

Recreation and Culture



*A supporting document to
Caledon's Strategic Plan:
Priority of Community
Livability and Vitality*

Contents

Vision, Mission and Guiding Principles 3

Recreation Service Delivery 4

Programs and Services 7

Events and Culture 9



Caledon Land Acknowledgment

Indigenous Peoples have unique and enduring relationships with the land.

Indigenous Peoples have lived on and cared for this land throughout the ages. We acknowledge this and we recognize the significance of the land on which we gather and call home.

We acknowledge the traditional Territory of the Huron-Wendat and Haudenosaunee Peoples, and the Anishnabek of the Williams Treaties.

This land is part of the Treaty Lands and Territory of the Mississaugas of the Credit First Nation.

We honour and respect Indigenous heritage and the long-lasting history of the land and strive to protect the land, water, plants and animals that have inhabited this land for the generations yet to come.

Alternate formats available upon request



Parks and Recreation Strategy

Vision:

Caledon offers the best of rural and urban life for everyone.

Mission:

Enhance community livability and vitality, and support individual well-being through diverse, accessible, and inclusive parks, recreation and culture services that meet a high standard of service excellence and reflect Caledon's growing community.

Guiding Principles:

1. Foster active living through physical recreation, and physical literacy.
2. Strengthen our community through culture, arts, events and celebration of our heritage.
3. Increase inclusion and access to recreation and culture for populations that face constraints to participation.
4. Help residents and visitors connect to nature through our parks, trails, and recreation.
5. Ensure the provision of supportive physical and social environments that encourage participation and help to build strong, caring communities.
6. Ensure the continued growth and sustainability of Caledon's recreation and culture offerings, facilities, and public spaces.
7. Develop opportunities that synergize with local businesses, community sport and recreation providers.

Recreation Service Delivery

RECOMMENDATIONS:

Continue Building Collaborative Approach to Service Delivery

- SD 1 Continue to pursue feasible opportunities to collaborate with various other public, not-for-profit, and commercial providers in service delivery through appropriate agreements.
- SD 2 Encourage private and public partnership agreements that advance Town priorities. Develop a framework to guide the development of partnerships, advance Town priorities, and enhance community and human services.
- SD 3 Monitor and evaluate no-cost access to facilities for informal resident use to determine success and agreement requirements.
- SD 4 Begin discussions with both school boards about a more coordinated planning process that focuses on more integrated outcomes, and the potential to establish reciprocal use agreements.
- SD 5 Take the lead in developing and implementing regularly occurring planning sessions with all key non-municipal providers in Caledon in areas like recreation and program planning as well as health and human services.
- SD 6 Develop a public access strategy for park amenities such as outdoor courts and sport surfaces. Including asset management, funding models, maintenance cost and enhanced communication of these public amenities.
- SD 7 Seek opportunities to introduce and enhance transportation-based partnerships and support initiatives



Recreation Service Delivery



RECOMMENDATIONS:

Align Service Delivery Support Mechanisms

- SD 8 Review the Town's Community Investment Programs (grants), including recommendations and amendments to align the program with corporate plans, strategies, and guiding frameworks.
- SD 9 Undertake a facilitated process with community-based volunteer groups to identify and incorporate strengthened volunteer support in Town policy.
- SD 10 Adopt a service pricing framework and policy that allocates services to the categories of subsidized, full cost recovery or cost recovery+ based on type of program, service, and/or facilities delivered.
- SD 11 Develop an affordable access program to address equity shifts emerging from the pricing framework policy.
- SD 12 Maximize opportunities for residents to self-serve through the Town's recreation administration software or platform.
- SD 13 Expand and enhance the services and transactions that can be delivered in-person at community centre service desks.
- SD 14 Undertake a review of governing bylaws, permits, policies and processes to ensure they support the goals and outcomes of this Strategy.
- SD 15 To enhance participation rates and increase rental uptake, expand the department's marketing, promotion and communication efforts for all Recreation and Culture initiatives.
- SD 16 Develop and implement a social media strategy specific to promotion of Recreation and Culture programs, services and initiatives (including indirectly delivered initiatives supported financially or in-kind through Town supports such as grants, affiliation or partnership).

Recreation Service Delivery



RECOMMENDATIONS:

Formalize Planning, Monitoring and Evaluation Planning Process

- SD 17 Using existing recreation management software, develop an enhanced database to apply in a formal recreation facilities and programs/services planning process.
- SD 18 Develop recurring program to gather feedback on participant and customer experiences in Town programs.
- SD 19 Within the overall planning process, develop an evaluation method that is specific to programs.
- SD 20 Continue to integrate new and improved services that reflect inclusion objectives in planning, delivery and evaluation functions.
- SD 21 Develop business plans for each program area, including key priorities and target outcomes: example senior services-active living plan.

Develop Staff Capacity to Implement Strategy

- SD 22 Undertake a review of the Recreation and Culture division's structure to better align department with the 10-year growth and work plan outlined in this Strategy (with specific focus on supporting marketing and sponsorship, recreation management software)
- SD 23 Develop and expand succession planning, staff retention, and staff training strategies.
- SD 24 Consider the implementation of specialized part time positions that are targeted to specific skills or programmed sports: example pickleball instructor.
- SD 25 Expand targeted lifeguard/instructor recruitment efforts beyond students, to include retirees, stay-at-home parents, and newcomers.
- SD 26 Prepare a plan to ensure that evening and weekend hours in all community facilities are appropriately supported and supervised during operating hours.

Programs and Services



RECOMMENDATIONS:

Provide Programs and Activities for Every Life Stage

- PS 1 Continue and expand current levels of programming directed to preschool, children, youth, seniors, and family all-ages monitoring demand for all programs and expanding the offering where possible: example aqua fit
- PS 2 Introduce additional workshops and programs (directly or in partnership with local service providers) including arts, technology and life skills.
- PS 3 Partner with social service groups to integrate new programs, services and workshops into community centres to the benefit of residents (mental health programs, food security distribution supports, donations, clinics, consultations, drop-ins, etc.)
- PS 4 Strategically locate priority pre-registered programs (such as Camp activities) within community school spaces in high demand times to maximize use of Town recreation centres.
- PS 5 Assess demand, interest and need for Town-organized sport leagues.
- PS 6 Continue offering a range of introductory sport lessons (such as skating) aligned to Active Start and FUNdamental stages of the Sport for Life model for all ages, at various times/locations, expanding classes where appropriate.
- PS 7 When introducing new sports programs strategically offer them as pathway programs to prepare residents to enroll in community sport organizations in Caledon.
- PS 8 Review the current membership model, recognizing its importance in residents' utilization of town services and the resultant revenue generation. Explore the feasibility of centralizing the membership service as a core business area.

Programs and Services



RECOMMENDATIONS:

Inclusive Recreation Services

- PS 9 In consultation with the community, expand general interest and fitness programming to include a broader range of ethno-cultural and culturally sensitive programs.
- PS 10 Consult with the community when designing new/redeveloping facilities in order to ensure facilities are designed with diversity, equity and inclusion in mind.
- PS 11 Conduct a review of departmental policies and procedures to ensure they are equitable and inclusive.
- PS 12 Explore additional supports and increased program offerings for individuals over the age of 21.
- PS 13 Develop the Inclusive Recreation Framework as a tool to help structure, organize, and direct Recreation services offered by the Town of Caledon.

Events and Culture



RECOMMENDATIONS:

Provide Events to Bring the Community Together

- EC 1 Develop framework for events to guide the Town’s direct vs. collaborative delivery of community-wide events, and support to providers of locally oriented and visitor-attractive events.
- EC 2 Improve the cultural inclusivity of Town-wide events by introducing a wider range of activities, music genres, foods, etc.
- EC 3 Seek opportunities through community events to activate public spaces, support downtown activations, enhance community participation, and increase tourism opportunities.
- EC 4 Expand the Town’s official event roster to include celebrations beyond Anglo-Canadian events. Actively involve cultural groups in the planning and execution of these events.
- EC 5 Support community events across various hamlets and settlement areas. Regularly assess and adjust based on community feedback and needs.
- EC 6 Organize and promote festivals based on food, beverage and art that highlight diversity. Collaborate with communities, local vendors and businesses to showcase Caledon’s culture.
- EC 7 Introduce activities for the Humber River Centre including music, art, film, pop-ups, markets and other food and beverage focused events.

Events and Culture



RECOMMENDATIONS:

Support community culture and neighbourhood development through the arts

- EC 8 Review and enhance the Neighbourhood Ice Rink program.
- EC 9 Develop a Neighbourhood Engagement program (including in-kind financial assistance) to support relationship building in Caledon's neighbourhoods.
- EC 10 Introduce an arts and culture programming strategy to leverage film, music, theatre and the arts. Include a plan for activation of public spaces using the arts.
- EC 11 Maintain and expand the Movies in the Park and Music in the Park programs to provide no-cost opportunities for residents.
- EC 12 Establish a series of Town-wide indoor culturally relevant programs and activities (such as art exhibits, musicians, and other activations) during the winter months. These programs should cater to various age groups and reflect the diversity of interests within the community.
- EC 13 Establish a Public Art program and policy for the procurement, management and maintenance of a Town-owned collection of art. Include public art and placemaking opportunities in the design of parks and facilities.
- EC 14 Plan, promote, and execute Culture Days in Caledon with a focus on engaging diverse cultural groups, and Caledon's arts community. Encourage participation and collaboration to showcase the rich cultural tapestry of the community
- EC 15 Undertake the development of a cultural programs and services strategy that reflects future consideration of municipal museums, art galleries and other cultural spaces. Consider a strategy for adaptive re-use of town owned or town run assets.



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