

**Recreation Needs Analysis  
(FINAL)**

Report

October 5, 2007

Recreation Needs Analysis  
Town of Hampton

Holly McMackin - Project Manager

*Submitted by*  
**Dillon Consulting Limited**

October 5, 2007

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PO Box 1066  
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Attention: Richard Malone  
Director of Leisure Services

**Re: Recreation Needs Analysis (FINAL) Report**

Dear Mr. Malone:

Dillon Consulting Limited is pleased to provide you with twelve (12) copies of the Recreation Needs Analysis (FINAL) report for the Town of Hampton.

Please do not hesitate to contact Holly McMackin at (506) 633-5615 or [hcmackin@dillon.ca](mailto:hcmackin@dillon.ca) should you have any questions in regards to this submission.

Yours sincerely,

**DILLON CONSULTING LIMITED**

Holly McMackin, MPlan  
Project Manager

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## EXECUTIVE SUMMARY

The Hampton Recreation Needs Analysis identifies community recreation needs and priorities, and articulates strategic recommendations for responding to those needs and priorities. This analysis contains recommendations that were shaped by: a review of relevant planning considerations including recreation and demographic trend data; a facility inventory and assessment; and public consultation. The analysis also contains an implementation schedule and information on potential funding sources for implementing recommendations.

The recommendations listed below are discussed in greater detail in Section 5.0 of this report.

- Recommendation 1:** Develop an updated Recreation Master Plan to establish a framework for setting management priorities and to provide specific direction for recreational resources within Hampton.
- Recommendation 2:** Develop an Open Space Plan which will identify principles, policies, and strategies for the acquisition and development of open space in Hampton.
- Recommendation 3:** Develop a Facility Allocation Policy to formalize and prioritize access to municipal facilities.
- Recommendation 4:** Develop a formal Volunteerism Policy which includes tangible recommendations that will help to foster and support volunteerism in the community for recreation and other Town services.
- Recommendation 5:** Pursue development of Joint Use Agreements with School District 6 where appropriate.
- Recommendation 6:** Identify potential partners for facility or initiative development and initiate discussions.
- Recommendation 7:** Define the role and responsibilities of the student representative on the Leisure Services Advisory Committee in order to create more opportunity for meaningful youth input in recreation programming.

- Recommendation 8:** The Leisure Services Department should develop a comprehensive recreation page on the Town's website including facility scheduling and programming information. On-line registration and facility scheduling programs should be investigated.
- Recommendation 9:** Purchase a digital sign to be placed at a central location for the purposes of advertising local accomplishments and community sports and cultural events.
- Recommendation 10:** Carry out a feasibility analysis to determine the feasibility, preferred location, and funding options for the development a multipurpose facility containing 1 or more ice surfaces and to determine the future use of the existing arena.
- Recommendation 11:** The Town should initiate discussions with potential partners to investigate the opportunity to develop a partnership for the creation of a multipurpose facility.
- Recommendation 12:** The Leisure Services Department and the Leisure Service Advisory Committee should take on an active role in determining the components of the Town Commons project. In particular, the results of this study should be considered.
- Recommendation 13:** The development of an Outdoor Rink should be considered as a part of the Town Commons project.
- Recommendation 14:** The development of an Outdoor Cultural Space should be considered as a part of the Town Commons project.
- Recommendation 15:** The replacement of the Main Street Park play equipment should be considered as a part of the Town Commons project.
- Recommendation 16:** The feasibility of developing equipment storage space, a gymnasium, indoor running track, equipment rental space and service; cultural centre, multipurpose space (suitable for dance and martial arts, and other uses), and a fitness centre should be investigated as a part of the multipurpose facility feasibility study identified in Recommendation 10.
- Recommendation 17:** The Town should proceed with plans to develop a field house facility near HHS that would consist of washroom and changeroom facilities, as well equipment storage space for user groups. An equipment rental service should also be considered as a part of this concept.

- Recommendation 18:** The Town should consider resurfacing the outdoor basketball courts in Sunset Villa Park, Highland Drive Park, and Randall Park in order to ensure that adequate recreation opportunities are available in all neighbourhoods. The Sunset Villa Park, in particular should be a focus, given its status as the only park on the south side of Hampton.
- Recommendation 19:** Create a Cultural Officer position within the Leisure Services Department, who would be responsible for the provision of municipal cultural activities and for supporting the arts and culture community of Hampton.
- Recommendation 20:** Create a trail maintenance work crew through the addition of two new maintenance staff positions who will be responsible solely for trail maintenance.
- Recommendation 21:** Provision of additional trails should be considered as a part of the Open Space Planning process suggested in Recommendation 2.

## **1.0 THE PROJECT**

Dillon Consulting Limited (Dillon) was retained by the Town of Hampton (Town) to undertake a study to assess the Town's current and future recreation and leisure needs. The scope of work for this Recreation<sup>1</sup> Needs Analysis (RNA) included the following components:

- Researching relevant demographic, and recreational trends;
- Conducting a general municipal facility assessment;
- Identifying and consulting with stakeholders and the public about recreation and leisure needs and priorities; and
- Identifying overall needs and priorities and making recommendations to provide the Town with direction in terms of addressing those needs.

The RNA will identify community needs and priorities, and articulate strategic recommendations for responding to the gaps.

### **1.1 Introduction**

Leisure and recreation activities are an essential component of any community. Such activities play an important role in strengthening a sense of community, promoting active and healthy lifestyles, attracting new residents, and in the overall quality of life for residents. This is particularly true in the case of Hampton, where a wide variety of leisure and recreation services are not only offered but are often used at or near full capacity by residents and non-residents alike.

Community needs are changing faster than ever before. It is a challenge for municipalities to keep pace with these changes, not only in the provision of services, but in understanding the nature of citizen's needs. An assessment of community needs, values, and preferences is critical in order for the service delivery system and infrastructure of the Town of Hampton to be relevant, responsive, deliver value and benefits, and meet the needs of all residents.

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<sup>1</sup> For the purposes of this study, recreation (programs, facilities, services, and activities) is an inclusive term for activities and interests that take place during a person's leisure time. These can be active or passive, sports, leisure, or arts and culture activities.

The Recreation Needs Analysis (RNA) is timely for a number of reasons. With projects such as the Point Lepreau Refurbishment underway and potential projects such as the second Irving Oil Refinery and the Liquid Natural Gas Pipeline under review, the Greater Saint John Area (GSJA), including the Town of Hampton, could experience significant economic and population growth over the next decade. In addition to such projected growth, recreation has recently become an important concern for municipalities in the GSJA. The City of Saint John has completed a preliminary study exploring the possibility of developing a multiplex recreation facility; the Town of Quispamsis is pursuing development of a multipurpose facility including an outdoor pool, rink, and walking track; and in the Town of Rothesay, two artificial sports fields are under construction and the municipality is moving forward with plans to add a second ice surface to the existing Rothesay arena. The Town of Hampton also has some exciting community projects underway, such as the new riverside Lighthouse Park project being developed in partnership with the St. John River Society and the Town Commons project, which will have implications for recreation opportunities in the Town.

Municipal leisure and recreation services were last reviewed by the Town in 1989 when a Tourism and Recreation Master Plan was created. Given the existing high usage rates of recreation facilities and programs, projected demographic and economic changes, and changes in leisure and recreation trends, the RNA will be an essential step towards ensuring the adequate provision of leisure and recreation services in the Town of Hampton.

## 1.2 Organization of Report

The RNA is organized into six sections, listed below.

1.0	The Project	Introduction and study process overview
2.0	Planning Considerations	A review of relevant trends, reports, and demographic trends.
3.0	Facility Inventory & Assessment	Provides a summary of existing municipal facilities and programs.
4.0	Consultation	Includes summaries of workshop, focus groups, survey, and open house activities.
5.0	Analysis & Recommendations	Based on information gathered in the preceding sections, this section analyzes the current facilities and programs and makes recommendations for their future provisions.
6.0	Implementation & Funding	Provides information on phasing and costs of implementing the recommendations and outlines possible funding sources.

## 2.0 PLANNING CONSIDERATIONS

There are a number of considerations which provide essential background for the RNA. This chapter of the report provides an overview of these considerations which include: demographic projections, relevant trends, the current role of Hampton's Leisure Services Department, and previous studies and upcoming projects.

### 2.1 Demographics

Demographic context is important in planning for the future provision of recreation services. Historically, the Town of Hampton and its surrounding rural communities have experienced little to no growth. However, it is also important to consider the current economic context in the GSJA and the potential for significant future growth as a result of major infrastructure projects. This section explores past and current demographic trends and characteristics of Hampton and its surrounding areas (the Baseline) but also provides an overview of a possible scenario based on the potential for significant future economic growth<sup>2</sup> and its associated impacts which may be relevant to recreation in Hampton (Potential for Growth).

#### Baseline

The Town of Hampton is located within the Saint John Census Metropolitan Area (CMA). The Saint John CMA also includes the City of Saint John, the Towns of Grand Bay-Westfield, Rothesay, and Quispamsis, the Village of St. Martins, and various other parishes. Rural areas adjacent or near to Hampton (Kingston Parish, Hampton Parish, Springfield Parish, and the Parish of Norton) are particularly important to consider because residents of these areas are some of the primary users of Hampton's recreation facilities and programs<sup>3</sup>. Unlike the recreation facilities of the Towns of Rothesay and Quispamsis which primarily serve the residents of those communities, Hampton facilities are used not only by local residents but also by a relatively large number of residents from surrounding rural communities. For many of these rural residents, Hampton recreation facilities are the closest available option.

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<sup>2</sup> This study does not include detailed population projections based on the impact of future infrastructure projects. Such projections require detailed study and analysis of a number of variables (e.g. trends in household growth, size, and type, income, wage rates, labour force activity, housing market & supply, detailed review of proposed projects and predicted labour requirements, economic impact, etc).

<sup>3</sup> This study did not investigate the actual numbers or percentage of non-resident users at Hampton recreation facilities or programs.

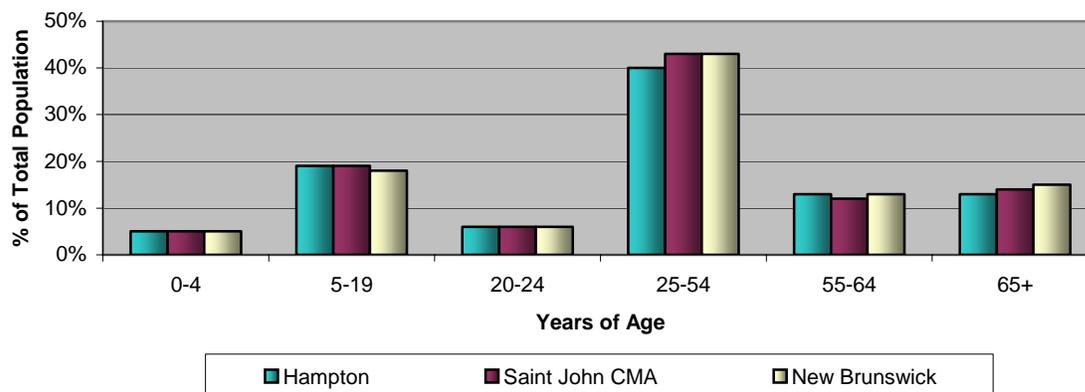
Over the past 20 years, the Town of Hampton has experienced a slight increase in population, while the Saint John CMA as a whole has experienced a decrease in population due to out-migration of residents from the City of Saint John to suburban areas. The Towns of Rothesay and Quispamsis have both experienced fairly significant increases in population. Rural areas adjacent or near to Hampton (Kingston Parish, Hampton Parish, Springfield Parish, and the Parish of Norton) have in general experienced population growth over the past 25 years.<sup>4</sup>

**Table 2.1: Population Changes in Various Areas (1991-2006)**

POPULATION CHANGES (1991-2006)					
	1991	1996	2001	2006	% Change (1991-2006)
<b>New Brunswick</b>	723,900	738,133	729,498	729,995	0.8%
<b>Saint John CMA</b>	125,838	125,705	122,678	122,389	-2.7%
<b>Town of Quispamsis</b>	12,665	13,163	13,757	15,239	20.3%
<b>Town of Rothesay</b>	9,211	9,228	11,505	11,637	26.3%
<b>Town of Hampton</b>	3,826	4,085	3,995	4,004	4.7%
<b>Kingston (Parish)</b>	2,738	2,873	2,817	2,888	5.5%
<b>Hampton (Parish)</b>	2,312	2,635	2,721	2,724	17.8%
<b>Springfield (Parish)</b>	1,546	1,619	1,523	1,572	1.7%
<b>Norton (Parish)</b>	1,174	1,126	1,222	1,209	3.0%

The age distribution of the Hampton population is fairly similar to that of the Saint John CMA and the province of New Brunswick, as seen in Figure 2.1. Figure 2.1 clearly shows that the majority of those populations are between 25 and 54 years of age, and a significant cohort between the ages of 5 and 19 years.

**Figure 2.1: Age Distribution of Hampton, Saint John CMA, & N.B. (2006 Census)**



<sup>4</sup> Statistics Canada. (2007). *2006, 2001, and 1996 Community Profiles*. Census 2007, 2001, 1996 Statistics Canada.

Table 2.2 outlines the changes in age distribution for Hampton in the past 10 and 5 years. This information is illustrated in Figure 2.2.

**Table 2.2: Changes in Age Distribution, Town of Hampton**

TOWN OF HAMPTON					
	1996	2001	2006	% Change 2001-2006	% Change 1996-2006
<b>Total</b>	4085	3995	4004	0.2%	-2.0%
<b>0-4</b>	300	245	220	-10%	-26.7%
<b>5-19</b>	1030	1010	765	-24%	-25.7%
<b>20-24</b>	275	225	235	4%	-14.5%
<b>25-54</b>	1775	1705	1605	-6%	-9.6%
<b>55-64</b>	285	410	540	32%	89.5%
<b>65+</b>	410	410	530	29%	29.3%

**Figure 2.2: Percent Change in Population by Age, Town of Hampton**

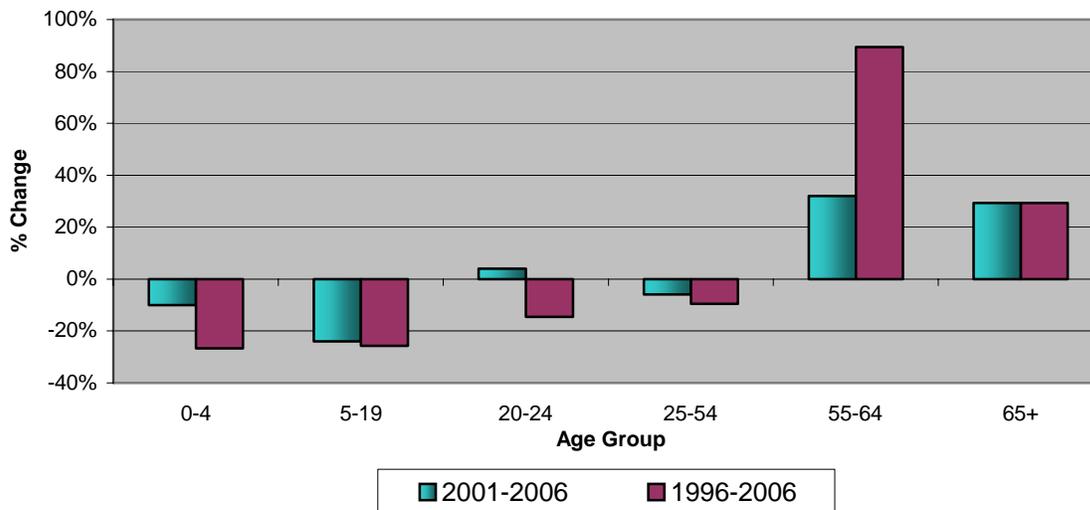


Figure 2.2 clearly illustrates that Hampton has been experiencing a decrease in numbers of residents aged 0 – 54 but an increase in residents aged 55 or older. These changes indicate that Hampton has an ageing population. It should be noted that although the percent changes in population by age group appear substantial, the numbers are somewhat misleading because of Hampton's small population size. In other words, a percent increase of 30% for people aged 65 and older is in reality the addition of 120 people.

As indicated above, the Town of Hampton population has not experienced a great deal of growth in the last 15 years. Population projections based on the average change of population between 1991 and 2006 suggest that there could be an increase of 0.35% in population over the next 20 years. Table 2.3 shows the population projections of Hampton for the next 20 years based on the average change of population between 1991 and 2006.

**Table 2.3 Population Projections, Town of Hampton**

YEAR	POPULATION	% CHANGE
1991	3,826	1.4%
1996	4,085	-0.4%
2001	3,995	0.05%
2006	4,004	0.35%
2011	4,018	0.35%
2016	4,032	0.35%
2021	4,046	0.35%
2026	4,060	0.35%

### Potential for Growth

The population projections for Hampton and the Saint John CMA provided in Section 2.1 are based on historical data and do not take into account the potential growth which could result if the aforementioned major projects are implemented.

Both the Province of New Brunswick and the GSJA are experiencing significant economic expansion; currently there are upwards of \$3 billion of energy projects currently underway in the GSJA, including construction of the Canaport Liquefied Natural Gas Terminal and the refurbishment of Point Lepreau Nuclear Generating Station. In particular, Saint John's initiative to become Atlantic Canada's energy hub could have enormous impacts on the economy; there is upwards of \$10 to \$12 billion more in infrastructure investments under consideration, including a second Irving Oil Refinery and a second nuclear power reactor at Point Lepreau. Given the scale of these projects, they have the power to profoundly impact the GSJA in a number of ways. In particular, these projects could significantly expand the local, regional, and provincial economies and lead to considerable population growth in the GSJA. This is relevant for Hampton in the context of being a suburban community of the GSJA which could experience those impacts.

The GSJA is already experiencing some positive impacts which may be partially attributed to the recent economic growth and speculation on future growth. For example, the unemployment rate in the Saint John CMA in 2006 was 6.1 percent - the lowest in the 20 year history for which unemployment rate data is available and significantly lower than the 13.1 percent of 1997. The housing sector has also become more active in recent years; between 1996 and 2002 new housing starts averaged only 319 units per year, however since 2002 there have been over 500 new units on an annual basis. The value of new construction in Saint John in the first five months in 2007 was greater than every complete year from 2000 to 2006.<sup>5</sup> Quispamsis experienced a 29 percent increase in total construction value.<sup>6</sup>

The projected economic growth of the region could have a significant impact on Hampton and its surrounding rural areas. Hampton is located approximately 35 km from the urban core of the City of Saint John and approximately 20 km from the Towns of Rothesay and Quispamsis – very reasonable commuting distances. As the suburban communities of Rothesay and Quispamsis continue to grow and become more congested, Hampton will continue to become a more appealing choice for citizens who work in Saint John but want to live in a suburban community with small town character. Hampton today could be in much the same situation as the Towns of Rothesay and Quispamsis were 20 years ago – on the precipice of significant population growth. Already Hampton is experiencing increased growth as evidenced in the number of recently constructed garden homes and upcoming commercial construction.

If Hampton, along with its adjacent rural areas and the rest of the Saint John CMA, continue to grow over the next 20 years as recent speculation predicts, the Town will be providing recreation facilities and programs for a larger population – perhaps significantly larger than the population of 4,060 people predicted based on calculations from Statistics Canada data. This is an important factor to be considered when planning for the future provision of recreation services and facilities in the Town.

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<sup>5</sup> Mazerolle, John. 2007. “Construction roaring ahead; Saint John is on pace to more than double its best construction year during this decade”. *Telegraph Journal*, July 3, 2007 pg.C.1

<sup>6</sup> New Brunswick Telegraph Journal. 2007. “Permits down but construction value rises”. *Telegraph Journal*, February 22, 2007 pg.C5

Whenever possible, the Town should continue to monitor and participate in any regional planning or strategic initiatives that may take place as the GSJA prepares for the impacts of the potential growth which may result from major infrastructure projects.

## 2.2 Recreation Trends

This section examines significant trends related to recreation which could influence the planning and development of new facilities and services in Hampton. Trend data was gathered through a literature review and discussions with sport governing bodies and government officials.

### Municipal Service Standards

Canadian municipalities provide public recreation facilities with the intent of satisfying the activity needs of the citizens of the community. However as characteristics of the community change (e.g. age and participation rates for various sports), it can be a challenge to maintain expensive facilities. Population standards are a method that have been used to address recreation needs; as population figures for a community reach certain thresholds, additional facilities are required in order to meet needs.

Arenas are common facilities that are found in both rural and urban Canadian communities. The *Ontario Recreation Facilities Association* has published *Guidelines for Facility Planning: Design and Construction*.<sup>7</sup> These guidelines contain ratio standards for arena development. Table 2.4 provides a breakdown of these ratio levels.

**Table 2.4: Ratio Standards for Arena Development**

ICE ACTIVITY USE	RATIO STANDARD
Very Active Use	One artificial ice rink per 8,000 people
Fairly Active Use	One artificial ice rink per 14,000 people
Somewhat Active Use	One artificial ice rink per 20,000 people

Although the Province of New Brunswick does not have their own facility standards ratio, they do follow the standards set out by the *Ontario Recreation Facilities Association*.<sup>8</sup> However, due to the size of communities and the population distribution

<sup>7</sup> Ontario Recreation Facilities Association (2002). *Guidelines for Facility Planning: Design and Construction Methods*. Toronto, Ontario.

<sup>8</sup> Wishart Barry. (2007). *Government of New Brunswick: Department of Wellness Culture and Sport*. Personal communication via telephone on June 22, 2007.

within the province, it is often difficult to follow these standards. The province of Nova Scotia, in an attempt to deal with the issue of population distribution developed standards of 1 arena to 12,000 people in rural areas and 1 arena to 20,000 people in urban areas.<sup>9</sup> These standards allow for the development of arenas in smaller communities that may not have the population base to support an arena. The Province of New Brunswick follows a similar ratio to that set by Nova Scotia.

The drawback of the service standard approach is that although it can help gauge the needs of the community in the context of similar-sized communities, it is based solely on total population and does not account for cohort distinctions, costs, usage, or, community-specific issues.

Research indicates that the use of standards for facility provision based solely on the size of population is no longer as common as it once was in municipalities across Canada. Instead, municipalities are relying on recreation master planning processes, taking into account: population, future growth, existing facilities, traditional patterns of use in the community, the historical approach to facility provision and budgeting of costs, driving distances, current trends in the provision of recreation services, and a public consultation process. Separate feasibility studies are then undertaken for specific facilities, in the context of the Recreation Master Plan. It is also important to consider more than just population, particularly in the case of sports facilities (such as arenas, soccer fields, gymnasiums, etc) because the use of these facilities is often driven by sport interest rather than general community need or total population. Hampton is considered a prime example of a municipality where recreation needs are better defined by usage and interest versus population.

### Age Related Trends

The following section describes age related trends which have the potential to impact the need for recreation services and facilities.

#### *Youth*

On a national level, Canadian youth are living an increasingly sedentary lifestyle and are experiencing increased weight issues as a result. Increasing popularity of and access to alternative sedentary leisure activities (e.g. computer, video games, television) are

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<sup>9</sup> Ibid.

contributing factors. Concurrent reductions in physical education and programs in schools have also contributed to this trend.

Canadian youth have varied interests with respect to physical activity participation. Table 2.5 represents a breakdown of the most popular activities for youth under the age of 20.<sup>10</sup>

**Table 2.5: Popular Physical Activities for Youth in Canada**

ACTIVITY	% of YOUTH PARTICIPATING
Walking	66%
Jogging or Running	56%
Bicycling	49%
Swimming	45%
Home Exercise	43%
Basketball	43%
Soccer	35%
Popular or Social dancing	32%
Volleyball	31%
Gardening or Yard Work	31%
Weight Training	30%

Roughly 72% of Canadian youth participate in sports. Of the 72% that do participate, 79% are involved in a competitive structured environment, 14% in a non-competitive structured environment and 5% in a non-competitive, non-structured environment. The level of sport participation among youth decreases from 72% between the ages of 5 to 12 to 61% between the ages of 13 and 17 years.<sup>11</sup> These statistics demonstrate that sport and recreation activities both structured and non-structured are important for Canadian youth.

There are a number of constraints which influence youth participation in recreation and leisure activities; primary of which are transportation, finances, scheduling, and access to opportunities. Lack of easy access to structured recreation opportunities can lead to an increased reliance on unstructured activities. This is particularly true in rural areas where lack of transportation can often be an issue for youth.

<sup>10</sup> Canadian Fitness and Lifestyle Research Institute. (2005). *Physical Activities Among Canadians: The Current Situation*. Obtained from the world wide web: <http://www.cflri.ca/eng/publications/index.php>

<sup>11</sup> Ibid.

### Adults

Given adults' often hectic and busy schedule, there has been an increasing popularity of unstructured recreation opportunities such as walking, biking, hiking, jogging, gardening, etc. Chart 2.6 represents a breakdown of popular physical activities among adults in Canada aged 20 and older.<sup>12</sup>

**Table: 2.6: Popular Physical Activities for Adults in Canada**

ACTIVITY	% of ADULTS PARTICIPATING
Walking	71%
Gardening	49%
Home Exercise	33%
Swimming	22%
Bicycling	20%

### Seniors

Between 1991 and 2003, the life expectancy at age 65 in Canada increased by 1.2 years to 19.2 years. Between 2006 and 2026 the number of people over the age of 65 is expected to nearly double from 4.3 million to 8.0 million, representing 21.2% of the total population<sup>13</sup>. In Hampton, 2006 Census data shows that the number of people over the age of 65 increased from 410 (10.3%) in 2001 to 530 (13.2%) in 2006 – a percent increase of nearly 30%.

Many adults in their late 50s, 60s, and 70s have a reasonably disposable income and continue to be healthy and physically active. Time spent in leisure and recreation activities typically increase for many adults following retirement and statistics indicate that participation rates are much higher than those of younger adults. Popular activities include walking, golf, bowling, bicycling, gardening, swimming, etc.

<sup>12</sup> Canadian Fitness and Lifestyle Research Institute. (2005). *Physical Activities Among Canadians: The Current Situation*. Obtained from the world wide web: <http://www.cflri.ca/eng/publications/index.php>

<sup>13</sup> Statistics Canada. (2007). *A portrait of seniors*. Obtained from the world wide web: <http://www.statcan.ca/Daily/English/070227/d070227b.htm>

### Participation Trends

On a national level, there has been an overall decline in participation in team sports activities. This is primarily a reflection of the ageing population and the resulting decrease in the number of people at an age where they are likely to participate in team sports – children and youth. Increasing participation by females in team sports, such as hockey, have partially offset declining participation numbers. However, in communities with a high proportion of young families, such as Hampton, team sports continue to remain popular. They will likely remain so, as long as young families continue to move to, and live in, Hampton.

Involvement in ice sports remain stable due to increased female participation. Softball/slow pitch remains stable or shows a slight increase in participation. Baseball and racquet sports (tennis, squash, racquetball) show declining participation. Participation in other gymnasium sports (basketball, volleyball, etc) is increasing particularly where there are opportunities for unstructured or more flexible participation. Interest in swimming continues to rise – likely a result of the ageing population's demand for this low-impact activity. Soccer continues to grow in popularity, both at the local and national level.

Emerging sports – such as Ultimate Frisbee, in-line skating, and in-line hockey are demanding more facility time. In some cases these sports are an opportunity for new off-season uses for arenas and in other cases these sports are placing additional pressure on over-booked facilities.

### Arts and Cultural Trends

Participation in arts and cultural activities is growing in response to greater awareness and opportunity, increasing affluence, and education. In particular, there are significant concentrations of artists in small and rural communities across Canada and their presence contributes to the quality of life and the social and economic vitality of these communities. A strong arts and cultural community can contribute to a sense of community and can help attract new residents. This is particularly true of Hampton and its surrounding communities, which have a high concentration of residents involved in arts and culture (the nearby Parish of Hampton has the second highest percentage of artists in small communities in Atlantic Canada at 2.8%<sup>14</sup>).

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<sup>14</sup> Hill Strategies Research Inc. 2006. *Artistic Small and Rural Communities in Atlantic Canada*. Obtained from the world wide web: [http://www.hillstrategies.com/resources\\_details.php?resUID=1000156&lang=0](http://www.hillstrategies.com/resources_details.php?resUID=1000156&lang=0)

### Declining Volunteerism

As reported by Statistics Canada, the number of people volunteering their time is decreasing. Between 1997 and 2000, Canada lost one million volunteers and 53 million volunteer hours. Although fewer Canadians volunteered during that period, those who did devoted more time; in 2000, volunteers contributed an average of 162 hours, up from an average of 142 hours in 1997<sup>15</sup>. Recreation departments will need to be creative in how volunteers are deployed and their efforts recognized.

### Facility Design Trends

There is an increasing trend toward the development of multi-use facilities as opposed to either smaller neighbourhood recreation centres or single purpose buildings as stand alone units. In terms of economics, a multiuse building is more efficient to operate than a number of smaller separate buildings; management, programming, and maintenance staff are centralized and equipment costs are reduced in comparison to operating several small buildings. A multiuse building that allows for flexible programming allows more needs to be met in a single location and provides a meeting place for a broad range of demographics and interests. There is also a focus on designing these facilities to be as aesthetically pleasing as possible, given that they will be new centres for the community.

However, the importance of providing some neighbourhood-scale recreation opportunities (play areas, outdoor basketball courts, etc) is still recognized. These facilities provide valuable recreation opportunities for those who do not have access to transportation.

Arena facilities are more frequently being constructed as 2-pad facilities or provided in combination with other uses. Those that are not built to provide year-round use often include components that make the facility usable for other activities during the off season (e.g. multipurpose sectional floor boards and ventilation controls).

There is increasing recognition of the value of integrating the location of leisure and recreation services with health services, particularly given that many communities across Canada have ageing populations.

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<sup>15</sup> Statistics Canada. 2007. *Volunteer work and extended measures, 1997 and 2000*. Statistics Canada Catalogue no. 13-015-XIE.

### Facility Development & Management Trends

Development and/or management of community recreation facilities are increasingly being pursued through partnerships between stakeholders and multiple public-private or public-public partnerships. If these partnerships are effective they can: increase access to resources, both financial and human; reduce duplication; serve more people; and achieve greater financial results.

It is important for communities to recognize the operating costs of facilities. Although these facilities are valuable to the community, they are expensive to maintain and need to be used as efficiently and actively as possible. There are a variety of approaches which a municipality can take when developing and/or operating recreation facilities: in-house, partnership with community organizations, and contracting out to the private sector.

The advantage of the in-house approach is that the municipality retains complete control over the process and facility, the disadvantage is that there is no opportunity for cost sharing. In partnering between a municipality and a community group, community groups typically provide fundraising for development or operation of a facility. The advantages of contracting out to the private sector include the possibility of improving operational efficiency by adopting a more commercial approach, accessing outside expertise, providing human resource flexibility, etc. Potential disadvantages include: loss of municipal control over day-to-day facility operations, decrease in public accessibility to services (if user fees are raised), etc.

### **2.3 Leisure Services Department**

Currently the Town's Department of Leisure Services (DLS) is responsible for the operation and maintenance of all the Town's recreation facilities, parks, trails, and cultural activities (e.g. Canada Day celebration, Communities in Bloom, etc). The department is also responsible for all recreation and leisure programming (e.g. swimming lessons, tennis lessons, day camp, etc).

### **2.4 Previous Studies & Upcoming Projects**

Several documents have provided policy and direction for recreation and leisure in Hampton. A brief review of these documents is important in understanding the current context of recreation and leisure in the community. In addition, there are two upcoming projects which are relevant in the context of this analysis and are reviewed accordingly.

### Village of Hampton Tourism and Recreation Master Plan (1989)

The 1989 Master Plan was prepared by ADI Limited (ADI), in association with Creative Recreation Services. In creating this document, ADI carried out a situation analysis comprised of gathering background data on existing recreation facilities and programs, tourism attractions, and the community. Based on the results of the situation analysis, ADI identified needs and opportunities and assessed each opportunity in light of current trends in tourism and recreation, market research, and analysis. The Master Plan was then created by organizing the identified opportunities into a logical plan based on the capabilities, interests, and expectations of the Community. The primary recommendations of the Recreation Master Plan included:

- Formation of a Hampton Leisure Services Board;
- Formation of a Department of Leisure Services (DLS);
- Hiring of a Leisure Services Director;
- DLS assumes responsibility for parks and green spaces;
- Develop policy for DLS;
- DLS assumes responsibility for operation of Village and recreation facilities;
- DLS assumes responsibility for receipt and review of funding applications; and
- Undertake a Marshlands Development Opportunities investigation.

The Recreation Master Plan has been a useful tool for the Town; many of the plan's recommendations have been implemented. However, the plan is no longer as relevant, given that the majority of recommendations have been implemented and that the plan is nearly two decades old but was developed in the context of a 5-year implementation schedule.

### Town of Hampton Strategic Plan (2000)

The Town of Hampton Strategic Plan was prepared by the Hampton Community Partnership in 2000. The partnership collected and analyzed data from and about the community. The results of this analysis led to the assessment of the community's internal strengths and weaknesses in relation to external opportunities and threats. Based on this assessment, the Partnership identified 8 overall strategic issues that would need to be addressed in order to achieve the desired vision for the Town:

- Downtown Core – To develop an attractive, friendly, downtown core;
- Family Living – To make Hampton an attractive place to live and raise a family, both economically and socially;
- Health and Welfare – To make Hampton responsive to emerging health and safety issues;
- Business Development – To continue to support and develop our existing businesses, while working to attract new ones;
- Community Awareness – To increase public knowledge about information pertaining to Hampton and its residents;
- Community Development – To encourage renovation of existing facilities and the development of new ones;
- Economic Independence – To ensure that the future financial requirements of the town will be met so that economic growth can be assured; and
- Environmental Responsibility – To ensure environmentally responsible development, tourism, and transportation.

The Strategic Action Plan included in this plan breaks each of the overall strategic initiatives down into specific tasks and suggests who is responsible, required resources, and an estimated implementation timeline. A number of these tasks are directly related to recreation facilities and services in the Town and a list of these tasks is provided in Appendix A.

#### Hampton Municipal Plan (2004)

The Municipal Plan of the Town of Hampton was prepared by Corbett Consulting and adopted by Council in 2004. The Municipal Plan sets out a broad planning framework to manage the future growth of the Town and provides policy guidance on land use and development related issues. The Municipal Plan recognizes that a broad range of recreation facilities exist in Hampton and that existing participation levels are placing a strain on these facilities. It also recognises that additional recreational opportunities will need to be developed in order to meet the needs of Hampton's ageing population. The Municipal Plan contains a number of policies and proposals with respect to recreation:

- s.5.1.1 – Council recognizes the value of wellness and fitness facilities as well as recreational opportunities. Both offer a means of promoting health and active lifestyles for residents as well as attractions for tourists in support of the economic vitality of the community. Council will work with community organizations, the private sector, and other levels of government, to improve existing facilities,

- establish new facilities and develop programs in order to maximize opportunities for affordable recreational activity for all age groups.
- s.5.1.2 – Council will work with School District 6 to maximize the benefits of school building and grounds to the student body and community at large.
  - s.5.1.5 – The Town will make full use of its attractions while preserving the character of the community and protecting the natural environment. These attractions include but are not limited to:
    - Water and land based recreational activity
    - Heritage buildings
    - Historic sites
    - Wildlife observation
    - Entertainment
    - Sporting events
    - Cultural activities/festivals
  - s.5.1.6 – Council will continue to support and coordinate the volunteer network in the Town
  - s.5.2.2 – It is proposed that Council develop a Hampton Recreation Plan for the provision of recreation within the region presently being serviced by the Town. This will address new and upgraded facilities, playing fields, parks and playgrounds, trails and associated programming. The recommendations of this study will also serve as input into an Open Space Plan.
  - s.6.2 – It is proposed that an Open Space Plan be developed which will set out guidelines and criteria for the acquisition and development of parks and open space, recreation lands and conservation areas within the Town with the long-term objective of providing an interconnected open space system.

Appendix B contains a full set of excerpts from the Municipal Plan that are directly related to recreation.

#### Town Commons Project

The Town has recently purchased 1.2 acres of land from Canadian National Railway. The property, located between Main Street and the railway tracks and across from the Kings County Courthouse, has been a park in one form or another since 1989. The purchase and revitalization of this property is an important component of the Town's 2000 Strategic Plan. Preliminary conceptual drawings show walking paths and a bandstand; however a detailed development plan has not yet been created. The Town plans to hold a Public Open House in September 2007 to gather public input on what components should be included in the park.

Given the timing of the RNA and the Town Commons Project, it is an opportune time to consider the Commons in the context of the RNA results. Although additional public input may be required for the Commons project, the RNA public consultation results (discussed in Section 4.0) provide an indication of the types of new or additional facilities citizens would like to see in Hampton. In addition to consulting the public, it will be crucial that the Town's DLS is included in the development of the Commons project, given that the department is responsible for meeting the recreation needs of the community and maintaining the Town's recreation infrastructure and facilities.

#### Lighthouse Park Project

The Town, in partnership with the St. John River Society will be expanding the waterfront Lighthouse Park in the fall of 2007. Through funding from the Atlantic Canada Opportunities Agency (ACOA), donations, and fundraising, the Town is planning to construct a 220 sq.m. building. The new building will contain a multipurpose room, kitchen, washrooms, and a walkout basement. It is hoped that the walkout basement will be occupied by a river outfitter. The park itself will be landscaped, along with the addition of new lighting, site furnishings, and an adequately sized parking lot. A new boat ramp and dock will also be built to accommodate boaters, canoers, and kayakers.

#### Fields Project

The Hampton Sports Field Committee recently completed Phase I of a project to expand the sports fields located adjacent to Hampton High School. Phase I of the project saw the completion of one new sports field complete with a spectator's berm. The Town contributed \$25,000 to the project and the Fields Committees led the campaign to raise the remainder of the funds required. The Committee is in the early planning stages for Phase II of the project, which would see the construction of two additional fields, replacing the remaining old field adjacent to the High School. It is likely that the Fields Committee will again be approaching the Town for a financial contribution to the project.

### 3.0 FACILITY INVENTORY & ASSESSMENT

This chapter of the report includes an inventory of the recreation and leisure facilities found in Hampton, including those that are municipally, privately, and school-owned. The municipal facilities are discussed in a general assessment which highlights areas of concern identified by the Director of Leisure Services, user groups, and the public.

#### 3.1 Inventory

For a town with a population of approximately 4,000 people, Hampton has an impressive number and variety of recreation facilities, municipally, provincially, and privately owned. These are listed below:

**Table 3.1: Inventory of Recreation Facilities in Hampton**

MUNICIPAL	
Hampton Arena	Sunset Villa Park
Ossekeag Room (Arena)	Clearwater Park
Hampton Community Pool	Hampton High School
Hampton Community Tennis Courts	Community Centre Park
Veterans Field	Dutch Point Park
Earle Bovaird Field	Lighthouse Park
Ronald Mahoney Memorial Field	Main Street Park
Dutch Point Park Trails System	Randall Park
Cemetery Trail	Cemetery Park
Clearwater Trail	Demille Park
Pleasantview Estates Trail	Highland Drive Park
SCHOOLS	
School District 6 Sports Fields (4)	Hampton High School Community Theatre
School District 6 Gymnasiums (4)	Hampton Middle School Theatre
PRIVATE	
Butternut Stables	Dr. V.A. Snow Seniors Centre
Hampton Curling Club	Hampton Legion
Hampton Golf & Country Club	Lower Norton Shore Community Centre
Firefly Recreation	Kings County Museum
Curves	Vivian Fowler Myles Library
Hampton Seniors Resource Centre	Art at Hooper Studios

## **3.2 Municipal Facility Assessment**

Municipal facilities were assessed through a combination of discussions with the Town's Director of Leisure Services Department (DLSD), site visits, public consultation, and a review of the following information: age, general condition of facility, usage (historical, current, and demographics of users), operational costs, recent capital improvements, and predicted future capital improvements.

### **3.2.1 Arena**

There is one arena in Hampton, located at the Hampton Community Centre. The arena is approximately 35 years in age and contains one ice surface, five change rooms, minimal storage space, and a multi-purpose room (the Ossekeag Room).

The arena is currently at capacity during both prime and non-prime time hours; nearly all hockey practices are double booked, restricting teams to half-ice practices. Two changerooms are adequate, two are inadequate in terms of size, and the fifth, which is used as the female changeroom was originally storage space and does not contain washroom facilities. The arena floor has experienced significant frost heave and there is a risk that a pipe running under the floor could break, in which case the entire arena floor would need to be replaced.

Although the DLSD feels that the building itself is structurally sound, it is nearing the end of its life cycle and will require significant capital costs in the near future in order to continue to be usable. Upcoming major capital costs identified by the DLSD include: replacement of the arena floor, upgrading of changeroom facilities, replacement of lights (underway), a new zamboni, a new chiller, a new clock, and possibly a new roof. Primary concerns identified through public consultation with user groups included: lack of ice time, age of facility, inadequacy of changerooms, and lack of storage space.

Both the DLSD and the public noted that as ice time demand by organized groups has increased, the amount of time available to offer unscheduled ice time (e.g. public skate, family skate, pick-up hockey, etc) has been reduced.

The Ossekeag Room in the rink is fully booked for most evenings, primarily by a local dance school. This space has been identified by the DLSD and through public consultation as inadequate for the dance purposes.

### **3.2.2 Outdoor Pool**

The only pool in Hampton is an outdoor pool, which is located at the Hampton Community Centre. The pool was built in 1997 and is in good condition overall in the DLSD's opinion. It is 25 metres long with an attached wading pool and operates from the end of May to early September. Pool users have use of the adjacent arena changerooms and washrooms. A lift is available at the pool and the changerooms are wheelchair accessible, making the pool facility barrier free for users with disabilities. The DLS offers swimming lessons, which are well attended, along with scheduled public swims, lap swims, and Aquacise classes. Pool memberships are also available for purchase.

Overall, the pool is well used - at approximately 85% capacity according to DLS staff – and is meeting the needs of the community during summer months. However, the current outdoor pool is unable to accommodate the needs of aquatic users on a year-round basis. During fall, spring, and winter months, pool users travel to the Saint John to use the Canada Games Aquatic Centre.

### **3.2.3 Tennis Courts**

There are four tennis courts in Hampton, all of which are located next to Hampton High School (HHS). These were built in 1995 and are in good condition overall. The courts are open from May to September during which time the Town hires two full-time summer staff responsible for lessons and operation of the courts. Memberships are available for purchase by the public. Lessons take place during the morning hours, while the afternoons are unscheduled.

The lessons are well attended – near capacity according to the DLSD – and memberships appear to sell well. However, actual use of the courts during the unscheduled afternoon hours appears to be somewhat low. No outstanding demand for tennis was identified through public consultation.

The Town provides two port-o-potties from May to September which are used not only by tennis court users but also service those using the neighbouring fields, basketball courts, and trails. The DLSD has identified the need to provide change and washroom facilities in this area and has considered a Field House concept which could house such facilities in addition to canteen and storage space. Public consultation with field users revealed a need for equipment storage space in this area.

### **3.2.4 Ball Fields**

There are three ball fields in Hampton: Veteran's Field located in Dutch Point Park and used for baseball; Earle Boviard Field, located next to HHS and used for softball; and the Ronald Mahoney Memorial Field located adjacent to the Hampton Community Centre and primarily used for t-ball and 5-pitch.

The fields are in good condition overall, although the DLSD has identified a lack of spectator and participant shelter at all three. Only the Earle Boviard Field has lighting and, according to the DLSD, will require a major upgrade in the near future. In addition, The DLSD has indicated that the bleachers at Veteran's Field are old and will need to be replaced. There is currently a parking issue at the Ronald Mahoney Field, due to the location and extent of the Parks Department compound and parking. The DLSD hopes to address this issue in the near future through a 180° realignment of the field so that field users may use the Hampton Community Centre parking lot.

The fields are well-used, particularly the Earle Boviard Field (due to lighting). The Town holds a scheduling meeting in the spring with field users to set up the schedule for the upcoming season. No outstanding demand for ball fields was identified through public consultation.

### **3.2.5 Outdoor Basketball Courts**

There are five outdoor public basketball courts in Hampton: one in Highland Drive Park, Sunset Villa Park, Randall Park; one next to HHS; and one next to the Hampton Community Centre. The use of these courts is unscheduled; they are primarily used by youth for pick-up play. With the exception of the court next to HHS, which is new, and the net in the parking lot of the Hampton Community Centre, the existing courts are old. According to the DLSD, these older courts will need to be resurfaced in order to continue to operate. No outstanding demand for outdoor basketball courts was identified through public consultation. A decision will need to be made which, if any, or these courts should be resurfaced.

### **3.2.6 Play Equipment**

There are three sets of municipally owned play equipment in Hampton: one in Sunset Villa Park, Clearwater Park, and Dutch Point Park. A fourth set of play equipment, located in Main Street Park, was originally purchased by the Hampton Community Club

but is now maintained by the Town. The equipment in Sunset Villa Park is in need of some repair. The DLSD has indicated that the play equipment in Clearwater Park is old and will likely be removed in the near future. Clearwater Park would then be reverted to a green space and new play equipment would be purchased and placed next to HHS. The equipment at Main Street Park is old and according to the DLSD, is becoming unsafe and should be replaced in the near future. The equipment at Dutch Point Park is in good condition overall but the equipment at Sunset Villa Park does have some damage which will need to be repaired in the near future. No outstanding demand for play equipment was identified through public consultation.

### **3.2.7 Trails**

There are three trails and one trail network in Hampton that are maintained by the Town. These are: the Dutch Point Park trail network, which has three bridge crossings; and Cemetery Trail (<1km), Clearwater Trail (<1km), and Pleasantview Estates Trail (<1km). All three of the Dutch Point Park Trail bridges are in need of replacement, new signage is required, and the trails themselves are in significant need of maintenance. The three short trails are in good condition overall, with the exception of minor maintenance concerns. The three short trails are maintained year-round but the Dutch Point Park trail system is not. Public consultation did reveal interest in the possibility of having the main trail in Dutch Point Park maintained year-round.

The Town received significant grant funding in the late 1990s which was used for trail development but an adequate increase in Town Park Staff and budget for trail maintenance did not take place. The DLSD and public consultation have identified both the need for additional trails in the Town and the need for a much higher level of trail maintenance of existing trails. There is not enough staff or budget to maintain current trails. The Town's Parks Department is subdivided into various work crews (e.g. horticultural, mowing, ball field maintenance, etc) but there is no crew solely responsible for trail maintenance. According to the DLSD, trail maintenance is currently carried out in the fall if time allows, but there is a need for full time trail maintenance staff.

### **3.2.8 Parks and Leisure Areas**

There are a number of parks and leisure areas in Hampton that are maintained and operated by the Town. Amenities such as trails, outdoor basketball courts, play equipment, and picnic tables are provided in these parks. Table 3.2 summarizes the amenity information for each of the parks and leisure areas maintained by the Town.

**Table 3.2: Municipally-Owned Park & Leisure Areas in Hampton**

<b>PARK</b>	<b>AMENITIES</b>
Highland Drive Park	Basketball court & green space
Sunset Villa Park	Basketball court, play equipment, bench, & green space
Clearwater Park	Play equipment, trail, bench, & green space
Hampton High School	Basketball court, tennis courts, ball field, & green space
Hampton Community Centre	Basketball court, arena, pool, & green space
Dutch Point Park	Play equipment, trails, ball field, benches, picnic tables, & green space
Main Street Park	Play equipment, benches, picnic tables, & green space
Randall Park	Basketball court, picnic tables, & green space
Cemetery Park	Trail & green space
Demille Park	Green space
Cenotaph	Green space
Lighthouse Park	Green space

The definition of parking space is a concern that has been identified by the DLSD for the HHS leisure area and Sunset Villa Park; currently users park their vehicles on the grass. The parking provided at Main Street Park is currently adequate but could be an issue once the Town Common project is completed. Main Street Park, adjacent to the new Town Commons site, is the most visible park in Hampton and one of the most highly used. The DLSD has indicated that the Leisure Services Advisory Committee should be consulted when determining what components should be included in the Town Common project. In addition, the Town should continue to pursue a long-term lease on the adjacent and vacant Esso property which could then be incorporated into the park.

The DLSD indicated that given the location of Sunset Villa Park (it is the only park on the south side of the highway), it is particularly important to ensure that this park and its facilities are adequate.

### **3.2.9 Recreation Programming**

The DLS provides residents and non-residents with a variety of recreation programs and services. The majority of these are youth programs. These include: pool programs including introductory to advanced swimming lessons, lifeguard and instructor training, public swims, lap swims, and Aquacise classes; tennis lessons; programs for babysitting, On Board, and First Aid; and day camp and preschool camp.

Both the day camp and preschool camp are well attended. The preschool camp is operated in partnership with Hampton Alliance for Lifelong Learning (HALL) and operates out of the Ossekeag Room at the Hampton Arena. The day camp is offered by the Town and operates out of the HMS. There is documented (although not *formally* documented) agreement in place between the Town and the HMS which allows HMS to use arena ice time free of charge and allows the Town to use the HMS for the day camp program free of charge. Adequate storage space is also an issue for the day camp and preschool camp programs.

Student grant funding from the government is an intrinsic component of the Town's recreation programming activities; in many cases it provides most, if not all of the funding to hire necessary summer students. This is particularly true in the case of the day camp program, which yields no net profit and is almost entirely dependent on government grant funding. If inadequate grant funding is provided, this program would be at risk of cancellation. Although the swimming program is the most profitable of Hampton's recreation activities it is still dependent on approximately \$20,000 of student grant funding per year through the Hampton Community Club.

The DLS devotes significant time to organizing community events such as Communities in Bloom, Canada Day Events, Hampton Enviro Fair, Bloomin' Artists, Hampton Street Hockey Tournament, and other special events. The DLSD concurred with the observations of focus group members that there may be a need for additional staff whose focus would be solely on providing support and organizing such events for the community.

To promote spring and summer Department programs, the DLS publishes a *Spring & Summer Activity Brochure*. The Town sells available brochure space to local organizations and groups to advertise their programs and events. No brochure is published for winter and fall activities. The Department also hosts two program registration events – one in the fall and one in the spring – at which citizens can register for programs offered by the Town or other organizations. Public consultation identified a possible need for increased amounts of adult and seniors programming (e.g. seniors swim, seniors walks, adult skate, etc).

The Town hosts two facility scheduling meetings: one for rink users and one for ball field users. In past years, there has been a significant amount of understanding and

cooperation between facility user groups, leading up to and during these scheduling meetings. For example, ice user groups are aware that some regularly scheduled weekend practice times may be unavailable once or twice a season due to competitions or tournaments. In general, accommodating these special events has not been an issue because each user group generally has their own event which they would like to have included in the schedule. However, as demand for ice time has increased and users have less flexibility, the scheduling process has become more challenging. Specifically, when each user group feels that their existing amount of ice time is inadequate, it makes it more difficult for those groups to be willing and flexible in terms of relinquishing ice time to other user groups for special events. Currently there is no formal facility allocation policy in place to guide this process.

Community-based sport and recreation organizations offer additional sports and leisure programs to the community. Table 3.3 lists a selection of those organizations. Most operate on a non-profit basis and rely on volunteers for coordination, coaching, scheduling, fundraising, etc. Please note that the list in Table 3.3 may not include all recreation groups operating in Hampton.

**Table 3.3: Recreation and Leisure Organizations in Hampton**

<b>COMMUNITY SPORT AND RECREATION ORGANIZATIONS</b>	
Hampton Girl Guides	Hampton Soccer Club
Hampton River Runners	Hampton Co-Ed Softball
Hampton Scouting Program	Just Tri-It
Hampton Sea Cadets	Kids of Steel
Saint John Outdoor Enthusiasts Club	Hampton Golf and Country Club
Osprey Canoe Club	Hampton Minor Baseball
Archery Club	Hampton Minor Football
Hampton Astronomy Club	Hampton Field Committee
Step in Time Dance School	Hampton Ball Hockey
Hampton Hoedowners	Hampton Oldtimers
Art at Hooper Studios	Hampton Tae Kwon Do
Becky Henderson's Dance School	Hampton Speed Skating
Hampton Bloomin' Artists	Hampton Figure Skating
Hampton Concert Group	Boys Midget Basketball
Hampton Lions Club	Hampton Minor Basketball
Hampton Rotary Club	Dwight Bond Pick-Up Hockey
Hampton Community Theatre	Hampton Chito-Ryu Karate
Hampton Gymnasitcs	Provincial Midget Girls Basketball
Hampton Girls Minor Hockey	Co-Ed Volleyball
Men's Basketball Pick-up	Hampton Jr. Oldtimers

## 4.0 CONSULTATION

This chapter summarizes the results of the consultation activities which took place during the course of the study. Consultation activities were carried out with community residents, stakeholders, and user groups and included a community workshop, community survey, focus groups, and an open house. The consultation results are a foundational component of the RNA and play an important role in guiding the recommendations provided in this report.

The consultation process consisted of the following:

### 4.1 Community Workshop

Dillon hosted a community workshop on June 13, 2007, which was attended by 18 members of the public. The purpose of the workshop was to provide an overview of the RNA and to engage participants in generating ideas about how recreation and leisure contribute to making Hampton a place where people want to live, work, and play. On an individual basis and then within groups, workshop participants were asked to brainstorm and then prioritize ideas on 3 topics. The most common responses are summarized in Table 4.1 below (see Appendix B for detailed results):

**Table 4.1: Community Workshop Results**

<b>What are the qualities that make Hampton a great Place to live, work, and play?</b>
Being able to work and live in the same community.
Safe, quiet place to live and raise a family.
Sense of community, support, and spirit.
Excellent schools.
<b>What are the issues or trends that may be impacting those qualities?</b>
Population growth and its associated impacts (e.g. increased traffic, environmental issues).
Growth of population but not corresponding growth in facilities.
Inability to maintain current facilities and infrastructure.
Lack of funding for sport and recreation facilities.
Lack of funding for schools.
Not enough volunteers.

What role can leisure and recreation play in addressing those issues or trends, and in supporting the positive qualities?
Act on the findings of the Recreation Needs Analysis.
More “active friendly” areas (e.g. bike, walking, and running trails).
New facilities (e.g. rink, fitness centre).
Provide training and support for volunteers.
Municipal support of physical activities and local small scale initiatives.
Plan for future trends and include immediate surrounding areas (e.g. Hall Road)

## 4.2 Community Survey

Dillon published a 1-page survey form in the Hampton Herald, made surveys available at the pool and PharmaSave, and distributed surveys to day camp, swimming lesson, and focus group participants. A total of 64 completed surveys were returned, representing 178 citizens.

The results of this survey are not statistically valid given the small sample size and the fact that it was not based on a completely random sampling procedure. However, a number of trends emerged from the compilation of survey results, providing insight into how respondents feel about existing recreation and leisure services and facilities in Hampton and their priorities for the future.

The majority of respondents indicated that they use municipally-owned facilities the most often (59%), followed by school-owned facilities (36%). The majority of respondents (78%) are experiencing benefits from their participation in recreation and leisure activities. The most common barriers preventing respondents from participating at or in recreation facilities and programs include: lack of available activities (34%), lack of facility booking time (33%), cost (29%), and not knowing what opportunities are available (22%).

Overall, the majority of respondents did not feel that existing recreation activities, programs, and facilities are completely adequate (17% felt activities and programs were adequate but only 11% felt that facilities were adequate). However, the majority of respondents did feel that facilities and programs were somewhat adequate (66% for activities and programs, 58% for facilities).

The most commonly suggested activities or programs that respondents would like to have in Hampton that are not already available were: fitness classes, outdoor concerts, indoor swimming, marsh programs, and canoeing. The most commonly suggested facilities that respondents would like to have that are not already available were: fitness centre, more trails, second rink, outdoor rink, bowling facility, and an indoor pool.

The majority (52%) of total respondents indicated that a combination of property tax increase and higher user fees would be the preferred method of financing additional funds needed to develop recreation programs and facilities.

A copy of the survey and complete summary of the survey results is included in Appendix D.

### **4.3 Focus Groups**

In July 2007, Dillon hosted a series of six focus groups. Invitees were selected in conjunction with the DLSD and organized by affinity. Focus groups were comprised of representatives from winter activities, summer activities, arts and performance activities, nature activities, seniors, and youth. Focus group participants were asked to share their opinions on existing recreation and leisure in Hampton, as well as to discuss their recreation and leisure priorities for the future. The focus groups were an important opportunity to engage citizens in the process and hear first hand about their thoughts and opinions on current services and future opportunities.

Eight major themes emerged from the focus groups; each theme exposing a number of issues that are relevant to the RNA. They are as follows:

#### Facility Concerns & Needs

One of the primary trends that emerged from the focus groups was that many recreation groups feel there is a lack of facility space in Hampton. Many of these groups have no other option but to use facilities that are not specifically suited to their needs. Numerous groups are renting facility space owned by other organizations and as a result are often subject to last minute booking cancellations or rescheduling. This is a challenge for both participants and recreation group organizers.

Several facilities are at or near capacity. This limits the amount of time available to recreation and leisure groups in Hampton. The resulting lack of practice time is a common concern because it limits the progression of young athletes by making it difficult to facilitate their progression to higher levels, as well as making it difficult to maintain their interest in the sport.

Focus group participants identified a number of facilities which they feel should be provided. These include:

- New gymnasium;
- Additional trails and improved trail maintenance;
- Bike lanes;
- Infrastructure that facilitates recreational use of natural amenities (e.g. boat ramp, kayak rental, etc);
- Additional seniors-oriented facilities (e.g. bowling alley, lawn bowling, shuffleboard);
- Multi-use youth/teen space;
- Additional indoor ice surface;
- Cultural centre;
- Running track;
- Centralized equipment space (e.g. for rink users and field users);
- Equipment rental (e.g. soccer balls, basketballs, tennis racquets, etc)
- Additional sports fields for soccer/rugby/football;
- Outdoor rink;
- Fitness centre with cardio, weight training, and fitness class space; and
- Enclosed pool.

### Municipal Policy

Focus group participants raised a number of issues related to municipal policy and approach. In general, focus group participants felt that the DLS is as supportive as possible but believe that it may be under-funded and understaffed given the breadth of recreation facilities and amenities in the Town and the focus they receive from residents. Commonly discussed issues and ideas included:

- Hire additional staff for the DLS;
- Create a Cultural Services Department and/or position;
- Explore partnerships with local groups (e.g. Seniors Resource Centre, John Peters Humphrey Foundation) for facility development and fundraising;
- Develop Open Space and Recreation Master Plans;
- Establish a clearly defined channel of communication between Environment and Leisure Services Advisory Committees;
- Create additional opportunities for youth input into Town programming;
- Provide more seniors and adults programming, as well as additional non sports-oriented activities; and
- Contribute to the maintenance costs of school district fields being used by residents.

#### Recreation Focus of the Community

Many focus group participants feel that the Town and community are primarily focused on hockey (and to a lesser extent football – in terms of high school games and community support), to the detriment of other activities that are or could be taking place. Participants did not feel that there should be less hockey or football, but that the focus of the Town and community should be broader in terms of funding, facility time, promotion, etc. Participants also recognized that hockey is a major focus of the Department because the numbers and demand require it to be so. Focus group participants also cited a desire to have a balance between youth and other age group programming.

Hampton currently has a high concentration of citizens involved in the arts and culture (the Parish of Hampton has the second highest percentage of artists in Atlantic Canada) and focus group participant voiced a desire to have more recognition of the importance of arts and culture in the community. Additional provision of non-sports or team related activities was also identified as a need by focus group participants.

#### Booking Facilities

Booking facilities was identified as a major challenge for the majority of user groups, particularly those dependent on facility space owned by other organizations (e.g. school district, churches, etc). Groups using these facilities often experience booking cancellations or rescheduling. In addition, the availability of these facilities is variable from year to year and can be dependent on unpredictable variables (e.g. changes in school district staff or rescheduling of school or church activities).

Booking at-capacity facilities (rink and fields) is a challenge. This is particularly a concern if booked times are unavailable due to poor weather, weekend tournaments, last minute events, etc., because rescheduling options are severely limited.

Currently, each user group deals with facility owners on an independent basis when negotiating fees and scheduling for use of the facility. As fees and demand for these facilities increase, it becomes more of a challenge for user groups to provide recreation opportunities at affordable costs. The Town should work with these facility owners to create consistency and centralization of the facility booking process within the Town of Hampton as a whole.

### Recreation Information

Some focus group participants cited a lack of awareness of how to find out what recreation and leisure activities are available in Hampton and identified the need for a comprehensive information source. Suggestions for potential solutions included: publishing a quarterly recreation brochure, installing a digital sign in Hampton to advertise events and accomplishments, and posting comprehensive information on the Town's webpage.

### Transportation

Transportation is an issue for those user groups that have to travel outside of Hampton to use facilities (e.g. renting a van to go to the Aquatic Centre). It is also an issue for those who are unable to drive (youth and seniors). Connectivity and condition of trails is important for such groups. Focus group participants suggested a shuttle service for seniors.

### Volunteers

Attracting and retaining an adequate number of volunteers is a challenge for many user groups and this can limit the size and frequency of programs and events. For many groups, volunteers are primarily parents of participating children and volunteer 'burnout' is a common occurrence.

### Insurance

Focus group participants identified insurance costs as a deterrent to start-up of new programs and events and suggested that the Town explore ways of incorporating such insurance costs under the Town's insurance policy for a fee.

A detailed summary of all focus group results is provided in Appendix E.

## **4.4 Public Open House**

On August 8, 2007, Dillon hosted a Public Open House to present the results of the public consultation to-date and to provide a final public opportunity input opportunity prior to the presentation of the draft report to Council in early September. Few attended and one written comment was received.

## 5.0 ANALYSIS & RECOMMENDATIONS

This section of the report summarizes and discusses critical issues that emerged during the course of the study and makes recommendations for future operational and service delivery, including facility requirements. Each of these will be discussed briefly, highlighting key points of this study which have led to the recommendation.

### 5.1 Policy Requirements

#### 5.1.1 *Recreation Master Plan*

Hampton has a Tourism and Recreation Master Plan (1989) which has been an effective tool but is no longer as relevant, given that the majority of recommendations have been implemented and that the plan (which had only a 5-year scope) is nearly two decades old.

Given the extent of recreation facilities and activities in the Town and the likelihood of continued population growth in Hampton and the GSJA, it is crucial that Hampton establish a long-range framework to guide decisions related to the provision of recreation facilities and programs. Municipalities across Canada are increasingly relying on Recreation Master Plans instead of standards for facility provision. The public has identified the need for an updated Recreation Master Plan in order to minimize the negative impacts of population growth by ensuring that adequate recreation spaces and facilities are provided. The development of such a plan is also supported by section 5.2.2 of the current Municipal Plan.

The updated Recreation Master Plan should: establish policy, set standards, identify and prioritize capital investments, and address operational and fiscal issues regarding recreation facilities in Hampton. It should be developed as a long-range, comprehensive guide for the development of recreation facilities and programs. Such a plan should be a working document for DLS Staff, to be used for budget planning, developer guidelines, and coordination efforts between other agencies and levels of government.

**Recommendation 1:** Develop an updated Recreation Master Plan to establish a framework for setting management priorities and to provide specific direction for recreational resources within Hampton.

### ***5.1.2 Parks and Open Space Master Plan***

Currently Hampton does not have comprehensive long-range policies that govern the acquisition and development of open space within the plan. Given the extent and use of open space in the Town and the likelihood of continued population growth in Hampton and the GSJA, it is important that Hampton establish comprehensive guidelines and criteria for the acquisition and development of parks and open space, recreation lands, and conservation areas within the Town with the long-term objective of providing an interconnected open space system. The development of such a plan is identified and supported by section 6.2.1 of the current Municipal Plan. The public has also identified the need for an Open Space plan in order to provide for the orderly provision of park and open spaces as the Town continues to develop and grow.

The role of an Open Space Plan would be to provide an overall philosophy for planning environments that contribute to the building of an exemplary town, and a comprehensive and integrated policy on open space. While such a plan would still take direction from the current Municipal Plan, the Open Space Plan would be a policy document that provides long-range goals for an open space system that will be viewed in the same light as a long-range transportation plan. That is, the recommendations for long-range open and linear space development should be seen as a template for planning open spaces, parks, and trails and the beginning of the land use planning process, rather than integrating them into the back end of the process, with land that is left over.

This study did not include an assessment of parks or open space with respect to amount of parkland, maintenance of parkland, disposition of open space that is not required, habitat preservation, desired trail types, use of pesticides, etc. An Open Space Plan should take such items under assessment and consideration.

**Recommendation 2:** Develop an Open Space Plan which will identify principles, policies, and strategies for the acquisition and development of open space in Hampton.

### ***5.1.3 Facility Allocation Policy***

Although the Town hosts two facility allocation meetings each year, the Town does not have a formal Facility Allocation Policy. As demand for municipal facility time increases among user groups, it will become increasingly important to formalise the

facility allocation process in order to ensure fairness and to minimize scheduling conflicts and challenges.

A Facility Allocation policy articulates priority access to municipal facilities and outlines the procedure by which user groups may make a request to use those facilities. Priorities can vary and can include: youth over adults, equal time to males and females, ensuring time to emerging sports, percentage of members who are residents, etc.

**Recommendation 3:** Develop a Facility Allocation Policy to formalize and prioritize access to municipal facilities.

#### ***5.1.4 Support and Foster Volunteerism***

Given the small size of the DLS and the extent of the demand for recreation services, volunteers play a crucial role in Hampton. Attracting and retaining an adequate number of volunteers is a challenge that was identified by many user groups. As specified in the section 5.1.6 of Municipal Plan - the Town needs to continue to support and coordinate the volunteer network in Hampton. This is further supported by section 5.3 of the Hampton Strategic Plan which identifies the need to foster a supportive atmosphere for volunteer groups. This needs to be done by establishing policies that will help to support and foster volunteerism. In addition, volunteerism is important not only important for recreation, it is also plays an important role in other Town services. As such, volunteer-related policies should be broad in scope in order foster volunteerism in all aspect of the community.

This can be done in a number of ways. The Town should consider hosting information workshops for user group coordinators to provide advice on how to support and foster volunteerism within their own organisations (e.g. structure volunteer opportunities to reflect smaller time commitments, requiring less responsibility [being doers instead of leaders] ); and having less intimidating labels for the work being done. Youth and seniors are an important target segment for volunteer participation. Both are interested and the seniors especially have the time and expertise to contribute as volunteers. Volunteer recognition is crucial – it is an important way of increasing awareness of the value of volunteerism, to show the Town’s appreciation for volunteer contributions, and to inspire others to be involved.

**Recommendation 4:** Develop a formal Volunteerism Policy which includes tangible recommendations that will help to foster and support volunteerism in the community for recreation and other Town services.

## 5.2 Joint Use Agreement

A significant number of user groups in Hampton rely on access to facilities that are owned by local schools or churches (e.g. school gymnasiums, theatres, and fields, and church meeting space). Public consultation identified the challenges these user groups are experiencing with last-minute cancellations or rescheduling of their bookings. In addition, the availability of these facilities is variable from year to year, depending on unpredictable variables (e.g. changes in school district staffing, rescheduling or school or church activities, etc). Currently, each user group deals with facility owners on an independent basis when negotiating fees and scheduling use of the facility.

The purpose of a Joint Use Agreement between the Town and its schools would be to optimize the use of these publicly funded facilities for the benefit of all. It would make school facilities available to community groups after school hours and would make municipal facilities available to schools during school hours.<sup>16</sup> Such an agreement should also clarify how the Town and Schools will work together to design, build, and maintain school and municipal recreation facilities. These types of agreements have the benefit of bringing facilities and communities together, providing opportunities for a wide variety of low cost and no cost activities, and make more effective use of tax dollars through shared use of facilities.

The development of Joint Use Agreements is supported by s.5.1.2 of the Municipal Plan which directs Council to work with School District 6 to maximize the benefits of school buildings and grounds to the student body and community at large.

**Recommendation 5:** Pursue development of Joint Use Agreements with School District 6 where appropriate.

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<sup>16</sup> This is already occurring in some cases. For example, HMS students have access to the Rink during school hours at no charge and in return, the Town has access to HMS during the summer months for the Town's Day Camp program. Pursuing Joint Use Agreements would formalize and further define this method of cooperation.

### 5.3 Partnerships

Hampton has a number of active and involved community organizations that may be interested in partnering with the Town in pursuit of facility development. The Town has taken a partnership approach in the past; a recent example is the Town's financial contribution to Phase I of the Hampton Sports Field Committee's project, leading to the construction of the new sports field adjacent to HHS. If financially possible, the Town should extend this partnership to support Phase II of the project which will result in the construction of an additional two new sports fields. Other groups may also be interested in partnerships. For example, consultation with members of the Hampton Seniors Resource Centre indicated that they may be interested in assisting with fundraising for facilities specifically for seniors (e.g. lawn bowling or shuffleboard facility) or to discuss approaches to addressing the challenges seniors are facing with transportation in the Town; the John Peters Humphrey Foundation may be interested in partnering on the development of a cultural centre in the Town.

**Recommendation 6:** Identify potential partners for facility or initiative development and initiate discussions.

### 5.4 Opportunities for Youth Input

Given the extent of recreation activities and programming for youth, it is important that they have sufficient opportunities for meaningful input into Town programming decisions. Currently the Leisure Services Advisory Committee appoints a student member to the committee. Public consultation with youth indicates that not only should there be more opportunities for youth input but specifically that the role of the student committee member should be more clearly defined. The DLSD echoed this sentiment.

Further definition of the role and responsibilities of the student representative is required (e.g. organise a student recreation committee that meets monthly and identifies youth issues and concerns and report back to the Leisure Services Advisory Committee) in order to facilitate more meaningful input from local youth.

**Recommendation 7:** Define the role and responsibilities of the student representative on the Leisure Services Advisory Committee in order to create more opportunity for meaningful youth input in recreation programming.

## 5.5 Marketing and Promotion

Hampton's primary marketing and promotion of municipal programs and activities is limited to notices in the Hampton Herald, on the sign at the rink, and publication of the Spring and Summer Activities Brochure. Public consultation identified the Town's new website and construction of a digital sign at a central location in the Town, as primary opportunities for increasing awareness of local events and accomplishments. The DLSD has indicated that the posting information on the rink sign is time consuming and inflexible, and have already done preliminary costing of digital signs. Suggested locations from the public include the arena and the intersection of Main Street and Hall Road. Providing detailed and comprehensive recreation programming, scheduling, and registration information on the Town's website is a simple, cost effective way of ensuring that the public has access to recreation information.

**Recommendation 8:** The Leisure Services Department should develop a comprehensive recreation page on the Town's website including facility scheduling and programming information. On-line registration and facility scheduling programs should be investigated.

**Recommendation 9:** Purchase a digital sign to be placed at a central location for the purposes of advertising local accomplishments and community sports and cultural events.

## 5.6 Facility Supply & Future Needs

While the capacity of Hampton leisure and recreation infrastructure has expanded over the past 15 years in terms of ball fields, trails, pool, and tennis courts, expansion has not kept pace with growing needs and demand of users in the community. This section of the report discusses the needs for additional facilities identified in this report.

### 5.6.1 Rink

The results of this study confirm that there is a need for additional ice time in Hampton. Although the current rink is at capacity and ice users have indicated their desire for additional ice time, this study did not specifically analyse the amount of additional ice time that is required. However, given that the rink is at capacity during prime and non-prime time hours, that teams are double-booked for the majority of their practices, and

that all consulted ice user groups requested additional ice time, it is clear that there would be significant capacity to fill time at a second ice surface. In addition to the need for more ice time, the condition of the current facility is inadequate in several respects. Age of the facility (and associated capital costs that will be necessary in the near future), lack of storage space and inadequate changerooms have been identified as issues by both the public and the DLSD.

A feasibility study should be carried out to determine whether a new single ice surface should be constructed and the existing arena be upgraded or whether a new facility with 2 ice surfaces should be constructed and the existing arena maintained or converted to another use (e.g. indoor soccer, tennis, multi-purpose space, curling rink, open air rink, etc). In addition, given recent recreation facility development trends, and other facility needs identified through public consultation, the feasibility of constructing a new ice surface(s) as part of a multipurpose facility should also be investigated. The feasibility study should take the potential construction of two new ice surfaces in the Kennebecasis Valley (Rothesay and Quispamsis) into consideration as well. The need for a similar study was identified in section 6.1 of the Hampton Strategic Plan but was never completed.

This RNA study was not a feasibility analysis and therefore did not specifically investigate the feasibility of developing a multipurpose facility in Hampton. However there are numerous advantages to the construction and operation of one multipurpose facility when compared with that of numerous single purpose facilities. Significant cost savings are possible in terms of construction due to the one time costs of such items as common areas (meeting rooms, washrooms, change rooms, lobby, canteen, etc), design costs, site development costs, etc. Current energy efficient technology could be incorporated in the design and operation of such a facility – increasing opportunities for Federal funding and decreasing long-term operating costs. In addition, it is less expensive to operate one facility as opposed to two or more; staff numbers are reduced, along with servicing costs; and having multiple uses within one building provides increased opportunity for revenue generation.

**Recommendation 10:** Carry out a feasibility analysis to determine the feasibility, preferred location, and funding options for the development a multipurpose facility containing 1 or more ice surfaces and to determine the future use of the existing arena.

**Recommendation 11:** The Town should initiate discussions with potential partners to investigate the opportunity to develop a partnership for the creation of a multipurpose facility.

### **5.6.2 Town Commons**

The redevelopment of the 1.2 acre property located between Main Street and the railway tracks and across from the Kings County Courthouse into a new Town Commons may be an opportunity to address needs identified in this study.

A need for additional ice time in the community was identified by the DLSD and through public consultation. The need for an outdoor rink was identified through public consultation. Given that the current arena is fully booked and that the number of public skates has been reduced due to increased demand from organised groups, an outdoor rink facility would provide a low-cost and unscheduled alternative for ice users. Ideally, such a facility would be maintained by the Town and/or users groups and provide a safer, more available, and higher quality alternative than using the Kennebecasis River or driving to Nauwigewauk.

A need for an outdoor cultural space (a space for performances, gatherings, displays, etc) was identified through public consultation by a number of user groups. There is currently no suitable space available in the Town. Given the high concentration of arts, cultural, and performance activities and user groups in the Town, there is demand for such a space.

In addition, the play equipment at the Main Street Park is in need of replacement. This requirement should be considered as a part of the Town Commons project.

**Recommendation 12:** The Leisure Services Department and the Leisure Service Advisory Committee should take on an active role in determining the components of the Town Commons project. In particular, the results of this study should be considered.

**Recommendation 13:** The development of an Outdoor Rink should be considered as a part of the Town Commons project.

**Recommendation 14:** The development of an Outdoor Cultural Space should be considered as a part of the Town Commons project.

**Recommendation 15:** The replacement of the Main Street Park play equipment should be considered as a part of the Town Commons project.

### **5.6.3 Other Facilities**

The need and/or desire for a number of other facilities were identified in this study, primarily through public consultation. These included: adequate equipment storage space for field users and rink users; gymnasium time; a running track; an equipment rental service; an indoor cultural centre or space that would be suitable for dance and martial arts studio space as well as artist space; multipurpose space, and a fitness centre. Although it would not be feasible to pursue each of these projects on an individual basis, the feasibility of including some or all of these components in a multipurpose facility should be explored.

Although multi-use facilities are an attractive option, it is also important to continue to provide recreational opportunities at the neighbourhood scale. As such, the Town should consider resurfacing the outdoor basketball courts in Sunset Villa Park, Highland Drive Park, and Randall Park. Resurfacing costs are relatively minor (as compared to the capital cost of entirely new basketball courts) and will ensure these residents of these neighbourhoods continue to have access to recreational opportunities within walking distances. The Sunset Villa Park plays an important role as the only park facility on the south side of the highway. As such, it should be the initial focus of any upgrades.

**Recommendation 16:** The feasibility of developing equipment storage space, a gymnasium, indoor running track, equipment rental space and service; cultural centre, multipurpose space (suitable for dance and martial arts, and other uses), and a fitness centre should be investigated as a part of the multipurpose facility feasibility study identified in Recommendation 10.

**Recommendation 17:** The Town should proceed with plans to develop a field house facility near HHS that would consist of washroom and changeroom facilities, as well equipment storage space for user groups. An equipment rental service should also be considered as a part of this concept.

**Recommendation 18:** The Town should consider resurfacing the outdoor basketball courts in Sunset Villa Park, Highland Drive Park, and Randall Park in order to ensure that adequate recreation opportunities are available in all neighbourhoods. The Sunset Villa Park, in particular should be a focus, given its status as the only park on the south side of Hampton.

## **5.7 Department Staffing Requirements**

### **5.7.1 Cultural Services Officer**

Public consultation with arts, culture, and performance groups reveals that there is a perception that the arts and culture are a secondary consideration in comparison to traditional recreation activities. The DLSD confirmed that arts and culture are often not the priority, simply due to the extent and demand for traditional recreation programs and facilities, as well as the small size of the DLS. However, Town Staff do devote a significant amount of time to non-sports related activities including Canada Day events, Communities in Bloom, Hampton Enviro Fair, etc. The Municipal Plan (s.5.1.5) states that the Town will make full use of its attractions, including cultural activities and festivals. Given the wealth of cultural and artistic talent in the Hampton community and the size and current responsibilities of DLS Staff, a new cultural staff position should be created. This position within the DLS would be responsible for all cultural activities taking place in the Town. Not only would this provide focus and support for cultural activities in the Town, it would also free up time for the remainder of the Department to focus on the remaining sport and recreation demands of the community.

**Recommendation 19:** Create a Cultural Officer position within the Leisure Services Department, who would be responsible for the provision of municipal cultural activities and for supporting the arts and culture community of Hampton.

### ***5.7.2 Trail Maintenance Staff***

There is a need for more trails in the Town but maintenance of existing trails is an issue as well. Current staff numbers are not adequate to maintain existing trails in the Town. This was identified by the DLSD and trail condition was a commonly identified issue throughout public consultation. This will need to be addressed prior to the development of any additional trails in the Town. Creation of any additional trails should be considered in the context of an Open Space Plan.

**Recommendation 20:** Create a trail maintenance work crew through the addition of two new maintenance staff positions who will be responsible solely for trail maintenance.

**Recommendation 21:** Provision of additional trails should be considered as a part of the Open Space Planning process suggested in Recommendation 2.

## **6.0 IMPLEMENTATION & FUNDING**

This chapter identifies the implementation phasing, approximate cost implications, and pre-requisites required for each recommendation discussed in the previous chapter.

### **6.1 Implementation Schedule**

This study identifies priority needs and directions. Many of the recommendations in this study will require additional consideration by staff and elected officials, a few will require further study. Table 6.1 identifies the relative phasing of each recommendations by following implementation term categories: short (2007-2008), medium (2009-2001), and long-term (2012-2013). Approximate capital costs associated with recommendations have also been identified. For recommendations where there are staff implications, the position(s) responsible have been identified. For recommendations that are dependant upon other recommendations or initiatives, pre-requisite sequencing has been considered and identified where appropriate.

**Table 6.1: Implementation Table for Recreation Needs Analysis Recommendations**

RECOMMENDATION	IMPLEMENTATION TIMING			COST IMPLICATIONS	PRE-REQUISITES
	SHORT	MEDIUM	LONG		
<b>Recommendation 1:</b> Develop an updated Recreation Master Plan to establish a framework for setting management priorities and to provide specific direction for recreational resources within Hampton.	✓			In-house – DLS staff time or External Consultant - \$20,000 - \$50,000 depending on scope	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 2:</b> Develop an Open Space Plan which will identify principles, policies, and strategies for the acquisition and development of open space in Hampton.		✓		In-house – DLS staff time or External Consultant - \$20,000 - \$50,000 depending on scope	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 3:</b> Develop a Facility Allocation Policy to formalize and prioritize access to municipal facilities.	✓			DLS staff time	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 4:</b> Develop a formal Volunteerism Policy which includes tangible recommendations that will help to foster and support volunteerism in the community for recreation and other Town services.	✓			DLS staff time	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 5:</b> Pursue development of Joint Use Agreements with School District 6 where appropriate.	✓			DLS and CAO staff time	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 6:</b> Identify potential partners for facility or initiative development and initiate discussions.		✓		DLS and CAO staff time	Receipt of RNA by Council and agreement in principle of this recommendation.

RECOMMENDATION	IMPLEMENTATION TIMING			COST IMPLICATIONS	PRE-REQUISITES
	SHORT	MEDIUM	LONG		
<b>Recommendation 7:</b> Define the role and responsibilities of the student representative on the Leisure Services Advisory Committee in order to create more opportunity for meaningful youth input in recreation programming.	✓			DLS staff time and Leisure Services Advisory Committee Volunteer time	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 8:</b> The Leisure Services Department should develop a comprehensive recreation page on the Town’s website including facility scheduling and programming information. On-line registration and facility scheduling programs should be investigated.	✓			IT Staff time	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 9:</b> Purchase a digital sign to be placed at a central location for the purposes of advertising local accomplishments and community sports and cultural events.	✓			DLS staff time and \$10,000-\$20,000 for sign	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 10:</b> Carry out a feasibility analysis to determine the feasibility, preferred location, and funding options for the development a multipurpose facility containing 1 or more ice surfaces and to determine the future use of the existing arena.		✓		External Consultant - \$10,000 - \$20,000 depending on scope	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 11:</b> The Town should initiate discussions with potential partners to investigate the opportunity to develop a partnership for the creation of a multipurpose facility.		✓		DLS and CAO staff time	Implementation of Recommendation 10.

RECOMMENDATION	IMPLEMENTATION TIMING			COST IMPLICATIONS	PRE-REQUISITES
	SHORT	MEDIUM	LONG		
<b>Recommendation 12:</b> The Leisure Services Department and the Leisure Service Advisory Committee should take on an active role in determining the components of the Town Commons project. In particular, the results of this study should be considered.	✓			DLS staff time and Leisure Services Advisory Committee Volunteer time	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 13:</b> The development of an Outdoor Rink should be considered as a part of the Town Commons project.	✓			N/A	Implementation of Recommendation 12.
<b>Recommendation 14:</b> The development of an Outdoor Cultural Space should be considered as a part of the Town Commons project.	✓			N/A	Implementation of Recommendation 12.
<b>Recommendation 15:</b> The replacement of the Main Street Park play equipment should be considered as a part of the Town Commons project.	✓			N/A	Implementation of Recommendation 12.
<b>Recommendation 16:</b> The feasibility of developing equipment storage space, a gymnasium, indoor running track, equipment rental space and service, cultural centre, multipurpose space (suitable for dance and martial arts, and other uses), and fitness centre should be investigated as part of the multipurpose facility feasibility study identified in Recommendation 10.		✓		N/A	Implementation of Recommendation 10.

RECOMMENDATION	IMPLEMENTATION TIMING			COST IMPLICATIONS	PRE-REQUISITES
	SHORT	MEDIUM	LONG		
<b>Recommendation 17:</b> The Town should proceed with plans to develop a field house facility near HHS that would consist of equipment storage space for user groups, washroom and changeroom facilities. An equipment rental service should also be considered as a part of this concept.		✓		DLS staff time and cost	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 18:</b> The Town should consider resurfacing the outdoor basketball courts in Sunset Villa Park, Highland Drive Park, and Randall Park in order to ensure that adequate recreation opportunities are available in all neighbourhoods. The Sunset Villa Park, in particular should be a focus, given its status as the only park on the south side of Hampton.	✓			Staff time and cost	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 19:</b> Create a Cultural Officer position within the Leisure Services Department, who would be responsible for the provision of municipal cultural activities and for supporting the arts and culture community of Hampton.	✓			Salary + benefits (\$30,000-\$50,000/year)	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 20:</b> Create a trail maintenance work crew through the addition of two new maintenance staff positions who will be responsible solely for trail maintenance.	✓			Salary + benefits	Receipt of RNA by Council and agreement in principle of this recommendation.
<b>Recommendation 21:</b> Provision of additional trails should be considered as a part of the Open Space Planning process suggested in Recommendation 2.		✓		DLS staff time and trail construction costs	Implementation of Recommendation 2.

## 6.2 Potential Funding Sources

This section identifies some potential sources of and approaches to funding which may be available in support of the recommendations of this report.

### 6.2.1 Federal Funding

#### Atlantic Canada Opportunities Agency Programs

The Atlantic Canada Opportunities Agency (ACOA) has a number of community economic development programs and initiatives that are focused on building economic capacity in Atlantic Canada.

One of the primary objectives of ACOA's *Innovative Communities Fund* (ICF) is to strengthen community infrastructure in rural communities and to invest in projects that enhance communities' capacity to overcome economic development challenges and take advantage of their strengths, assets, and opportunities.

The *Canada – New Brunswick Municipal Rural Infrastructure Fund* administered by ACOA, supports smaller scale municipal infrastructure projects that improve the quality of life, sustainable development, and economic opportunities, particularly in smaller communities.

Further detailed information on ACOA initiatives and funding is available at <http://www.acoa-apeca.gc.ca/e/financial/index.shtml>

#### Green Municipal Fund

The Federation of Canadian Municipalities' Green Municipal Fund offers low interest loans and grants, builds capacity, and shares knowledge to support municipal governments and their partners in developing communities that are more environmentally, socially, and economically sustainable. Funding categories include: sustainable community planning and integrated projects; solid waste management; brownfield redevelopment; water conservation and treatment; energy services and renewable energy; and sustainable transportation services and technologies. More information is available at <http://sustainablecommunities.fcm.ca/GMF/>.

### New Horizons for Seniors

New Horizons for Seniors is a Human Resource and Social Development Canada (HRSDC) program that funds community-based projects across Canada that encourage seniors to continue to play an important role in their communities through social participation and active living. The program supports projects led by seniors by providing funding up to \$25,000. The objective of this program is to encourage seniors to contribute their skills, experience, and wisdom in support of social well-being in their communities and to promote the ongoing involvement of seniors in their communities to reduce their risk of social isolation. More information on this program is available through the HRSDC website at [www.hrsdc.gc.ca](http://www.hrsdc.gc.ca)

### Canadian Council for the Arts Grants

The Canadian Council for the Arts provides grants and services to professional Canadian artists and art organizations in dance, media arts, music, theatre, writing and publishing, interdisciplinary work and performance art, and visual arts. Grant amounts vary from \$3,000 - \$20,000. Additional information is available at:

<http://www.canadacouncil.ca/grants/howtoapply/>

## **6.2.2 Provincial Funding**

### Family and Youth Capital Assistance Program

The objective of this program is to provide funding for non-profit organizations and municipalities that are involved with youth and family-related projects such as playgrounds, sports/recreational facilities, community centres, and community equipment. Playground projects may be eligible for up to 100% of the material costs up to a maximum of \$15,000, while all other types of projects will be eligible for up to 50% of the total project costs up to a maximum of \$50,000. Additional information is available at <http://www.gnb.ca/0096/Youth-e.asp>.

### Active Communities Grant Program

The Active Communities Grant Program provides support for activities and projects that raise awareness about the importance and enjoyment of physical activity and provide new or expanded opportunities for New Brunswick residents to be active. Maximum grant amounts are \$5,000. Additional information is available at:

<http://www.gnb.ca/0131/pdf/s/Active%20Communities%20Grant%20Program%20Guidelines.pdf>.

### **6.2.3 Local Financing Methods**

Recreation projects can be funded locally in a variety of means. In the case of Hampton, where non-residents are believed to be a significant proportion of the recreation facility user group, it will be important to ensure that those users are contributing to the development and maintenance of recreation facilities so that Hampton residents do not unfairly bear the burden of the cost. The most common approaches to this issue are: a tax-based method of cost sharing and the use of non-resident user fees. This section provides a brief overview of these approaches.

#### Tax-Based Method of Cost Sharing

This approach would require an agreement between the Town and the surrounding Local Service Districts (LSDs) that LSD residents would make a tax-based contribution of certain amount per \$100 of property assessment (e.g. \$0.03/\$100 of property assessment). The level of taxation is typically based on significant historical and current usage by non-residents<sup>17</sup>. In some cases of tax-based method of cost sharing, municipalities allow non-residents to have access to municipal facilities and programs with no additional user fees (this is often for a set length of time e.g. a 20 year time frame).

#### Non-Resident User Fees

Municipalities can choose to establish non-resident user fees for recreation facilities and services; those that reside within the municipality would pay a reduced fee compared to those that live outside. Ultimately, these higher fees go towards capital, operating, and maintenance costs of the facility. Like regular user fees, portions of these fees can be allocated for different purposes. For example, in sports leagues each participant may be charged \$1.45 per scheduled game, with \$1.00 of that going to offset operating and maintenance costs and \$0.45 used for construction or renovation of the facility. The benefit of this method is that the fee is paid by the users and the funds are earmarked for the facilities that generate the revenue.

The City of Fredericton recently went through a challenging experience in determining and implementing a financing method for two new ice facilities and the refurbishment of an existing facility. Originally, the City had approached the surrounding municipalities and LSDs and invited them to participate in the capital and operating cost-sharing of these facilities. The original proposal was that LSDs would contribute 3 cents per \$100 of assessment and the Village

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<sup>17</sup> Currently, the Town does not have detailed data on the number of non-resident users for recreation facilities and programs.

of New Maryland would contribute 4 cents per \$100 of assessment (based on historical use of facilities by residents of those communities). In addition, as a part of this agreement, non-residents would have access to all of the City's recreation facilities and programs, with no user fees for a proposed term of 20 years.

Virtually all local jurisdictions refused the City's offer to cost share. Refusals were based on a variety of reasons including: the cost sharing request by the City was seen as too high; the surrounding areas had little information and a lack of input into the process; several of the LSDs already participated in existing ice surfaces in Burt's Corner and Stanley; a number of LSDs extended far beyond the geographic area that could benefit from the City's facilities; and, a lack of accurate information<sup>18</sup>.

As a result of this rejection of the tax-based approach, the City instituted a non-resident user fee for its ice surfaces, which they believed would closely approximate the actual cost of delivering the service. The imposition of non-user fees was not well-received by non-residents; a number of complaints were filed with the local Ombudsman and the issue created a significant amount of controversy in the community.

The issues and challenges faced by the City of Fredericton throughout this process can provide valuable insight for Hampton, should the need arise to pursue non-resident funding. This example illustrates the importance of involving surrounding jurisdictions in the recreation and facility planning process early on and ensuring that the process is as transparent as possible.

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<sup>18</sup> An excellent summary of the City of Fredericton's experience is provided by the following source: Office of the Ombudsman (2006). *Report Related to City of Fredericton Non-Resident User Fees*. Obtained from the world wide web: <http://www.gnb.ca/0073/nonresidentuserfees-e.pdf>

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**APPENDIX A**

**Hampton Strategic Plan (2000) Excerpts**

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**APPENDIX B**

**Hampton Municipal Plan (2004) Excerpts**

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**APPENDIX C**

**Community Workshop Results**

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**APPENDIX D**

**Community Survey and Results**

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**APPENDIX E**

**Focus Group Results**

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**APPENDIX F**

**Municipal Facility Assessment Summary**

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