

> PART 1:

INTRODUCTION TO THE STRATEGY

The provision of sport, recreation and leisure is provided for across a wide variety of organisations and communities. The Council plays a central role in this provision and will work on developing formal and informal partnerships with organisations and communities that add to the sport, recreation and leisure opportunities of the Wellington community.

The Council will develop strong working relationships across its business units so that sport, recreation and leisure provision is considered when strategies, plans, initiatives and programmes are developed. Areas of particular focus will be open space, parks and gardens and urban design.

1.1 WHY HAVE A RECREATION STRATEGY?

Sport, recreation and leisure activities contribute to the health and vitality of the city by:

- Enhancing individual health and well-being;
- Increasing social cohesion and people's sense of belonging;
- Attracting visitors and creating jobs which increase expenditure in the city.

The Wellington City Council's Strategic Priorities set a vision for the city. It identifies priority Key Achievements Areas (KAAs) and outcomes for the Council and recreation and leisure is identified as one of these areas. The Recreation Strategy 2003 provides a map for how those outcomes will be achieved.

The aims of the Recreation Strategy are to:

- Offer an abundance and diverse range of sport, recreation and leisure activities;
- Ensure activities are easily accessed, affordable and available year round;
- Enhance the contribution of sport, recreation and leisure events to the city's economic prosperity;

- Encourage participation in a way that increases overall well-being.

1.2 WHY IS THE COUNCIL INVOLVED IN RECREATION PROVISION?

Wellington City Council has a long history of involvement in the provision of recreation facilities such as parks, gardens, the Town Belt, the Zoo, libraries, sportsfields, community halls and swimming pools. More recently it has also provided recreation centres and programmes. This involvement represents a large investment on the part of the Council.

This is because the Council considers recreation to be a core activity that significantly contributes to the well-being of the city's residents. For most of these activities the public good component is funded directly by Council although there is provision in the Council's funding policies to recover charges from users where appropriate.

1.3 BACKGROUND

Recognising the importance of recreation and the need to better define a strategic direction, the Council established a Recreation Working Party in 1994. This Working Party carried out a study to research leisure trends, review Council's inventory and to identify key issues for policy development. The objective of this project was to recommend a framework for the development of a recreation strategy for the city.

The findings of the project maintained that "it must be a flexible strategy which can remain valid over an extended period of time". Although the first component of the study was finalised by the end of 1994, the second component, a large-scale public consultation exercise and the development of a draft strategy, was not completed until 1998.

The Recreation Strategy was adopted by Council in April 1998 with a review scheduled for 2002. The review has



found that the principles and outcomes of the strategy are still relevant. The strategy's objectives have been met, initiatives largely completed and there is a high reported level of satisfaction with recreation services.

This reviewed strategy picks up where the previous strategy left off, and takes account of emerging trends in the recreation area discussed in Part 3.

1.4 WHAT IS RECREATION?

Recreation encompasses leisure activities people undertake for enjoyment, to maintain and improve their health and well-being, and/or to restore and challenge their self-perception.

This strategy only focuses on active recreation.

Recreation activities can be either active – involving the participant in doing an activity – or passive – involving the participant in watching others involved in activity.

Active recreation includes:

- Sport – physical activity with rules, an element of competition and an organised structure;
- Informal sporting activity – 'fun' physical activities where no competition is organised;
- Outdoor recreation – physical activities that use the natural physical environment such as walking, mountain biking, surfing or jogging;
- Indoor recreation – activities that are organised at indoor recreation facilities and require at least an increase in normal body movement.

Passive recreation includes:

- Watching live sport;
- Attending concerts, theatre, cinemas and cultural events;

The Recreation Strategy also relates only to recreation activities that occur in the public domain. It recognises

that private or home-based recreation and leisure are of increased importance, but this trend is only discussed in relation to its impact on the public provision of recreation.

1.5 RELATIONSHIP WITH MĀORI

The Council recognises that it has a unique relationship with its Treaty partners, represented by Ngati Toa Rangatira and the Wellington Tenths and also the wider Māori community. This relationship is formally recognised through section 4 of the Local Government Act 2002 which states:

"In order to recognise and respect the Crown's responsibility to take appropriate account of the principles of the Treaty of Waitangi and to maintain and improve opportunities for Māori to contribute to local government decision-making processes part 2 and 6 provide principles and requirements for local authorities that are intended to facilitate participation by Māori in local authority decision-making processes."

Additionally, the Council's relationship with both Treaty Partners is formally constituted through Memorandums of Understanding.

In developing and implementing the Recreation Strategy 2003 the Council recognises the need to engage Iwi Māori in a manner which ensures that the strategy addresses their specific needs. The Council recognises that Iwi Māori view health within a holistic context. This holistic view of health consists of:

- Tinana (physical well-being)
- Hinengaro (mental well-being)
- Wairua (spiritual well-being) and
- Whanau (family well-being).

These four interrelated components comprise an individual's total well-being. The Recreation Strategy 2003 specifically focuses upon ensuring that the physical or tinana well-being of an individual is provided for.



Council will actively engage both Treaty partners and the wider Māori community to determine how the Recreation Strategy 2003 can be implemented in a manner which is relevant and meaningful for their specific needs.

1.6 VISION AND OUTCOMES

The Council's vision for recreation was developed for the initial Recreation Strategy (1998) as a strong statement about the future of recreation in Wellington. This vision was adjusted to provide a focus on the benefits of recreation and physical activity on health and wellness.

VISION

A choice of affordable, accessible recreation and leisure opportunities that will allow all Wellingtonians to lead a healthy lifestyle.

OUTCOME 1 (7.1) – Recreation Opportunities

Wellington offers a diverse range and an abundance of quality recreation and leisure activities that are easily accessed and affordable.

OUTCOME 2 (7.2) – Participation and Health

Increased participation in recreation and leisure activities enhances overall health and well-being.

OUTCOME 3 (7.3) – Events and Identity

Year-round recreation activities and events contribute to the economic prosperity and identity of Wellington.

OUTCOME 4 (5.3) – Open Space Recreation

Wellington's open space, including the coastline, harbour, Town Belt and Outer Green Belt are accessible to all and provide a wide range of recreational opportunities that do not compromise environmental values.

OUTCOME 5 (2.8) – Public Health

Public health efforts promote the health and well-being of the population.

The numbers in the brackets e.g. (7.1) relate to the KAA section (7) and outcome (1) in the 2003/04 Council Plan

Demonstrated overleaf is the link between the Recreation Strategy (1998) outcomes and the outcomes used in the Recreation Strategy (2003). These outcomes align with the Recreation and Leisure Key Achievement Area (KAA)

in the 2003/04 Council Plan. The numbers in the brackets for the reviewed Recreation Strategy e.g. (7.1) are the KAA section (7) and outcome (1) in the 2003/04 Council Plan.



1998 RECREATION STRATEGY

OUTCOME 1 – Recreation Activities

The city offers an abundance and diverse range of quality recreation and leisure activities.

OUTCOME 3 – Recreation Infrastructure

A city in which quality recreation facilities and opportunities are efficiently provided

OUTCOME 2 – Healthy Citizens

Recreation activities enhance the well-being and satisfy the needs of Wellington citizens.

OUTCOME 4 – Recreation and the Economy

Recreation activities and popular year-round and city-wide events contribute to the identity and economic prosperity of Wellington.

OUTCOME 5 – Impact of Recreation

There is a balance between the recreational use and the conservation of the natural environment of Wellington City.

2003 RECREATION STRATEGY

OUTCOME 1 – (7.1) Recreation Opportunities

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OUTCOME 2 – (7.2) Participation and Health

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NEW OUTCOME

OUTCOME 5 (2.8) – Public Health

Public health efforts promote the health and well-being of the population.

1.7 GUIDING PRINCIPLES

The following guiding principles establish the philosophical framework of the Council's support of sport, recreation and leisure in the city.

HEALTH AND WELL-BEING

The enjoyment of recreation opportunities have major benefits to the physical and mental health of the individual and hence to the community as a whole.

COORDINATION

As a major player in the provision of recreation it is in the interests of the Council to ensure the efficient and effective provision of recreation opportunities across the city.

PARTICIPATION

It is desirable to have high levels of participation in sport and recreation activities so that the benefits are enjoyed by as many people as possible.

DIVERSITY

The recreation opportunities available in the city should recognise the diverse preferences and needs in recreation for all Wellingtonians.

ACCESSIBILITY

Recreation should be available to all Wellingtonians, regardless of age, ability, discretionary income, ethnicity, gender and physical location.

PARTNERSHIP

By working in partnership with, consulting and supporting other recreation providers (including Health and Education), the Council will ensure efficient and effective recreation opportunities for the city.

CONTRIBUTING TO ECONOMIC PROSPERITY

Recreation activities and events contribute to the economic prosperity and identity of Wellington.

ENVIRONMENTAL APPRECIATION AND PROTECTION

Outdoor sport and recreation activities encourage people to experience, appreciate and protect the natural and built physical environment of the city.

EQUITY

Ensure that the Council's resourcing of recreation activities remains consistent with and relevant to participation rates and other emerging trends.

1.8 LINKS TO OTHER COUNCIL STRATEGIES AND POLICIES

For the Recreation Strategy (2003) to be effective it must develop robust links with other Council strategies and policies. Some of these include:

- Community Facilities Policy (2002);
- Capital Spaces – Open Space Strategy (1998);
- Draft Open Space Access Plan (2003); and
- Draft Transport Strategy (2003)

Note: Appendix 2 has a full list of identified documents.

A number of Wellington City Council documents provide a number of common themes for the delivery of recreation outcomes. These themes are:

- (i) The significant role played by three key geographic areas: the city waterfront, the coast, and the hills surrounding the city
- (ii) Protection of the natural environment
- (iii) Improving equity and fairness within provision
- (iv) Maximising accessibility
- (v) Complexity of decision-making and the need for improved tools for assessment and management
- (vi) Choice and diversity.

These are all issues relevant to and consistent with meeting the outcomes of the Recreation Strategy 2003.

1.9 PLANNING CONTEXT FOR RECREATION AND LEISURE IN WELLINGTON

REGIONAL DELIVERY / REGIONAL PARTNERSHIPS

To assist in identifying trends for the future delivery of sport and recreation provision, Wellington City Council, SPARC, Sport Wellington Region, sport and recreation providers, community groups and other

territorial authorities in greater Wellington will develop working relationships to develop regional initiatives for identified issues.

This work will need to consider regional issues facing all providers, for example regional sporting bodies which run competitions across Territorial Authority (TA) boundaries can have issues of ground closures in one TA but not others during their season. One of the more important areas will be that of TA's working collaboratively to identify and develop facilities across the Wellington region that benefit the community but also benefit the economy by the hosting of major sporting and recreational events and tournaments. These sorts of issues highlight the need for a regionally coordinated recreation strategy that has buy in from all stakeholders that provide for sport, recreation and leisure opportunities.

ACTIVITY FRIENDLY ENVIRONMENTS

Research suggests that by creating choices for transportation and recreation we can effectively address a number of issues confronting our society such as traffic congestion, air quality and other quality of life issues. Building and supporting active living environments is one way to provide greater opportunities for routine physical activity. In an active living environment, people do not have to plan where to do physical activity; rather, the provision for physical activity is readily and safely available in the surrounding environment. In other words, in an active living environment, opportunities to be physically active are present when people walk out of the front door of their home, office or school.

By developing Activity Friendly Environments through the way Council develops the urban structure of the city the Council can have a big impact on its resident's physical activity levels. Projects based on this philosophy have and continue to be undertaken in the USA and South Australia.

SPORT AND RECREATION HUBS

Recreation hubs (also can be referred to as clusters or precincts) are a focal point for sporting and recreational



activity, and at the most inclusive include libraries, recreation centres, community centres, meeting space, swimming facilities, sportsfields, picnic/BBQ areas, playgrounds, walking tracks, skateparks, golf courses, civic areas and casual outdoor space such as parks and gardens.

The following definition will be used when discussing hubs.

DEFINITION:

Recreation hubs are groupings of sport and recreational facilities located within main, well-accessed centres of the city which could have smaller complementary facilities in the wider catchments. The hubs offer a wide variety of both casual and organised activities, for a diverse range of people within the community.

The creation of hubs should benefit clubs, the Council and the general community. The future of the current hub model should be reviewed to determine their effectiveness of meeting overall community need and ease of access to facilities. The location of the hubs across Wellington will also be reviewed.

SPORTSVILLE

A national initiative supporting future club development within hubs is the 'Sportsville' model. This model has the potential of assisting the sustainability of locations which host a large number of club facilities. The term 'Sportsville' originated from a discussion paper published by the Hillary Commission (now SPARC) in early 2000. In the 'Sportsville' model clubs go through a process of

rationalisation to form a small number of stronger more collaborative organisations with close links to schools and local councils.

The 'Sportsville' model proposes an alternative approach to the way sports clubs operate. The model is about creating strategic and operational partnerships that enable clubs and communities to work together more effectively, and by doing so create a more sustainable future for club sport in New Zealand.

The model is not just about bricks and mortar but could include administration development, funding, sponsorship, maintenance and development opportunities – the nature and shape of the partnerships is only limited by the creativeness of the clubs and people involved in managing the change.

1.10 PERFORMANCE MEASUREMENT

The Council has set the following City Outcome Indicators in the 2003/04 Council Plan to measure progress towards its Recreation and Leisure outcomes 7.1, 7.2 and 7.3 (outcomes 1, 2 and 3 in the Strategy).

- The percentage of residents who have used more than one of the Council's community or recreation facilities during the last 12 months.
- The percentage of residents who think that Wellington offers a wide range of recreation activities.
- The percentage of residents who participate in sport and active leisure for at least 2.5 hours each week.
- The number of events and participation at events.

City Outcome Indicators in the 2003/04 Council Plan to measure progress towards the Natural Environment outcome 5.3 (outcome 4 in the Strategy).

- The number of kilometres of maintained walking and riding tracks within Wellington.
- The percentage of residents who are regularly using the city's open spaces (including parks, the coast line, harbour, Town Belt and Outer Green Belt).

There are currently no City Outcome Indicators in the 2003/04 Council Plan to measure the Public Health outcome 2.8 (outcome 5 in the Strategy)–benefits associated with physical activity.

A City Outcome Indicator for the Public Health that identifies the benefits of physical activity as a preventative cure for sedentary disease should be investigated and developed.