



Hutt City Council

Active Recreation and Sport Strategy **2007-2012**

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Active Recreation and Sport Strategy

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Report Disclaimer

In preparing this report it has been necessary to make a number of assumptions on the basis of the information supplied to Global Leisure Group Limited. The recommended actions contained in this report are subject to uncertainty and variation depending on evolving events, but have been conscientiously prepared based on consultation feedback and an understanding of trends in the leisure industry.

The author did not carry out an audit or verification of the information supplied during the preparation of this report, unless otherwise stated in the report. Whilst due care was taken during enquiries, Global Leisure Group Limited does not take any responsibility for any errors nor mis-statements in the report arising from information supplied to the author during the preparation of this report.

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1 Introduction

This report is the Active Recreation and Sport Strategy (the Strategy) that has been developed by Hutt City Council with the aim:

To provide a high level strategy to help guide Council in the allocation of resources and ensure these resources are utilised in a coordinated, strategic, fair and focused manner to increase participation in active recreation and sport by Hutt City residents.

The intent of the Strategy is to deliver increased clarity, not proliferate or duplicate existing documents, it is an overview document with fundamental statements on the rationale for active recreation and sport provision. It enables flexibility and discretion in actions and decisions and is inclusive of the full spectrum of active recreation and sport activities.

Please refer to the Glossary of Terms for brief definitions or explanations of key terms used in this document.

2 Scope

The Strategy is primarily focused on how the Hutt City Council will contribute towards meeting the active recreation and sport needs of Hutt City residents over the next five years.

The Strategy takes into account that while Council is not the sole provider of recreation and sport opportunities for Hutt City, its historic role as a key provider of open space and facilities places it in an influential position when considering activity levels of residents.

The Strategy recognises that open space and facilities outside the City are significant to its residents for many active recreation and sport activities and that many residents from other parts of the region and other visitors use Hutt City facilities and open spaces for these purposes.

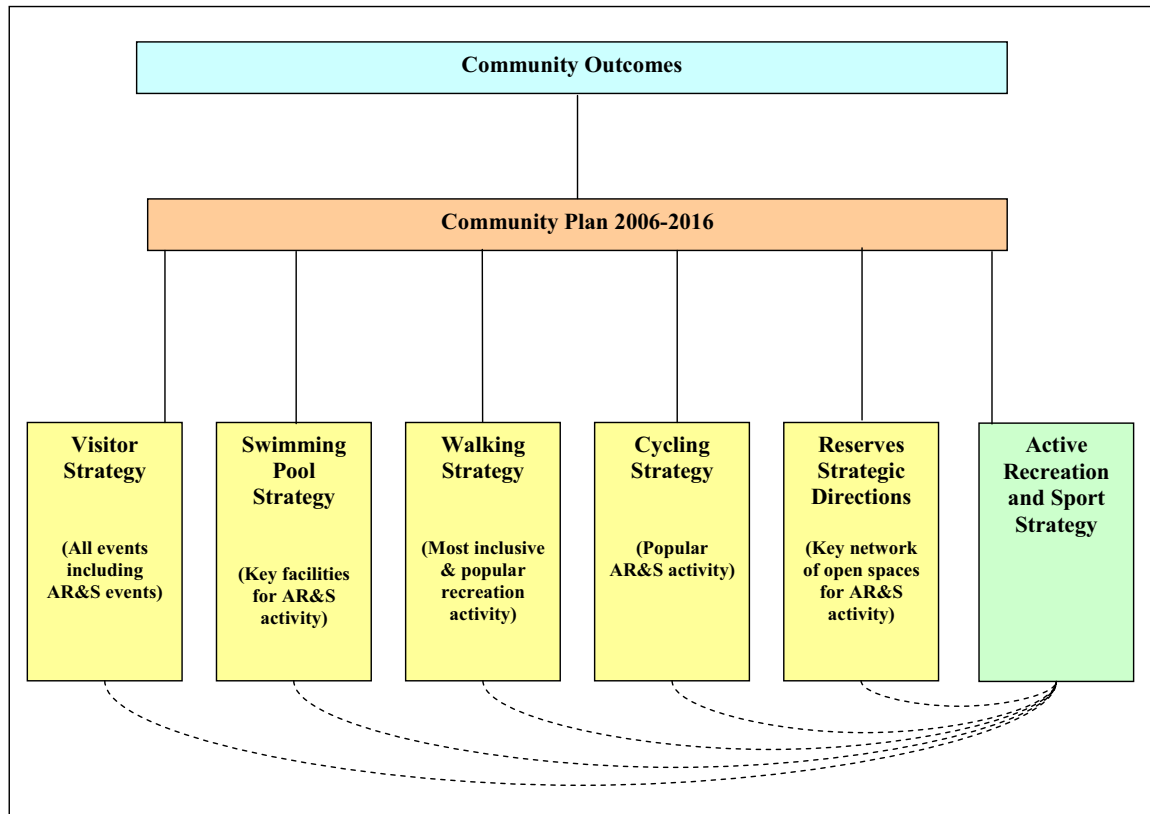
The strategy focuses on active recreation and sport undertaken during discretionary time outside of the home. *Active recreation* is defined as activities resident choose to undertake for their own well-being or enjoyment (or both) that require at least a moderate level of physical activity.¹ Recreation can be creative activity such as dancing. *Sport* is defined as those activities recognised by SPARC as sports. Sport refers to 'active activities that are competitive, organised, involve observation of rules, and may be participated in either individually or as a team'.

3 Policy Context

In the Community Plan 2006-2016 the vision for Hutt City is '*a great place to live, work and play*'. The Strategy will guide Council's contribution through active recreation and sport to delivering the vision and community outcomes.

¹ Moderate' active activities make you breathe harder than normal, *but only a little* - like carrying light loads, bicycling or walking at a regular pace.

The Strategy is one of several that Council has in place or is developing. These other strategies are focused on particular elements of Council activity that impact on active recreation and sport (AR&S) provision and activity as illustrated below.



4 Rationale for Involvement and Investment in Active Recreation and Sport

The rationale for investment in active recreation and sport is anchored by a suite of benefits that link to the community outcomes and vision for the City as described in the Community Plan 2006-2016.

4.1 Benefits of Active Recreation and Sport

The benefits of active recreation and sport participation are now widely accepted and recognised amongst both government and non-governmental agencies.² These benefits are summarised below as:

- Active recreation and sport are major **contributors to health** through increasing fitness and well-being which reduce the risk of disease and the incidence and severity of illness and help to lower the costs of healthcare

² Please refer to the reports of the Ministerial Taskforce on Sport, Fitness & Leisure (January 2001) Getting Set for an Active Nation and the Ministry of Health. (2003). Healthy Eating – Healthy Action Oranga Kai – Oranga Pūmāu A background.

- Active recreation and sport are major contributors to **developing motor skills, social skills and intellectual capabilities of our young residents** as well as providing exceptional opportunities for life long learning for adults
- Active recreation and sport are **essential to quality of life** of the individual through building self-esteem and positive self-image as well as enhancing life satisfaction levels
- Active recreation and sport help **build constructive and positive social behaviour** in our young residents by attracting youth to a positive social setting and away from self-destructive and negative behaviour and help to lower the costs of justice and enforcement – ‘youth in sport are not in court’
- Active recreation and sport help **build strong families** through sharing in play – ‘families that play together, stay together’
- Active recreation and sport help **build healthy and strong communities** by nurturing leaders who serve the community in many ways and help connect residents into their communities generating social cohesion and community pride
- Active recreation and sport sector is a **major economic generator** through employment as well as its facilities and events attracting visitors to the City

The potential advantages from increasing recreation and sport participation are therefore evident. Levels of physical activity (which includes recreation and sport participation) of New Zealanders have been falling and this decline is being linked to the increasingly sedentary lifestyle of residents driving rising levels of obesity and incidence of diseases such as type 2 diabetes.

4.2 Why Is Council Involved?

The Local Government Act 2002 (the LG Act) requires territorial authorities (Council) to look after the social, economic, environmental and cultural well-being of the community through contributing towards outcomes desired by their communities, and to identify the outputs Council will manage to help secure those outcomes. It is clear that Council is not responsible for – and is not able to achieve – all the outcomes independently. However, Council must recognise where a service deficiency exists and consider which agency should fill that gap (which may be Council, another government agency or community organisation).

Active recreation and sport have a huge impact on the physical, social and mental well-being of the community and there is a strong case for Council to be even more involved. An increase in participation in active recreation and sport will contribute to several of the community outcomes identified in the Community Plan 2006-2016³ including:

- Outcome 2: Everyone has affordable access to services that improve health
- Outcome 3: A city that is safe, friendly and welcoming, where people experience a sense of belonging
- Outcome 7: Affordable access to community facilities that include arts, cultural and recreational options
- Outcome 8: A diverse natural environment that is accessible, enjoyable and safe
- Outcome 9: A healthy balance between natural and built environments
- Outcome 10: A built environment that is attractive, safe and healthy

³ Planning for Our Community Together 2006-2016 Draft Community Plan, Vision & Planning Volume p. 18

Hutt City Council as with other Councils has a long established role of provision for active recreation and sport. This was initially providing land but the role has expanded to include delivery of programmes and events as well as land and facilities. This provision is a feature of the City environment and is a defining component of the Hutt City (and New Zealand) lifestyle. Provision of public open space and facilities is highly valued by ratepayers.⁴

4.3 Current Council Investment in Recreation and Sport

Hutt City residents value highly the ability to experience both passive and active recreation opportunities within their own city. Council has provided for this need through the provision of parks, reserves and swimming pools for casual recreation and the provision of sports fields for active sport. Over 90% of residents have used one or more of these facilities over the past year.⁵

On average Council spends \$10.5m annually operating these activities with \$6.8m in capital expenditure forecast for the next 3 years⁶. This is a significant investment and as such needs to be managed in an effective manner to maximise benefit for ratepayers.

In the 2006/2007 Council budget \$10.5 million is forecast for operational spending on open spaces, facilities and programmes to provide opportunities for active recreation and sport.⁷

- \$6.4m (61%) is allocated for Parks and Reserves
- \$3.5m (33%) is allocated towards Swimming Pools and Recreation Programmes
- \$0.6m (6%) is allocated towards providing sports fields for competition sport

Council provision for sporting codes has historically been through providing and maintaining fields for turf sports and use of swimming pools by aquatic clubs. A percentage of costs for these services are recovered through ground fees and pool hire charges. Hard court and/or indoor sporting codes have historically funded their own activities although some support through grants, special projects and land use is provided on a case by case basis.

Evidence suggests that a fairer distribution of funding across sporting codes could be realised by focussing on participation numbers when considering Council investment.

In addition, Council provides footpaths and cycleways that are primarily designed and used for day-to-day transport purposes but are also used for active recreation (walking and biking). Council spending on these transport facilities is not included. Some funding is allocated by Council on a case-by-case basis for active recreation and sport events and varies significantly from year to year.

5 Key Partners

In development of the draft Strategy it has become clear that there are a large number of stakeholders all with potential to both contribute to and benefit from the successful implementation of the Strategy. However, key partners have been identified as critical to the effective implementation of the Strategy, they are local Maori, Upper Hutt City Council (UHCC), Hutt Valley District Health Board (HVDHB), Greater Wellington Regional Council (GWRC), the Department of

⁴ Please refer to the Communitrak™ Survey: Public Perceptions and Interpretations of Council Services and Representation in the separate Literature Review document

⁵ NRB 2006 Communitrak Survey

⁶ Hutt City Council 2006-2016 LTCCP

⁷ Refer to separate Research Report - Council Investment in Recreation and Sport for more detail

Conservation (DoC) and Sport Wellington Region (SWR). This is partly in recognition of the reality that the Hutt Valley is a single catchment for many active recreation and sport activities and use of facilities.

UHCC, HVDHB, SWR and HCC have previously undertaken research into active recreation and sport patterns in the Hutt Valley with the support of SPARC. UHCC has developed an active recreation plan (UHARP) and has secured further funding from SPARC, support from HVDHB and a raft of other local funders for a major initiative focussed on two strands:

1. The Active Communities strand of the project targets those people, particularly women, who are currently 'disengaged' from recreation and participation in physical activity
2. The Active Clubs strand of the project intends to:
 - Support clubs so that they can develop their own capability and capacity
 - Facilitate increasing club membership through collaborative promotion and opportunities for getting people to explore and learn new activities
 - Facilitate accommodation and facilities solutions using existing community infrastructure.

There is an opportunity to 'roll-out' these initiatives across the entire Hutt Valley through HCC investment and additional support from local funders and the HVDHB.

SWR is looking to provide more services and support in Hutt City than in the past and has the potential to play a key role, particularly in early childhood and school initiatives. SWR is also developing an Urban Physical Activity Plan for the Wellington region which is supported by the Wellington Region Territorial Authorities, HVDHB and SPARC.

GWRC and DoC manage significant land areas and waterways within the City boundaries and these are used extensively by residents for outdoor recreation and sport activities.

HVDHB and Regional Public Health are implementing the national Healthy Eating Healthy Action (HEHA) Strategy locally. Active recreation and sport are important elements in the Healthy Action side of HEHA. They manage and deliver initiatives designed to improve the health of the resident population of Hutt City.

Hutt City Council has a long established relationships with the Runanganui O Taranaki Whanui ki te Upoko O te Ika a Maui, the Wellington Tenth Trust, and the Runanagnui Taura Here O Rimutaka and will be seeking support from these groups for advancing this strategy. Te Runanganui o Taranaki Whanui runs a Gym at Te Whiti Park and various recreation programmes, mainly targeted at children.

6 Environmental Scan – Key Trends, Issues and Opportunities

The separate Research Report and Literature Review have extensive information on trends, issues and opportunities as well as other supporting data. The key trends, issues and opportunities affecting active recreation and sport are summarised below:

Demographics

Hutt City is a very representative New Zealand city in many demographics, mirroring the national averages in most cases. It has a similar age, ethnic, income, employment, and household

ownership make up to the rest of New Zealand. A few of the major points of difference are listed below:⁸

- Slower population growth than the rest of the country. Hutt City has grown by 2.3% over last five years compared to 7.8% nationally. Future growth in Wellington region is projected to be in Wellington city and Kapiti – not the Hutt Valley.
- While similar to the national average, Hutt Valley has a much greater proportion of people near or at retirement age than the rest of the Wellington region (21% over 55 in Lower Hutt and 23% in Upper Hutt compared to 18% in Porirua and 17% in Wellington City).
- Projected shortage of people in the 25-45 age group bracket over the next 15 years.⁹
- Income reflects the average trend, which means a large proportion (56.5%) of resident earn less than \$30,000 per annum.
- The ethnic make up of Hutt City reflects the national averages, with 58% European, 15% Maori, 9% pacific people, 8% Asian, and 10% other ethnicities. However, over the last five years, this has involved a large drop of in the proportion of Europeans from 70%, and a large increase in the “other ethnicity” category from less than 1%.
- Families with children make up 65% of Hutt City households, this is the highest in the Wellington region and is above the national average of 60%.

Participation

- The increasingly sedentary lifestyle of residents, particularly younger residents (in 1997, 7% of young people living in the Wellington region were sedentary, but by 2001 this figure has risen to 31%). This is having adverse impacts on well-being of residents such as an increase in obesity and other negative health impacts such as an increase in Type 2 Diabetes.
- Participation in active recreation and sport is close to national averages but national research indicates a decline in physical activity levels is occurring. Ongoing monitoring of physical activity will be enhanced by SPARC with increased sampling of the Hutt Valley population in 2007.
- The need to provide active recreation and sport opportunities that are fully inclusive of all but the most severely disabled residents by eliminating barriers to participation.
- The significant increase in the popularity of casual active recreation activities, particularly those able to be undertaken by an individual at times and locations that suit them such as walking.
- The significant participation in ‘pay-for-play’ social sport by residents with many workplace based teams supported by their employers. These are offered by commercial and some not-for-profit providers.
- The emergence of new active recreation and sport activities such as mountain biking and kite surfing.
- The reducing membership of some sport clubs, particularly in several traditionally strong sports is placing pressure on their future sustainability.

Financial

- The financial viability of many clubs is under threat, particularly those with reducing memberships. Fewer members mean a greater cost per member to meet fixed costs and little or no funds for developing services for members or supporting volunteers. The termination of the Community Sport Fund and reduced distributions by the Gaming Machine Societies is compounding the funding issues for clubs.

⁸ Derived from the preliminary 2006 census figures.

⁹ *Draft Wellington Regional Strategy*, pages 3 and 4.

- The financial viability issue is most acute for clubs who own the facilities they use and often leads to deferment of maintenance because of reduced membership income. This threatens their ability to maintain their facilities to acceptable standards and erodes their attractiveness to prospective members.
- Council provision and funding has not kept pace with the change in the mix of activities and there is an evident imbalance in levels of support from Council between activities, particularly activities that have emerged in the past 10-15 years. Even within the traditional sports codes there is a significant variance in the percentage of cost recovery required by Council towards the costs of providing and operating facilities and playing surfaces.

Volunteers

- The decline in the amount of volunteer input is reducing the capacity of the largely volunteer based community sport clubs to provide sufficient organised sports activity, particularly for junior participants. This is leading to variation in the quality of service they provide whilst at the same time service expectations of members are climbing
- Many active recreation and sport organisations and facilities have user catchments that encompass the entire Hutt Valley. There is a significant and immediate opportunity to partner with Upper Hutt City Council and other key stakeholders to provide services and facilities aimed at increasing participation and building capacity of active recreation and sport organisations.

Physical Environment

- The range of active recreation and sport opportunities and participation patterns are affected by the unique mix of natural and built environments available within Hutt City. The City has rivers, lakes, harbour waterfront, hills as well as extensive areas of flat land providing diverse opportunities for active recreation and sport.

Facilities and Parks

- The network of over 300 Council reserves in the City provides a considerable area of open space (4,214 hectares) for active recreation and sport activities. The Hutt River corridor and hill areas in the City are major assets for active recreation and sport, much of this land is managed by Greater Wellington Regional Council and the Department of Conservation. Sports parks are well used and are recognised as providing good quality surfaces for sport activity. The harbour waterfront with its beaches, marinas and jetties are also valuable recreational assets for the City.
- The most notable shortfall in facility provision is for indoor sport. This has occurred because of the increasing popularity of indoor sport and the trend for some traditionally outdoor sports to shift indoors such as netball and tennis.
- There are large numbers of clubrooms in the City with larger parks often having several clubrooms. The duplication of facilities places an additional cost burden on clubs in the City. There is an opportunity to consolidate on fewer facilities through partnerships between clubs or through consolidation the clubs themselves as promoted through the Sportville concept.

7 Vision, Principles and Goals

7.1 Vision

Hutt City - a place where residents participate and enjoy active recreation and sport

7.2 Guiding Principles

Hutt City Council has adopted the following set of guiding principles for this strategy. The guiding principles, along with the analysis of the active recreation and sport environment in Hutt City, have helped shaped the goals for the strategy. The principles will also guide HCC's implementation of the strategy.

Accessibility

Fair access to active recreation and sport for all

Sustainability

Enduring programmes, activities and organisations are established

Partnerships

Opportunities for collaboration are pursued

Community

Active recreation and sport enhances community well being

Environment

An active city environment is promoted

Evaluation

Key performance indicators are measured

7.3 Strategy Goals

The goals are the major themes to be advanced through this strategy and they should guide HCC's involvement in active recreation and sport over the next five years.

GOAL 1 - INCREASE PARTICIPATION

Residents are aware of active recreation and sport opportunities, are motivated and able to increase their participation

GOAL 2 – EFFECTIVE PROVIDERS

Strong and sustainable active recreation and sport organisations contributing to community cohesion and identity.

GOAL 3 – EFFECTIVE OPEN SPACE AND FACILITIES

A network of open spaces and facilities across the city that enable and encourage participation in active recreation and sport.

GOAL 4 – EFFECTIVE AND FAIR INVESTMENT

Council and major funding bodies use the Active Recreation and Sport Strategy to inform their decision making on allocations.

8 Action Plans

8.1 Goal One - INCREASING PARTICIPATION – Residents are aware of active recreation and sport opportunities, are motivated and able to increase their participation

Increasing participation in active recreation and sport is a complex challenge and requires a multi-faceted and integrated approach. Central Government has recently committed significant additional resources to increase physical activity levels in the population. Rafts of programmes are underway at regional and community levels addressing various physical activity and nutrition issues. Council is one player in the mix and needs to focus on how to provide the greatest impact with available resources. Council will need to continue to provide opportunities for participation that are accessible as possible as well as support other providers to attract participants to their activities. This will involve a mix of targeted programmes and series of events that attract new participants and provide challenges to motivate continued participation.

How to communicate with residents has become more complex with the advent of new communication technologies. Young people and increasing numbers of adults are 'media-meshers' i.e. they surf the internet with one eye on the television while chatting on MSN and monitoring their text messages. This means they are more accessible to receive messages about active recreation and sport but the message is competing more than ever for their attention.

8.1.1 Objective - AWARENESS - Residents are aware of active recreation and sport opportunities and are motivated to participate

Strategy
Develop a comprehensive 'one stop shop' for active recreation and sport information which is: <ul style="list-style-type: none">▪ Accessible in a number of mediums e.g. website, text, telephone▪ Presented in a user friendly and encouraging style.
Use promotional campaigns, highlighting the social and fun aspects of participation, with the aim of educating residents in the benefits of active recreation and sport and involve well known sports role models who live in Hutt City to inspire and motivate residents to participate.

8.1.2 Objective - PROGRAMMES - A range of programmes and events are available to residents which introduce them to active recreation and sport options

Strategy
Work with UHCC, GWRC, SWR and HVDHB to jointly implement programmes, events and promotions
Develop Hutt City Council capability and capacity to manage and deliver programmes, events and promotions
Offer regular events and programmes to promote participation amongst residents and to try new activities in a non-threatening and enjoyable manner

8.1.3 Objective – ACCESSIBILITY - Fair access to active recreation and sport programmes for all

Strategy
Accessibility (No Exceptions) policy integrated into relevant planning and funding allocation processes ¹⁰
Educate and encourage active recreation and sport providers to create programmes, events and activities that are inclusive, welcoming and beginner friendly for all ages
Continue providing amenities that offer opportunities for free active recreation and sport activities e.g. walkways, playgrounds, parks
Manage and promote programmes identified in the Hutt City Council walking and cycling strategies
Raise resident's awareness of the opportunities to participate in active recreation and sport at low cost
Work with key partners to jointly implement programmes for target groups identified in the Active Communities research i.e. Maori and Pacific people, women aged 25-55, and low income households.

8.1.4 Objective – MONITORING - Progress towards increasing activity levels is effectively monitored

Strategy
Council to use questions from the NZ Physical Activity and Sport Survey in Communitrak surveys to monitor physical activity levels of the City residents.
Council and partners monitor progress in implementing the Strategy on an annual basis
Council and partners undertake a review of the Strategy in 2010

8.2 Goal Two - EFFECTIVE PROVIDERS - Strong and sustainable active recreation and sport providers contributing to community cohesion and identity

Clubs and their volunteers are important in maintaining and growing the levels of regular participation in active recreation and sport. The support of sustainable club structures, recruitment and retention of volunteers and adaptation of clubs and activities to meet changing trends and demographics were identified as key needs. Supporting clubs means supporting volunteerism, which is very important and the loss of volunteers is a major concern in the community. Recruitment and retention of volunteers, recognition of their value and appropriate training is essential to maintaining and improving the capability of associations and clubs to effectively deliver active recreation and sport. A recurring theme from schools was the need for training of parents to be effective coaches and training for club coaches in the appropriate way to operate within a school environment and interact with students.

Sport is changing to meet the different demands of the social and casual participant, while retaining the competitive and progression focused participants. Enhancement of the capability of sport to present and deliver attractive activities is a key challenge.

¹⁰ Refer to Glossary of Terms

8.2.1 Objective - NETWORKS - Active recreation and sport providers are supported through networks focused on building capacity and enhancing the quality of services delivered to members or users.

Strategy
Provide sports clubs and associations with regular information on relevant active recreation and sports trends and promotional campaigns
Provide opportunities for effective networking and communication between active recreation and sport providers from all sectors and other related agencies e.g. health sector and schools.

8.2.2 Objective – PARTNERSHIP AND COLLABORATION - Council works with stakeholders to improve coordination of resource use and avoid duplication

Strategy
Work with key partners to jointly implement programmes designed to enhance effectiveness and sustainability of providers
Support implementation of Mission On initiatives including Active Movement, Active Schools and Sportfit programmes in early childhood centres and schools in Hutt City ¹¹
Encourage partnerships and amalgamations between organisations where they benefit the organisations and participants
Consider the interests of commercial active recreation and sport providers in the development of strategies and plans for the City
Engage with Sport Wellington Region to enhance its delivery of services to Hutt City residents and active recreation and sport organisations

8.2.3 Objective – BEST PRACTICE – Excellence in active recreation and sport management is encouraged through promotion of relevant quality management systems

Strategy
<p>Develop Hutt City Council capability and capacity to provide effective consultancy services to help maintain vibrant club structures by encouraging and supporting clubs to:</p> <ul style="list-style-type: none"> ▪ Clearly plan their futures ▪ Effectively manage their assets ▪ Respond positively to demographic and societal trends ▪ Recruit and retain club volunteers ▪ Train volunteers to increase their capability and capacity to deliver quality services ▪ Enhance sustainability of clubs through improved management, promotion and succession planning ▪ Adapt activity to meet changing demand and provide quality experiences for members or participants ▪ Assist with advice on preparing funding applications ▪ Act responsibly with public funding
Support implementation of accreditation schemes such as SCAP and Sportfit Sportmark which encourage

¹¹ Refer to Glossary of Terms

establishment of effective quality management practices ¹²
Work with Wellington City Council and SWR to introduce the Get Set Go resource for event organisers ¹³

8.3 Goal Three – EFFECTIVE OPEN SPACE AND FACILITIES - A network of quality open spaces and facilities across the city that enable and encourage participation in active recreation and sport.

The network of open spaces in the City area are provided by Council, Greater Wellington Regional Council and the Department of Conservation and are covered by the Reserves Strategic Directions report developed by Council in 2003. Facility provision by Council has been dominated by provision of swimming pool facilities because these facilities provide active recreation and sport opportunities for all but the most severely disabled residents of the City. These swimming pools provide the only publicly owned fully supervised active recreation facilities in the City. The Swimming Pools Strategy covers the planning and management of the network.

The significant capital and operating costs of direct provision of swimming pool facilities by Council has meant resources for other active recreation and sport facilities have been limited. This has led to responsibility for provision of other facilities being largely placed on the sports involved both to find most of the capital and in most cases all of the operating and maintenance costs of the facilities. Many of these organisations have struggled to maintain their facilities and some are in poor condition with deferred maintenance and renewals.

Changes in active recreation and sport participation patterns are causing some sports to have excess capacity while others have a shortfall in facilities. Some rationalisation will be required over time as the viability of retaining existing facilities becomes marginal. This is most likely to occur with clubroom facilities because of significant duplication and reluctance to share in the past. Major indoor court facilities for basketball, netball and tennis at Walter Nash Stadium and Mitchell Park are currently being addressed through separate feasibility planning processes.

Advances in technology, particularly in playing surfaces for active recreation and sport, presents opportunities for Council to innovate in the provision for these activities.

8.3.1 Objective - UTILISATION - Recreation and sport facilities and open spaces are effectively utilised and needs are clearly prioritised.

Strategy
When practical, use existing facilities to meet unmet needs when development of new facilities is considered
Establish and agree the City's priorities for facility provision
Partner with UHCC in planning for significant active recreation and sport facilities with Hutt Valley catchments and other Councils within the Wellington Region for regional facilities
Investigate options to increase indoor sport facility capacity in the City

¹² Refer to Glossary of Terms

¹³ Refer to Glossary of Terms

Promote use of current facilities and spaces to the resident population
Resident sports people with potential and those aspiring to higher levels have access to necessary training facilities in the Wellington Region and where practical locate the facility within Hutt City to nurture their talent.

8.3.2 Objective – ACCESSIBILITY – Fair access to active recreation and sport facilities and open spaces for all

Strategy
Provide a range of locations for unstructured, casual recreation activities that meet resident's varying time availability, fitness and equipment levels.
Use an understanding of the range of benefits sought by residents in providing and promoting locations for residents to engage in unstructured, casual recreation activities
Educate and encourage active recreation and sport providers to create facilities that are inclusive, welcoming and beginner friendly for all ages

8.3.3 Objective – ACTIVE ENVIRONMENT – The city promotes an active city environment

Strategy
Consider the needs of those participating in active recreation and sport in future city planning and urban design, particularly for walking and cycling
Support development of cycling and walking network identified in the Hutt City Council walking and cycling strategies
Manage public open spaces in a way that balances appropriate levels of recreational use with active transport, conservation, visual amenity and environmental issues
Investigate the use of the Reserves Contributions Fund for developing the network of active recreation and sport opportunities

8.3.4 Objective – ASSET MANAGEMENT – Active recreation and sport assets are maintained to a quality standard

Strategy
Provide well maintained facilities and open spaces through quality asset management practices
Manage open spaces in accordance with Reserves strategy
Identify active recreation and sport facilities within Hutt City with high value to residents and support the facility operators to provide sustainable assets

8.4 Goal Four – EFFECTIVE AND FAIR INVESTMENT - Council and major funding bodies use the Active Recreation and Sport Strategy to inform their decision making on allocations

Council has developed a Funding Policy to meet the requirements of the LG Act. The LG Act is of particular relevance to the Strategy in relation to Council investment in active recreation and sport programmes, events and facilities. There are several sections of the LG Act that apply and these are described in the Community Plan.

A key element of the funding policy is that Council funding for an activity should largely reflect the extent of any public benefit. Private benefits should be funded by the individuals or groups that receive that benefit. The table below lists the Council’s current targets for cost sharing of its main sport and recreation activities.¹⁴

	Public	Community Groups	Individual
Aquatics and Recreation	65%	0%	35%
Parks and Reserves	90%	5%	5%

A process is needed to consider how proposed major capital projects and operational costs for active recreation and sport purposes are funded and the share (if any) that Council funds and what part is funded by external sources such as funding bodies and users.

There is a wide range in the level of support provided by Council to active recreation and sport activities. There is a perception that this variation in support is unfair, particularly for those active recreation and sport activities that have emerged and their number of participants are now significant in relation to other activities. There is a need to adjust the levels of Council support where the existing support is either manifestly too high or too low in relation to other sport and recreational activities and their respective contribution to community outcomes.

8.4.1 Objective - ASSESSMENT - Develop a process for use by Council in assessment of the relative merits of funding proposed capital developments and their ongoing operating costs to meet active recreation and sport needs

Strategy
Develop a process for assessment of the relative merits of funding proposed capital projects and their ongoing operating costs to meet active recreation and sport needs that: <ul style="list-style-type: none"> ▪ Is based on agreed principles ▪ Is systematic and transparent ▪ Provides tools to assist in increasing the objectivity of the assessment ▪ Has potential for use by HCC with other funding bodies

¹⁴ Please refer to the Community Plan Policy volume – Revenue and Financing Policy (pp 188 to 193). These proportions reflect, but do not match, the estimated public and private split for each activity. This is because other Council goals have been taken into account in the setting of the charges, such as increasing participation in swimming by low income households, or because the split reflects longstanding arrangements.

8.4.2 Objective - PARTNERSHIP AND COLLABORATION - Other major funding bodies to use the Active Recreation and Sport Strategy to inform their decision-making

Strategy
Encourage major funding bodies to align funding policies to the Active Recreation and Sport Strategy
Require clear accountability of funding recipients in a manner that is easy to comply with

8.4.3 Objective – FAIR DISTRIBUTION OF SUPPORT – Council to review and adjust the levels of Council support over time where the existing support is either manifestly too high or too low in relation to other active recreation and sport activities

Strategy
Council to review the section of the revenue and finance policy for Parks and Reserves and Leisure Active
Council to review the relative levels of support, the degree of self-help of active recreation and sport activities and their contribution to community outcomes
Council to develop a ten year programme to adjust support to remove manifestly too high or too low levels of support

9 Glossary of Terms

For the purposes of this project, **facilities** include all built structures including buildings and all weather man-made surfaces such as cycle lanes, cycle ways, paths, tracks, hard courts, running tracks and hockey turfs.

Open space includes all natural features and land areas accessible to the public and used for active recreation and sport including sports fields, parks, forests, rivers, lakes, harbour and their margins.

Providers are not for profit associations, clubs and groups as well as event organisers and facility owners and managers (not for profit or commercial)

Active recreation is defined as activities resident choose to undertake for their own well-being or enjoyment (or both) that require at least a moderate level of physical activity.¹⁵ Recreation can be creative activity such as dancing.

Sport is defined as those activities recognised by SPARC as sports. Sport refers to 'active activities that are competitive, organised, involve observation of rules, and may be participated in either individually or as a team.

Physical activity is defined as "movement required on a daily basis to sustain health. Physical activity opportunities include, amongst other things sport, active recreation, active education, fitness activities, active transport and play". (SPARC 2003)

Mission-On is a broad-based package of initiatives to give young New Zealanders and their families the tools to improve their nutrition and increase physical activity. It is aimed at children and young people from birth to 24 years. Mission-On builds on the existing cross-government programmes within schools, early childhood education services, and communities around New Zealand. These include Push Play, Active Schools, Fruit in Schools, Active Movement (in early childhood), and Active Communities.

Active movement is important for the healthy development of a child's brain - young children learn from movement and being physically active. Active movement also discourages health problems such as diabetes and obesity, and helps build tomorrow's athletes. The Active Movement programme gives parents, caregivers and early childhood teachers and leaders resources and ideas they can use to get infants, toddlers or young children active. For more information go to www.sparc.org.nz

The **Sportfit** programme encourages 13 to 18 year olds to be physically active throughout their lives. SPARC invests in more than 400 sport and physical activity coordinators. These people are based in New Zealand secondary schools and work with students, teachers and communities to increase opportunities for participation in sport and physical activity. For more information go to www.sparc.org.nz

No Exceptions Policy - All people have access to a range of recreation and sport opportunities of their own choice in environments that enable full participation. Accessibility includes physical,

¹⁵ Moderate' active activities make you breathe harder than normal, *but only a little* - like carrying light loads, bicycling or walking at a regular pace.

attitudinal, resources, information and communication. For more information go to www.sparc.org.nz

SCAP (Sports Club Accreditation Programme) is a quality management scheme supported by ACC and ALAC aimed at recognising quality practices within sports club administration. The programme aims to draw together components of existing sports club programmes to create a comprehensive accreditation programme addressing a range of health, safety and viability issues for sports clubs.

The programme specifically targets;

- sustainability and viability
- volunteer development
- participation
- responsible management of alcohol
- health and safety and injury prevention

Sportfit Sportmark is a quality management programme supported by SPARC aimed at recognising quality sport and physical activity programmes within schools.

The programme aims to;

- provide opportunities for all students to participate and enjoy their involvement in sport and physical activity
- put young people's needs first
- provide competent leaders for young people involved in sport and physical activity
- provide encouragement for coaches and officials to improve their qualifications and competence
- acknowledge the contribution of volunteers who provide opportunities for our students to participate in sport and physical activity
- implement a sport policy that emphasises providing a 'quality' junior sport experience
- promote FairPlay and good sporting values and attitudes
- provide a safe sporting environment for students.

Get Set Go is a Wellington City Council/Sport Wellington Region planning guide for community recreation programmes and events. It provides guidelines and advice for community organisations in the successful staging of community events.

10 Roles for Council

HCC may adopt one or several different roles for each strategy listed in the goal action plans. Consideration of these roles becomes important when determining the type and the level of support of HCC may choose to adopt.

Statutory body. The HCC operates under the opportunities, obligations and restrictions provided by a range of statutes, including the LG Act, the Resource Management Act and the Reserves Act. Under these, and many other Acts, HCC is bound to operate in certain ways, such as controlling the leasing and licensing of private or club use of reserves under the Reserves Act and planning for city growth and change through the District Plan prepared under the Resource Management Act.

Planner: Before the HCC can serve the interests of the community it must identify what those interests are. HCC therefore has a key role to play in carrying out planning that facilitates the efficient development and use of substantial community resources and ensures mechanisms are in place to meet future need.

Provider and Asset Manager: This is the highest level of support, with HCC owning and operating a facility or an open space such as a park. Funding will operate in accordance with HCC's funding policy (private/public split). Levels of provision can vary from 'land only' to full capital contribution towards the cost of a facility or open space development, and/or full cost of operations and maintenance costs.

Supporter: Usually directed to agencies, clubs and groups providing active recreation and sport opportunities. The HCC can do this by providing land and/or leases to a wide range of groups for recreation and sport activities and facilities or assisting clubs find alternative funding. Some facilities are also provided free of charge or at a nominal rental for groups to use.

Some groups providing their own land and facilities receive rates rebates. One-off grants for facility development can be made through the HCC's annual planning process and HCC can act as a guarantor for community clubs and organisations raising bank loans.

Co-ordinator of opportunities: The HCC is able to bring together individual groups to plan the joint development of facilities or services. Networking opportunities can be provided and joint promotions carried out.

Catalyst: The HCC works closely with community groups to encourage the development of new or improved active recreation and sport facilities and services where gaps in provision are identified or rationalisation is needed.

Advocate: HCC may assist stakeholder organisations attract resources by supporting groups and/or lobbying on their behalf. Submissions are made to regional or national organisations as necessary, in an attempt to ensure regional or national policy takes into account needs and circumstances of Hutt City.