



> PART 2: THE STRATEGY

This section of the document sets out the desired outcomes and objectives, and the actions to achieve them. A more detailed table is attached in Appendix 1 which identifies particular business units and individuals to lead particular actions. The five outcomes of the Recreation

Strategy 2003 are directly linked to the Council Plan 2003/04. These outcomes define the future priorities the Council seeks to achieve for recreation and leisure through its Strategic Plan.

2.1 OUTCOMES, OBJECTIVES AND ACTIONS

OUTCOME 1 – Recreation Opportunities

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

Recreation activities impact on social cohesion and people's sense of belonging. The Council provides a diverse range of facilities and activities that encourage people to participate in some form of recreation. The range of available recreation activities, quality, access and cost may be barriers to people taking part.

> OBJECTIVE 1.1

To ensure the availability of a diverse range of recreation opportunities that satisfy the needs of Wellington citizens and visitors.

ACTIONS

- 1.1.1 Ensure the ongoing availability of open space, facilities – pools and recreation centres, track network, sportsfields and other facility needs such as wheeled sports and off-road cycling opportunities.
- 1.1.2 Develop processes for the gathering of relevant research and statistical information that will support the development of new or expand on current recreation opportunities (facilities and/or programmes) that reflect community needs, including surveys and new initiatives.
- 1.1.3 Development of planning and assessment tools including the development of robust assessment methodologies to inform decision making.



> **OBJECTIVE 1.2**

To increase the number of quality recreation opportunities that enhance the health and well-being of Wellington citizens and visitors.

ACTIONS

- 1.2.1 Research best practice models for providing quality recreation and leisure opportunities that enhance health and well-being including the establishment of benchmarking.
- 1.2.2 Develop effective communication channels with key national and regional sporting and recreational bodies as well as other key agencies. This will provide quality opportunities via partnerships and the strategic alignment of common objectives.
- 1.2.3 Develop a club/organisation health check resource. This resource would provide a simple self analysis of the club/organisation and highlight opportunities for development.

> **OBJECTIVE 1.3**

To improve the access for all citizens to sport, recreation and leisure facilities and activities.

ACTIONS

- 1.3.1 Identify partners to prepare a promotional and educational campaign on facilities and programmes that will enhance community awareness.
- 1.3.2 Improve non-motorised transport options (bike and walk) for people to commute to and from work, school and recreation/sport venues.
- 1.3.3 Improve safety by improving lighting, minimising risk, appropriate built environments and visible security presence at recreation and sport venues.
- 1.3.4 Maintain Recreation Wellington as the prime 'community recreation facilities and programmes' coordinator and provider for Council, and its leadership role in terms of coordinating the programmes and activities with other providers in the city.
- 1.3.5 Promote School – Club – Council links to increase participation by youth at school and to also address transition from school sport to club sport for school leavers.
- 1.3.6 Work with disability groups such as the Disability Reference Group (Council) and Barrier Free Trust to gain expertise for the future improvement of access to (where practical) sport, recreation and leisure opportunities within the city.
- 1.3.7 Work with identified target populations (and Council officers responsible for these groups) to improve their opportunities to sport, recreation and leisure facilities and programmes for example, through the 'Passport to Leisure' subsidy programme and Community Grant Scheme.

> **OBJECTIVE 1.4**

To ensure equitable distribution and physical location of the different types of recreation facilities, programmes and opportunities across the city and region.

ACTIONS

- 1.4.1 Review current hub model, including locations, inventory of facilities, efficiency of each hub and community needs. Base future hub developments against this review.
- 1.4.2 Investigate developing 'Sportville' models at locations that host a cluster of club facilities.
- 1.4.3 Support the project/initiative assessment and prioritisation process that will allow all new projects/initiatives from internal and external agencies to be assessed against Council strategic direction and community needs.
- 1.4.4 Ensure that the Northern Growth Management Plan process for the provision of community and recreation facilities and services to serve the northern suburbs of the city is implemented.
- 1.4.5 Participation and input into future formal planning projects.

> **OBJECTIVE 1.5**

Make more intensive use of and improve the linkages between sportsfields, recreation facilities and resources in the city.

ACTIONS

- 1.5.1 Improve the public walk-ability and access between facilities that have been developed on the hub model.
- 1.5.2 Incentives for schools, clubs and community groups that increase utilisation of facilities and services for wider community use and participation.
- 1.5.3 Pro-actively market facilities for local, regional, national and international events and tournaments without compromising objective 1.3.

> **OBJECTIVE 1.6**

To encourage active and on-going partnerships between organisations involved in the provision of sport and recreation and between the relevant outputs of the Council.

ACTIONS

- 1.6.1 Develop effective relationships with local, regional, national, government and non-government organisations that can assist in the future provision of sport, recreation and leisure.
- 1.6.2 Council staff provide support and technical assistance to other sport and recreation providers.

> **OBJECTIVE 1.7**

To improve the delivery of recreation activities, programmes and events organised by and for communities within Wellington.

ACTIONS

- 1.7.1 Coordinate club management training (including club administration, volunteer training and development and coaching) for Wellington sport and recreation organisations via providers such as Sport Wellington Region.
- 1.7.2 Recreation Wellington and other relevant Council staff provide support to community groups looking for guidance in running community programmes or events.

> **OBJECTIVE 1.8**

To maintain and enhance the public recreation access to open space and reserves.

ACTIONS

- 1.8.1 Assess all new sport and recreation initiatives against the relevant Management Plans and in line with 1.4.3.

> **OBJECTIVE 1.9**

To maintain and enhance public access for recreational use, to the harbour edge, beaches and coastline.

ACTIONS

- 1.9.1 Work with disability groups such as the Disability Reference Group (Council) and Barrier Free Trust to gain expertise for the future improvement of recreational access to the harbour edge, beaches and coastline.
- 1.9.2 Maintain and enhance public access for recreational use, to the harbour edge, beaches and coastline via documentation such as: Waterfront Framework, Coastal Upgrades, Management Plans for the Outer Green Belt and South Coast.

> **OBJECTIVE 1.10**

To increase and enhance recreation opportunities that utilise and protect the natural physical environment of Wellington. Adopt appropriate use which is determined within clear management guidelines and policies.

ACTIONS

- 1.10.1 Undertake a review and update (as stated in the Policy) of the Council's Off-Road Mountain Bike Policy.
- 1.10.2 Manage users through management plans for example Makara Peak Mountain Bike Park.

OUTCOME 2 – Participation and Health

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

Recreation activities, whether active or passive, have significant benefits to individual health and well-being. It is important to recognise that encouraging people to participate, and by providing adequate opportunities, a real benefit can be added to the community and city.

> **OBJECTIVE 2.1**

To increase participation in all forms of sporting, recreational and leisure activity in Wellington.

ACTIONS

- 2.1.1 School – Club – Council links. Encourage cooperation between all organisations that can benefit increasing participation in sport, recreation and leisure opportunities.
- 2.1.2 Work with Sport Wellington Region to develop a strong and sustainable club network that is supported by strong national and regional sport organisation.
- 2.1.3 Improve non-motorised transport opportunities and innovation in urban design for active living (Activity Friendly Environments).

OUTCOME 3 – Events and Identity

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

Quality recreation activities and events enhance the city as a visitor destination and are important for helping people to identify with the city. The Council provides relevant venues catering to a range of recreational activities and events at all levels.

> **OBJECTIVE 3.1**

To increase the profile of the city as an attractive sport, recreation and events destination.

ACTIONS

- 3.1.1 Assess existing facilities for their ability to meet the needs of major event organisers and design future facilities in a manner that enables them to host major recreation and sport events.
- 3.1.2 Promote Wellington as a destination for recreation and sport events.
- 3.1.3 Promote Wellington as a popular destination for active holidays for example mountain biking capital of New Zealand.

> **OBJECTIVE 3.2**

To increase the economic benefits that sporting and recreational events contribute to the city's economy.

ACTIONS

- 3.2.1 Actively bid for and secure regional, national and international recreation and sports events that contribute to the identified economic benefit and social well-being of the community
- 3.2.2 City infrastructure planning to consider the need of flexible spaces that can cater for future major sporting and recreational events.
- 3.2.3 Appropriate future resourcing and management of event space.
- 3.2.4 Support initiatives of the Events Strategy.

OUTCOME 4 – 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.

Networks of tracks and other recreational facilities create a range of recreational opportunities for people to have the choice of mixing different recreational activities across a range of natural environments. The Council must balance access with the need to protect sensitive ecosystems and habitat.

> **OBJECTIVE 4.1**

To continue to reinstate open space and reserves in Wellington.

ACTIONS

- 4.1.1 Develop linkages between newly reinstated and current green spaces in the city.
- 4.1.2 Review all reinstated green space for recreational opportunities.

> **OBJECTIVE 4.2**

To link natural ridgelines, vegetation corridors and coastal escarpments.

ACTIONS

- 4.2.1 Seek opportunities to link natural ridgelines, vegetation corridors and coastal escarpments via District Plan changes, Northern Growth Management Plan, Suburban greening – ridgelines and hilltops to link natural (recreation) resources.

> OBJECTIVE 4.3

To provide a wide range of opportunities for people to use and enjoy the city's open spaces.

ACTIONS

- 4.3.1 Safe, clearly marked off-road trails for people to walk, run, ride, and that provide accessibility for wheel chairs and prams.
- 4.3.2 Continue providing links and extensions between already established trail networks.
- 4.3.3 Implement the Open Space Access Plan 2003.

OUTCOME 5 – Public Health

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

Public health is seen as being broader in definition than simply the absence of disease or a long life. The city's population, on average, has high levels of good health supported by widespread participation in leisure, fitness, sport and recreation activities. These aspects of public health are more easily linked to the concept of quality of life and it is this area that remains the Council's main focus. Overall health and well-being are assisted by this focus.

> OBJECTIVE 5.1

Recreation and leisure is used and promoted as a positive way of living a healthy life.

ACTIONS

- 5.1.1 Educate and motivate children to participate by making their early experiences with recreation and sport positive, successful, enjoyable and safe.
- 5.1.2 Promote national programmes and education campaigns that promote health benefits from regular physical activity and exercise for example the 'Push Play' campaign.
- 5.1.3 Advocate the major role sport and recreation plays as a preventative cure to the large number of illnesses that a sedentary lifestyle can cause such as:
 - Obesity
 - Diabetes
 - Heart disease
 - Osteoporosis
 - High blood pressure
 - Certain cancers
- 5.1.4 Promote and continue to support an active workplace and active transport.
- 5.1.5 Promote mental and physical well-being to the public.