

# Major Facility Access – Central Region

## Halifax Regional Municipality

May 25, 2016

# Participating facilities....

Halifax Regional Municipality's 5 multi-district facilities -

- Canada Games Centre
- Sackville Sports Stadium
- Cole Harbour Place
- Dartmouth Sportsplex
- St. Margaret's Centre

# Approach...

Each facility has offered variations on the following themes:

- Individual and family pass programs targeting underserved populations
- Free or subsidized memberships to youth and adults facing barriers to participation
- Not-for-profit organizations being offered free access/space to conduct their own physical activity programs
- Physical activity programs designed and run by the facility targeting marginalized populations (newcomer, women's programs, older adult fitness, walking programs)

# What has worked well...

Outreach to community based organizations – new relationships resulting in new users

Single use passes to open swims and public skates has increased participation

Free or subsidized fitness centre/facility memberships have created new social networks for participants

# What has not worked so well...

Tracking of fitness centre/facility participation can be challenging

Distribution of passes to community groups is good, but uptake of the pass opportunity by participants varies from facility to facility

Set program times for participants versus open ended “come when you want” passes

Programs set-up specifically for underserved populations (or with more than 50% from this population); attendance is often weak which left program leaders with few attendees

# Lessons learned...

Offering free access alone does not guarantee success – removes financial barrier but additional supports are needed

Designation of lead staff person to coordinate initiative will provide consistency

Outreach to community groups can be challenging

# Where to from here...

As the initiative evolves and facilities learn more about what works, there will be improved alignment of services and processes between facilities

The Municipality has identified the need to develop policy that will lead to consistency in providing equitable facility access

HRM staff have been asked to create a report for Council on a regional funding model for the multi-district facilities that could assist in creating improved access

