare a plan for volunteerism.

## **Funding / Fundraising**

Many of the organizations rely heavily upon fundraising to support their operations. Select groups have requested Town funding: the South Simcoe Arts Council Inc. is requesting additional funds to employ more office staff; Tottenham and District Horticultural Society, Beeton Honey and Garden Festival, Achill Choral Society and Alliston Golden Bells would also like some increase in financial support from the Town.

## **Parking**

According to stakeholders, parking is a major issue at a number of facilities within the Town of New Tecumseth. The Alliston Curling Club has a need for 70 parking spaces which may be lost if Alliston Memorial Arena is decommissioned. The Gibson Centre parking lot is in need of repaving, for which the Centre is fundraising. Other parking concerns raised by stakeholders are volume-related at the Firehall, Tottenham Community Centre, and Museum on the Boyne.

## **4.5 PUBLIC MEETING**

A public meeting was held on November 19, 2008 at Town Hall to present and receive feedback regarding the draft Plan. Attendees included the Mayor, Deputy Mayor, four Town Councillors, over 20 members of the public, 2 representatives of local media outlets, as well as representatives from the Town of New Tecumseth staff and the consultants. The draft Plan was made available to the public both prior to and at the meeting, at which salient points and recommendations were presented. The presentation was followed by a comment period, during which members of the public were invited to address Council and offer feedback on the Master Plan Update. Opportunities were also given to submit comments via email and comment sheets, which were circulated and collected at the end of the meeting. A brief summary of comments regarding the information presented follows.

### **Arenas / Community Centres**

Support was expressed for the redevelopment of the Beeton Arena as an activity hub of great importance to the community. Representatives from the 'Fund for a new Arena in Beeton' group, as well as unaffiliated citizens, provided positive comments regarding the recommended redevelopment. However, concerns were raised regarding the use of development charges as the primary source of funding for the project, given the fact that Beeton has the lowest population of the communities that make up New Tecumseth. The historical significance of Beeton Arena, its meaning to residents, and the preferred location (central) were also raised as points for consideration.

It was suggested that the recommendation to consider removing Alliston Memorial Arena from the Town's inventory should be further reviewed prior to any action being taken. The 'memorial' history of the arena was also mentioned, as was the facility's potential to serve the local youth population and other users.

### **Arts and Culture**

Support was offered for the implementation of a high priority recommendation to develop an Arts and Cultural Policy. Concerns were raised regarding a perceived lack of focus on the arts and culture. An interest in exploring a purpose-built performing arts centre was mentioned, as was a suggestion to undertake a feasibility study for the Beeton Opera House.

### **Parkland**

The omission of the Tottenham Conservation Area from the Terms of Reference and subsequent draft Master Plan Update was discussed. The suggestion was made that the Town should seek to purchase the lands for one dollar, while having the Conservation Authority continue to look after the dam. The need to allocate parkland to replace losses or repurposed land was raised, as was the need to refocus upon the development of Boyne River Linear Park/Trail.

## **SECTION FIVE: VISION AND GOALS**

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The benefits of participation in leisure, parks, and cultural activities are immeasurable for both the individual and collective quality of life of New Tecumseth residents. Leisure opportunities encourage physical activity, build healthy communities and enhance economic, social, cultural, intellectual, and physical well being.

The Town of New Tecumseth continues to be committed to providing leisure and cultural opportunities that are accessible to all residents – regardless of age, gender, race, socio-economic status, ability, etc. However, it must be recognized that fulfilling this commitment will require the cooperation of volunteer organizations, educational institutions, senior levels of municipal government, service agencies, and private enterprise.

The vision and goals identified in this section will assist the Town in implementing the Leisure & Culture Master Plan Update and achieving its mandate within the community.

A vision statement is a high level concept that is a compelling, conceptual image of the desired future. Stemming from the Vision Statement are a number of goals, which are core directional statements that will guide the development and implementation of the recommendations and the Town of New Tecumseth’s future decision-making relating to the associated subject areas. The goals have been developed based on public needs and preferences, trends, demographics, market research and extensive consultation with staff, stakeholder groups, and residents.

The goals are largely complementary, but no one goal takes priority over another – they should be read and interpreted as a set, rather than as separate, isolated statements. Clearly, some statements will be more difficult to achieve than others; however, they should be interpreted as being goals to which the Town and community aspire.

### **PROPOSED VISION STATEMENT**

The following is the proposed Vision Statement for leisure and cultural facilities, services, and programs in the Town of New Tecumseth:

*“Through the provision of high quality and accessible parks, leisure, and cultural facilities and services, the Town and its community partners will promote healthy, active, and balanced lifestyles that enhance the quality of life for all residents.”*

**PROPOSED GOALS**

1. Quality leisure and cultural facilities and services will be provided in an integrated manner that reflects a diversity of leisure interests, ages, and abilities and responds to the needs of families and individuals who want convenient and accessible services.
2. A continued emphasis will be placed on supporting affordable activities that promote healthy and creative living, physical activity, and basic skill development, particularly for children and youth.
3. Leisure and cultural facilities and services will be provided, where appropriate, in partnership with other public, community, and private sector providers.
4. Long-term financial sustainability will be ensured through cost-effective and efficient management of resources, appropriate and reasonable application of user fees, and maximization of community resources.
5. Leisure and cultural services will be made reasonably accessible to all residents.
6. The Town will allocate appropriate resources to meet recognized deficiencies in leisure facilities, parks, and programs where there is an inadequate level of service for a core municipal responsibility.
7. The Town, in partnership with the community, will work to identify and remove barriers to participation (e.g. physical, economic, cultural/social, transportation, attitudinal, etc.) in recreation and cultural activities.
8. The Town's natural environment is a key contributor to a healthy community and this asset will be protected and integrated into the leisure system, wherever possible.
9. The establishment of a Town-wide, linked multi-use trail network that offers unstructured physical activity options for all residents will be a long-term goal of the municipality.
10. The Town will strive for customer service excellence and assume a leadership role among other local leisure service providers, community organizations, and volunteers, in supporting and facilitating a coordinated system of services, resource sharing and community responsiveness.

## **SECTION SIX: INDOOR FACILITY & PROGRAM ASSESSMENT**

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### **6.1 NEEDS ASSESSMENT METHODOLOGY**

In identifying the current deficiencies and future needs relating to recreation facilities, parks and open space, our assessment examines both provision (i.e., the total number of each facility/park type as determined by applying 'standards') and geographic distribution (where the facilities/parks are physically located). Provision and distribution are both integral components of the analysis and it is important that each be given equal weight, especially for neighbourhood and community-level facilities.

Also referred to as level of provision standards, service standards represent a recommended measure of the demand for recreation areas and facilities. They are targets for facility provision that are based upon a combination of accepted industry standards, market-driven factors (such as demand, trends, and demographics), and the past and present circumstances of the community. Provision standards help to identify current and future facility and park requirements in terms of total demand, but do not provide direction on geographic gap areas.

The first step in the analysis is the identification of overall facility and parkland needs through the development and application of population-based standards (e.g., 1 tennis court per 5,000 population; 1 basketball court per 800 children between the ages of 10 and 19). Once the standards were established, they were compared to the supply of facilities and parks to determine the degree of under (or over) supply currently and in the future.

The standards were established by:

- compiling the required demographic data (historic and projected, by age cohort groupings and neighbourhood, where available);
- obtaining the inventory of municipal facilities in order to identify the total supply and distribution of each facility type;
- reviewing standards used by other municipalities;
- identifying key trends in leisure participation and facility design and assessing their implications on facility provision in New Tecumseth; and
- undertaking a public consultation program to identify issues and discuss areas of facility over and under supply (i.e., Are more facilities needed? Where? Why?).

Not all communities and facilities are created equal and this is why population-based standards should be different for each municipality. The analysis of needs incorporates the aforementioned inputs before deciding on an appropriate standard that is right for New Tecumseth and its communities.

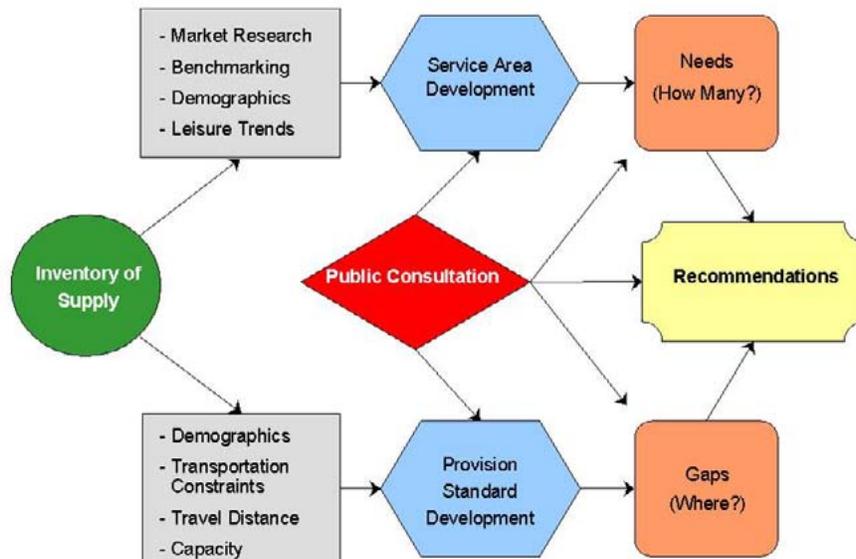
The Consultant has developed a set of provision standards for New Tecumseth that we believe represents an appropriate balance between standards applied in other municipalities and the true needs of local residents. In some instances, New Tecumseth's supply is below the recommended standard, thereby indicating a need for additional facilities and/or parkland. In cases where its supply is above the standard, anticipated population growth may create the need to develop additional facilities and/or parkland in future years in order to maintain the standard. It is important to remember that the recommended provision standards are goals that the Town and other providers in New Tecumseth should strive to achieve – although many of

them may not be realized for a variety of reasons, the key is to continue to work toward meeting them.

Identifying the total number of each facility and park type required in the Town through the use of provision standards is only the first step in analyzing facility needs. The distribution of facilities is equally important, as it is important that the facilities be located close to the people that use them. In order to assess the geographic distribution of current and proposed/future facilities, the location of facilities and parkland was analyzed, with particular attention being given to needs within the communities of Alliston, Beeton, and Tottenham.

The following figure graphically illustrates the relationship of the inputs and outputs in the determination of recreation facility and park needs.

**How Park and Facility Needs are Determined ...**



## 6.2 INDOOR RECREATION FACILITY SUPPLY

The tables in this section summarize the inventory of indoor leisure and culture facilities in the Town of New Tecumseth. All inventory information has been provided by the Town's Parks, Recreation, and Cultural Services Department (Spring 2008), and supplemented by other information where available.

Per capita figures utilize a 2008 population estimate of 30,654 local residents (based on the Town's Growth Management Study, projection scenario #1), although it is recognized that certain facilities also serve residents in Adjala-Tosorontio.

**Table 6-1: Indoor Municipal Recreation Facility Inventory, Town of New Tecumseth**

Facility	Municipal Supply	Current Per Capita Provision (2008 pop. = 30,654*)	Location / Comments
<b>Community Centres/Facilities</b>	4	1 : 7,664	Beeton Arena, Tottenham Community Centre, New Tecumseth Recreation Centre, Alliston Memorial Arena (no ice)
<b>Ice Pads</b>	4	1 : 7,664	New Tecumseth Recreation Centre (2), Tottenham Arena (1), Beeton Arena (1)
<b>Indoor Pools</b>	0	N/A	N/A
<b>Indoor Turf</b>	1	1 : 30,654	New Tecumseth Recreation Centre
<b>Fitness Facilities</b>	0	N/A	N/A
<b>Municipal Gymnasium</b>	1	1 : 30,654	Tottenham Community Centre
<b>Art Facilities / Museums</b>	1*	1 : 30,654	Museum on the Boyne

Note: School facilities excluded.

Source: Town of New Tecumseth; Monteith Brown Planning Consultants; Statistics Canada, 2006 (2008 total population adjusted to 30,654 to account for Census undercount).

**Table 6-2: Significant Private Facilities Inventory, Town of New Tecumseth**

Facility	Private Supply	Location / Comments
<b>Indoor Pools</b>	4	Nottawasaga Inn (25m with slide, beach entry, and wading area); Red Pine Inn (14m with hot tub and sauna); New Tecumseth Swim School; Splashy's Swim'n'Fitness; (not including CFB Borden, which is outside the municipality)
<b>Fitness Centres</b>	4	Nottawasaga Inn; Red Pine Inn; Splashy's Swim 'n Fitness; Gail's Fitness Studio; (not including CFB Borden, which is outside the municipality)
<b>Youth Centres</b>	1	Eight Avenue Youth Centre
<b>Ice Pads</b>	3	Honda Recreation Centre; Nottawasaga Inn (2)
<b>Curling Rinks</b>	4	Alliston Curling Club (4)
<b>Indoor Tennis</b>	3	Nottawasaga Inn (3)
<b>Gymnasium</b>	1	Alliston Nikolettes Gymnastics Club
<b>Arts/Heritage/Theatre</b>	various	Gibson Centre, South Simcoe Steam Train, other smaller operations

Note: School facilities excluded.

Source: Monteith Brown Planning Consultants

### 6.3 COMMUNITY CENTRES & GENERAL ACTIVITY SPACE

#### Supply

Community	Facilities	Number of Facilities
Alliston	Alliston Memorial Arena/Hall; New Tecumseth Recreation Centre	2
Beeton	Beeton Arena/Hall	1
Tottenham	Tottenham Community Centre	1
	<b>TOTAL</b>	<b>4</b>

#### Assessment of Need

The New Tecumseth Recreation Centre is a state-of-the-art facility that opened in October of 2007 in Alliston. The facility includes 2 NHL-size rinks, a fieldhouse with an artificial turf field and a 170-metre rubberized indoor walking track, one community room (up to 150 people), one boardroom (up to 15 people), a pro shop, and a concession booth. The meeting rooms within the Recreation Centre can be licensed, but only through a Town-approved food and beverage provider (which is not yet in place).

The community has also expressed a desire to maintain an ice rink and community space in Beeton. The Beeton Arena / Community Centre has been in operation since 1947 and is an extremely important part of the community, but is antiquated and requires increasing capital maintenance. The Beeton Arena currently serves as the primary meeting space within Beeton; however, the daycare program has been the primary tenant of the hall above the arena (use of the hall on weeknights and weekends is permitted, but is often avoided due to the inconvenience to the daycare). The facility is nearing the end of its useful life as an arena and requires significant upgrades to remain operational. The extent of the upgrades and capital renewal has not been quantified – this is an exercise that has merit before determining the timing of facility redevelopment. However, the arena is the central hub of Beeton, as it plays a primary role in the Fall Fair, provides ice for curling and hockey, hosts an acclaimed ball hockey program, and provides a meeting place for the community. Therefore, the Town of New Tecumseth must consider options to redevelop or renovate Beeton Arena. Site locations on publicly-owned land will need to be studied further should the Town go ahead with redevelopment. The footprint of the arena/community centre should be larger than the current facility in order to accommodate new meeting space and a regulation-size single pad arena with modern amenities. While a single pad arena is not ideal from an operational perspective (as opposed to a multi-pad facility), there is insufficient local demand for a twin pad and the maintenance of arena operations is too important to this community – discontinuation is not recommended. This is further discussed in the next section.

The Town has plans to expand the Tottenham Community Centre; although specific amenities have yet to be designed, it is likely that this expansion will include program space and a wellness/fitness centre.

The Alliston Memorial Arena was constructed approximately 44 years ago and decommissioned as an ice arena in 2007, due to its age and the new infrastructure provided by the New Tecumseth Recreation Centre. The arena also contains an upstairs hall with elevator access, wood flooring, and 220-person capacity. A decision regarding the future of this facility was not made at the time that the new twin pad was built, rather it has remained open for occasional rentals.

Although the Alliston Memorial Arena is no longer used for ice activities, the arena floor is used for activities such as indoor tennis, ball hockey, and community events; it is not used for direct Town programming (see following table).

**Table 6-3: 2008 Usage of Arena Floor, Alliston Memorial Arena**

Type of Rental	Alliston Memorial Arena Floor
Ball Hockey	263
Clinics (e.g., Air Cadets, film crews, bus line clinic, etc.)	150
Indoor Tennis / Other Instruction	109
Fundraisers	77
Lacrosse	23
Community Events	20
Town Programs	0
Other (banquets, etc.)	73
<b>Total Hours Booked (2008)</b>	<b>715</b>

In 2008, the arena floor was booked for a total of 715 hours (an average of nearly 2 hours per day), but is not well used in the winter months because of the cold. The projected net annual operating cost of the arena floor is \$116,100 (after deducting revenues), meaning that it costs the Town this much money to keep it open and available to the public. This does not include any major capital maintenance items or contribution to a replacement fund. Given the age of this structure and that it was not built to modern designs, it is very likely that its capital maintenance costs will increase substantially over time.

In terms of the arena floor, it appears that it is not very well used and that all activities can be accommodated within other arenas or gymnasiums in the Town, albeit possibly at different times of the year (e.g., when the ice is removed). Considering the significant ongoing operating costs and future expenses for building renewal, maintaining the arena floor for these activities is not a cost effective option for the Town over the long-term.

The upstairs hall is relatively well used, particularly by a private dance club and for licensed events (see following table). In 2008, the arena hall was booked for a total of 1,045 hours, an average of nearly 3 hours per day. The projected net annual operating cost of the arena hall is \$29,500 (after deducting revenues), meaning that it costs the Town this much money to keep it open and available to the public. This does not include any major capital maintenance items or contribution to a replacement fund.

**Table 6-4: 2008 Usage of Arena Floor, Alliston Memorial Arena**

<b>Type of Rental</b>	<b>Alliston Memorial Arena Hall (220 person capacity)</b>	<b>Beeton Memorial Arena Hall* (185 person capacity)</b>	<b>NTRC - Community Room (150 person capacity)</b>	<b>Tottenham Gymnasium (400 person capacity)</b>
Private Dance School	651	0	0	0
Jack and Jills	121	25	0	67
Community Events	69	47	29	81
Fitness	68	14	19	60
Other Dance	56	47	0	17
Meetings	0	131	167	21
Tournaments (ice)	0	77	128	34
Instruction	0	23	74	128
Badminton/Soccer	0	0	0	273
Day Camp	0	0	0	125
Auction	0	0	0	185
Town Programs	6	0	191	28
Other (banquets, etc.)	74	72	192	299
<b>Total Hours Booked (2008)</b>	<b>1,045</b>	<b>436*</b>	<b>800</b>	<b>1,318</b>

\*does not include the Child Care Centre (nearly 3,000 hours), which is a tenant.

In 2008, the Alliston Memorial Arena Hall was used slightly more than the Community Room at the New Tecumseth Recreation Centre, but less than the Tottenham Community Centre gymnasium and the Beeton Memorial Arena Hall (including the hours used by the child care tenant). The New Tecumseth Recreation Centre, however, is utilized extensively for municipal programs and is expected to see greater utilization in its second and subsequent years of operations, especially now that the food and beverage agreement is in place.

With regard to the Alliston Memorial Arena Hall, the meeting and activity space at the New Tecumseth Recreation Centre (combined with space offered by non-municipal providers and other municipal sites in the Town) should be sufficient to meet the needs of many of the hall's regular users. At the time that this Master Plan was prepared, licensed events were not yet permitted at the New Tecumseth Recreation Centre because the food and beverage provider was not in place; however, this is expected to be addressed in the short-term, thereby creating the potential to hold licensed events at this facility.

Due to the absence of a wood sprung floor at all other municipal facilities (except for the Tottenham Community Centre gymnasium), dance and higher impact fitness activities would not be able to be accommodated in Alliston unless they are able to utilize school gyms or private clubs. While it would be reasonable for community fitness activities to be redirected to school gymnasiums, it is unlikely that this would be acceptable to a private dance organization. Few municipalities offer dedicated dance studios to outside groups, unless the facility is primarily used to fulfill part of the municipality's core programming mandate (which is not the case in New Tecumseth).

Given the information presented above, it is our opinion that the Alliston Memorial Arena and Hall is not needed to fulfill delivery of the Department's core services, and other opportunities

exist within the municipality to accommodate several of its current uses. An alternative location may be required for the private dance club; however, this should not be the primary responsibility of the municipality.

As such, consideration should be given to removing the Alliston Memorial Arena and Hall from the Town's inventory and disposing of the building and/or property. This Master Plan has not identified the need for any additional facilities that are required in this location; therefore, the site could be considered surplus for the Recreation and Culture Department.

Enquiries have been made as to the availability of the Alliston Memorial Arena for residential redevelopment proposals. To date, the Town has not made a commitment in this regard. Given the facility's location within the urban area and proximity to downtown, parks, schools, and other services, the site is a potential candidate for the development of housing or other land uses.

Some concern was expressed over the potential loss of the Alliston Memorial Arena and Hall through the Master Plan's public forum. The 'memorial' history of the arena was mentioned, as was the facility's potential to serve the local youth population and other users. While these viewpoints present valid concerns, the analysis in this Plan finds that there is too little benefit for too large of an expense (particularly given the age of the building, which suggests increasing costs over time) and that there are other resources within the Town that can be utilized to accommodate most of the facility's users. Nevertheless, additional public consultation may be undertaken prior to removing Alliston Memorial Arena from the Town's inventory so as to provide the community with a more complete opportunity to review the information and options.

If the municipality disposes of the Alliston Memorial Arena site, the Town should reserve sufficient land to allow for parking at the adjacent curling club given the longstanding relationship and lack of alternatives for the club. The Alliston Curling Club is directly adjacent to the arena site and is located on privately-held land, but without sufficient parking for its members (since its inception, the club has used the parking lot at the arena). The terms of this agreement should be addressed in conjunction with the curling club.

Some groups that responded to the stakeholder survey and/or attended the focus group mentioned a lack of program and/or meeting space in all three New Tecumseth settlement areas (Alliston, Beeton, and Tottenham) as one of their most pressing concerns. Each community has access to at least one hall/community room and/or gymnasium, in addition to local school gymnasiums and several private operations that offer space for meetings and banquets. It is expected that the additional program space to be provided through the proposed Beeton Arena redevelopment and the planned Tottenham Community Centre expansion should be sufficient to meet needs for the next ten years.

**Recommendations**

The existing Beeton Arena does not offer the level of amenity expected by its patrons, in large part due to its age, small size and design. Consideration should be given to redeveloping the Beeton Arena to include a single pad arena and meeting / activity / banquet space and disposing of the existing facility once the new building is open. A determination of the functional lifespan of Beeton Arena and the facility’s short-term capital maintenance costs is required to establish timing for redevelopment, as is the selection of the preferred location.

Consideration should be given to removing the decommissioned Alliston Memorial Arena from the Town’s facility inventory. Additional public consultation may be undertaken prior to taking any action on this site, so as to provide the community with an opportunity to review the information and options. If removal is recommended, the Town’s Planning Department should undertake a needs analysis and intensification study in order to determine the best use for the site, whether it be public or private development. Opportunities for long-term access to a portion of the arena site for parking by curling club members (who use a building on an adjacent property) should also be addressed.

Opportunities to share meeting / program space within existing or new library facilities should be explored further with the New Tecumseth Public Library.

**6.4 ICE PADS**

**Supply**

<b>Community</b>	<b>Facilities</b>	<b>Number of Ice Pads</b>
<b>Alliston</b>	New Tecumseth Recreation Centre	2
<b>Beeton</b>	Beeton Arena	1
<b>Tottenham</b>	Tottenham Arena	1
	<b>TOTAL</b>	<b>4</b>

<b>Community</b>	<b>Private Operations</b>	<b>Number of Ice Pads</b>
<b>Alliston</b>	Nottawasaga Inn	2
<b>Alliston</b>	Honda Recreation Centre	1
	<b>TOTAL</b>	<b>3</b>

**Assessment of Need**

There are currently approximately 1,400 registered youth using municipal arenas, and approximately 2,100 overall registered participants (adult and youth combined). Youth hockey and skating registration has not changed to any real degree since 2000, despite population increases. Based on a provision standard of 1 ice pad per 600 participants (adult and youth combined), the Town of New Tecumseth has a surplus of 0.5 ice pads. This standard allows for youth participants to utilize prime time hours, for adults to utilize shoulder hours (and a limited

amount of prime time hours), and for existing tournaments and competitions to be accommodated.

Although our analysis is showing a surplus of ice, we are not recommending a decrease in supply. This surplus can be explained by a number of factors: the recent construction of the Town's 4<sup>th</sup> ice pad and the resultant transition period of ice programs; the geographic layout of the Town and the varying levels of usage at each arena; and the existence of three private sector rinks in the Alliston area (which largely accommodate the adult and tournament markets).

An examination of the Town's ice schedules suggests that most prime time ice is rented; however, several adult groups utilize prime hours, the curling program at Beeton Arena occupies an entire day, and it is possible that the scheduling methods of minor ice groups have been adjusted to make use of the additional ice time. Skate Canada-Alliston would like to see its ice rental start times pushed to a later start time as it is difficult for parents to transport skaters to the rink on time.

Although Beeton is the smallest of the Town's three urban areas, it is poised to accommodate approximately 16% of the Town's growth over the next ten years. Including its surrounding rural areas, the Beeton community could approach a population of 9,700 by 2017. The Town has indicated that the Beeton Arena is in poor condition due to its age, small ice surface, and lack of sufficient changerooms.

As discussed in the previous section, the Beeton Arena is in need of major renovations to remain operational, or the arena needs to be redeveloped on a larger site with more parking. The need for indoor community centre space in Beeton should also be examined as part of this analysis (see Section 6.3 for further discussion).

Population growth over the next ten years for the 5-19 age cohort is expected to be approximately 550 people (or 6.6%). This growth will not be sufficient to justify the provision of a 5<sup>th</sup> municipal ice pad. No additional ice surfaces are required during the next ten years (with the exception of the replacement for Beeton Arena).

## **6.5 INDOOR POOLS**

### **Supply**

There are no municipal indoor aquatic facilities.

<b>Community</b>	<b>Private Facilities</b>	<b>Number of Pools</b>
<b>Alliston</b>	Nottawasaga Inn	1
<b>Alliston</b>	Red Pine Inn	1
<b>Beeton</b>	New Tecumseth Swim School	1
<b>Tottenham</b>	Splashy's Swim 'n Fitness	1
	<b>TOTAL</b>	<b>4*</b>

*\*Does not include CFB Borden (1 pool), which is outside the municipality, but does offer some level of service to the community.*

**Assessment of Need**

In 2000, 81% of respondents to the household survey either agreed or strongly agreed with the statement that, “The Town needs an indoor swimming pool”. In 2007, 78% agreed with the statement that, “although an indoor pool could be expensive to build and maintain, the Town should make the development of a pool a priority”. Some residents feel that a swimming pool is a basic municipal facility; however, the municipality must be willing to assume an operating deficit if it is to provide this level of service.

The Town has reached a population threshold (30,000 to 40,000) at which many municipalities make the decision to develop an indoor pool. Indoor pools are consistently in demand (significant support was expressed through the household survey and focus groups for an indoor pool in New Tecumseth), but several key questions must be considered:

- 1) *What alternatives currently exist and how would a pool impact other operations, most notably the Town’s outdoor pool?*

There are indoor pools in surrounding municipalities that provide some level of service to New Tecumseth residents, including CFB Borden (which operates similarly to a community pool) and the recently constructed YMCA in the Town of Innisfil. While indoor pools are generally accepted to be ‘drive-to’ facilities, 73% of respondents to the household survey were only willing to drive up to fifteen minutes to an indoor pool. The indoor pool at CFB Borden is approximately 20 minutes from Alliston by car. While the Innisfil pool is a municipal facility, New Tecumseth residents would have to travel approximately thirty (from Alliston) to forty (from Tottenham) minutes to the pool. In addition, non-resident fees and other restrictions could apply to residents of New Tecumseth. Therefore, it is assumed that most residents of New Tecumseth would not be willing to travel to the Innisfil pool on a regular basis. These facilities do not offer the type of access, design, or consistent activity programs that a municipal pool within New Tecumseth would; therefore, while they are valuable community resources, they are no substitute for a local municipal pool.

The Town of New Tecumseth currently offers the following Red Cross programs at the Rotary Outdoor Pool: Swim Preschool (ages 4 months to 5 years); Swim Kids (ages 6 and up); Aquatic Leader-in-Training (ages 13 to 16); and Adult Stroke Improvement. The Town also offers private swimming lessons.

While the outdoor pool provides an alternative option in the summer months, its seasonal limitations and poor physical condition (which would require extensive repairs or full reconstruction) make the costs to maintain the outdoor pool too expensive to justify its long-term operation. The Town’s ability to provide a wider range of programs throughout the year would be greatly enhanced through the addition of an indoor aquatic facility.

The construction of a municipal indoor pool in New Tecumseth would allow the Town to cater to residents of all ages through targeted programming (i.e. Seniors’ Aquafit and toddler swimming programs) year-round, as well as the opportunity to potentially establish a swim club that could draw in swimmers from around the region. It is likely the private facilities and Rotary Outdoor Pool will provide good ‘stopgap’ options, until such time as New Tecumseth develops its own indoor pool facility. See Section 7.9 for a discussion of outdoor aquatic alternatives.

2) *How much would a pool be used and for what purposes?*

The household survey found that 78% of respondents felt that the development of an indoor pool should be undertaken by the Town, and 66% stated that they would pay extra taxes to have facilities built. These numbers reflect an overall desire for an indoor aquatic facility within the Town of New Tecumseth.

In terms of the local market, the Town's child and youth population is expected to decline slightly by 2017, meaning that demand for instructional swimming lessons is currently at a peak; swimming lessons represent an important revenue stream for indoor pools. Although swimming has consistently been identified as a favoured recreation activity for people of all ages, participation declines with age. With the aging of the population has come an increased demand for therapeutic pools and programs aimed at rehabilitation.

It is likely that a publicly-accessible indoor aquatic facility would draw from an area larger than the Town, with the number of users decreasing the farther one lives from New Tecumseth. For the purpose of this analysis, Adjala-Tosorontio should also be considered part of the "service area" for indoor pool. These two municipalities contain nearly 42,000 people at present and are projected to have a combined population of over 50,000 by 2017 (representing growth of 19%).

Our experience has shown that one municipal indoor pool per 30,000 to 40,000 is a common provision standard in mid-sized communities such as New Tecumseth, however, this service level can be affected by the existence of non-municipal facilities such as a school or YMCA pool. Larger communities may even have provision levels as low as one indoor pool for every 60,000 population. A report published by Parks and Recreation Ontario ("Major Municipal Sport and Recreation Facility Inventory", December 2005) finds that there is an average of one municipal indoor pool per 48,000 people in the Province. The report also cautions against the use of per capita standards:

*"While population based standards may be a convenient method to compare supply levels between jurisdictions, this approach can be quite misleading. A more appropriate methodology would be to combine population based standards with analysis techniques to project the capture rate of the facility and the manner in which it will probably be used. This method would take more of a market driven approach thereby enabling its application to most jurisdictions throughout the province."*

With this in mind, it is not enough to simply state that once a community has reached a certain population, it should have an indoor pool. Any community would benefit from having an indoor pool, the major deciding factor relates to economics (how much money is the community willing to spend to build it and to support it on an ongoing basis?) weighed against community benefit. It must be emphasized that a municipally-operated indoor pool (aquatic component only) is virtually assured to run an operating deficit; other components (such as a membership-based fitness centre) must be included in the facility concept in order to generate revenues to offset the pool costs. Despite the financial realities, it remains that a new indoor pool is a very high priority for many residents in the Town and its provision must be given careful consideration.

3) *How much would a pool likely cost to build and operate?*

It is clear that there is sufficient demand and interest for one publicly accessible aquatic facility in the Town, however, the manner in which that facility is provided and managed requires additional examination on the part of the Town. To assist New Tecumseth in advancing this initiative, a preliminary business case has been developed that identifies potential costs and operating scenarios associated with an indoor pool.

Capital costs for an indoor pool are highly variable and are dependent upon facility design, size, and associated amenities (e.g., change rooms, storage, mechanical, circulation, control, etc.). Based on a 24,000 square foot facility at a net cost of \$250 per square foot, a modestly sized municipal indoor pool and support amenities would cost approximately \$6.0 million. This cost could be higher if a larger facility is pursued, but could be lower if combined with other facility components that offer shared amenities. Site development costs and other contingencies could also drive this cost higher. Costs are shown in current year dollars.

The following generic assumptions have been applied to the preliminary assessment of operating costs for an indoor pool in the Town:

- market (40,000 population in New Tecumseth and Adjala-Tosorontio);
- the pool would be operated by the municipality;
- utilization (approximately 1.5 recreational swims per capita = 63,000 swims per year; 30% of youth population ages 0-14 participating in 1.5 swim lesson courses per year = 27,000 swims per year);
- revenues associated with rentals;
- costs for utilities, supplies, maintenance and staffing;
- lesson and swim fees (\$5 recreational swim admission, \$55 swim lessons); and
- tank volume and design – to be determined, but could combine leisure pool (slide, beach entry, etc.) with three 25-metre swimming lanes (which could also be used for leisure swims); small whirlpool/therapy tank also to be provided.

Based on these assumptions, the net cost (deficit) of running an indoor pool in the Town is likely to be between \$150,000 and \$200,000 per year. Expenses for a municipally-run pool could be as high as \$750,000 per year, while revenues are projected to be between \$550,000 and \$600,000 annually. These figures are highly variable and could be affected by decisions regarding facility location, pool size/design, associated amenities, staffing, pricing, etc. Costs are shown in current year dollars and do not include a factor for capital replacement.

Cost recovery levels for pools fluctuate depending on a variety of factors, but generally range from 40% to 80%; the scenario above assumes recovery of approximately 75%, which could be achievable if the pool size is modest and appropriate for the market. The high costs to run aquatics facilities mean that they will never be able to break even. Overall, leisure pools attract more recreational swimmers and generate more total revenue than rectangular pools, but are more expensive to operate (to the point that they seldom recover the same percentage of costs as lane pool). Financially, if the Town is going to commit to building a pool, there needs to be willingness to undertake considerable marketing (to a

regional audience) and be prepared to realize operating budget deficits.

Most community-based indoor pools can accommodate 50,000 to 100,000 recreational swims per year. With a market of approximately 40,000 people, it is projected that an indoor pool in New Tecumseth would attract about 63,000 swims per year. This is within the normal range, although at the lower end.

A full feasibility study should be undertaken within the next five years in order to more closely examine the local market and associated costs.

*4) When and where should an indoor pool be built?*

Although the community has expressed considerable interest in an indoor pool, reasonable options are available within a 20 to 30 minute drive of New Tecumseth. The existence of these pools provides local residents with at least some opportunities to swim while the Town exercises its due diligence in planning for such a facility. At this point, it is reasonable to expect that the Town could expect construction to begin within 7 to 10 years time (around 2015). With a projected population of 39,000 in 2017 (New Tecumseth only), it would be reasonable to have a facility open by the time the Town hits the 40,000 population threshold.

Part of planning for a facility of this magnitude involves an assessment of partnership opportunities and potential locations. In many communities, the YMCA is forging agreements with municipalities for the provision of aquatic services, often in tandem with fitness operations; this is an option that could be considered in New Tecumseth. In terms of location, an argument could be made for the facility to be centrally located in the Town (i.e., Beeton). The success of a pool, however, is driven by its proximity to its market and co-location with other municipal and recreational facilities (e.g., libraries, arenas, gymnasiums, etc.). In this regard, Alliston is the preferred location as it contains the majority of the Town's residents (both current and future), as well as a facility that could be expanded to accommodate a pool (i.e., the New Tecumseth Recreation Centre). A stand-alone pool is not recommended; rather it should be located with other recreational or library services. A detailed site assessment should be included as part of the recommended feasibility study.

**Recommendation**

The Town should begin planning for the development of an indoor pool, potentially to be implemented when the Town reaches a population of 40,000. A full feasibility study should be undertaken around 2013 in order to examine the local market, partnership opportunities, costs associated with developing and operating an indoor pool, potential locations, and related facility components.

## **6.6 INDOOR TURF**

### **Supply**

<b>Community</b>	<b>Facilities</b>	<b>Number of Facilities</b>
<b>Alliston</b>	New Tecumseth Recreation Centre	1
	<b>TOTAL</b>	<b>1</b>

### **Assessment of Need**

The Town recently constructed its first indoor turf venue as part of the New Tecumseth Recreation Centre. Although still in its infancy, this facility is well used (not only for soccer and field sports such as ultimate frisbee, but also for walking during the daytime – there is a rectangular indoor walking track around its perimeter). The field itself is slightly undersized, however, it was designed so that it could be converted into an ice pad at a later date (and a larger, purpose-designed facility would potentially be built to take its place). Of note, the arena analysis in this Master Plan Update did not find a need for a third municipal ice pad in Alliston during the next ten years; therefore, it is expected that the current indoor turf field will remain in its current form until at least 2017.

The development of indoor turf fields is a relatively new phenomenon in Ontario, although more and more municipalities are becoming involved in these ventures. As such, a provision standard is not recommended, but rather it is suggested that demand be monitored over time. Given current usage profiles, a second indoor turf facility would not be warranted over the next ten years.

### **Recommendation**

Should the Town decide to convert the current indoor turf field at the New Tecumseth Recreation Centre into an ice rink, the field should be replaced with a purpose-built facility so as not to disrupt or discontinue service to this activity.

## **6.7 FITNESS/WELLNESS SPACE**

### **Supply**

There are no municipally run fitness studios.

Town fitness programming (i.e., cardio-muscular, ladies kickboxing, seniors’ badminton, and men’s basketball) is provided in the Community Room at the New Tecumseth Recreation Centre (cardio-muscular and kickboxing), Tottenham Large Gym at the Tottenham Community Centre (badminton), and school gyms (basketball).

### **Assessment of Need**

A major trend in facility design is the move towards larger multi-purpose spaces that offer cross-programming opportunities (i.e., aquatics, fitness, gym space, indoor soccer, etc.) and their

responsiveness to the ‘time crunch’, which makes them an attractive ‘one-stop shopping’ destination. The Town of New Tecumseth has made the decision to follow this trend by developing a wellness centre through an expansion of the Tottenham Community Centre. The 2007 Town budget earmarked \$2,400,000 for a non-ice expansion to the facility. The components are expected to include activity rooms and a fitness area. This space, or a portion thereof, may be eligible for Development Charges funding.

It is too early to assess how this type of facility will be received within New Tecumseth; therefore, careful monitoring is required before considering this model elsewhere. We believe that Beeton is too small of a community to sustain a municipal fitness operation (and is close enough to Tottenham), while Alliston is large enough to attract private sector operations that would offer a comparable level of service. However, the only current indoor municipal spaces for fitness (i.e., studios for yoga, aerobics, dance, etc.) are the Community Room at the New Tecumseth Recreation Centre, the gym at the Tottenham Community Centre, and school gyms. The popularity of these activities is projected to continue growing as the population ages and seeks out less physically rigorous activities. As such, the Town should keep these trends and activities in mind when designing the new Beeton Arena; the inclusion of one or more flexible activity rooms would be prudent (an equipment-based operation is not recommended).

At the present time, other than the Tottenham Community Centre expansion, no additional municipal fitness and wellness centres are recommended over the next ten years.

**Recommendations**

The Town should consider including one or more flexible activity rooms in any development or redevelopment in Beeton, such as the Beeton Arena.

**6.8 GYMNASIUMS**

**Supply**

<b>Community</b>	<b>Facilities</b>	<b>Number of Facilities</b>
<b>Tottenham</b>	Tottenham Community Centre	1
	<b>TOTAL</b>	<b>1</b>

The Town does not currently have a standing agreement with the School Boards.

**Assessment of Need**

Gymnasiums are valued community spaces due to their flexibility to accommodate a very wide range of activities (e.g., sports, fitness courses, banquets/events, etc.) in an enclosed year-round environment. In particular, youth basketball has grown in popularity in recent years and adult volleyball has retained a strong following in many communities.

In the 2000 Leisure & Culture Master Plan, user groups expressed a need for an additional 50 hours of gym time weekly. The Town has one municipal facility (Tottenham) and utilizes school gymnasiums, largely in the Alliston area. Access to school gyms (particularly by community

groups) can be a contentious issue, as their availability and cost is not under municipal control; nevertheless, the Town and local school boards have a good relationship that has allowed for occasional access for municipal programs. Agreements with local school boards (through support from the Provincial government) have assisted in providing affordable community access to school facilities and gymnasiums, however, long-term access to non-municipal facilities is not guaranteed. Despite this, during the public consultation process for the current Master Plan Update, focus group participants discussed the need for a better relationship between the Town and local school boards, and the general need for more gymnasium space for youth in particular.

An additional gymnasium in Alliston community would provide greater service to this growing area and would allow the Town to expand its active programming therein. With new schools being planned for this community, it would be prudent for the Town to discuss opportunities for access to the new school gymnasiums. Another opportunity would be to develop a municipal gymnasium at the New Tecumseth Recreation Centre during its next phase of construction (i.e., when the indoor field is converted into an ice pad); this is expected to be beyond the planning period of this Master Plan Update (2017) and is an option that should be reconsidered at the appropriate time.

Furthermore, when a new Beeton Arena / Community Centre is developed, consideration should be given to a design that could accommodate activities that are in demand locally; this could include gymnasium-type activities.

As with most other indoor recreation facilities, a stand-alone gymnasium design (i.e., not associated with other municipal recreation facilities) would not be recommended. These types of considerations, rather than a rigid provision standard, are the preferred approach for the development strategy.

### **Recommendations**

The Town should negotiate a long-term agreement with the School Boards regarding access to school gymnasiums and playing fields by the municipality and affiliated community groups.

Prior to any major expansion or redevelopment of the New Tecumseth Recreation Centre or development of an indoor pool, the Town should consider the development of an indoor gymnasium at this site.

When a new Beeton Arena / Community Centre is developed, consideration should be given to a design that could accommodate activities that are in demand locally; this could include gymnasium-type activities.

## **6.9 SENIOR CENTRES**

### **Supply**

The 54+ Seniors group primarily uses a room on the 2<sup>nd</sup> floor of the Gibson Centre with an attached fully-equipped kitchen, as well as space in the basement. There are no municipally-operated senior centres or dedicated rooms.

### **Assessment of Need**

Over the next ten years (2008 to 2017) and beyond, the population of New Tecumseth residents age 65 years and older is expected to increase considerably. During this period, the Town's senior population will increase by nearly 50%, from approximately 4,100 seniors to 6,000 seniors. The older adult age group (ages 50 to 64) is also expected to increase considerably over the next five to ten years.

Because early retirement by the Baby Boomer generation is becoming a common trend, anticipated growth by New Tecumseth residents over the age of 50 will constitute a significant need for seniors' facilities and programs in the Town. The types of facilities and programs that will be required to meet the needs of 'new seniors' in New Tecumseth that have embraced 'active lifestyles' more readily than previous generations, may not be those traditionally offered to retirees. Affordability, however, is a key concern for seniors – particularly older seniors that are interested in 'traditional' activities like those offered at the existing clubs.

Multi-purpose recreation facilities that offer casual, low impact and self-scheduled recreation opportunities through the provision of activity rooms and other complementary spaces are expected to suit a growing number of the aging Baby Boomers that may be generally fitter and seemingly more interested than previous generations in maintaining an active lifestyle. This is expected to translate into increased participation in active recreation pursuits (albeit at a gentler pace), particularly those that are health and fitness related. In this way, the leisure demands of the new senior will closely mirror the needs of older adults (e.g. ages 50 to 64), which include activities such as fitness and swimming.

The majority of the needs of the 'new senior' are best met at a multi-use centre with program rooms, kitchens, gymnasium, swimming, and/or fitness/wellness facilities. In New Tecumseth, the Gibson Centre meets many of these needs, with the exception of active recreation opportunities. Due to the existence of this centre (as well as the opportunities provided at Nottawasaga Inn) no additional seniors' space is presently required in Alliston.

The Tottenham Community Centre expansion that is currently in the planning stages is to include a wellness centre. This will also help address some of the specific needs of the senior population.

## **Recommendations**

The Tottenham Community Centre wellness centre expansion and the Beeton Arena redevelopment should consider seniors' needs with respect to design and amenities.

The provision of organized and unorganized leisure activities for older adults and seniors should become a greater area of focus for the Town and community providers over time, due to the increasing size of this age group.

## **6.10 YOUTH CENTRES**

### **Supply**

There are no municipally-operated youth centres within New Tecumseth. The Eighth Avenue Youth Centre, located in a temporary building near Brian Gauley Park, is managed by the Alliston Community Policing Committee with building maintenance from the Town. The focus of the Centre is to provide a safe place for social interaction among 9-15 year olds, providing a mixture of organized recreation activities, volunteer opportunities, and unstructured socialization. There is also a youth space in the basement of the Gibson Centre.

### **Assessment of Need**

Youth are typically the most difficult demographic for recreation departments to serve. Outside of those involved in traditional sports (which usually account for about one-quarter of all teens in most communities), there is a significant segment that is not engaged in meaningful physical activity. Non-physical environments for youth to explore personal creativity and experience social opportunities are considered very important as well. Teens are looking for non-intimidating environments, affordable opportunities, and drop-in / less structured activities within their immediate peer group.

Results from the household survey indicate that recreational opportunities for youth/teens were fair, but not as well developed as those for other age groups. The need for youth centres ranked relatively high compared to other capital investments. Further to these survey results, several participants of the focus group workshops indicated a need for additional opportunities that would allow New Tecumseth's youth to become engaged in non-competitive, unstructured social activities (e.g. 'hang out'). These are typical responses that are seen in many other communities.

As a group, youth generally have a wide range of needs (e.g. recreational, social support, leisure hang-out, etc.). Opportunities for organized sports for this age group are provided by community organizations, leaving municipal and non-profit agencies to cater more towards unstructured drop-in activities. Much has been written on the subject of engaging youth in meaningful leisure activities, especially given the current focus of senior governments on physical activity levels.

In short, some of the challenges relating to youth in the context of recreation activities include:

- the relatively narrow age range of youth peer groups (e.g. 17 year-olds seldom socialize with 14-year olds);
- peer pressure and ‘trendiness’ of certain activities (if no one is participating then the activity must not be ‘cool’, but what is cool and what is not changes frequently);
- the wide range of other interests (e.g. video games, computers, movies, music, etc.) and the ‘lack of time’ factor (e.g. homework, jobs, etc.); and
- a lack of affordable, reliable, timely, and/or independent transportation.

Traditionally, municipalities and community organizations have done a good job of addressing the organized recreational needs of youth, such as soccer, ball, swimming, etc. The challenge in most communities is meeting the social support needs of youth who are not inclined to participate in active recreation. Government programs and broader initiatives tend to focus on serving ‘at-risk’ youth, however, there is a large portion of youth who do not play sports yet not considered to be at-risk – it is this population that are not normally engaged in meaningful leisure activities, whether due to a lack of interest or a lack of opportunity (or both). Not all youth want to participate in organized activities and sports programs; therefore, youth centres should provide a place for youth to occupy their time constructively in a social setting.

Directly involving youth in program development and service delivery decisions is one way to improve participation levels and service uptake, however, many of the aforementioned challenges will persist.

Youth centres need not be stand-alone structures, rather it is preferred that they be integrated into multi-use complexes due to cross-programming opportunities and operational efficiencies. Concerns over safety as a result of the integration of age groups can be alleviated through proper design and the creation of dedicated space for youth.

### **Recommendation**

The Town should continue to work as a partner with other organizations in the Town to support youth spaces and initiatives that provide opportunities for youth to participate in a wide variety of positive culture, active recreation and sport activities.

## **6.11 MUSEUMS AND ARTS & CULTURAL FACILITIES**

### **Supply**

The Museum on the Boyne provides cultural and heritage programming and learning opportunities through artefacts, exhibits, educational tours, re-enactments and special events detailing the history of South Simcoe County from the early 1800s to the present. The museum had 13,500 visits in 2007, including approximately 2,500 walkthroughs. The Museum on the Boyne includes an Agricultural Fair building (1915), an English barn (1850s), and a log cabin (mid-1800s). The museum receives complete financial and administrative support from the Town, as well as some senior government support. Donations to the museum go into a reserve fund for capital improvements and all minor staff are paid for by the Town.

The South Simcoe Steam Train is housed in Tottenham and provides static and operational tours to all age groups. The South Simcoe Railway Heritage Group owns total railway

infrastructure between Tottenham and Beeton, conducting rail trips between the two communities. The Group is reliant on tourist interest and spending to maintain operations and indicated that they feel constrained due to a lack of funding. The Town has provided this organization with funding for specific initiatives in the past.

The Banting Homestead was recently purchased by the Town of New Tecumseth as a cultural asset that is an important piece of Canadian history. The Town has completed a heritage assessment report on the 107-acre farm on which Sir Frederick Banting was born and raised. As a result, the homestead has been recommended for designation under Section IV of the Ontario Heritage Act as a place of cultural heritage value or interest. The Sir Frederick Banting Legacy Foundation and Sir Frederick Banting Educational Committee have worked with the Town to ensure that the property serves as a commemoration of the life and work of Sir Banting. A Town-wide Heritage Master Plan is to be initiated in the near future and this site will be included in the assessment.

The Gibson Centre is also located in Alliston, and opened its doors as a multi-purpose cultural space in 2007. The Gibson Centre includes the 150 non-fixed seat Honda Performance Hall, local art gallery, banquet hall, café, and gift shop. There are a number of tenants that utilize space within the Centre, including: South Simcoe and Area Arts Council; 54+ Seniors; Rotary Club; and Theatre Orangeville; as well as some smaller groups (e.g., karate classes, weavers and spinners, dancing, Weight Watchers, bingo and Girl Guides). The basement of the Gibson Centre provides a place for seniors to participate in shuffleboard and for youth to make use of program space. Long-term plans for the Gibson Centre include the addition of a 400-seat theatre with community gardens; however, funding has not been secured for this undertaking.

Community efforts are also underway to reconstruct an opera house in the upper portion of the old town hall in Beeton.

### **Assessment of Need**

Only 33% of household survey respondents were satisfied with arts and cultural opportunities offered in the Town. This satisfaction level ranked lower than parks and outdoor recreation opportunities (49%), but slightly higher than indoor recreation opportunities (32%), and trails (29%). Although arts and cultural activities do not typically appeal to as wide a range of the population as do recreation activities, those that are interested in arts and culture can often be quite passionate about it.

When asked what programs they would like to see offered by the Town, 5% of household survey respondents mentioned arts and craft classes, which was ranked only behind indoor pool/swimming (55%), fitness centre/gym (14%), and theatre/concerts (7%). This suggests a fairly active arts community when compared to other municipalities we have surveyed.

As the Town of New Tecumseth grows, there is an underlying need to demonstrate that the arts sector plays an important community role that is equal to civic infrastructure and other services that have traditionally been considered essential. Access to arts and cultural facilities is integral to maintaining a high quality of life for residents and a healthy and prosperous community. By nurturing arts and cultural services, the Town can help establish itself as a preferred place to live, work, play, and visit.

The recognition of 'creative cities' in terms of economic and quality of life improvements is gaining significant momentum in several communities. The 'creative cities' movement refers to a

knowledge-based economy that provides opportunities for innovation, entrepreneurship, and job creation. The main goal of a creative city is to retain its wealth and generate creative capital by attracting and retaining creative people.

In most communities, arts and cultural opportunities are not as well supported as those for sports and recreation, which can cause animosity amongst service providers that are competing for funding. Given the growth and aging of New Tecumseth's population, and its diversity of interests, it is reasonable to expect increasing demand for arts and cultural services.

In order to establish an appropriate and effective direction for municipal involvement in the arts and culture sector, the Town should develop an overarching arts and cultural policy. Such a policy should contain definitions of arts and culture, a vision statement, goals, and objectives in order to guide Town staff and Council on the types of cultural services to be provided to or supported in the community. The policy should also articulate the roles and responsibilities of the Town and its partners and mechanisms for allocating funding (both capital and operating). Most of the cultural organizations providing input to this Master Plan indicated a need for additional municipal funding and facility expansion; without a clear statement regarding the Town's commitment in this regard, these organizations cannot consistently provide needed services to the community.

Arts and cultural programming is a key area that should be examined when the Town develops its cultural policy and when it assesses its program role. At present, there is the potential for program duplication between the Town and operations such as the Gibson Centre. Ongoing communication and coordination is required to ensure that direct duplication is avoided and that any significant program gaps are addressed. Given that the word 'culture' is prominent in the title of the Town's Recreation and Culture Department, it is evident that the municipality sees an active role in ensuring that the arts and cultural needs of residents are provided for.

The Gibson Centre has requested consistent funding from the Town to offset operating costs. The Centre was seeking \$75,000 annually to offset operating losses. In return, opportunities for the Town to use the facility and for joint marketing could be explored. Based on our analysis, we believe that the Town should provide some level of funding to the Gibson Centre, however, this support should not necessarily be for the day-to-day operations, events and programming, but rather as a way to ensure community access to meeting and program rooms (e.g. 54+ room, basement youth room). Senior and youth spaces and programming were identified as gaps in the community and the provision of these facilities and services takes some pressure off Town assets. In exchange for this funding, an appropriate level of accountability will need to be illustrated by the Gibson Centre to the Town. This includes continued coordination around programming (and efforts not to duplicate) and reasonable access for municipal assets at the Centre. The level of service to municipal programs and groups currently provided by the Gibson Centre assists the municipality in satisfying its mandate, and as such, awareness and marketing efforts should also be coordinated to a degree acceptable to both parties.

**Recommendations**

In consultation with the community and South Simcoe Arts Council, the Town's Recreation and Culture Department should develop an Arts and Cultural Policy to ensure transparency and fairness amongst arts and culture service providers who rely on municipal funding. The Policy should: articulate a vision, goals, objectives, and parameters for municipal involvement in the creative industries; acknowledge the positive impacts of arts and culture within the community; and seek to document local needs, opportunities, and responsibilities relative to the arts and cultural sector.

The Museum on the Boyne should create a marketing and strategic plan. The 2000 Leisure & Culture Master Plan recommended that the Museum on the Boyne make the part-time programmer position full-time. This recommendation still has merit, and should be considered as part of the marketing and strategic plan.

The Town should consider establishing an agreement with the Gibson Centre that will allow for an appropriate level of community access and consistent annual funding to offset a portion of the costs associated with the seniors, youth, and/or general program space.

## SECTION SEVEN: OUTDOOR FACILITY & PROGRAM ASSESSMENT

Note: For an explanation of the needs assessment methodology, please see Section 6.1.

### 7.1 OUTDOOR RECREATION FACILITY SUPPLY

The tables in this section summarize the inventory of outdoor parks and leisure facilities in the Town of New Tecumseth. All inventory information has been provided by the Town's Parks, Recreation, and Cultural Services Department (Spring 2008), and supplemented by other information where available.

Per capita figures utilize a 2008 population estimate of 30,654 local residents (projection scenario #1, 2008 Growth Management Strategy), although it is recognized that certain facilities also serve residents in Adjala-Tosorontio.

**Table 7-1: Outdoor Recreation Facility Inventory (Municipal, unless otherwise noted)**

Facility	Beeton	Tottenham	Alliston	Rural	TOTAL	
					Including schools	Excluding schools
<b>BASEBALL</b>	<b>4</b>	<b>9</b>	<b>9</b>	<b>5</b>	<b>27</b>	<b>17</b>
Major Diamond – Lit	2	3	4	0	9	9
Major Diamond – Unlit	0	3	1	0	4	4
Minor Diamond – Unlit	1	2	4	0	7	4
Practice/Scrub Diamond	1	1	0	5	7	0
<b>SOCCER</b>	<b>12</b>	<b>7</b>	<b>17</b>	<b>5</b>	<b>34</b>	<b>27</b>
Major – Lit	0	0	1	0	1	0
Major – Unlit	7	3	5	3	18	10
Intermediate	4	3	6	0	13	11
Mini	1	1	5	2	9	6
<b>FOOTBALL/RUGBY</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>1</b>
<b>RUNNING TRACK</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>7</b>	<b>2</b>
<b>TENNIS</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>8</b>	<b>5</b>
Lit	0	3	3	0	6	3
Unlit	2	0	0	0	2	2
<b>LAWN BOWLING</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>BASKETBALL</b>	<b>1</b>	<b>2</b>	<b>14</b>	<b>4</b>	<b>21</b>	<b>2</b>
Full	0	0	0	1	1	0
Half	1	2	14	3	20	2
<b>SKATEBOARD PARK</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>PLAY EQUIPMENT</b>	<b>8</b>	<b>17</b>	<b>23</b>	<b>8</b>	<b>54</b>	<b>34</b>
Creative	4	7	12	4	27	16
Traditional	4	10	9	4	27	18
<b>OUTDOOR POOL</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>
<b>WATERPLAY FACILITY</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>3</b>
<b>BEACH</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>

\*School fields are counted as equivalent to 0.5 Town fields due to limited availability and quality, (with the exception of G.A. Wright Athletic Fields).

Source: Town of New Tecumseth; Monteith Brown Planning Consultants

## **7.2 TRAILS**

Trends research and surveys undertaken in many other municipalities indicate that walking is the second most popular leisure activity, behind only reading. Furthermore, as age increases, so too does the propensity to identify walking as a favourite leisure time activity. This bodes well for future demand given that the 50+ year age group is expected to grow substantially over the course of the planning period. Bicycling and walking are also important parts of a sustainable and efficient transportation system.

Trail development offers many positive benefits for local residents in addition to recreation, including an increase in community liveability, an increase in transportation options, patronage to trail-side businesses, an increase in personal health and fitness, tourism development, scenic beautification and improved air to water quality (Rails to Trails Conservancy, 1999). Furthermore, trails provide opportunities for both residents and visitors to travel to and experience local heritage, recreation and cultural attractions.

The most easily identifiable benefits of a multi-use recreational trail program involve recreational opportunities. Leisure trends suggest an increasing demand for “unprogrammed” active living recreational opportunities that are more compatible with the lifestyles of the aging population. The use of trails is unorganized and spontaneous and thus more attractive for busy individuals whose leisure time is at a premium and often unplanned. Trails appeal to people of all ages and abilities because of their flexibility, low cost and accessibility. Skill is not a factor – the same trail is equally attractive to people with varying levels of fitness and expertise.

85% of households in New Tecumseth reported walking for exercise or hiking in 2007, a 17% increase over the 2000 survey. The importance and satisfaction ratings for trails were relatively similar (47% importance and 41% satisfaction), which suggests that the Town is not fully meeting expectations in these areas. 67% of respondents stated that the Town should spend municipal funds to improve or expand nature trails in new Tecumseth, ranking second among most desired facilities; interestingly, 57% of households desired additional investment in paved trails, ranking seventh.

A gap in the Trans Canada Trail exists in New Tecumseth, with the Caledon Trailway from the south ending at Highway 9 and the Innisfil Trail picking up at the Town’s northeast boundary near Cookstown. While a partially completed trail exists along the former rail line between Highway 9 and Tottenham, this trail is not well known and does not extend to other local communities. Some small trail routes also exist in the Town (e.g., Spring Creek Rotary Trail, Boyne River Trailway, etc.), but they are sporadic and not guided by an overall strategy.

On a positive note, the integration of trail routes is an item that is being addressed through future planning applications (e.g., Official Plan Amendment 29). While the Town’s Official Plan Update is expected to include policies supporting trail development and pedestrian-friendly communities, the Town is lacking a mechanism to comprehensively plan for trails in existing neighbourhoods and for tying all current and future trails together. Abandoned rail lines, hydro corridors, the Boyne River valley, and even the existing road and sidewalk networks all offer opportunities to create a formal trail network that is appropriate for the urban and rural communities that comprise New Tecumseth.

Although there was significant support for additional trails expressed through the household survey and focus groups, a comprehensive assessment of trail opportunities has not been completed within the context of the Master Plan. A topic-specific Trails Master Plan – with a

## **Section Seven: Outdoor Facility & Program Assessment**

public consultation program specifically targeted to this subject – is recommended to set concrete direction regarding trail routing, responsibilities, design criteria, on-road bike lanes, etc. The development of a Trails Master Plan – guided by the Town's Parks and Recreation Advisory Committee, who was recently mandated to consider trail development opportunities – should be a high priority for the Town in 2009.

Given the geographic expanse of the Town and the desire to not only develop trails within communities but also to link communities, the cost to embark on a trail development program could be substantial, but is clearly an initiative that would be supported by the community. While several excellent opportunities for trail development exist, there needs to be recognition that the optimum routing may take many years to achieve and that trails cannot be developed without the support and effort of not only the Town, but also community organizations, service clubs, private/business donors, affected landowners, and the agricultural community. Each of the aforementioned stakeholders should be approached for input into the proposed Trails Master Plan.

Blessed with an abundance of natural landscapes and scenic vistas, New Tecumseth is a location of choice for hiking, cycling and snowmobiling. A continued emphasis on trail establishment is supported by trends and community interest. The development of a recreational trail system throughout the Town that connects to major destinations (e.g., civic facilities, parks, schools, residential areas, employment centres, tourist attractions, riverfront, etc.) and links to regional trail networks is clearly a high priority for both the public and the Town and should be aggressively pursued.

### **Recommendations**

A Trails Master Plan should be prepared in 2009 to assist in identifying options and priorities for developing a comprehensive trails system. The scope of the Plan should address not only multi-use trail routing, but also cycling routes/bike lanes and snowmobile trails, with consideration being given to support infrastructure (e.g., parking, benches, rest stations, signage), design standards, promotion and marketing, funding/partnership opportunities, cost implications, and the responsibilities of the municipality and its partners. Further, this document should include consultation with the public and affected stakeholders and include a phased plan for upgrading existing trails and infrastructure, acquiring key linkages, and developing new neighbourhood and community trails and routes.

Development applications should be reviewed by the Town with trail and pathway linkages in mind. Additionally, whenever road construction / reconstruction is planned, the Town should consider the provision of designated bike lanes.

### 7.3 SOCCER FIELDS

#### Supply

Community	Facilities (municipal and school)	Total Number of Facilities	Number of Unlit Equivalents*
Alliston	1 major lit, 5 major unlit, 6 intermediate, 5 mini	17	17
Beeton	0 major lit, 7 major unlit, 4 intermediate, 1 mini	12	10.5
Tottenham	0 major lit, 3 major unlit, 3 intermediate, 1 mini	7	6
Rural	0 major lit, 3 major unlit, 0 intermediate, 2 mini	5	2.5
	<b>TOTAL</b>	<b>41</b>	<b>36</b>

\*School fields are counted as equivalent to 0.5 Town fields due to limited availability and quality (with the exception of G.A. Wright Athletic Fields), and the lit field is counted as equivalent to 1.5 fields due to extending playing time. Actual count of fields = 41 including 11 school fields calculated at 0.5 Town fields and 1 lit field at 1.5 equivalency.

#### Assessment of Need

Soccer is the most popular and well-loved sport in the world ([www.FIFA.com](http://www.FIFA.com), 1994-2008) and has overtaken hockey as the most played sport in New Tecumseth. The Town experienced a 13% increase in participation rates between 2000 and 2007 (21.7% with an overall population growth of 8.7%).

In 2007, there were 1,860 youth players registered in soccer in New Tecumseth. The capture rate of the local youth population (ages 5-19) for soccer is approximately 30%. This compares favourably with other similar municipalities (rates typically range from 20% to 30% in most jurisdictions), indicating that there is a strong local demand for minor soccer opportunities.

In addition, there are 36 adult soccer players in the Town, for a total of 1896 people playing the sport locally. Based on current participation rates, the Town is projected to have at least 2,600 total soccer participants by 2017.

The recently developed Mel Mitchell Field in Beeton (combined with the pending development of the 14<sup>th</sup> Line fields in Alliston) has greatly improved the supply of fields in the Town. 46% of respondents to the household survey felt that municipal funds should definitely be spent on improving or expanding soccer fields, but only 6% felt soccer fields should be a top priority for spending, making them the 12<sup>th</sup> ranking priority. It is doubtful that respondents considered the planned 14<sup>th</sup> Line Park when assigning priority as this park is not yet open to the public. Many municipalities are building multi-field sport parks through partnerships with sports groups as well as private sector sponsorships (local examples include Mel Mitchell Field in Beeton and 14<sup>th</sup> Line Park in Alliston). Driving this trend are operational efficiencies for both the Town and soccer clubs, as well as the desire to accommodate the tournament market.

Given the low priority placed upon improvement and expansion of soccer fields by respondents to the household survey while assuming adequate field size and quality, a market-driven provision standard of 1 soccer field for every 60 participants (youth and adult) is recommended. This standard is one that many municipalities strive to achieve and should be sufficient to accommodate necessary practice and game play, as well as allowing for adequate field rest

periods, and reliance upon school facilities (the participant standard would be decreased if accounting for municipal facilities only).

Our methodology assumes that each school field will be equivalent to 0.5 Town fields (excluding the G.A. Wright fields as these are maintained to a higher standard) and that the lit field will be equivalent to 1.5 Town fields. These equivalency measures are based upon the limited availability and quality of school fields (i.e., they can be used for practices, not games), and the ability to extend evening playing time on the lit field. Employing these equivalencies, the Town has an effective supply of 36 fields at present (30.5 Town and 5.5 Town-equivalent fields). With 1,860 players currently, there is a demand for 31 fields, meaning that the Town currently has a surplus of 5 fields. However, with participation projected to reach 2,600 participants by 2017, the demand will increase to 43 fields (creating a shortfall of 7 fields). This gap will be adequately addressed through the additional fields planned at the 14<sup>th</sup> Line Park (6 fields), New Tecumseth Recreation Centre (1 or more fields), and the Rizzardo Park block (1 field), all of which are expected to bring at least 8 new fields into the inventory, thereby increasing the number to a supply equivalent to 44 fields. Installing lights was a public input suggestion that has merit. Not only would this improve the effective supply of fields (it could facilitate 2 games in 1 night), but it would also appeal to adult soccer, which is a growing area of interest. Future supply could be effectively increased should the Town decide to install lights on any of the fields planned at the 14<sup>th</sup> Line Park. Opportunities for future expansion and/or lighting at this park will assist the Town in transitioning away from poor quality school fields, should this continue to be an issue.

Furthermore, as the youth soccer players of today become adults, it is expected that there will be even greater demand for adult soccer opportunities, thereby creating demand for additional high quality senior lighted fields. The degree to which this trend will affect local demand is difficult to project; however, it is possible that the small oversupply of fields (as noted above) will position the Town to accommodate the increasing demand from adults. Although no additional fields are required to accommodate the adult market (on top of what is already proposed), adult registration figures should be closely monitored. If adult leagues expand differently than projected, it may be necessary to reassess the supply and/or lighting of soccer fields in New Tecumseth should pressure for additional fields become apparent.

In terms of distribution, both Alliston and Beeton have (or will have) large soccer complexes to facilitate league and tournament play. Tottenham does not have a similar complex and only has 6 of the 36 fields (17%), despite having 28% of the Town's population. Although the area is seemingly undersupplied, a (generally) adequate Town-wide supply exists. A complex in Tottenham is not recommended, although some additions to the supply could be considered.

The Tottenham and District Soccer Club currently uses both Mel Mitchell Field and Joan Sutherland Park, and suggested the installation of lights at Mel Mitchell. The Club requires an additional 15 hours per week on weeknights and expressed a need for additional full-size and intermediate fields in Tottenham. The Alliston Soccer Club raised concerns regarding the condition of fields at G.A. Wright Athletic Field and overuse of Brian Gauley Field. The Simcoe County Youth Soccer League expressed general concern for the quality of fields across the Town.

**Recommendations**

The Town should continue to implement planned field development projects at 14<sup>th</sup> Line Park, New Tecumseth Recreation Centre, and the Rizzardo Park block (for a total of 8 new fields). The planned fields are expected to be sufficient to meet outdoor soccer needs for the next ten years.

Clubhouse/ washrooms facilities should be built at Mel Mitchell Field (Beeton) and 14<sup>th</sup> Line Park (Alliston) through a cost-sharing arrangement with the primary user groups.

Opportunities to install lights on existing or future full size soccer fields should be investigated in order to maximize utilization and accommodate field users requiring night-time and late season play.

As new municipal soccer fields are developed, opportunities to shift usage away from school fields should be pursued where appropriate.

**7.4 RUGBY/FOOTBALL/MULTI-USE FIELDS**

**Supply**

<b>Community</b>	<b>Facilities</b>	<b>Number of Facilities</b>
<b>Alliston</b>	Banting Memorial High School; G.A. Wright Athletic Field	2
<b>Beeton</b>	Mel Mitchell Field	1
	<b>TOTAL</b>	<b>3</b>

**Assessment of Need**

Rugby and football result in different turf wear patterns and, although they can use larger soccer fields, they are typically kept separate from soccer due to the resultant impact on the grass turf. In New Tecumseth, these two sports are played largely on multi-use fields that are separate from soccer.

A municipal rugby/football field was recently developed at Mel Mitchell Field and other opportunities exist at G.A. Wright Field and Banting High School. In addition, a new rugby field is planned for the 14<sup>th</sup> Line Park in Alliston. In 2006, there were 117 registered youth football players and while data on rugby participation is unavailable, it is understood that interest is rising (although still quite modest in comparison to soccer).

In Ontario, tackle football is gaining popularity with players between 7 and 19 years of age. Rugby is also a popular sport in New Tecumseth. 18% of households participated in field hockey, lacrosse, football or rugby in 2007, according to the household survey.

The Timberwolves Rugby Club currently feels limited by a lack of field space, which caused it to use the rugby field in Caledon last season. The Club also expressed concern about the condition of the existing G.A. Wright Field. It is expected that the field planned at the 14<sup>th</sup> Line Park will be sufficient to meet needs for the next ten years. No additional multi-use fields are recommended.

## 7.5 BALL DIAMONDS

### Supply

Community	Facilities	Total Number of Facilities	Number of Unlit Equivalents*
Alliston	4 major lit, 1 major unlit, 4 minor	9	11
Beeton	2 major lit, 1 major unlit	3	5
Tottenham	3 major lit, 3 major unlit, 2 minor	8	10.5
	<b>TOTAL</b>	<b>20</b>	<b>24.5</b>

\*Lit fields are counted as equivalent to 1.5 unlit fields due to extending playing time. Actual count of fields = 31.5 including 9 lit fields calculated at 1.5 unlit field equivalency.

Note: Practice diamonds have been excluded (1 in Beeton, 1 in Tottenham, and 5 in rural areas) as these are generally of lower quality and are seldom used. All practice diamonds are on school property.

### Assessment of Need

Baseball leagues have seen a decline partly at the expense of soccer's growing popularity – provincial participation has declined by 11% during the past four years. Nationally, softball has seen a similar decline, however, it appears to be stabilizing as the sport is a popular option for adult recreational leagues and women are increasingly finding the game more attractive, especially on a competitive level. In general, the sport's stronghold tends to be rural communities, whereas the largest declines have been witnessed in the more urbanized areas.

In 2007, there were 710 registered youth players in New Tecumseth, plus 1,271 adults for a total of 1,981 ball players. Ball registration has not changed significantly from the year 2000, despite overall population increases. This means that the participation rate is in decline, both for youth and adults, and currently, 11% of youth ages 5-19 play organized ball. Also of note, baseball and softball diamonds ranked as the 4<sup>th</sup> lowest priority for municipal spending in the household survey (18<sup>th</sup> of 21 facility types).

Equating each lit diamond to 1.5 unlit diamonds due to increased availability at night, the Town has a municipal supply of 24.5 diamonds. This does not include practice diamonds as most are not of a quality that can sustain organized play.

Based on the recommended standard of 1 diamond per 80 registered players (all ages), there is a demand for 25 ball diamonds, meaning that the Town's supply is generally in equilibrium with demand. Given that participation rates are declining as a percentage of the population, and in line with provincial trends, it is likely that participation in baseball will continue to decline (or at the very least, not increase at the same rate as the Town's population). No additional diamonds are recommended; however, improvements to existing diamonds may be required in order to better accommodate local demand.

Given these declines in ball registration, particularly among youth, it is becoming common practice in other municipalities (especially where parkland is at a premium) to convert surplus ball diamonds to other field sport uses (e.g., soccer, football, etc.) or other open space amenities, where possible. While there is currently no surplus of major or minor ball diamonds, the Town does occasionally facilitate access to some practice diamonds that are of poor quality

and that do not support organized play – all of these diamonds are on school lands. If participation rates continue to decline, New Tecumseth may want to consider converting some of its poorer quality and under-utilized diamonds into uses that are in higher demand (e.g., basketball courts, skate parks or even passive open space) when park redevelopment projects are undertaken or when the need arises for additional parkland amenities.

Although many of the Town’s fields are in excellent condition, some may not be considered adequate for competitive play by local user groups. On the stakeholder survey, representatives from adult and both youth ball leagues mentioned improvements that they would like to see to the ball diamonds operated by the Town:

**Table 7-2: Suggested Improvements to Ball Diamonds from Stakeholders**

<b>Diamond</b>	<b>Improvement Requested</b>
<b>Beeton South Diamond</b>	Fix cage behind home plate; add protective covers to light poles, provide defibrillator
<b>Tottenham Community Centre Hardball Diamond</b>	Mound needs rebuilding; dugouts need covering; upgrade batting cages; parking lots need repair; provide more trash cans
<b>Coventry Park</b>	Irrigate one diamond
<b>Keogh Park</b>	Upgrade lighting; level and re-grade field
<b>OVERALL (all diamonds)</b>	Repairs and light replacements should be done more quickly; quality of diamonds needs to be improved

While the majority of these suggestions are of a detail that is not appropriate for the Master Plan to deal with, it is evident that local ball groups are seeking higher quality facilities or, at the very least, improved maintenance of existing assets. Considering that nearly two-thirds of the Town’s ball players are adults, it is not surprising that there are requests for improved field conditions and amenities (adults typically require lit fields and tend to have higher expectations overall). While no new diamonds are required to meet current or future needs, the Town should consider reallocating its resources to its higher-use diamonds in order to continue to ensure that these facilities remain in a suitable condition and are responsive to user needs. As mentioned earlier, this may require the Town to remove under-utilized diamonds from service.

**Recommendation**

No new ball diamonds are required to meet long-term needs, but the Town should reallocate its resources to higher-use diamonds in order to continue to ensure that these facilities remain in a suitable condition and are responsive to user needs.

## 7.6 BASKETBALL COURTS

### Supply

Community	Facilities	Number of Half Court Equivalents
Alliston	2 municipal half courts, 12 school half courts	14
Beeton	1 school half court	1
Tottenham	2 school half courts	2
Rural	3 school half courts + 1 school full court	5*
	<b>TOTAL</b>	<b>22</b>

\*Rural New Tecumseth has 4 half-courts plus 1 full court for a total half-court equivalent of 6.

### Assessment of Need

Trends research suggests that basketball is a growing sport and is one of the most favoured activities for both children and youth. It can be expected that youth engaged in basketball today will continue to play basketball in some form as they age. A total of 28% of the households responding to the random sample survey played basketball, volleyball or badminton in the past year, and outdoor basketball courts ranked as the second lowest priority for municipal spending. Although basketball has become a popular sport because youth have embraced its urban culture, the sport is still easily played at a recreational level by adults.

Outdoor courts mostly appeal to youth; therefore, the service standard should be correlated with the size of this age group than the entire population. Based on a provision standard of one half-court per 800 youth ages 10-19 (the 2008 population is 4,000), there is a current need for 5 basketball courts in New Tecumseth. If school-based courts are disregarded due to their restricted availability, the Town currently has a supply of 2 courts, translating to a municipal deficit of 3 courts. This age group is projected to reach 4,348 residents by 2017, which is not significant enough (beyond current needs) to generate demand for additional courts.

While 1 additional basketball court is planned for the Rizzardo Park block, all existing and planned municipal courts are in the Alliston area. Therefore, consideration should be given to developing one new court in each Tottenham and Beeton, both of which are void of courts in municipal parks. Also of note, both of the existing courts in Alliston were in disrepair at the time of inspection and should be improved.

When establishing locations for basketball courts, proximity to residential areas is an important aspect to consider as it allows for youth to participate in casual basketball opportunities locally. Basketball courts are a neighbourhood-level facility. As such, geographic distribution and accessibility are key considerations that may be used to override the age-based provision guideline. Furthermore, it is not recommended that outdoor basketball courts be lit as it encourages use into the late evening, potentially creating noise-related issues for neighbouring residential homes. Placing courts in highly visible areas will also minimize safety concerns and may also lead to new residents accepting the possibility of higher-than-average noise prior to moving in and reducing the likelihood of noise conflicts. Half courts are generally preferred over full courts.

**Recommendation**

The Town will require 3 additional basketball courts (including the one proposed for the Rizzardo Park Block) by 2017; one half court should be developed in each Tottenham and Beeton, preferable at a highly visible and central location.

**7.7 TENNIS COURTS**

**Supply**

Community	Facilities	Number of Facilities
<b>Alliston</b>	3 lit	3
<b>Beeton</b>	2 unlit	2
<b>Tottenham</b>	3 lit	3
<b>TOTAL</b>		<b>8</b>

In addition to the municipal supply, 3 indoor tennis courts are provided at the Nottawasaga Inn.

**Assessment of Need**

Trends research yields mixed forecasts for participation in tennis – some literature suggests that tennis is not a growth sport while other research predicts that the sport will become more popular among the aging population. The unstructured, unprogrammed nature of tennis bodes well for future participation as the sport can be accommodated within a busy lifestyle; for this reason courts that players can walk to are preferred, as are multi-court venues (2 or more).

18% of households reported participating in tennis during the past year through the random sample survey, and tennis courts were the 17<sup>th</sup> ranked of 21 facility types when residents were asked to prioritize municipal spending. Overall, the level of interest in additional tennis facilities was modest when compared with other requested facilities.

There are currently 8 municipal tennis courts in New Tecumseth (6 lit, 2 unlit). The provision standard (1:5,000) finds a need for 6 courts at present, growing to 8 courts by 2017, at which point the current inventory will remain sufficient. No additional courts are recommended during the next ten years.

Distribution of courts is also a key consideration in assessing tennis needs because local tennis courts are often accessed by pedestrians. Furthermore, tennis courts are best provided for in groups of 2 or more for reasons related to accessibility, programming, and operational efficiencies. In New Tecumseth, each of the three primary settlement areas contain 2 or more tennis courts, resulting in an excellent distribution.

**Recommendation**

Consideration should be given to converting the former lawn bowling building in Keogh Park (Tottenham) into a tennis clubhouse, in partnership with the local tennis club.

## 7.8 SKATEBOARD PARKS

### Supply

Community	Facilities	Number of Facilities
Alliston	Riverdale Park	1
Tottenham	Tottenham Community Centre	1
	<b>TOTAL</b>	<b>2</b>

### Assessment of Need

Skateboarding has been steadily gaining momentum as a key activity, and is one of the fastest growing sports, causing the demand for skateboard parks to be high. BMX has also become a growth area in recent years and shares many of the same attractions as skateboarding. Inline skating has also increased in popularity as skaters can make use of paved infrastructure such as roads, sidewalks and trails, as well as skateboard parks to add an extreme element to the sport.

In the 2008 survey, 24% of households felt that the Town should generally spend money for improvement or expansion of skateboard parks in New Tecumseth, ranking 16<sup>th</sup> of 21 facility types. Our experience is that the demand for skate parks illustrated in household surveys is under-represented as the responses are typically provided by adults over the age of 16, while the core audience for skate parks is older children and teens. Furthermore, in some communities there exists a negative perception of skateboard parks, which can also impact survey results.

While a provision standard of 1 skateboard park per 5,000 youth is typically recommended in concentrated urban environments, the unique geographic distribution of the communities and lack of public transit connections within the Town of New Tecumseth warrants one park per community. Each urban community should have one sufficiently-sized skateboard park, and at present, Alliston and Tottenham have one each; therefore, a skateboard park should be developed in Beeton, although careful consideration needs to be given to location and design. The park's design should be established in consultation with youth.

Furthermore, with half of the Town's population living closest to Alliston, there may be a need to expand the Alliston skateboard park over time. Skateboard parks in each community should be of slightly different designs so as to provide variety to users that can access all parks.

### Recommendation

Due to the geographic distribution of the communities within the Town of New Tecumseth, a skateboard park should be developed in Beeton. The park's design should be established in consultation with youth.

## 7.9 OUTDOOR AQUATICS

### Supply

Community	Waterplay Facilities	Number of Facilities
Alliston	Riverdale Park	1
Beeton	Beeton Arena	1
Tottenham	Tottenham Community Centre	1
	<b>TOTAL</b>	<b>4</b>

Community	Outdoor Pool Facilities	Number of Facilities
Alliston	Riverdale Park	1
	<b>TOTAL</b>	<b>1</b>

Outdoor swimming is also permitted at the Tottenham Conservation Area (pond with beach).

### Assessment of Need

Swimming is one of the more popular recreational activities for all ages. 55% of households in New Tecumseth participated in swimming in 2007, with 33% of households reporting travelling beyond the Town to participate (predominantly at indoor pools). Although outdoor pools were not included, splash pads were ranked 13<sup>th</sup> in terms of priority for municipal spending.

The Town's one outdoor pool – the Rotary Pool – is located in a floodplain and is a beach entry design with a capacity of 1,200 people; the pool is ideally suited to recreational swimming, but its design cannot support competitive swimming and is not ideal for all instructional lessons, nor is it equipped with modern change rooms or customer service amenities. This facility will likely need to be replaced or completely removed from service in the near future due to its advanced age and deteriorating condition.

Outdoor pools are an important community resource, but they do have a number of significant limitations. In particular, the short season, susceptibility to changing weather, and the desire to maximize usage at indoor pools all reduce the desirability of building any new outdoor swimming pools. Gradually, municipalities are beginning to close outdoor pools and replace them with fewer, but better, indoor pools or cost-effective outdoor water play features (e.g., splash pads). While splash pads will not replace the desire for recreational swimming, indoor pools, and backyard pools also offer venues for this activity.

The demand for outdoor swimming opportunities is evident in New Tecumseth and there is a significant history and countless personal memories associated with the Rotary Pool, all of which would make the decision to remove this facility a difficult one. Nevertheless, the potential development of an indoor aquatic centre will undoubtedly impact the Rotary Pool and may cause the Town to modify the complement of programs offered at this facility. Furthermore, the cost to refurbish the Rotary Pool in order to expand its lifespan is expected to be substantial, not too mention its increasing annual operating losses. A decision regarding the future of the

## Section Seven: Outdoor Facility & Program Assessment

Town's outdoor pool should be made in tandem with the indoor pool proposal, but at the very least, efforts should be made to keep the outdoor pool open until an indoor pool is built.

Each of the Town's three communities has a newly installed waterplay facility (all three are identical), and one additional waterplay facility is planned for the Rizzardo Park block in Alliston, which should be sufficient for meeting needs over the next ten years; aside from this facility, no new spray pads are recommended. Due to the high costs of construction and maintenance, as well as seasonal limitations, no additional outdoor pools are recommended.

### Recommendation

Should a publicly-accessible indoor pool be built in New Tecumseth, consideration should be given to removing the Rotary Outdoor Pool from service. The advancing age and deteriorating condition of the Rotary Pool may expedite the need to make a decision on this matter. Should a decision be made to maintain outdoor pool service to the community, complete replacement of the Rotary Pool should be studied, with consideration being given to a new location (i.e., not within a floodplain) and modern design.

## 7.10 PLAYGROUNDS

### Supply

<b>Community</b>	<b>Facilities</b>	<b>Number of Facilities</b>
<b>Alliston</b>	Hillcrest Park, Riverdale Park, Hanley Park, McCarroll Park, PPG Park, Queen Street Park, Buchanan Drive Park, Mattamy Park Block, G.A. Wright Athletic Field	9
<b>Beeton</b>	Beeton Community Park, Rotary Park, Mel Mitchell Field, McKnight Crescent Parkette, Northwood Park	5
<b>Tottenham</b>	Walkem Drive Park, Boulevard Park, Brown Street Park, Tottenham Conservation Park, Potter Crescent Parkette, Eastern Avenue, Joan Sutherland Park	7
	<b>TOTAL</b>	<b>21</b>

School playgrounds have been excluded from the supply due to access restrictions.

### Assessment of Need

On the household survey, 55% of respondents believed that the Town should definitely spend public monies on playgrounds, but they were ranked as the 15<sup>th</sup> highest priority for municipal spending at 4%.

## **Section Seven: Outdoor Facility & Program Assessment**

At present there are 21 municipal playground sites (1:1,460 people or one for every 174 children ages 0 to 9). 1 future playground is currently planned for the Rizzardo Park block.

A service standard based upon geographic distribution rather than a population based standard should be adopted as playgrounds are generally 'walk-to' facilities serving neighbourhood-level demands. For this reason, it is recommended that the Town provide a playground within 500 metres (roughly a five to ten minute walk time) of all built up residential areas (excluding rural lands). The service radius should be unobstructed by major barriers such as waterways, railway lines, highways, etc.

The distribution of playgrounds within New Tecumseth has some small provision gaps, but is currently sufficient for the existing population. Gaps in Beeton exist at the East, West, and South edges and should be addressed through future development. Some small gaps exist in Alliston and Tottenham, however, most are in existing neighbourhoods with little available land or with school playgrounds nearby.

Creative play structures have replaced the traditional steel design and include soft structures and surfaces, creative and cognitive stimuli and/or barrier free components for children with special needs. A major issue in terms of playgrounds is the continued need to replace and upgrade current equipment, much of which does not comply with CSA guidelines and could be considered a liability. Regular inspection, repairs and upgrades must continue to be performed on all playground equipment by a certified member of the Town's staff.

Playgrounds continue to be in high demand and are often the key focal element of most parks. For this reason, it is expected that there will be very few instances in which complete removal of a playground is considered appropriate. Removal of play sites should only occur where two or more structures are located in proximity to each other and where the structures require upgrading/replacement. Consultation with the local community should be required before removing any play sites from the inventory. Significant decreases in the child population of a neighbourhood may warrant the replacement of existing play equipment with smaller structures at the time that replacement is required.

### **Recommendations**

The Town of New Tecumseth will require new playgrounds to serve new growth areas. One playground within 500 metres of all built up residential areas (excluding rural lands) and unobstructed by major barriers is recommended.

Replacement of older and non-compliant playground equipment should continue to be a high priority for the Town.

## **7.11 OFF-LEASH DOG PARKS**

### **Supply**

There are presently no off-leash dog parks in the Town of New Tecumseth.

### **Assessment of Need**

Leash free zones are publicly-accessible designated areas for dog owners who wish to run their dogs off-leash. The establishment of off-leash dog areas can be a controversial issue, yet they have been successfully employed in other municipalities and are becoming more and more common. In fact, dog parks are quickly becoming a reality of urban living and are as much a facility for humans – many of whom value their pets like children and rely on them for their daily exercise – as they are for dogs. With municipal by-laws regulating the use of leashes, dedicated off-leash areas provide residents with the opportunity to let their dogs to run free. Furthermore, growing concerns about dog attacks and the recognition that dog walking is the only form of exercise for many dog owners have led to the development and popularity of fenced dog zones in other jurisdictions.

The demand for off-leash dog parks is increasing across North America. Studies suggest that the success of these parks lies in a co-operative community-based approach that promotes better design and space utilization, sets out rules and monitoring, and ultimately encourages the acquisition of more parkland. At a Tottenham Public Meeting for the 2000 Leisure & Culture Master Plan, it was noted by some residents that dog parks or areas for dogs to run are needed.

36% of respondents to the 2008 household survey believed the Town should spend municipal funds to improve or expand off-leash parks, with 12% of respondents stating they felt off-leash parks should be a top-two priority, ranking them 4<sup>th</sup> of 21 facility types.

While there is an element of the Town's population that would support the development of an off-leash park, the Town's land use pattern does not require one. Specifically, dog parks are most popular in dense urban areas where there are few other opportunities for dog walking (e.g., backyards, large parks, etc.). New Tecumseth is a mixed rural/urban community with a well developed parks and open space system, adequately sized building lots, and a limited supply of apartment units, all of which offer some degree of opportunity for dog walking (on or off-leash). At present, there does not seem to be sufficient local need for an off-leash dog park. Nevertheless, should a proposal come forward from a community group to lead the development and maintenance of a dog park, the Town should consider the merits of such a proposal.

### **Recommendation**

No new off-leash facilities are recommended, but potential need should continue to be monitored. Dog parks should only be developed if a community partner is willing to contribute capital and/or operational resources (to the satisfaction of the municipality) towards the off-leash area.

## **SECTION EIGHT: PARKLAND ASSESSMENT**

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Public parkland is the land base required for many leisure activities and outdoor facilities. Among other benefits, parks and open space also contribute to the preservation and conservation of natural features, provides opportunities for passive recreational activities, provides physical linkages for the movement of humans and wildlife and contributes to the aesthetic value of communities. Within New Tecumseth, developed parks are primarily provided by the Town and schools, while undeveloped open space is owned by both public agencies and private individuals.

### **8.1 PARKLAND CLASSIFICATION**

The definition of a park classification system that encourages a broad range of park types and facility combinations is an important first step in meeting the varied needs of the public. A parks hierarchy typically defines that various aspects of each park type, including such items as the general intensity of development, intended service area and potential complement of facilities. In most municipalities, decisions relating to the future planning, acquisition and development of parks are guided by park classification systems in their Official Plans (and to a degree, by parks master plans, if applicable).

Parkland classification systems are important because they help to focus planning, development and management efforts in a manner that balances public needs and expectations with dimensions related to physical, natural and financial resources. Through a classification framework, a consistent management approach can be created that improves equity and responsiveness to community needs.

The Town of New Tecumseth is currently in the process updating their Official Plan. One emphasis of the Official Plan is its identification of a park system plan and policies relating to the acquisition, development, and design of parks, trails and open space.

The Town of New Tecumseth requires consistent application of a standard parkland hierarchy to ensure residents have access to an adequate parkland supply. Both the Official Plan (1999) and the 2000 Leisure & Culture Master Plan will serve as bases for the proposed parkland classification system. Table 8-1 summarizes broad references and descriptions of various types of parkland taken from the Official Plan (1999) and Table 8-2 provides a version of the classification system outlined in the 2000 Master Plan.

**Table 8-1: Parkland References and Descriptions from the Official Plan (1999)**

<b>OP section</b>	<b>Type of Parkland</b>	<b>Broad definition</b>
6.1.1	Public Open Space	<ul style="list-style-type: none"> <li>• “Small parkettes, school yards, recreation fields and ball diamonds, garden parks, cemeteries, forested areas and other forms of active recreational areas and facilities”</li> <li>• Passive recreational uses include linear parks, abandoned railway lines, and uses which preserve, conserve and manage the natural environment</li> </ul>
6.1.5	Parkettes (tot lots)	<ul style="list-style-type: none"> <li>• Located throughout urban areas to serve needs of preschool children and the elderly where no alternative park exists</li> <li>• Provide seating and ground-oriented play structures, shaded areas and gardens</li> <li>• Should be located no more than a five minute walk from any dwelling unit in an urban area</li> </ul>
6.1.6	Linear parks	<ul style="list-style-type: none"> <li>• Serve broad spectrum of residents</li> <li>• Can be used to link open space areas and provide transportation links</li> <li>• Should be located along, and join with, water courses and other scenic areas</li> </ul>
6.1.8	Active recreation sports fields	<ul style="list-style-type: none"> <li>• Serve relatively small segment of population</li> </ul>
6.1.10	School grounds	<ul style="list-style-type: none"> <li>• May substitute for parkettes</li> </ul>
6.1.11	Cultural parks	<ul style="list-style-type: none"> <li>• Variety of sizes and designs</li> <li>• Purpose is to identify and celebrate existing and historical culture</li> <li>• Includes fairgrounds</li> </ul>
6.1.12	Conservation areas and interpretive parks	<ul style="list-style-type: none"> <li>• Beautification, wildlife and ecological functions</li> </ul>

**Table 8-2: Parkland References and Descriptions from the 2000 Master Plan**

	<b>Neighbourhood</b>	<b>Community</b>	<b>Special Open Space</b> (formerly called "Regional")
<b>Sub-categories or synonymous terms used in the OP</b>	<ul style="list-style-type: none"> <li>• Parkettes</li> <li>• Tot lots</li> </ul>	<ul style="list-style-type: none"> <li>• Athletic fields</li> <li>• District parks</li> </ul>	<ul style="list-style-type: none"> <li>• Special open space</li> <li>• Linear parks and trails</li> <li>• Conservation areas</li> <li>• Interpretive parks</li> <li>• Cultural parks</li> </ul>
<b>Description</b>	<ul style="list-style-type: none"> <li>• Neighbourhood Parks primarily serve the passive recreational and social needs of residents within walking distance of the park by sidewalk or pathway</li> <li>• Provides visual relief</li> <li>• Occasionally, small parcels of land less than the preferred size may be provided (especially within commercial areas) for aesthetic relief in urban design. They also provide rest opportunities for visitors to the area (e.g., shoppers, employees, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Community Parks serve the active recreational needs of residents. Often planned in conjunction with secondary schools in order to achieve optimal use.</li> <li>• Multiple purpose parks, with year-round activities, often containing the Town's indoor facilities.</li> <li>• May provide limited Neighbourhood Park functions</li> </ul>	<ul style="list-style-type: none"> <li>• Areas of community significance, containing special features</li> <li>• May accommodate a unique heritage, cultural or natural area.</li> <li>• May provide limited community park functions.</li> </ul>
<b>Preferred Size</b>	<ul style="list-style-type: none"> <li>• Minimum of 0.2 hectares acres to a maximum of 0.8 hectares.</li> </ul>	<ul style="list-style-type: none"> <li>• 4 hectare minimum</li> </ul>	<ul style="list-style-type: none"> <li>• Dependent on use and availability.</li> </ul>
<b>Location Criteria</b>	<ul style="list-style-type: none"> <li>• Walking distance (0.8 km.) from furthest residence served by the park.</li> </ul> <p><i>Note: Recommendation to change this to 0.5 km walking distance.</i></p>	<ul style="list-style-type: none"> <li>• Centrally located with good vehicular access.</li> </ul>	<ul style="list-style-type: none"> <li>• Destination attractions for local residents and attract visitors by vehicle, thus, location is not critical.</li> </ul>
<b>Facilities</b>	<ul style="list-style-type: none"> <li>• Park Furniture (e.g., benches, tables, etc.)</li> <li>• Playground equipment, age appropriate for the area population</li> <li>• Park-school combinations</li> <li>• Often pressed into service as minor sports fields although Community parks are the appropriate parks for sports fields.</li> </ul> <p><i>Note: Recommendation to make it explicit that parking for neighbourhood parks should be on-street.</i></p>	<ul style="list-style-type: none"> <li>• Sports Fields</li> <li>• Indoor facilities</li> <li>• Off street parking</li> <li>• Washrooms</li> <li>• Lighting</li> <li>• Trails</li> <li>• Forested areas</li> <li>• Water features</li> </ul>	<ul style="list-style-type: none"> <li>• Heritage or tourism attractions</li> <li>• Indoor facilities requiring a large population to make viable.</li> <li>• Trails</li> <li>• Off street parking</li> <li>• Washrooms</li> </ul>

*Adapted from the 2000 New Tecumseth Leisure & Culture Master Plan, Milestone Strategy*

The parkland classification system proposed by the 2000 Leisure & Culture Master Plan remains reasonable as it not only provides sufficient variation between park types, but it also defines classes according to their function and intended service target as opposed to simply park size. This hierarchy should be integrated into the Town's Official Plan, as appropriate. In fact, this parkland hierarchy is already being used by the Recreation and Culture Department internally to classify parks.

A few minor revisions to this classification system are suggested, however. First, the walking distance for neighbourhood parks should be decreased to 0.5 kilometres so as to encourage improved park distribution and access by local residents; the Town achieves this revised standard throughout most of its urban areas. Secondly, while neighbourhood and community parks can include existing school-park combinations, the Town should be discouraged from entering into future agreements for joint park development with schools as this can result in the marginalization of park blocks and concerns over field quality and access. Furthermore, neighbourhood parks should not typically contain more than one scheduled sports field (community parks are the proper location for these facilities) and parking should be on-street so as to maximize the size and function of neighbourhood parks (which are intended to serve residents within walking distance).

Of note, the development of Community Parkland is seen as a highly efficient and lower risk approach to providing parkland. By developing parks that are able to offer multiple outdoor facilities, the Town is positioning itself to maximize economies of scale as opposed to maintaining a higher number of smaller parks. For example, locating two or more soccer fields at one location will decrease costs associated with maintenance and mutual irrigation/drainage systems, as compared to operating multiple single-field parks. The larger Community Park provides the Town with the flexibility to offer facilities that may not be in demand today but are increasingly sought as the community profile evolves. Whereas the redevelopment potential and ability of smaller Neighbourhood Parks to accommodate a broader range of activities is constrained by size, a larger park provides the Town with the ability to provide future facilities at the community level. As such, the marginal risk associated with initial investment in Community Parkland is deemed to be lower than investment in Neighbourhood Parkland (i.e., it would cost more money at a future land price to acquire parkland for new facilities).

### **Recommendation**

For the parkland classification system to be effective, a consistent list of terms must be employed, with defined guidelines regarding facilities, uses, proximity to residences, and size. As such, the definitions used in the 2000 Leisure & Culture Master Plan should be adopted across New Tecumseth, albeit with clear definitions.

## **8.2 PARKLAND SUPPLY**

### **Supply**

The Town of New Tecumseth currently has approximately 147.4 hectares of parkland, for an average of 2.8 hectares per 1,000 residents.

- 17.3 hectares of Neighbourhood Parkland (e.g., Hanley Park in Alliston, Walkem Drive Park in Tottenham, and Northwood Park in Beeton)
- 69.2 hectares of Community Parkland (e.g., Beeton Fairgrounds, Coventry Park in Tottenham, and the 14<sup>th</sup> Line Park in Alliston)
- 60.89 hectares of Special Open Space Parkland (Tottenham Conservation Area and Nature Trail, the Peace Parks and portions of Riverdale Park in Alliston)

For the purposes of provision standards, Special Open Space Parkland will not be included, as acquisition is often opportunity-based (e.g., natural landscape), rather than being driven by population growth.

*Note: Not all public parkland is in municipal ownership; some is leased or under similar management/access agreements with the Town (e.g., Beeton Fairgrounds, PPG Park, G.A. Wright Fields, Tottenham Conservation Area, etc.). Given the agreements that are currently in place regarding these non-municipally owned lands and their publicly accessible nature, they have been included in the parkland supply assessment.*

### **Assessment of Need**

Studies have shown that park locations significantly influence home-buying and rental decisions. Municipalities are placing a greater emphasis on the ‘development’ of passive park space (e.g., woodlots, prairie grasslands, flower gardens, civic gathering spaces, etc.), oftentimes ensuring that a portion of new active parks remains in a more natural state. Naturalized park spaces are becoming more popular and are consistent with many of the principles associated with environmental stewardship. 75% of respondents to the household survey stated that the Town should spend municipal funds to add parkland to New Tecumseth, the second-highest identified need (after indoor pools). 11% of respondents felt that additional parkland should be a spending priority. 58% of respondents preferred smaller parks closer to home when asked whether they prefer a small park with limited facilities close to their home or a larger park with more recreation facilities farther away from their home. Compared to those in the Alliston area, respondents living closest to Tottenham and Beeton were more likely to indicate a preference for smaller parks. A slight preference was identified for active recreation facilities in new parks (40%), as opposed to passive green spaces (26%).

Our experience in similar municipalities suggests that a minimum standard for parkland – active parkland only (e.g., neighbourhood and community parks) – is approximately 2.5 to 3.0 hectares per 1000 residents; this is often sufficient to accommodate needed recreational facilities while still providing some space for informal community use. This standard is useful in the current context and is one that, when applied to New Tecumseth, suggests the Town has sufficient amounts of parkland as it is within this range (although at the bottom-end). There are 2.5 hectares of “active” parks (i.e., Neighbourhood and Community Parks) for every 1,000 residents.

As mentioned, the household survey found moderate support for the acquisition of additional parkland. Nevertheless, consultation with various stakeholders has not revealed any significant issues that would suggest there is a lack of park space in the community.

**Recommendation**

The Town should adopt a guideline for the provision of parkland at 1.1 hectares per 1,000 residents for neighbourhood parks and 1.4 hectares per 1,000 residents for community parks, for a total provision rate of 2.5 hectares of active parkland per 1,000 residents (excluding special open space parks).

**8.3 PARKLAND NEEDS**

The 2000 Master Plan recommended a total provision of 2.2 ha/1000 of neighbourhood and community parkland in each settlement area; however, given the increasing demands placed on field sports, combined with greater interest in park assets in general, a slightly higher standard is suggested (2.5 ha/1000 residents). As stated earlier, this standard applies to “active” parkland (i.e., neighbourhood and community parks) and not “passive” parkland (i.e., special open space parks). As the following table illustrates, the Town is currently at equilibrium with regard to supply and demand for active parkland, but there will be a need for appropriately 21.5 hectares of new parkland by 2017.

**Table 8-3: Forecasted Parkland Needs (Neighbourhood and Community Parks), 2008-2021**

<b>TOTAL PARKLAND</b>	<b>2008</b>	<b>2011</b>	<b>2017</b>	<b>2021</b>
Projected Population	30,654	33,441	39004	42,900
<i>Parkland Provision Standard</i>	<i>2.5 hectares per 1,000 residents</i>			
Current Parkland Supply*	86.41ha			
Parkland Required to Attain Provision Standard	76.64 ha	83.69 ha	97.51 ha	107.25 ha
<b>Parkland Surplus (Deficit)</b>	9.77 ha	2.72 ha	(11.1 ha)	(20.84 ha)

\* Special open space parkland not included (provision standard includes neighbourhood and community parkland only). Parkland Supply will increase over time as new developments and acquisitions occur.

Two of the key elements of any parks system are equity and accessibility. In this regard, it is imperative that the Town strives to provide parkland in populated areas that are void of any park facilities as well as those that are under-supplied.

Based on a target of 2.5 ha/1000 residents, Beeton has sufficient parkland assets to meet the recommended standard between 2008 and 2017, although it is possible that additional land may be required for the proposed arena / community centre facility. Alliston and Tottenham both have small parkland deficits at present. Alliston will require 8-10 more hectares (not including the Rizzardo Park Block which will be coming online) and Tottenham will require 2-4 more hectares. It is possible that future parkland dedication will enable the Town to meet the desired standard; however, further monitoring is required.

Table 8-4 shows the community-specific needs based on the recommended provision standard. This example is for illustrative purposes only, as the standard (2.5ha/1000 population) is not intended to be strictly applied to individual communities.

**Table 8-4: Forecasted Parkland Needs by Planning Area**

Planning Area	Current Supply	Projected Needs (based on 2.5 ha per 1,000 pop.)			
		2008	2011	2017	2021
Alliston (incl. Rural Alliston)	<b>38.61</b>	37.55	40.97	47.78	52.55
Beeton and area	<b>23.83</b>	17.63	19.23	22.43	24.67
Tottenham and area	<b>23.97</b>	21.46	23.41	27.30	30.03
<b>Total</b>	<b>86.41</b>	<b>76.64</b>	<b>83.61</b>	<b>97.51</b>	<b>107.25</b>

With moderate growth anticipated in the Town over the coming years, there will likely be several opportunities to acquire significant parcels of land for park purposes to serve new residents. The emphasis, therefore, needs to be placed on ensuring that the new subdivisions are properly served by adequately sized parks containing an appropriate mix of amenities.

**Recommendations**

Opportunities to acquire additional parkland in Alliston and Tottenham should be sought in order to serve both current and future residents in these areas. Alliston will require approximately 8-10 hectares and Tottenham will require approximately 2-4 hectares of neighbourhood/community parkland by 2017.

With several of the Town’s parks being leased, efforts should be made to maintain these agreements. Should leased parkland be removed from the municipal inventory, the land will need to be replaced through alternate means.

Consistent municipal park and trail signage should be developed to inform users of location, park / trail names, distances and trail connections.

Costs related to parkland dedication and development should continue to be a condition of draft approval of all plans of subdivision. Developers’ costs should include: park design; appraisals to determine cash-in-lieu of parkland contributions; and leisure and culture needs assessments.

**8.4 PARKLAND ACQUISITION**

Within the Town’s 2005 Strategic Plan, one of the strategic actions listed was to “acquire and develop additional parkland and upgrade and expand active recreational facilities in accordance with the Leisure & Culture Master Plan”. This objective falls under the goal of “preserving our heritage and supporting cultural and recreational opportunities; to preserve the heritage of the communities, and promote the provision of a diversity of cultural activities, and active and passive recreational opportunities which reflect the range of lifestyle interests, ages, and states of health and mobility of residents”.

**8.4.1 Parkland Dedication**

There are a number of tools that may be employed in acquiring parkland, both through legislative authorities vested by the *Planning Act* and through municipal finance mechanisms. In order to utilize *Planning Act* provisions, the Town’s Official Plan must contain appropriate implementing policies. The Town’s Official Plan (1999) contains public open space special use policies regarding general open space, as well as rural, industrial and urban lands.

Table 8-5: Applicable Policy Statements from Official Plan (1999)

Policy #	Policy Statement
<b>Public Open Space</b>	
6.1.1	<ul style="list-style-type: none"> <li>New passive recreational uses are permitted throughout the Town, but where they are proposed to be located within the Rural Agricultural designation, they shall be in accordance to with the policies thereof</li> </ul>
6.1.3	<ul style="list-style-type: none"> <li>To properly utilize and enhance existing open spaces and to create appropriate new public open spaces, the Town shall undertake, and update as required, a Master Plan concerning public open spaces, the facilities therein and the services related thereto</li> </ul>
6.1.5*	<ul style="list-style-type: none"> <li>Small parkettes are encouraged to locate throughout the urban areas</li> </ul>
6.1.7	<ul style="list-style-type: none"> <li>Council shall work cooperatively with landowners, community groups, the County, public agencies and others in facilitating the development of linear parks. In particular, Council shall strive to implement a comprehensive plan related to the public use of any abandoned rail lines</li> </ul>
6.1.10	<ul style="list-style-type: none"> <li>The Town has and will encourage the County School Boards to work cooperatively in the siting and development of school facilities so that school yards may be joined and shared, thereby reducing both land consumption and maintenance costs. Further, the Town encourages School Boards to provide play structures suitable to preschool children so that the facilities may be used by children where no parkettes are available</li> </ul>
6.1.11	<ul style="list-style-type: none"> <li>The Town will encourage the development of cultural parks throughout the Municipality for the pleasure and information of both residents and visitors</li> </ul>
6.1.13	<ul style="list-style-type: none"> <li>Council shall determine in consultation with municipal staff, and in accordance with the policies contained herein, which form of park land is desirable and appropriate before an application for planning approval is granted</li> </ul>
6.1.14	<ul style="list-style-type: none"> <li>The Town shall encourage the support of the public and of private enterprise in the financing, development and maintenance of public open spaces. Sponsorships, donations and bequests shall be acknowledged, as appropriate, in the naming of parks, and on plaques, monuments or other furnishings of the park</li> </ul>
<b>Rural Agricultural</b>	
7.2.4b)	<ul style="list-style-type: none"> <li>All new non-agricultural uses proposed shall only be permitted in areas deemed to be non-prime agriculture land, and only by Amendment to this Plan, in accordance with the policies contained herein</li> </ul>
<b>Rural Open Space</b>	
7.6.1	<ul style="list-style-type: none"> <li>Parks and (rural) open space shall be used predominantly for recreation, leisure and conservation uses, and cemeteries; Buildings or structures shall be permitted for purposes incidental, accessory and/or necessary for the permitted use</li> </ul>
7.6.2a)	<ul style="list-style-type: none"> <li>It is the intention of the Town to develop a rural park system through open space links with other land uses and, in particular, to develop and to encourage the development of public walking / biking paths linking the three urban communities. Parts of this system may be acquired in accordance with Section 41 of the <i>Planning Act</i></li> </ul>
7.6.2c)	<ul style="list-style-type: none"> <li>The powers of the <i>Planning Act</i> will be used where appropriate to acquire land and / or money for open space purposes</li> </ul>
7.6.2d)	<ul style="list-style-type: none"> <li>All land dedicated to the Town shall be conveyed in a physical condition satisfactory to the Municipality</li> </ul>
7.6.2e)	<ul style="list-style-type: none"> <li>Where lands designated Open Space are under private ownership, it is not intended that this land will remain so designated; nor should this Plan be construed as implying that these areas are free and open to the general public, or will be purchased by the Municipality or any other public agency</li> </ul>
<b>Urban Open Space</b>	
7.12.1c)	<ul style="list-style-type: none"> <li>Building or structures necessary, incidental or accessory to the permitted use will be allowed</li> </ul>
<b>Pedestrian and Bicycle Paths</b>	
8.3c)	<ul style="list-style-type: none"> <li>The development of pedestrian and bicycle paths is subject to the availability of financial resources</li> </ul>

\*All applicable policies are deemed worthy of consideration for future parkland acquisition with the exception of Policy #6.1.5, as parkettes do not promote the acquisition of quality parkland due to their limited size.

In addition to the applicable policies from the Official Plan, OPA 21 By-law 99-160 will apply:

1. The Town will require parkland dedication from development / redevelopment proposals or plans of subdivision in accordance with the following:
  - a. where the density of residential development excluding hazard land is 15 units per hectare or less, 5% of the development or plan of subdivision lands are to be dedicated for parkland purposes;
  - b. where the density of residential development excluding hazard land is greater than 15 units per hectare, parkland is to be taken at the rate of 1 hectare of park space for every 300 dwelling units of development or portion thereof;
  - c. the Town may require parkland dedication at a rate of up to 2% of the land included in industrial and commercial developments;
  - d. cash-in-lieu of parkland dedication may be required in circumstances where the amount of parkland dedication would be insufficient to accommodate the development of a desirable range of recreation facilities; where existing parkland is available of sufficient quality and quantity to accommodate further development in a particular area; where suitable parcels of land are available for municipal park purposes in other locations; or *as determined by Council*.

These policies remain appropriate (with the potential exception of 6.1.10 which encourages park-school complexes) and should be given consideration for inclusion in the Town's updated Official Plan and Park Dedication By-law.

#### **8.4.2 Alternative Acquisition Tools**

Parkland dedication will provide a certain level of provision in newly developing (or redeveloping) areas; however, parkland dedication alone will not always generate sufficient parkland to address community needs. Before examining the potential for future parkland acquisition, it is prudent to explore alternatives to direct acquisition. In doing so, it is important that the Town minimize land acquisition costs and consider options to 'bank' land for as-yet-unidentified future park needs. Several alternative acquisition measures for the Town to consider are explained below:

- Purchase or Lease – the acquisition of lands (including employment lands) through purchase or short-term lease using municipal funds, in order to obtain desired parkland;
- Bonusing – the *Planning Act* allows municipalities the power to grant development incentives (such as height and density increases) should the developer provide specified conditions, services or facilities;
- Land Exchanges (Swaps) – the exchange of municipal land in return for privately held lands that may be desirable for park purposes;
- Off-site Conveyance of Parkland – the Town may negotiate with developers to receive (through the parkland dedication policies) lands outside of the development application site if the Town feels this would be advantageous (e.g., improved distribution, ability to create a larger park block, etc.);
- Easements – municipalities can negotiate easements over certain lands that may be used in the public interest, while the land in question is retained by the owner (this may not be publicly accessible, unless negotiated);

- Establishment of a Parks Foundation – seek out and accept donations of both land and funding for allocation to parkland (for purchases and improvements);
- Partnership / Joint Provision – combining efforts with an appropriate partner can yield greater access to additional resources; and
- 'Complete Community' Planning – in any future planning processes, attempt to establish significant community facility nodes of 100-200 hectares in proposed development blocks to accommodate parks and other community facilities such as schools, arenas, libraries, community centres, gymnasias, pools, sports fields, special needs housing, daycare, extended care, senior's centres, etc.

The options articulated above are intended to be examples and are, therefore, not considered to be an exhaustive listing. The Town should continually seek innovative and non-traditional methods to acquire parkland.

### **Recommendations**

The Town should continue its practice of not accepting passive 'natural area' lands as part of the required parkland dedication. In reviewing development applications, the Town should consider acquisition (through negotiation and at no cost to the Town) and long-term protection of open space lands, woodlots, valleylands, etc. that could be used as natural corridors or for meeting the passive open space goals of the municipality.

Undersized parcels received for park development purposes – particularly in areas containing adequate parkland supplies – may be sold and the revenues utilized to offset improvements to existing parks and facilities.

The Town should investigate the potential to purchase (for a nominal fee) open space lands owned by the Nottawasaga Valley Conservation Authority that are not essential to their key objectives (e.g., water resource management, flooding, erosion, etc.), including (but not necessarily limited to) the Tottenham Conservation Area. This would assist the Town in meeting its goals related to land management and trail and open space corridor development.

## **SECTION NINE: IMPLEMENTATION**

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### **9.1 SERVICE DELIVERY CONSIDERATIONS**

Several issues pertinent to service and program delivery arose during the consultation phase of the Leisure & Culture Master Plan Update. While many of these matters have been discussed in previous sections of this report, others that did not fit well into these categories are identified here as they relate specifically to the success of the Plan’s implementation; this includes topics such as volunteerism and partnerships, which have been discussed in previous sections.

Other topics concerning several types of activities and/or facilities that were reviewed as part of this Master Plan included allocation practices and user fee levels for field sports (including soccer and ball). Current field rental rates – which differ for youth and adult users, unlit and lit fields, and prime and non-prime hours – appear to be very much within reason based on our experience in other communities.

The Town has a formal Allocation Policy that sets out which users are to receive priority scheduling at the various facilities in the Town, including soccer, ball, arena, gymnasium, and meeting room facilities. Priority for facility access is based on the following table; giving priority to organizations serving children and youth is an appropriate approach as it ensures that the needs of this age group will be largely addressed in prime time and not at the expense of adult serving organizations or private groups. No changes to this policy are recommended.

**Town of New Tecumseth Allocation Policy – Priority Order**

<b>Priority</b>	<b>Group</b>	<b>Definition</b>	<b>Fees</b>
1A	Children and Youth Community Services Organization	Not-for-profit community organizations that offer programs to those under the age of 20. A certain percentage of participants must be New Tecumseth residents.	Community Service Organization Rental Rates
1B	Social Service Organizations	Groups in South Simcoe that offer not-for-profit services to New Tecumseth residents.	Community Service Organization Rental Rates
1C	Adult Community Service Organizations	Community based groups that offer non-profit programs to residents 21 years of age or older.	Community Service Organization Rental Rates for meetings
2	Town of New Tecumseth Residents	Residents requesting use of facilities for a private use.	Residential Rental Rates

### **Recommendations**

The Town shall, where appropriate, consider entering into partnerships with public, not-for-profit, and/or private organizations in developing, financing, operating, and/or maintaining recreation facilities or services in an effort to better serve the residents of New Tecumseth through improving cost efficiency, customer service, and accessibility.

In collaboration with CONTACT South Simcoe, the Town’s Recreation and Culture Department should develop a volunteer management policy that includes standards regarding recruitment, screening, training, monitoring, and/or recognition.

## 9.2 MONITORING & UPDATING THE PLAN

The Town should continue to review and assess the recommendations of the Leisure and Culture Master Plan Update in order to ensure that remain relevant. This will require monitoring of activity patterns, conducting annual reviews of the achievements of the Plan, tracking satisfaction levels of residents, and undertaking a more detailed ten-year update to the Plan.

### Recommendations

Undertake an annual review of the recommendations in this Master Plan as part of the municipal budgeting process, including a description of recent achievements and future objectives.

Undertake a comprehensive update of the Leisure and Culture Master Plan prior to the end of the ten-year timeframe of the Plan (2017).

## 9.3 IMPLEMENTATION STRATEGY

The implementation strategy is a multi-year phased plan to guide the actions, responsibilities and decisions of the Town with regard to leisure and culture facilities and services. Priorities and timing, as well as a process for monitoring and updating the Plan, are presented in this section.

The tables on the following pages provide a listing of the recommendations required to achieve the Goals established for this Master Plan. All recommendations identified have been reproduced in the implementation tables and have been listed under the Goal to which they most apply; some action plans relate to more than one Goal.

Plan implementation is based on the following timing and priorities:

### Phase/Timing

- Short-term: 2009-2011
- Medium-term: 2012-2014
- Long-term: 2015-2017

### Priority

- High Priority: Immediate attention is recommended
- Medium Priority: Attention is required when high priority actions have been initiated or completed, or when suitable partners have been identified for funding
- Low Priority: Attention is required when high and medium priority actions have been initiated / completed.

**GOAL #1**

Quality leisure and cultural facilities and services will be provided in an integrated manner that reflects a diversity of leisure interests, ages, and abilities and responds to the needs of families and individuals who want convenient and accessible services.

**Recommendations related to Goal #1**

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Community Centres / Arenas	The existing Beeton Arena does not offer the level of amenity expected by its patrons, in large part due to its age, small size and design. Consideration should be given to redeveloping the Beeton Arena to include a single pad arena and meeting / activity / banquet space and disposing of the existing facility once the new building is open. A determination of the functional lifespan of Beeton Arena and the facility's short-term capital maintenance costs is required to establish timing for redevelopment, as is the selection of the preferred location.	tbd	tbd	tbd	Medium	timing to be determined through future study
Fitness / Wellness	The Tottenham Community Centre wellness centre expansion and the Beeton Arena redevelopment should consider seniors' needs with respect to design and amenities.	X	tbd	tbd	Medium	timing and need to be confirmed through future study
Sports Fields	The Town should continue to implement planned field development projects at 14 <sup>th</sup> Line Park, New Tecumseth Recreation Centre, and the Rizzardo Park block (for a total of 8 new fields). The planned fields are expected to be sufficient to meet outdoor soccer needs for the next ten years.	X	X	X	Medium	
Sports Fields	Opportunities to install lights on existing or future full size soccer fields should be investigated in order to maximize utilization and accommodate field users requiring night-time and late season play.	X	X	X	Medium	see previous recommendation
Basketball Courts	The Town will require 3 additional basketball courts (including the one proposed for the Rizzardo Park Block) by 2017; one half court should be developed in each Tottenham and Beeton, preferable at a highly visible and central location.	X	X	X	Medium	
Indoor Turf	Should the Town decide to convert the current indoor turf field at the New Tecumseth Recreation Centre into an ice rink, the field should be replaced with a purpose-built facility so as not to disrupt or discontinue service to this activity.			X	Low	timing dependent upon arena needs

**GOAL #2**

A continued emphasis will be placed on supporting affordable activities that promote healthy and creative living, physical activity, and basic skill development, particularly for children and youth.

**Recommendations related to Goal #2**

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Playgrounds	Replacement of older and non-compliant playground equipment should continue to be a high priority for the Town.	X	X	X	High	
Gymnasiums	Prior to any major expansion or redevelopment of the New Tecumseth Recreation Centre or development of an indoor pool, the Town should consider the development of an indoor gymnasium at this site.		X	X	Medium	need to be confirmed through future study
Gymnasiums	When a new Beeton Arena / Community Centre is developed, consideration should be given to a design that could accommodate activities that are in demand locally; this could include gymnasium-type activities.	tbd	tbd	tbd	Medium	timing and need to be confirmed through future study

**GOAL #3**

Leisure and cultural facilities and services will be provided, where appropriate, in partnership with other public, community, and private sector providers.

**Recommendations related to Goal #3**

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Partnerships	The Town shall, where appropriate, consider entering into partnerships with public, not-for-profit, and/or private organizations in developing, financing, operating, and/or maintaining recreation facilities or services in an effort to better serve the residents of New Tecumseth through improving cost efficiency, customer service, and accessibility.	X	X	X	High	
Meeting / Program Space	Opportunities to share meeting / program space within existing or new library facilities should be explored further with the New Tecumseth Public Library.	X	X	X	High	
Access to School Facilities	The Town should negotiate a long-term agreement with the School Boards regarding access to school gymnasiums and playing fields by the municipality and affiliated community groups.	X	X	X	High	
Youth Spaces	The Town should continue to work as a partner with other organizations in the Town to support youth spaces and initiatives that provide opportunities for youth to participate in a wide variety of positive culture, active recreation and sport activities.	X	X	X	High	
Sports Fields	Clubhouse/ washrooms facilities should be built at Mel Mitchell Field (Beeton) and 14 <sup>th</sup> Line Park (Alliston) through a cost-sharing arrangement with the primary user groups.	X			Medium	
Tennis / Lawn Bowling	Consideration should be given to converting the former lawn bowling building in Keogh Park (Tottenham) into a tennis clubhouse, in partnership with the local tennis club.	X	X		Low	
Off-Leash Dog Parks	No new off-leash facilities are recommended, but potential need should continue to be monitored. Dog parks should only be developed if a community partner is willing to contribute capital and/or operational resources (to the satisfaction of the municipality) towards the off-leash area.	X	X	X	Low	

**GOAL #4**

**Long-term financial sustainability will be ensured through cost-effective and efficient management of resources, appropriate and reasonable application of user fees, and maximization of community resources.**

**Recommendations related to Goal #4**

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Arts & Culture	In consultation with the community and South Simcoe Arts Council, the Town's Recreation and Culture Department should develop an Arts and Cultural Policy to ensure transparency and fairness amongst arts and culture service providers who rely on municipal funding. The Policy should: articulate a vision, goals, objectives, and parameters for municipal involvement in the creative industries; acknowledge the positive impacts of arts and culture within the community; and seek to document local needs, opportunities, and responsibilities relative to the arts and cultural sector.	X			High	
Arenas	Consideration should be given to removing the decommissioned Alliston Memorial Arena from the Town's facility inventory. Additional public consultation may be undertaken prior to taking any action on this site, so as to provide the community with an opportunity to review the information and options. If removal is recommended, the Town's Planning Department should undertake a needs analysis and intensification study in order to determine the best use for the site, whether it be public or private development. Opportunities for long-term access to a portion of the arena site for parking by curling club members (who use a building on an adjacent property) should also be addressed.	X			High	
Parkland	Costs related to parkland dedication and development should continue to be a condition of draft approval of all plans of subdivision. Developers' costs should include: park design; appraisals to determine cash-in-lieu of parkland contributions; and leisure and culture needs assessments.	X	X	X	High	
Outdoor Pool	Should a publicly-accessible indoor pool be built in New Tecumseth, consideration should be given to removing the Rotary Outdoor Pool from service. The advancing age and deteriorating condition of the Rotary Pool may expedite the need to make a decision on this matter. Should a decision be made to maintain outdoor pool service to the community, complete replacement of the Rotary Pool should be studied, with consideration being given to a new location (i.e., not within a floodplain) and modern design.			X	Medium	further study required

## Recommendations related to Goal #4

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Ball Diamonds	No new ball diamonds are required to meet long-term needs, but the Town should reallocate its resources to higher-use diamonds in order to continue to ensure that these facilities remain in a suitable condition and are responsive to user needs.	X	X	X	Medium	
Parkland	Undersized parcels received for park development purposes – particularly in areas containing adequate parkland supplies – may be sold and the revenues utilized to offset improvements to existing parks and facilities.	X	X	X	Low	to be considered in Official Plan Review

**GOAL #5**

**Leisure and cultural services will be made reasonably accessible to all residents.**

## Recommendations related to Goal #5

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Senior Centres	The provision of organized and unorganized leisure activities for older adults and seniors should become a greater area of focus for the Town and community providers over time, due to the increasing size of this age group.	X	X	X	High	
Meeting / Program Space	The Town should consider including one or more flexible activity rooms in any development or redevelopment in Beeton, such as the Beeton Arena.	tbd	tbd	tbd	High	timing to be confirmed through future study
Playgrounds	The Town of New Tecumseth will require new playgrounds to serve new growth areas. One playground within 500 metres of all built up residential areas (excluding rural lands) and unobstructed by major barriers is recommended.	X	X	X	High	
Parkland	Opportunities to acquire additional parkland in Alliston and Tottenham should be sought in order to serve both current and future residents in these areas. Alliston will require approximately 8-10 hectares and Tottenham will require approximately 2-4 hectares of neighbourhood/ community parkland by 2017.	X	X	X	Medium	

**GOAL #6**

The Town will allocate appropriate resources to meet recognized deficiencies in leisure facilities, parks, and programs where there is an inadequate level of service for a core municipal responsibility.

## Recommendations related to Goal #6

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Indoor Pool	The Town should begin planning for the development of an indoor pool, potentially to be implemented when the Town reaches a population of 40,000. A full feasibility study should be undertaken around 2013 in order to examine the local market, partnership opportunities, costs associated with developing and operating an indoor pool, potential locations, and related facility components.			X	High	further study required
Museum	The Museum on the Boyne should create a marketing and strategic plan. The 2000 Leisure & Culture Master Plan recommended that the Museum on the Boyne make the part-time programmer position full-time. This recommendation still has merit, and should be considered as part of the marketing and strategic plan.	X			Medium	
Arts & Culture	The Town should consider establishing an agreement with the Gibson Centre that will allow for an appropriate level of community access and consistent annual funding to offset a portion of the costs associated with the seniors, youth, and/or general program space.	X			Medium	
Skateboard Parks	Due to the geographic distribution of the communities within the Town of New Tecumseth, a skateboard park should be developed in Beeton. The park's design should be established in consultation with youth.	X			Medium	
Parkland	The Town should adopt a guideline for the provision of parkland at 1.1 hectares per 1,000 residents for neighbourhood parks and 1.4 hectares per 1,000 residents for community parks, for a total provision rate of 2.5 hectares of active parkland per 1,000 residents (excluding special open space parks).	X			Medium	to be considered in Official Plan Review

**GOAL #7**

The Town, in partnership with the community, will work to identify and remove barriers to participation (e.g. physical, economic, cultural/social, transportation, attitudinal, etc.) in recreation and cultural activities.

Recommendations related to Goal #7

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Parkland	With several of the Town's parks being leased, efforts should be made to maintain these agreements. Should leased parkland be removed from the municipal inventory, the land will need to be replaced through alternate means.	X	X	X	High	
Sports Fields	As new municipal soccer fields are developed, opportunities to shift usage away from school fields should be pursued where appropriate.	X	X	X	Medium	
Parkland	Consistent municipal park and trail signage should be developed to inform users of location, park / trail names, distances and trail connections.	X	X	X	Medium	

**GOAL #8**

The Town's natural environment is a key contributor to a healthy community and this asset will be protected and integrated into the leisure system, wherever possible.

Recommendations related to Goal #8

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Parkland	The Town should continue its practice of not accepting passive 'natural area' lands as part of the required parkland dedication. In reviewing development applications, the Town should consider acquisition (through negotiation and at no cost to the Town) and long-term protection of open space lands, woodlots, valleylands, etc. that could be used as natural corridors or for meeting the passive open space goals of the municipality.	X	X	X	High	to be considered in Official Plan Review
Parkland	The Town should investigate the potential to purchase (for a nominal fee) open space lands owned by the Nottawasaga Valley Conservation Authority that are not essential to their key objectives (e.g., water resource management, flooding, erosion, etc.), including (but not necessarily limited to) the Tottenham Conservation Area. This would assist the Town in meeting its goals related to land management and trail and open space corridor development.	X			Medium	

**GOAL #9**

The establishment of a Town-wide, linked multi-use trail network that offers unstructured physical activity options for all residents will be a long-term goal of the municipality.

**Recommendations related to Goal #9**

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Trails	A Trails Master Plan should be prepared in 2009 to assist in identifying options and priorities for developing a comprehensive trails system. The scope of the Plan should address not only multi-use trail routing, but also cycling routes/bike lanes and snowmobile trails, with consideration being given to support infrastructure (e.g., parking, benches, rest stations, signage), design standards, promotion and marketing, funding/partnership opportunities, cost implications, and the responsibilities of the municipality and its partners. Further, this document should include consultation with the public and affected stakeholders and include a phased plan for upgrading existing trails and infrastructure, acquiring key linkages, and developing new neighbourhood and community trails and routes.	X			High	
Trails	Development applications should be reviewed by the Town with trail and pathway linkages in mind. Additionally, whenever road construction / reconstruction is planned, the Town should consider the provision of designated bike lanes.	X	X	X	High	to be considered in Official Plan Review

**GOAL #10**

**The Town will strive for customer service excellence and assume a leadership role among other local leisure service providers, community organizations, and volunteers, in supporting and facilitating a coordinated system of services, resource sharing and community responsiveness.**

**Recommendations related to Goal #10**

Subject / Topic	Recommendations	Timing			Priority Level	Comments
		2009-2011	2012-2014	2015-2017		
Volunteer Management	In collaboration with CONTACT South Simcoe, the Town's Recreation and Culture Department should develop a volunteer management policy that includes standards regarding recruitment, screening, training, monitoring, and/or recognition.	X			High	
Master Plan Update	Undertake an annual review of the recommendations in this Master Plan as part of the municipal budgeting process, including a description of recent achievements and future objectives.	X	X	X	High	
Master Plan Update	Undertake a comprehensive update of the Leisure and Culture Master Plan prior to the end of the ten-year timeframe of the Plan (2017).			X	High	
Parkland	For the parkland classification system to be effective, a consistent list of terms must be employed, with defined guidelines regarding facilities, uses, proximity to residences, and size. As such, the definitions used in the 2000 Leisure & Culture Master Plan should be adopted across New Tecumseth, albeit with clear definitions.	X			Medium	to be considered in Official Plan Review



## **APPENDICES**

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Town of New Tecumseth  
Leisure & Culture Master Plan Update

**APPENDIX A: STATUS UPDATE OF NEW TECUMSETH'S 2000  
LEISURE & CULTURE MASTER PLAN**



## STATUS UPDATE OF NEW TECUMSETH'S 2000 LEISURE & CULTURE MASTER PLAN

The 2000 Leisure and Culture Master Plan articulates a number of goals and delivery principles which have guided the provision of facilities and services. A list of the recommendations from the Master Plan as well as the status of each is summarized below based on input provided by municipal staff.

TYPE	RECOMMENDATIONS	STATUS
<b>Facilities</b>		
<b><i>Performing and Visual Arts</i></b>	That support to the New Tecumseth and Area Arts Council be the Town's first cultural priority.	Remains appropriate as a general goal
	That the Town, in conjunction with the Arts Council, prepare and distribute an inventory of available arts facilities and rental information.	Partially Complete
	That the Town include arts space in upcoming negotiations with the School Boards for the Reciprocal Use Agreement.	No Longer Being Pursued (agreements have not been renewed)
	That redevelopment of the Gibson Building into an Arts Centre should be the priority for provision of an arts facility.	Completed
	That application be made to the Trillium Foundation for performing arts equipment.	No Longer Being Pursued (due to Gibson Centre project)
	That the Town establish an art exhibition area in the Administrative Centre.	No Longer Being Pursued (lack of interest)
	That the Town meet with property owners in the area of the Tottenham Band Shell to determine appropriate times for concert programming of the facility.	No Longer Being Pursued (lack of interest, although this could be changing)
	That the New Tecumseth Arts Council and the Town work together to conduct a Feasibility Study for converting the Gibson Building into a Cultural Centre.	Completed
	That the Town solicit the extent of interest from School Boards to develop a performing arts space with an existing High School in Alliston or Tottenham.	No Longer Being Pursued (due to Gibson Centre project)
<b><i>Ice Arenas</i></b>	That another ice surface be developed in New Tecumseth.	Completed (New Tecumseth Recreation Centre)
	That a Feasibility Study be conducted for a twin pad arena south of Alliston.	Completed

TYPE	RECOMMENDATIONS	STATUS
<b>Aquatic Facilities</b>	That the Town begin planning for an indoor pool by soliciting partnership interest from organizations such as the YMCA of Barrie, major Town employers, the School Boards, and adjacent municipalities. With an understanding of partnership interest, a feasibility study should be undertaken to confirm demand, instigate public debate, and to develop partnerships.	Incomplete
	That the Rotary Pool in Alliston be maintained until an indoor pool is developed in New Tecumseth.	Completed/On-going
	That the Town develop spray pads in Alliston, Beeton and Tottenham as an alternative to providing an outdoor pool in each urban area.	Completed
	That the Town negotiate drop-in, recreational swim access to the existing aquatic facilities of the Nottawasaga Inn and/or Red Pine Inn.	No Longer Being Pursued
<b>Ball Diamonds</b>	That expansion of Coventry Park be investigated to develop a hardball diamond within the park and that the hardball diamond at Community Centre Park be replaced with lit soccer facilities.	No Longer Being Pursued
	That the parking area of Coventry Park be expanded.	Completed
	That the Town promote greater use of the diamonds during traditionally unused times of Fridays, Saturdays, and Sundays.	No Longer Being Pursued
	That User Fees for Ball Diamonds be based on a cost per hour, rather than a per season cost.	Completed
	That prime and non-prime time fees be established to encourage use during traditionally unused times.	Completed
	That the Town prepare a cost breakdown of ball field expenses and distribute the information to baseball organizations as well as publish it in the Town brochure to inform residents and baseball organizers regarding the cost to maintain the baseball facilities and the Town's level of subsidization.	No Longer Being Pursued
<b>Sports Fields</b>	That if a hardball diamond is developed at Coventry Park, the hardball diamond at the Tottenham Community Centre be redeveloped into one major and one or two mini soccer pitches.	No Longer Being Pursued
	That the Town negotiate access to the St Thomas Aquinas H.S. change rooms for use by the BAA Football League.	No Longer Applicable (field not used for football)
	That the Town promote greater use of sports fields during traditionally unused times of Fridays, Saturdays, and Sundays.	No Longer Being Pursued
	That User Fees for sports fields be based on a cost per hour, rather than a per season cost.	Completed
	That prime and non-prime time fees be established to encourage use during traditionally unused times.	Completed
	That washroom and change room facilities be developed at G.A. Wright Sports Fields in partnership with the school boards.	No Longer Being Pursued
<b>Fitness/ Exercise / Weight Training Facilities</b>	That the Town develop fitness, exercise and weight-training facilities as a component of a major recreation centre for New Tecumseth.	No Longer Applicable (new recreation centre in Alliston built without fitness facilities due to concerns over competition with private sector)
	That the Town negotiate drop-in, fitness, exercise and weight-training access to the existing facilities of the Nottawasaga Inn and/or Red Pine Inn.	No Longer Being Pursued

TYPE	RECOMMENDATIONS	STATUS
	That the Town explore the possibility of a YMCA facility by holding discussions with the Barrie YMCA.	Incomplete
	That the Town <u>not</u> develop fitness, exercise and weight-training facilities at the Tottenham Community Centre.	No Longer Applicable (Town is in planning stage of establishing a fitness facility at the Tottenham Community Centre)
<b>Gymnasias</b>	That the Town seek better access to school gymnasiums through the joint use agreement.	No Longer Being Pursued (agreements have not been renewed)
	That the Town <u>not</u> develop a stand-alone gymnasium.	Completed/On-going
	That the Town incorporate a gymnasium into a major sports facility.	Incomplete
<b>Squash / Racquetball Courts</b>	That the Town negotiate introductory drop-in, access to the existing facilities of the Nottawasaga Inn.	No Longer Being Pursued
	That the Town develop squash and racquetball courts only as a component of a major recreation centre for New Tecumseth.	No Longer Applicable (new recreation centre in Alliston built without indoor courts)
<b>Meeting Facilities</b>	That a comprehensive list of meeting venues be prepared and available on the Town's Internet site or in hard copy from Town Offices.	Incomplete
<b>Lawn Bowling</b>	That no additional lawn bowling greens be established.	Completed/On-going
	That the demand for Lawn Bowling in Alliston be monitored.	Completed/On-going
	That the Town assist the lawn bowling clubs with additional promotion both in the Town brochure and on the Town web site.	No Longer Being Pursued
<b>Tennis Courts</b>	That no new courts be developed over the life of the Master Plan.	Completed/On-going
	That the Town explore development of a clubhouse with the Tennis Clubs.	No Longer Being Pursued
<b>Parks and Open Space</b>		
<b>General</b>	That the Town adopt a parkland classification system.	Incomplete
	That the Town adopt a guideline for the provision of parkland at 2.5 ac. (1.0 ha.) per 1,000 residents for Neighbourhood Parks and 3.0 ac (1.2 ha.) per 1,000 residents for Community Parks.	Incomplete
	That the Town acquire 9.71 ac. (3.93 ha.) of Neighbourhood parkland by the year 2006 to serve the projected population of Alliston.	Complete - New Park at the 14 <sup>th</sup> Line
	That the Town enquire as to establishing longer-term agreement for use of the lands on which the PPG and Oetiker pitches are located through a long-term lease agreement.	No Longer Being Pursued
	That the Town enquire as to establishing longer-term agreement for use of the Beeton Fairgrounds through a long-term lease agreement.	Incomplete
	That the Town enquire as to establishing longer-term agreement for use of the Legion Ball Diamond through a long-term lease agreement.	No Longer Applicable (Legion Ball Diamond no longer exists)

TYPE	RECOMMENDATIONS	STATUS
	That the Town establish a Neighbourhood Park south of Main Street and/or west of McCullough.	Incomplete
	That the Town retain any Town-owned land in Beeton for future use as parkland.	Complete/On-going
	That the Town acquire 6.86 ac. (2.78 ha.) of Neighbourhood parkland by the year 2006 to serve the projected population of Tottenham.	Incomplete
	That a Neighbourhood Park be established in the northeast quadrant of Tottenham to replace Eastern Ave Park.	Incomplete
	That the Town develop a Vision statement for Parks and Open Space and a parkland acquisition plan for New Tecumseth.	Partially Complete (Town Strategic Plan contains vision, but parkland acquisition program incomplete)
	That the Town acquire a centrally located parcel of land for development as a Town-wide Park and Sports Complex.	Completed
	That the Parks, Recreation, and Culture Department be circulated all development applications for their review and comment as to the park, recreation, and culture implications.	Completed
<b>General</b>	That the Department prepare a document summarizing the Town's parkland dedication and conveyance policies.	Contained in S.7.12.2 of the Official Plan
	That costs related to parkland dedication and development be a condition of draft approval of all plans of subdivision. Developers' costs should include: <ul style="list-style-type: none"> <li>• Park design</li> <li>• Appraisals to determine cash-in-lieu of parkland contributions</li> <li>• Leisure and culture needs assessments</li> </ul>	In Progress – Policy item for the Official Plan Update
	That the Town amend the Parkland Dedication Bylaw to include the Alternate Requirement.	In Progress – Policy item for the Official Plan Update
	That the Town adopt criteria to determine most appropriate parkland conveyance from a development.	In Progress – Policy item for the Official Plan Update
	That the Town's standard development agreement be revised to include specific requirements for the conveyance of parkland.	Completed (template in the Subdivision Agreement)
<b>Playgrounds</b>	That the Town immediately have an inspection of all playground equipment conducted by qualified personnel.	Completed
	That the Town repair, renovate, or remove any playground equipment that does not conform to the CSA standards for playground equipment as well as make all ground surfaces in conformance with CSA Standards.	Completed/On-going
	That the Town establish a Playground Maintenance Program.	Completed

TYPE	RECOMMENDATIONS	STATUS
	That the cost of inspections and maintenance be incorporated into the annual budget.	Completed
	That one Town staff be certified to inspect playgrounds according to CSA standards or that the Town share expenses and expertise with surrounding municipalities.	Completed
<b>Trails and Greenways</b>	That the trail from Mill Street in Tottenham south to Highway 9 be developed.	Completed
	That Council support the principle of establishing a trail from Riverdale Park to Earl Rowe Provincial Park, however, since it is primarily located outside of New Tecumseth, that trail funding come from non-municipal sources.	Incomplete
	That the Town secure rights of access over the lands on the north bank of the Boyne River from Church Street to the CP Railway, either through ownership or easement. Once access has been secured, a trail should be developed from the existing Participark terminus to Sir Frederick Banting Road and beyond.	Partially Complete
	That public access rights be secured by the Town for lands along the Spring Creek between G.A. Wright and the Adjala-Tosorontio Town line.	Incomplete
	That capital funding of trail development be cost shared with user groups in accordance with the Town's Capital Cost Sharing Policy.	Incomplete
	That the Adopt a Park program be expanded and promoted to include Adopt a Trail.	Incomplete
	That the Town brochure and web site include a map showing the Town's trails.	Incomplete
	<b>Leisure and Culture Programs</b>	
	That the Town expand the range of leisure and culture program opportunities, especially in areas of tots and youth and in arts and culture programming.	Completed
	That the Town purchase basketball nets and/or hockey nets for installation on hard-surfaced areas within parks and on school properties to foster unstructured recreational opportunities.	Incomplete
	That the Town take a leadership role in coordinating leisure and culture opportunities for youth, including a detailed inventory of youth activities in the Parks, Recreation, and Culture brochure.	Completed
	That the Youth Coordinator should hold public meetings with youth to identify youth program needs during the Town two program planning periods. Special effort must be made to include input from youth living rural New Tecumseth.	No Longer Applicable (position does not exist)
	That if a major leisure and culture facility is developed in New Tecumseth, that a seniors' room be incorporated.	Completed (space at the Gibson Centre is utilized for seniors' activities)
	That the Town develop a statement defining its role and services to residents and community groups and promote that role in promotional materials.	Completed (Town Strategic Plan)
	That the Town take a leadership role in identifying, planning, and promoting leisure and culture programs on behalf of all delivery agencies in Town.	Completed
	That the Town establish a bi-annual process of program planning, coordinating the programs of other suppliers and identifying gaps and overlaps.	Completed

TYPE	RECOMMENDATIONS	STATUS
	That the Town solicit program ideas and program leaders via the Parks, Recreation and Culture brochure and other methods.	Completed
	That the Town conduct a leisure and culture survey of its residents every three to five years.	Completed (conduct surveys as needed)
	That the Town's Spring/Summer and Fall/Winter brochures be re-formatted to include a table with one line describing each leisure and culture opportunity in New Tecumseth, regardless of who delivers the program or activity (i.e. Town, schools, private sector, community groups, etc.). Inclusion into the table should be free to ensure that the listing is comprehensive, however, there should continue to be a cost for additional space in the brochure. The table should also be reproduced on the Town web site preferably in a searchable database.	Completed
	That all programs be subject to program evaluations at their conclusion.	Completed
<b>Heritage Museums</b>		
	That a single Committee be established to advise Council regarding all heritage issues.	Completed (Heritage New Tecumseth – LACAC)
	That consideration be given to development of a Heritage Policy for New Tecumseth.	Incomplete
	That staffing at the Museum be increased by one facility attendant.	Incomplete
	That the Museum establish links between itself and the arts community by exhibiting local works of art on a special event basis and through jointly sponsored events such as an Art in the Park Day.	Completed
	That development of the upstairs of the Museum be considered only after the log cabin and barn have been renovated.	Completed (not accessible to persons with disabilities)
	That the Museum establish capital fundraising goals and develop a fundraising plan.	Incomplete
	That the computer on which the collection inventory is maintained be replaced.	Complete
	That the Museum clarify its mandate and then work towards culling the collection of those artefacts that are inconsistent with its mandate.	Incomplete
	That the South Simcoe Pioneer Museum prepare a marketing plan.	Incomplete
	That consideration be given to producing a comprehensive heritage attractions marketing plan encompassing other New Tecumseth/South Simcoe heritage attractions and museums.	Incomplete
<b>Leisure Service Delivery System</b>		
<b>General</b>	That the Department seek to achieve the following goals by 2005: <ul style="list-style-type: none"> <li>• Strengthen the Department's ability to respond</li> <li>• Provide leadership to strengthening New Tecumseth's community groups</li> <li>• Coordinate the service delivery of all leisure and culture service and facility providers</li> </ul>	Completed
	That the Department prepare a Mission Statement.	Incomplete
	That the Department prepare an annual Business Plan.	Completed

TYPE	RECOMMENDATIONS	STATUS
	That the Town make the Youth Coordinator position permanent within the Parks, Recreation, and Culture Department.	No Longer Being Pursued
	That the Town seek to determine the interest by community sports organizations to establish a New Tecumseth Sports Council.	No Longer Being Pursued
	That the Town provide support to the Arts Council to establish and develop a New Tecumseth Arts Community.	No Longer Applicable
	That a Plan for Volunteerism in New Tecumseth be prepared.	Incomplete
	That the Department coordinate program planning and promotion amongst the major service providers.	Incomplete
<b>Partnership Agreements</b>	That the Reciprocal Use Agreements with the Simcoe County District School Board be re-negotiated and then, based on the SCDSB agreement, the Simcoe County Roman Catholic Separate School Board agreement should be reviewed.	Incomplete
	That the Department calculate the fixed and variable costs incurred to accommodate school uses.	Incomplete
	That the Town renegotiate the Adjala-Tosorontio Recreation Services Agreement.	Completed
	That the Town calculate the costs to deliver services to Adjala-Tosorontio residents and that the agreement, at a minimum, covers those costs.	Completed (agreement covers 'fair share', but not full costs)
<b>Policies</b>	That the Town establish a policy regarding capital cost sharing with community and other groups.	Incomplete (no formal policy exists; dealt with on a case-by-case basis)
	That the Town review the facility allocation policies with the goal of optimizing use.	Completed
	That the Town continue seek donations to the "Children's Fund" and that criteria be established for its use.	Incomplete (no formal mechanism exists; dealt with on a case-by-case basis)
	That the Town, in conjunction with members of the arts and culture community, prepare a Cultural Policy for New Tecumseth.	Incomplete
<b>Implementation Plan</b>		
	That the Department annually update the inventories of parks and open space, facilities, programs, and community contacts.	Partially Complete
	That the Master Plan be reviewed annually within the business plan process and updated in 2006.	Complete/On-Going (2008)

Source: 2000 Leisure & Culture Master Plan (Milestone Strategies); Town of New Tecumseth, 2008



Town of New Tecumseth  
Leisure & Culture Master Plan Update

**APPENDIX B: HOUSEHOLD SURVEY TABULATIONS**



1. In the past year, have you or anyone in your household participated in....

	Yes		No		DK		Total	
	#	%	#	%	#	%	#	%
Walking for Exercise or Hiking	327	85%	58	15%	0	0%	385	100%
Cycling	213	55%	172	45%	0	0%	385	100%
Swimming	211	55%	174	45%	0	0%	385	100%
Fitness, Aerobics, or Weight Training	189	49%	196	51%	0	0%	385	100%
Ice Skating or Hockey	186	48%	199	52%	0	0%	385	100%
Jogging or Running	152	39%	232	60%	1	0%	385	100%
Soccer	126	33%	259	67%	0	0%	385	100%
Basketball, Volleyball, or Badminton	106	28%	279	72%	0	0%	385	100%
Baseball, or Softball, or Slow-Pitch	106	28%	279	72%	0	0%	385	100%
Painting, Drawing, or Sculpting	93	24%	292	76%	0	0%	385	100%
Acting, Singing, Dancing, or Musical Performance	92	24%	293	76%	0	0%	385	100%
Field Hockey, Lacrosse, Football, or Rugby	70	18%	315	82%	0	0%	385	100%
Tennis	68	18%	317	82%	0	0%	385	100%
Organized Seniors' Activities (e.g. cards, dancing)	51	13%	334	87%	0	0%	385	100%
Skateboarding	46	12%	339	88%	0	0%	385	100%
Lawn Bowling	15	4%	370	96%	0	0%	385	100%
Other (if specified)	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Other (Specify)	#
Golf	1
Squash	1
<b>Total</b>	<b>2</b>

2. a) Are you and members of your household able to participate in recreation activities as often as you would like?...

	#	%
Yes	197	51%
No	188	49%
<b>Total</b>	<b>385</b>	<b>100%</b>

2. b) If NO, why not..... (Open ended, record first 2 mentions)

	#	% of sub-sample
Lack of personal time / Too busy	102	54%
Lack of desired facilities or programs	41	22%
Health Problems / Disability / Age	38	20%
Lack of money / Too expensive	11	6%
Lack of transportation / Facility too far away	11	6%
Program not offered at convenient time	8	4%
Lack of information / Unaware of opportunities	1	1%
No one to go with	1	1%
<b>Total</b>	<b>213</b>	<b>--</b>

3. a) Generally, what proportion of your household's recreation needs are met within New Tecumseth?

	#	%
All (100%)	113	29%
Most (67-99%)	110	29%
About Half (34-66%)	63	16%
Some (1-33%)	65	17%
None (0%)	27	7%
Don't Know / No response	7	2%
<b>Total</b>	<b>385</b>	<b>100%</b>

3. b) What activities do you or members of your household participate in outside of New Tecumseth? (open-ended, up to 2 recorded for each)

	#	% of sub-sample
Pool/Swimming	87	33%
Aerobics/Fitness/Gym	23	9%
Skiing/Snowboarding	16	6%
Hiking	14	5%
Golf	12	5%
Boating/Sailing/Fishing	10	4%
Hockey	10	4%
Walking	8	3%
Cycling	7	3%
Figure Skating	7	3%
Gymnastics	6	2%
Parks/Trails	6	2%
Soccer	6	2%
Baseball	5	2%
Basketball	5	2%
Acting/Singing/Music	5	2%
Dancing	5	2%
Lacrosse	4	2%

	#	% of sub-sample
Tennis	4	2%
Camping	3	1%
Theatre/Concerts	3	1%
Bowling	2	1%
Curling	2	1%
Gambling	2	1%
Hunting	2	1%
Seniors Activities	2	1%
Volleyball	2	1%
Horseback Riding	1	0%
Library	1	0%
Rollerblading	1	0%
Rugby	1	0%
Running	1	0%
Sewing Course	1	0%
Skatepark	1	0%
Don't Know/Not Specified	85	32%
<b>Total</b>	<b>350</b>	

3. c) Why does your household participate in these activities outside of New Tecumseth? (Open ended, record first 2 mentions)

	#	% of sub-sample
Facility/program is not available in the area	133	50%
Quality of facility is superior	21	8%
"Connected" to another community/Used to live there	14	5%
Tournaments / Special Events / Travel Teams	10	4%
Closer to work or school	7	3%
Less Expensive	7	3%
Facility/program not available in the area at the preferred time	5	2%
Quality of program is superior	4	2%
Other (specify)	4	2%
Closer to other activities/shopping	1	0%
Don't Know/Not Specified	85	32%
<b>Total</b>	<b>291</b>	

<i>Other (Specify)</i>	#
Travelling	2
<b>Total</b>	<b>2</b>

4. a) In the past year, have you or members of your household visited:

	Yes		No		Don't Know		Total	
	#	%	#	%	#	%	#	%
The Gibson Centre	144	37%	240	62%	1	0%	385	100%
The Museum on the Boyne	107	28%	275	71%	3	1%	385	100%
The South Simcoe Steam Train	137	36%	248	64%	0	0%	385	100%
Any other Museums (see below)	107	28%	278	72%	0	0%	385	100%
Any Live Theatrical or Performing Arts Events (see below)	175	45%	208	54%	2	1%	385	100%

## 4. b) If attended any other Museums, where?

	#	%
Toronto	55	51%
Barrie	10	9%
Tottenham	6	6%
Ottawa	4	4%
Dufferin	4	4%
Orangeville	3	3%
Adjala	2	2%
Alliston	2	2%
Beeton	1	1%
Newmarket	1	1%
Caledon	1	1%
Base Borden	1	1%
Alberta	1	1%
Guelph	1	1%
Orillia	1	1%
Parry Sound	1	1%
Peterborough	1	1%
USA	1	1%
School	1	1%
Don't Know	10	9%
<b>Total</b>	<b>107</b>	<b>100%</b>

## 4. c) If attended any live theatrical or performing arts events, where?

	#	%
Toronto	78	45%
Alliston	18	10%
Tottenham	17	10%
Barrie	11	6%
Cookstown	11	6%
Orangeville	9	5%
Caledon	5	3%
Stratford	3	2%
Orillia	2	1%
Newmarket	2	1%
Mill Pond	1	1%
Belleville	1	1%
Ottawa	1	1%
Owen Sound	1	1%
Richmond Hill	1	1%
Brampton	1	1%
Don't Know	13	7%
<b>Total</b>	<b>175</b>	<b>100%</b>

## 5. a) Are there any recreation or leisure programs that you would like to see offered in New Tecumseth that are not currently available?

	#	%
Yes	183	48%
No	182	47%
Don't Know	20	5%
<b>Total</b>	<b>385</b>	<b>100%</b>

5. b) What activities would you like to see offered? (Open ended, record first 2 mentions)

	#	%
Indoor Pool/Swimming	101	55%
Fitness Centre/Gym	25	14%
Theatre/Concerts	12	7%
Arts and Craft Classes	10	5%
Cycling Paths/Trails	10	5%
Dancing	7	4%
Figure Skating	7	4%
Seniors Programs	6	3%
Tennis Courts	5	3%
Programs for Teens	5	3%
Lacrosse/Rugby/Football	5	3%
Skateboard Park	4	2%
Soccer	4	2%
Squash/Racquetball	4	2%
Library	4	2%
Accessible Programs	3	2%
Kids Programs	3	2%
Community Centre	3	2%

	#	%
Hockey	3	2%
Movies	3	2%
Bowling	2	1%
Curling	2	1%
Adult Programs	1	1%
Baseball	1	1%
Gymnastics	1	1%
Camping	1	1%
Expand Gibson Centre	1	1%
Football	1	1%
Indoor Walking Facility	1	1%
Mother and Baby Activities	1	1%
Volleyball	1	1%
Rock Climbing	1	1%
Running Club	1	1%
Indoor Walking Facility	1	1%
Splash Pad	1	1%
Basketball	1	1%
<b>Total</b>	<b>242</b>	

6. a) Please indicate your level of satisfaction the variety and quality of recreation and cultural opportunities for the following age groups...

	Not at all Satisfied (1)		Not Satisfied (2)		Somewhat Satisfied (3)		Satisfied (4)		Very Satisfied (5)		Don't Know		Total	AVG	
	#	%	#	%	#	%	#	%	#	%	#	%			
Pre-school (0-4 yrs)	10	3%	23	6%	51	13%	50	13%	21	5%	230	60%	<b>385</b>	<b>100%</b>	<b>3.32</b>
Children (5-12 yrs)	8	2%	19	5%	60	16%	77	20%	31	8%	190	49%	<b>385</b>	<b>100%</b>	<b>3.53</b>
Teens (13-18 yrs)	24	6%	48	12%	53	14%	32	8%	17	4%	211	55%	<b>385</b>	<b>100%</b>	<b>2.83</b>
Adults (19-54 yrs)	12	3%	40	10%	121	31%	114	30%	35	9%	63	16%	<b>385</b>	<b>100%</b>	<b>3.37</b>
Older Adults and Seniors (55+)	12	3%	20	5%	48	12%	78	20%	34	9%	193	50%	<b>385</b>	<b>100%</b>	<b>3.53</b>

6. b) Now thinking about all age groups, what is your level of satisfaction with...

	Inadequate (1)		2		3		4		Excellent (5)		Don't Know		Total	AVG	
	#	%	#	%	#	%	#	%	#	%	#	%			
Parks & Outdoor Recreation Opportunities	12	3%	42	11%	107	28%	146	38%	41	11%	37	10%	<b>385</b>	<b>100%</b>	<b>3.47</b>
Cultural Opportunities	21	5%	40	10%	116	30%	96	25%	31	8%	81	21%	<b>385</b>	<b>100%</b>	<b>3.25</b>
Trails	31	8%	44	11%	81	21%	79	21%	30	8%	120	31%	<b>385</b>	<b>100%</b>	<b>3.12</b>
Indoor Recreation Opportunities	38	10%	80	21%	93	24%	89	23%	36	9%	49	13%	<b>385</b>	<b>100%</b>	<b>3.01</b>

7. a) When the Town develops more parks, should these new parks contain mostly....

	#	%
Active recreation facilities, such as sports fields, playgrounds, and courts.	154	40%
Passive greenspaces, such as picnic areas, woodlots, and open space.	100	26%
Both active facilities and passive spaces in equal amounts.	129	34%
Don't Know	2	1%
<b>Total</b>	<b>385</b>	<b>100%</b>

7. b) If you had to choose, would you prefer....?

	#	%
Larger parks that contain a number of recreation facilities.	129	34%
Smaller parks that contain only a few recreation facilities, but that are closer to your home.	225	58%
A little bit of both/depends	26	7%
Don't Know	5	1%
<b>Total</b>	<b>385</b>	<b>100%</b>

8. How important are the following to your household?

	Not at all Important (1)		2		3		4		Very Important (5)		Don't Know		Total		AVG
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	
Parks & Outdoor Recreation Opportunities	11	3%	19	5%	94	24%	147	38%	109	28%	5	1%	385	100%	3.85
Indoor Recreation Opportunities	18	5%	31	8%	98	25%	136	35%	96	25%	6	2%	385	100%	3.69
Cultural Opportunities	30	8%	52	14%	122	32%	114	30%	57	15%	10	3%	385	100%	3.31
Trails	48	12%	59	15%	90	23%	100	26%	82	21%	6	2%	385	100%	3.29

9. Thinking specifically about trails, how important is.....?

	Not at all Important (1)		2		3		4		Very Important (5)		Don't Know		Total		AVG
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	
Connecting the communities within the Town of New Tecumseth with a trail network.	18	5%	23	6%	74	19%	136	35%	125	32%	9	2%	385	100%	3.87
Creating trails within urban areas that link destinations such as parks, schools, and stores.	23	6%	31	8%	56	15%	138	36%	131	34%	6	2%	385	100%	3.85
Expanding the trail along the Boyne River.	30	8%	23	6%	59	15%	107	28%	115	30%	51	13%	385	100%	3.76
Connecting communities in New Tecumseth with other neighbouring communities such as Bradford.	58	15%	57	15%	92	24%	83	22%	85	22%	10	3%	385	100%	3.21

10. To what degree should additional money be spent on the following facilities....

	Don't Spend (1) ←-----→								Definitely Spend (5)		Don't Know		Total		AVG	Highest Priority	
	#		%		#		%		#		%		#			%	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	
Indoor Pools	16	4%	8	2%	45	12%	91	24%	224	58%	1	0%	385	100%	4.30	167	43%
Nature Trails	9	2%	20	5%	95	25%	124	32%	133	35%	4	1%	385	100%	3.92	81	21%
Youth Centres	10	3%	8	2%	82	21%	148	38%	130	34%	7	2%	385	100%	4.01	68	18%
Seniors' Centres	17	4%	37	10%	93	24%	127	33%	94	24%	17	4%	385	100%	3.66	44	11%
Off-Leash Dog Parks	95	25%	59	15%	83	22%	64	17%	74	19%	10	3%	385	100%	2.90	44	11%
Additional Parkland	8	2%	21	5%	65	17%	155	40%	133	35%	3	1%	385	100%	4.01	43	11%
Paved Trails	26	7%	41	11%	96	25%	114	30%	105	27%	3	1%	385	100%	3.60	39	10%
Gymnasiums	16	4%	32	8%	109	28%	119	31%	101	26%	8	2%	385	100%	3.68	34	9%
South Simcoe Steam Train	34	9%	47	12%	108	28%	103	27%	82	21%	11	3%	385	100%	3.41	33	9%
Arenas / Ice Pads	99	26%	77	20%	77	20%	69	18%	57	15%	6	2%	385	100%	2.76	30	8%
Theatres or Performing Arts	32	8%	54	14%	121	31%	119	31%	58	15%	1	0%	385	100%	3.30	24	6%
Soccer Fields	31	8%	63	16%	110	29%	103	27%	65	17%	13	3%	385	100%	3.29	22	6%
Children's Splash Pads	29	8%	49	13%	101	26%	110	29%	87	23%	9	2%	385	100%	3.47	21	5%
Fields for Rugby, Lacrosse, Football, or Field Hockey	34	9%	63	16%	134	35%	86	22%	54	14%	14	4%	385	100%	3.17	19	5%
Playgrounds	13	3%	31	8%	124	32%	129	34%	84	22%	4	1%	385	100%	3.63	15	4%
Skateboard Parks	81	21%	74	19%	120	31%	61	16%	32	8%	17	4%	385	100%	2.70	10	3%
Tennis Courts	35	9%	70	18%	151	39%	78	20%	40	10%	11	3%	385	100%	3.05	8	2%
Baseball or Softball Diamonds	41	11%	66	17%	140	36%	81	21%	45	12%	12	3%	385	100%	3.06	7	2%
Museums	40	10%	92	24%	127	33%	88	23%	33	9%	5	1%	385	100%	2.95	6	2%
Outdoor Basketball Courts	37	10%	70	18%	130	34%	98	25%	39	10%	11	3%	385	100%	3.09	2	1%
Lawn Bowling Courts	97	25%	105	27%	104	27%	41	11%	20	5%	18	5%	385	100%	2.41	0	0%
															<b>Total</b>	<b>717</b>	

11. Please indicate your level of agreement with the following statements....

	Strongly Agree (1)		Agree (2)		Disagree (3)		Strongly Disagree (4)		Don't Know/ No Opinion		Total		AVG.
	#	%	#	%	#	%	#	%	#	%	#	%	
Although an indoor pool could be expensive to build and maintain, the Town should make the development of a pool a priority.	116	30%	186	48%	67	17%	11	3%	5	1%	385	100%	1.93
Travelling to recreational and cultural activities anywhere in New Tecumseth is not a problem for your household.	32	8%	286	74%	47	12%	15	4%	5	1%	385	100%	2.12
Recreational facilities in the Town of New Tecumseth are well-maintained.	20	5%	232	60%	66	17%	11	3%	56	15%	385	100%	2.21
You would pay additional taxes to have new facilities built.	29	8%	226	59%	95	25%	17	4%	18	5%	385	100%	2.27
There are sufficient parks and open space close to your home.	28	7%	220	57%	111	29%	22	6%	4	1%	385	100%	2.33
You would pay additional taxes to have existing facilities improved.	17	4%	226	59%	105	27%	17	4%	20	5%	385	100%	2.33

## 12. If the Town were to build an Indoor Pool, how far would you be willing to drive to use it?

	#	%
Less than 5 minutes	36	9%
5 to 10 minutes	94	24%
11 to 15 minutes	114	30%
16 to 20 minutes	68	18%
21 to 25 minutes	10	3%
26 to 30 minutes	14	4%
Over 30 minutes	3	1%
Don't Know	46	12%
<b>Total</b>	<b>385</b>	<b>100%</b>

## DEMOGRAPHICS

## 13. How many people including yourself live in your household?

	#	%
1	30	8%
2	123	32%
3	72	19%
4	102	26%
5	42	11%
6	7	2%
7	6	2%
10	1	0%
<b>Total</b>	<b>1204</b>	<b>99%</b>
No Response	2	
Average Household Size	3.14	

## 14. Please indicate the total number of persons within your household that fall into the following age categories?

	#	%
under 10 years	159	13%
10 - 19 years	213	18%
20 - 34 years	189	16%
35 - 54 years	402	33%
55+	241	20%
<b>Total</b>	<b>1204</b>	<b>100%</b>

## 15. In what year were you born?

	#	%
1929 or earlier (78+ yrs)	8	2%
1930 to 1939 (68 to 77 yrs)	29	8%
1940 to 1949 (58 to 67 yrs)	56	16%
1950 to 1959 (48 to 57 yrs)	92	26%
1960 to 1969 (38 to 47 yrs)	91	26%
1970 or later (16 to 37 yrs)	77	22%
<b>Total</b>	<b>353</b>	<b>100%</b>
No Response	32	
Average	1958	

**APPENDIX B**

**16(a). Do you live in New Tecumseth or Adjala-Tosorontio?**

	#	%
New Tecumseth	367	95%
Adjala-Tosorontio	18	5%
<b>Total</b>	<b>385</b>	<b>100%</b>

**16(b). Do you live closest to...?**

	#	%
Alliston	191	50%
Tottenham	117	30%
Beeton	77	20%
<b>Total</b>	<b>385</b>	<b>100%</b>

**17. About how long have you lived in New Tecumseth**

	#	%
Less than 5 years	53	14%
5 to 9.9 years	82	22%
10 years or more	236	64%
No Response	14	N/A
<b>Total</b>	<b>385</b>	<b>100%</b>

**18. What is your household's total annual income before taxes?...**

	#	%
Under \$30, 000	13	5%
Between \$30, 000 and \$49,999	34	13%
Between \$50,000 and \$69,999	59	23%
Between \$70,000 and \$89,999	44	17%
Over \$90,000	106	41%
<b>Total</b>	<b>256</b>	<b>100%</b>
No Response	129	

**19. Gender**

	#	%
Male	134	35%
Female	251	65%
<b>Total</b>	<b>385</b>	<b>100%</b>

Town of New Tecumseth  
Leisure & Culture Master Plan Update

**APPENDIX C: PARKS INVENTORY**





PARK ID	PARK NAME	COMMUNITY	CLOSEST STREETS	OWNERSHIP	CLASSIFICATION	AREA (ha)	MAJOR DIAMOND - LIT	MAJOR DIAMOND - UNLIT	MINOR DIAMOND - UNLIT	PRACTICE / SCRUB DIAMOND	SOCCER - MAJOR LIT	SOCCER - MAJOR UNLIT	SOCCER INTERMEDIATE	SOCCER MINI	Football / Rugby / Other Sports	RUNNING TRACK	TENNIS - LIT	TENNIS - UNLIT	LAWN BOWLING	BASKETBALL FULL COURT	BASKETBALL HALF COURT	OUTDOOR ICE RINKS	SKATEPARK	PLAY EQUIPMENT - CREATIVE	PLAY EQUIPMENT - TRADITIONAL	OUTDOOR POOL	WATERPLAY FACILITY	BEACH	WASHROOM	SHELTER	BANDSHELL	CENOTAPH	PICNIC PAVILION	CONCESSION STAND	PARK SIGN	ONSITE PARKING	PATH/NATURE TRAIL	Comments	
31	Glimmer Gardens	Tottenham	Potter & Queen St. N	Municipal	Neighbourhood	0.12																																	
32	Tottenham & District Community Centre	Tottenham	139 Queen St. N	Municipal	Community	1.08																												Y	Y			Indoor elements: ice rink, gymnasium/banquet hall, co-op preschool	
33	Tottenham Community Centre Park	Tottenham	139 Queen St. N	Municipal	Community	3.48	1				1	1											1			1								Y				Full soccer field is scheduled by the Town as 2 mini fields. Adjacent to Father O'Reilly School.	
34	Eastern Avenue	Tottenham	Eastern Avenue	Municipal	Neighbourhood	0.92	1																	Y															
35	Joan Sutherland Park	Tottenham	Gunning & McGahey	Municipal	Community	2.12					1																						Y				Formerly "Arvida Park".		
36	Walkem Drive Park	Tottenham	Walkem Drive	Municipal	Neighbourhood	0.62																		Y	Y													Municipal well building on-site.	
37	Keogh Park	Tottenham	Keogh and Mill St. E	Municipal	Community	1.33	1										3	Y									Y	Y	Y									Tennis courts are club courts. Lawn bowling greens do not appear to be maintained.	
38	Albert Street Park	Tottenham	Rogers Road	Municipal	Community	1.01		2			2				1																							Adjacent to Tottenham Public School	
39	Boulevard Park	Tottenham	The Boulevard	Municipal	Neighbourhood	0.51																		Y	Y														
40	Brown Street Park	Tottenham	Brown Street	Municipal	Neighbourhood	0.12																		Y	Y														Small parkette - single access point
41	Coventry Park	Tottenham	6830 4th Line	Municipal	Community	12.68	1	2																			Y	Y					Y	Y	Y			Behind water treatment plant - isolated	
42	Tottenham Conservation Area	Tottenham	6787 4th Line	N.V.C.A	Special Open Space	29.95																		Y	Y	1	Y					Y			Y	Y			Lease expires 2026
43	Nature Trail	Tottenham	North side of 4th Line	N.V.C.A	Special Open Space	13.15																													Y				
44	Banting Memorial High School	Alliston	Victoria Street	SCDSB	School	N/A								1	1																								
45	Alliston Union Public School	Alliston	Albert St. W.	SCDSB	School	N/A		2												3			Y																Town schedules the diamonds
46	Ernest Cumerland PS	Alliston	8th Avenue	SCDSB	School	N/A						1							1				Y																Town schedules the mini field
47	Holy Family Catholic School	Alliston	King Street	SMCDSB	School	N/A														4			Y	Y															
48	St. Paul's Catholic School	Alliston	161 Wellington Street E.	SMCDSB	School	N/A														4			Y	Y															
49	Alliston Community Christian School	Rural	Located in Adjala Tos	Alliston Community Christian School	School	N/A			1			2								1			Y	Y															Town schedules the soccer fields
50	Tecumseth North Central PS	Rural	10 Sideroad & 12th Line	SCDSB	School	N/A			1	1										1			Y	Y															Town schedules the soccer field (practice only)
51	Tecumseth Beeton PS	Beeton	Patterson	SCDSB	School	N/A			1	2										1			Y	Y															Town schedules the soccer fields
52	Tecumseth South Central PS	Rural	10 Sideroad & 5th Line	SCDSB	School	N/A			2	1				1						1			Y	Y															Town schedules the soccer field (practice only)
53	Tottenham PS	Tottenham	Rogers Road	SCDSB	School	N/A														1			Y	Y															Adjacent to Albert Street Park
54	Father F.X. O'Reilly Catholic School	Tottenham	Queen St. N	SMCDSB	School	N/A			1		1				1					1			Y	Y															Town schedules the soccer field
55	St. Thomas Aquinas Catholic High School	Tottenham	Queen & 5th Line	SMCDSB	School	N/A					1				1																								Town schedules the soccer field (used for football as well)
56	St. James Catholic School	Rural	Located in Adjala Tos (7332 St. James Lane)	SMCDSB	School	N/A			1	1					1					1			Y	Y															Town schedules the soccer field (practice only)
57	Monsignor J.E. Ronan Catholic School	Beeton	10 Lilly Street	SCDSB	School	N/A					1																												Town schedules the soccer field
<b>Total</b>						<b>147.25</b>	<b>9</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>1</b>	<b>18</b>	<b>13</b>	<b>9</b>	<b>3</b>	<b>7</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>20</b>	<b>0</b>	<b>2</b>	<b>27</b>	<b>27</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>11</b>	<b>14</b>	<b>4</b>		

Neighbourhood	21	17.33
Community	18	69.20
Special Open Space	4	60.72
<b>Total</b>	<b>43</b>	<b>147.25</b>