

Multi-Purpose Community Centre Provision Strategy – Status Report

The Town of Pelham is currently conducting an Indoor Multi-Purpose Community Centre Strategy to determine the requirement for an indoor facility comprised of the following components:

- an indoor pool
- a fitness facility
- a gymnasium facility
- an indoor walking track
- meeting space and multi-purpose community rooms to accommodate community leisure programs and activities
- office/administration space for the municipal *Recreation, Culture and Wellness* department

Phase 1 of the Strategy has been completed and includes the findings, conclusions and recommendations of research activities undertaken by consulting firm LeisurePlan International Inc. to identify demand for the facility components of a proposed multi-purpose community centre in Pelham. The identification of potential demand for the proposed facility components is fundamental to the establishment of a recommended approach for the municipal provision of these types of facilities, and as a foundation to support the development of an analysis of facility management and operation. It is also imperative to the development of a business plan for any recommended municipal facility provision in the future. Council will receive the final report during their January 20, 2014, regular meeting.

Demand for a multi-purpose community centre facility was assessed based on individual residents' participation requirements and the facility requirements of leisure and social service *organizations* (the Town, community volunteer based recreational groups, social service agencies etc.) to accommodate the delivery of their programs and activities. As a result two types of demand research were conducted:

- A Community Telephone Survey of a statistically valid and representative sample of individual residents in Pelham by age group and gender, allowing for the analysis of the results for: children, youth and teens 0-19 years of age; adults 20-39 years of age; adults 40-64 years of age; and seniors 65-74 years of age.
 - The survey obtained data regarding current participation in multi-purpose community centre related activities (i.e. indoor aquatics, fitness and gymnasium sports), current membership in health and fitness facilities in Pelham and outside the Town, the likelihood of using a multi-purpose community centre in Pelham given the range of programs/activities and facilities proposed, preference between accessing the proposed centre through a “pool only” membership, an “all inclusive” membership or, participating in specific programs/activities on a pay-per-program basis, and the level of demand for future participation in specific indoor aquatic, fitness and gymnasium related programs and activities.
 - Approximately 6,600 households were telephoned for the survey in order to achieve the statistically valid and representative sample of 1,091 residents in the four age groups by gender.

- A survey of the Town and the 41 community volunteer-based recreational groups and social service agencies in Pelham to determine their requirements for gymnasium and multi-purpose program space (i.e. meeting rooms, activity rooms and halls). The survey of arena user groups was conducted as part of the development of the Town's "Arena Facility Provision Strategy," which also requested information from arena user groups regarding any gymnasium and/or multi-purpose space requirements.

Phase 2 of the research will examine the various options associated with new facility construction and operation.

For more information, please contact:

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