

# Final Report

Regional Recreation Planning Study for the  
Kent RSC

## **Recreational and Cultural Planning:** **Infrastructures and Programs**

Association francophone des municipalités du  
Nouveau-Brunswick (AFMNB)

Institut de leadership de l'Université de Moncton (ILUM)



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# Acknowledgments

We thank the leadership of the Commission on regional Kent services for entrusting us with this important mandate. In addition to the confidence it had placed in us, his staff has greatly contributed to the success of the study because of their quick actions and their thoughtful comments.

We cannot ignore all the people who have agreed to take part in our survey, our meetings and our site visits. The welcome and their contributions were essential to the study. Without their commitment and their comments, it would not have been possible to carry out the mandate. A big thank you.

# Summary of Recommendations (executive summary)

Our study resulted in 15 recommendations which are presented throughout this report. Each is followed by a circumstantial explanation aimed at helping the reader better understand the authors' reasons for making the recommendation. The recommendations are as follows:

***Recommendation #1 (page 40): Carry out a detailed review of the life cycle of the region's sports, cultural, recreational and tourism organizations.***

***Recommendation #2 (page 47): (The Kent RSC must) Create a regional cooperative leisure services department mandated to:***

- ***Facilitate local, sub-regional and regional partnerships or joint projects to maximize the use and development of facilities intended for recreation.***
- ***Promote good communication between recreation stakeholders in order to ensure better cohesiveness in recreation activity and program delivery, as well as an equitable distribution of costs.***
- ***Support the RSC's communities interested in cooperating on any recreation management issue, such as grant requests, volunteer training, insurance, etc., in order to minimize costs for each of the communities involved.***

***Recommendation 3 (page 84): The public improves its wellness by having access to quality recreation activities and infrastructures in an attractive environment based mainly on the region's human and natural components.***

***Recommendation #4 (page 90): Integrate social sustainability criteria in the future strategic planning of recreation on the territory served by the Kent RSC.***

***Recommendation #5 (page 92): Make spaces more accessible and functional in order to meet a stable or increasing demand.***

***Recommendation #6 (page 94): When developing new sports fields, focus on sports experiencing an increase in activity, namely soccer.***

***Recommendation #7 (page 95): Improve the quality of aquatic facilities.***

***Recommendation #8 (page 95): Explore the potential for community school agreements to promote greater use of spaces.***

***Recommendation #9 (page 96): Explore the potential for building a new arena in one of the Greater Areas (to be determined).***

***Recommendation #10 (page 97): Explore the potential for collaboration among regional tourist attractions and neighboring communities in the area of program supply.***

***Recommendation #11 (page 98): Improve and connect existing walking and biking trails in order to create a regional trail network.***

***Recommendation #12 (page 98): Improve and connect existing ATV and snowmobile trails in order to create a regional trail network.***

***Recommendation #13 (page 99): Improve playgrounds to make them safer and more accessible.***

***Recommendation #14 (page 103): Support non-profit organizations in their efforts to increase their use of technologies to promote recreation activities.***

***Recommendation #15 (page 103): Increase the frequency with which various communications tools are used, especially in the municipal sector.***

# I. Introduction

The recent creation of Regional Service Commissions in New Brunswick has made it necessary to plan recreation, sports and culture at a regional level. The Ministry of Tourism, Heritage and Culture for New Brunswick has developed a program to address this need. The Kent Regional Services (Kent RSC) took the initiative to participate in this program. Following a call for proposals of the Kent Regional Service Commission's (Kent RSC) on regional planning of leisure and culture in infrastructure and programs, the Association francophone des municipalités du Nouveau-Brunswick (AFMNB) in partnership with the Institut de leadership de l'Université de Moncton (ILUM) - hereinafter referred to as "the consultant" - was awarded the contract for this study in early May 2015.

## II. Terms of reference

The Kent RSC's call for proposals indicated that the study aims to better plan and organize the development of recreational, sports and cultural infrastructures in the area in order to meet the needs of the community. In addition, the study must address the identification and development of a broader offering of recreational, sports and cultural programs to the public, while ensuring the sustainability of these programs and infrastructures for the entire region served by the Kent RSC. The three overarching goals of the study were as follows:

- Identify the strategic position of the region in terms of recreation, sports and culture. This means developing a regional strategic plan which will be used to identify the top priorities for developing recreational, sports and cultural infrastructures and programs for the Kent region over the next few years. During a second phase, the priorities will help complete the strategic plan, in particular the five-year action plan, aimed at providing the region with a balanced recreational program offering as well as a coherent infrastructure development plan to meet the needs of the community. The action plan will also identify the feasibility studies which need to be carried out in order to translate some of these priorities into action.
- Asset mapping. This involves inventorying the region's recreational, sports and cultural infrastructures and programs, as well as evaluating their sustainability from the point of view of the region's human and financial capacity. The consultant understands "human capacity" to mean the number of human resources (both volunteer and paid) which will contribute to the success of the strategic plan. The consultant understands "degree of social connectivity, cohesiveness and affiliation" to mean the Kent RSC's desire to evaluate the degree to which communities usually

cooperate and partner on a local and regional level, as well as the opportunities provided by such cooperation and partnerships.

- Recreational needs assessment. This assessment will obviously be a determining factor in the development of the strategic plan for recreation, sports and culture for the territory covered by the Kent RSC.

### III. Report context

The content of this report is based on the major components of the terms of reference. It covers governance and resources invested in recreation, and then presents an analysis of recreation infrastructures. It also looks at recreation participation and facility use.

A vision is proposed, and recommendations are made as deemed necessary throughout the report.

Most tables and figures contain data that were already available or were collected during the study. Results are presented for the Kent RCS territory as a whole, as well as for each Greater Area (GA). This nomenclature is the one generally used by management of CSR Kent. These are the following groups:

| <b>Municipalities / LSD / Taxation Authority :</b> |  |                                    |
|--|--|------------------------------------|
| <b>Greater Region of Rogersville :</b>             |  |                                    |
| Rogersville Parish                                 | LSD of Collette                        | LSD of Rogersville                 |
| Village of Rogersville                             | Village of Rogersville                 |                                    |
| Acadieville Parish                                 | LSD of Acadieville                     | Acadie Siding Taxation Authority   |
| <b>Greater Region of Saint-Louis :</b>             |  |                                    |
| Saint-Louis Parish                                 | LSD of Saint-Louis                     | LSD of Saint-Ignace                |
|  | Saint-Louis Canisto Taxation Authority |                                    |
| Carleton Parish                                    | LSD of Carleton                        | LSD of Pointe-Sapin                |
| Village of Saint-Louis-de-Kent                     | Village of Saint-Louis de Kent         |                                    |
| <b>Greater Region of Kent-Centre :</b>             |  |                                    |
| Saint-Charles Parish                               | LSD of Saint-Charles                   | LSD of Aldouane                    |
| Town of Richibucto                                 | Town of Richibucto                     |                                    |
| Village of Rexton                                  | Village of Rexton                      |                                    |
| Richibucto Parish                                  | LSD of Richibucto                      | LSD of Cap-de-Richibucto           |
| Weldford Parish                                    | LSD of Weldford                        |                                    |
| Harcourt Parish                                    | LSD of Harcourt                        |                                    |
| <b>Greater Region of Bouctouche :</b>              |  |                                    |
| Saint-Paul Parish                                  | LSD of Saint-Paul                      |                                    |
| Saint-Mary Parish                                  | LSD of Sainte-Marie                    |                                    |
| Wellington Parish                                  | LSD of Sainte-Anne-de-Kent             | Desroches Taxation Authority       |
|  | LSD of Wellington                      | Dixon Point Taxation Authority     |
|  |  | Saint-Grégoire Taxation Authority  |
|  |  | Bouctouche Cove Taxation Authority |
| Town of Bouctouche                                 | Town of Bouctouche                     |                                    |
| <b>Greater Region of Kent-South :</b>              |  |                                    |
| Dundas Parish                                      | LSD of Dundas                          | Rural Community of Cocagne         |
|  | LSD of Grand-Saint-Antoine             | LSD of Grande-Digue                |
| Village of Saint-Antoine                           | Village of Saint-Antoine               |                                    |
| <b>First Nations :</b>                             |  |                                    |
| Richibucto   | Elsipogotog                            |                                    |
| Indian Island                                      | Indian Island                          |                                    |
| Bouctouche   | Bouctouche                             |                                    |

## IV. Methodology

We used several approaches to complete the mandate and collect the necessary data and information. The following section describes these approaches.

### a. Initial Meeting and Steering Committee

Our team members met with the leaders of the Kent RSC from the outset to help clarify the mandate and procedures. This initial meeting also allowed us to identify their expectations. The Kent RSC then established a steering committee that we met with to present our progress reports and the draft version of the final report. The committee members provided us with feedback on the contents of this report.

### b. Literature Review and Data Purchase

The Kent RSC provided us with various documents and data on the Kent region and its recreation sector. The population data for Kent and its Greater Areas (GA) (see Tables 1 and 2) were also provided by the RSC.

The socio-demographic and socio-economic data were bought directly from Statistics Canada. These custom tabulations are derived from the 2006 Census and 2011 NHS – National Household Survey (which replaced the long-form Census that was abandoned by federal government authorities). Although caution must be taken when comparing the 2006 data (with a response rate of over 94%) with the 2011 NHS data (response rate of about 70%), all of the data remain very valid.

The data on municipal and local service district (LSD) budgets were provided by the New Brunswick Department of Environment and Local Government.

### c. Facility Assessment

The method used to determine the condition of the region's recreation infrastructures included site visits by our team members and additional staff. These visits began in early July and ended in mid-September 2015.

A list provided at the beginning by the Kent RSC included 189 recreation, cultural and touristic facilities or infrastructures. We then attempted to establish contact with the persons responsible for those facilities or infrastructures in order to make a visit and evaluation. After consulting with various stakeholders, we added six other facilities to the list, which brought the total to 195. Among those, 54 were eliminated during the assessment visits because they were organizations rather than facilities (i.e. hockey, soccer or baseball associations, seniors clubs, etc.) or because the facility simply didn't

exist anymore. Also during the visits, we discovered 31 new infrastructures (which weren't on the initial list), bringing the "true" number of facilities to 172. In the end, a total of 120 infrastructures were assessed, which represents a very acceptable rate of 70%.

One of the purposes of the visits was to collect information on the facilities' location, age, owner, services, schedules and rates. We then used generally recognized criteria to determine the quality of the infrastructures in terms of functionality, safety, accessibility and esthetics.

#### **d. Online Surveys**

##### General Population

In order to identify the facilities' usage levels, including recreation activity participation rates, we decided – after reviewing several alternatives and taking into consideration the deadlines and available resources – to use an online survey. The survey was available online from late August to late September 2015. Note that since an online survey is non-probabilistic, it is impossible to have an error margin. Probabilistic methods (those which offer each eligible person on a given territory equal chances of being selected in a sample) are the most reliable. However, nowadays online surveys are as reliable as telephone surveys since "15% of households do not have a home phone and cannot be reached there anymore"<sup>1</sup>. Online surveys provide good reliability to the extent that they are more precise due to the quality of the information collected and the fact that "people reveal more of themselves on the Internet, a bit like they do on social media. Furthermore, the level of indecision is on average two times lower on Internet (7%) than on the telephone (15%)"<sup>2</sup> (unofficial translation).

The questionnaire (see appendix) was completely bilingual and contained 36 questions dealing with participation rates and frequency, facility usage, reasons for participating in recreation activities and barriers to participation. Respondents were also invited to make suggestions, which mostly pertained to facilities and a vision of recreation for the region. One section was dedicated to volunteerism.

A website (Recreationkent.com) was created to explain the purpose and goal of the online survey. The survey itself was promoted through the Kent RSC, community newsletters, municipal Facebook pages and a Facebook ad campaign targeting Kent region Internet users. Ads were also published in the local newspaper, *L'Étoile*, for four weeks.

Paper copies of the survey were also made available in town halls and the Bouctouche and Richibucto offices of the Kent RSC.

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<sup>1</sup> Léger, J.M., *La précision des sondages Internet*, Le Devoir, August 12, 2012.

<sup>2</sup> Ibid

To encourage people to complete the survey, a draw for five \$50 cash prizes was held among respondents who agreed to provide their email address on a confidential basis.

A total of 322 people accessed the online survey and 12 completed the paper version.

#### Recreation Organization

As part of the study, we sent an online survey to the region's organizations and associations in late September and early October. The goal was to paint a picture of their human, physical and financial resources as well as their needs and challenges (see appendix).

The list of organizations was provided by the regional office of the provincial Department of Tourism, Heritage and Culture. It contained close to 100 organizations with their contacts. Among them, 35 were identified as working in the fields of recreation, sport, culture or tourism.

A total of 14 representatives from these organizations chose to complete our survey. One of the surveys was omitted for reasons of representation (not a recreation-based organization).

#### **e. Public Meeting with Recreation Leaders**

In mid-October, we hosted a public meeting in Richibucto with representatives and leaders from the recreation field in order to present the data collected to date and gather comments and suggestions on programs and services. The exercise also allowed us to identify what they perceived as being the strengths and weaknesses of the recreation infrastructure supply. The representatives also expressed their vision of recreation in the Kent region.

A total of 20 people (from a pool of 23) accepted our invitation. Each one had been contacted by phone and provided with explanations and a reminder on the eve of the meeting. These representatives had been identified by the project team following the facility visits and consultations with other area stakeholders.

#### **f. Discussions with Municipalities**

Telephone conversations and email exchanges were held with the seven municipalities located on the territory served by the Kent RSC. In five of them, conversations were held with the town or village manager. In Bouctouche, the recreation director was the contact person, whereas in Cocagne, the manager of the rural community and the recreation council director both took part in the discussion.

The purpose of these discussions was to understand how recreation programs and activities were organized and delivered in the region. For unincorporated

areas, we made observations based on information gathered during the site visits.

# V. Socio-Economic Profile of the Region

Let’s consider the socio economic and demographic situation of the population residing in the territory of the Kent RSC. After presenting data on the total population and according to the GR, we will identify rather economic data for the region. All these data help to better understand the composition and characteristics of the population.

### a. Total Population

According to the data presented in Figure 1, the total population of the Kent RSC territory decreased by approximately 1.9% from 2006 to 2011. Note that the creation of the Cocagne Rural Community (2,545 inhabitants) resulted in one incorporated territory (i.e. a municipality) seeing its population increase to 10,942 in 2011. The proportion of “municipalized” population was 24.3% in 2006 and 32.9% in 2011.

Figure 1

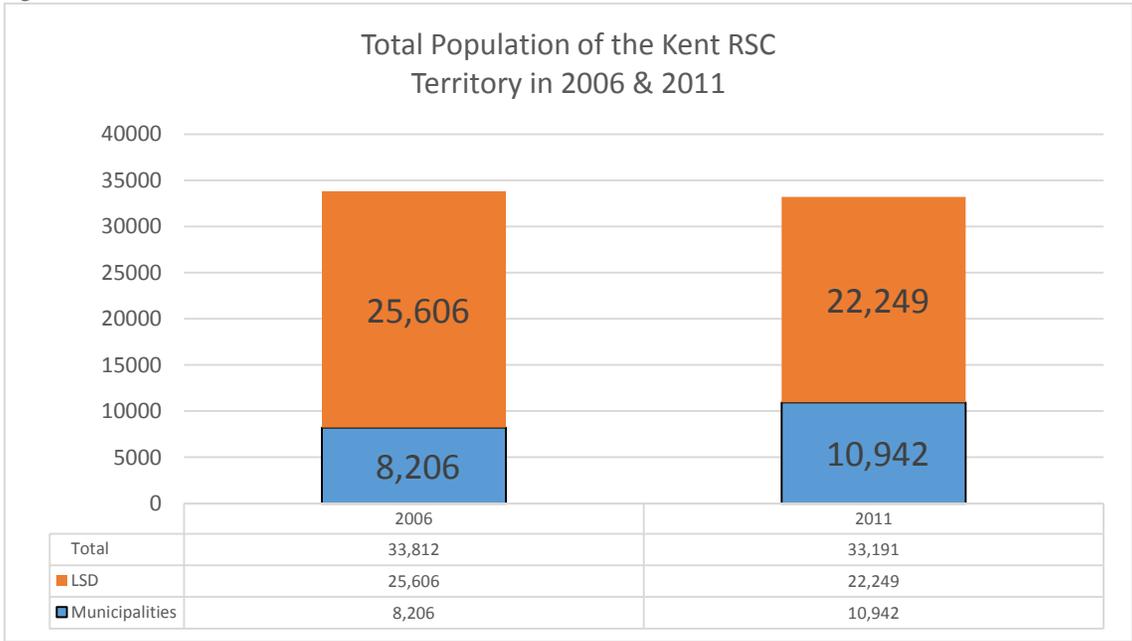
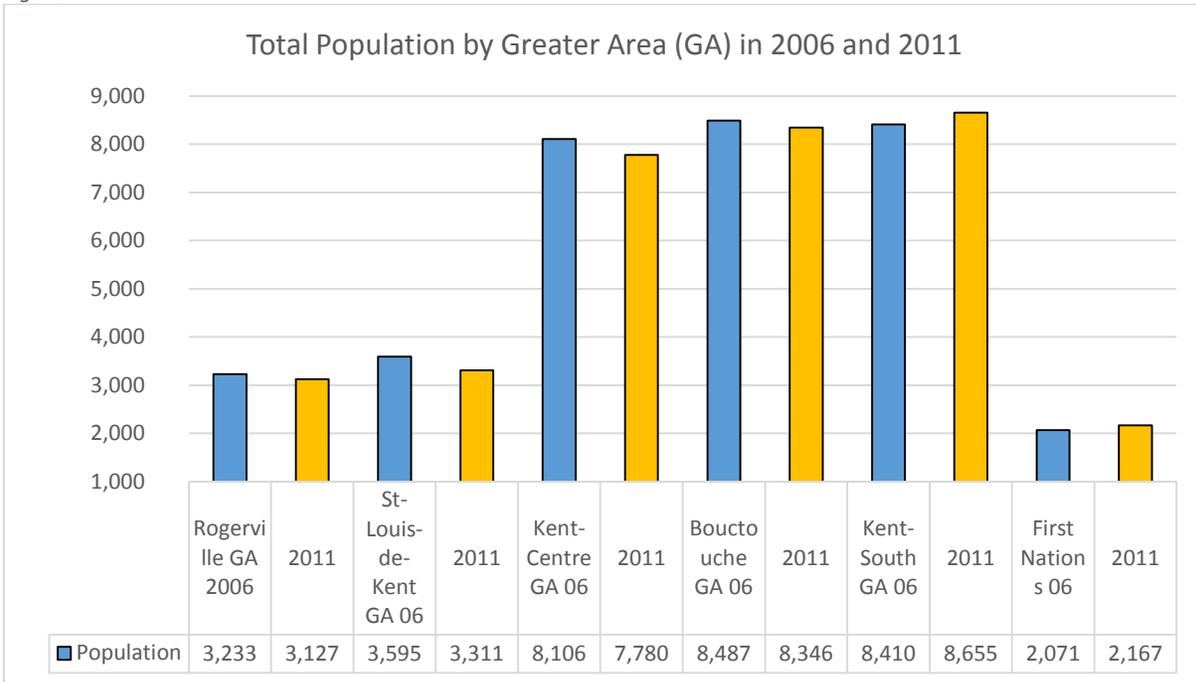


Figure 2 shows total population by Greater Area (GA) in 2006 and 2011. The Greater Bouctouche Area is the most populated with 8,346 residents in 2011, which nonetheless represents a loss of 141 people since 2006. The only GA experiencing a population increase between 2006 and 2011 is Kent-South, which went from 8,410 inhabitants in 2006 to 8,655 in 2011.

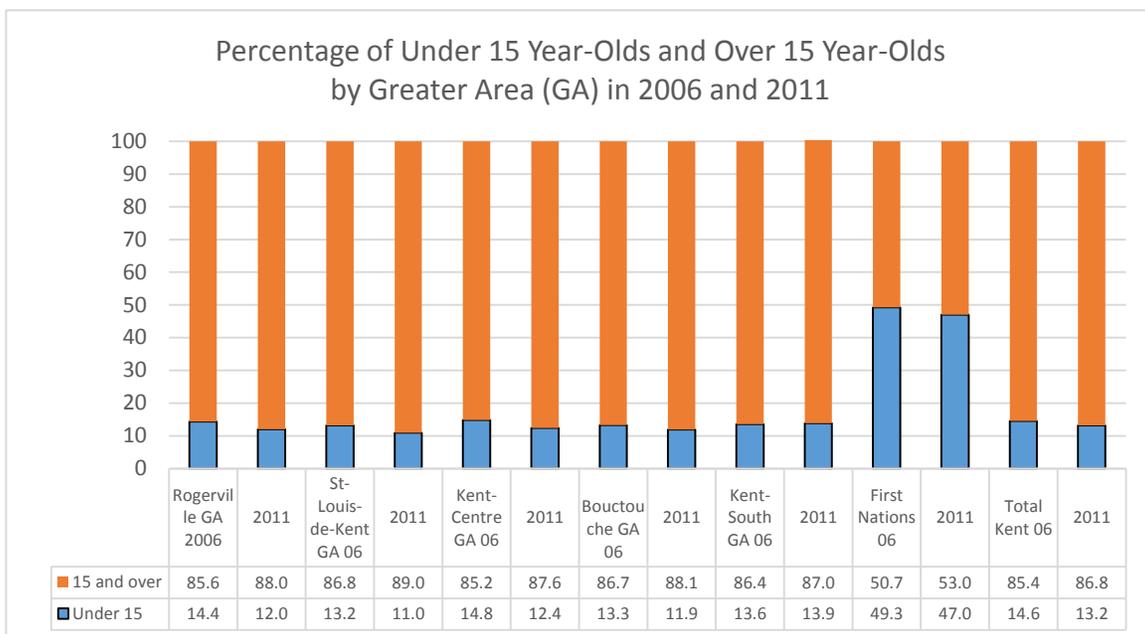
Figure 2



**b. Sex and Age Group**

There is somewhat of a balance between men and women on the Kent RSC territory as a whole and its GAs. As indicated in Figure 3, the percentage of less than 15 year-olds decreased in all GAs except Kent-South, where it increased from 13.6% in 2006 to 13.9% in 2011. The greatest loss of under 15s between 2006 and 2011 occurred in the Kent-Center and Rogersville GAs, with a 2.4 percentage point decrease.

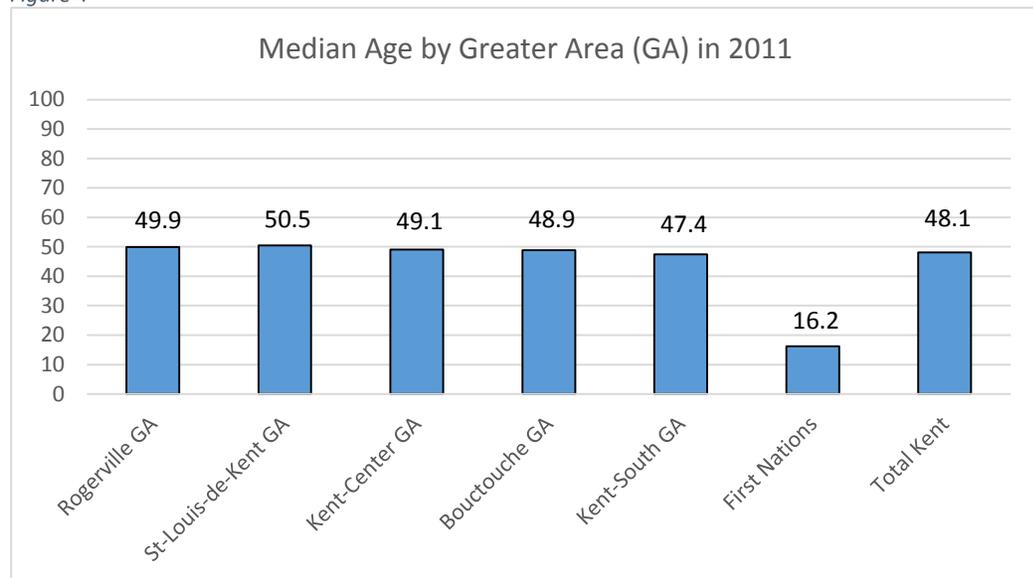
Figure 3



For the time being, the only median age data available are those from 2011, as shown in Figure 4. The median age for the Kent RSC as a whole was 48.1 years, the Greater St-Louis-de-Kent Area having the oldest median age (50.5) and the First Nations having the youngest (16.2).

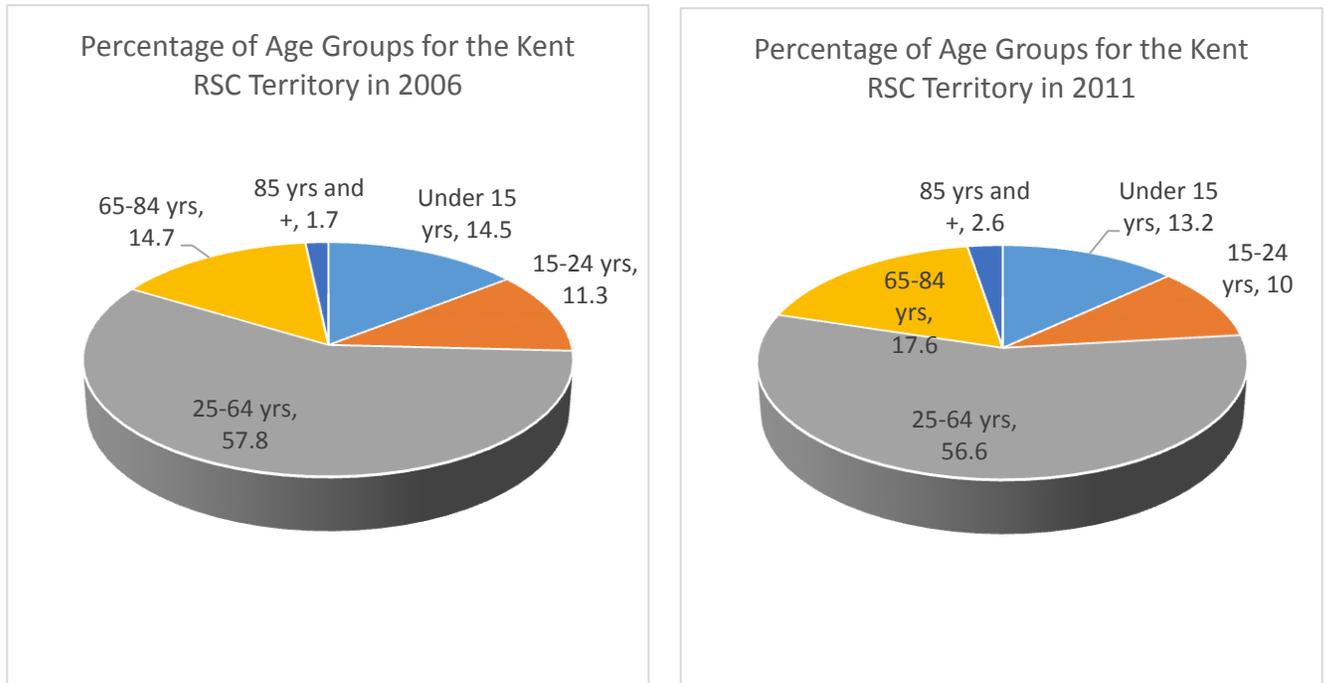
In comparison, New Brunswick's median age was 41.5 in 2006 and 43.7 in 2011. For Canada, it was 39.5 in 2006 and 40.6 in 2011.

Figure 4



Figures 5 and 6 illustrate the population by age group in 2006 and 2011. The greatest increases are noted in the 65-84 age group and the 85 and over, respectively increasing from 14.7% to 17.6% and from 1.7% to 2.6% within five years. The under 15 age group and the 15-24 year-olds group both experienced a decrease between 2006 and 2011.

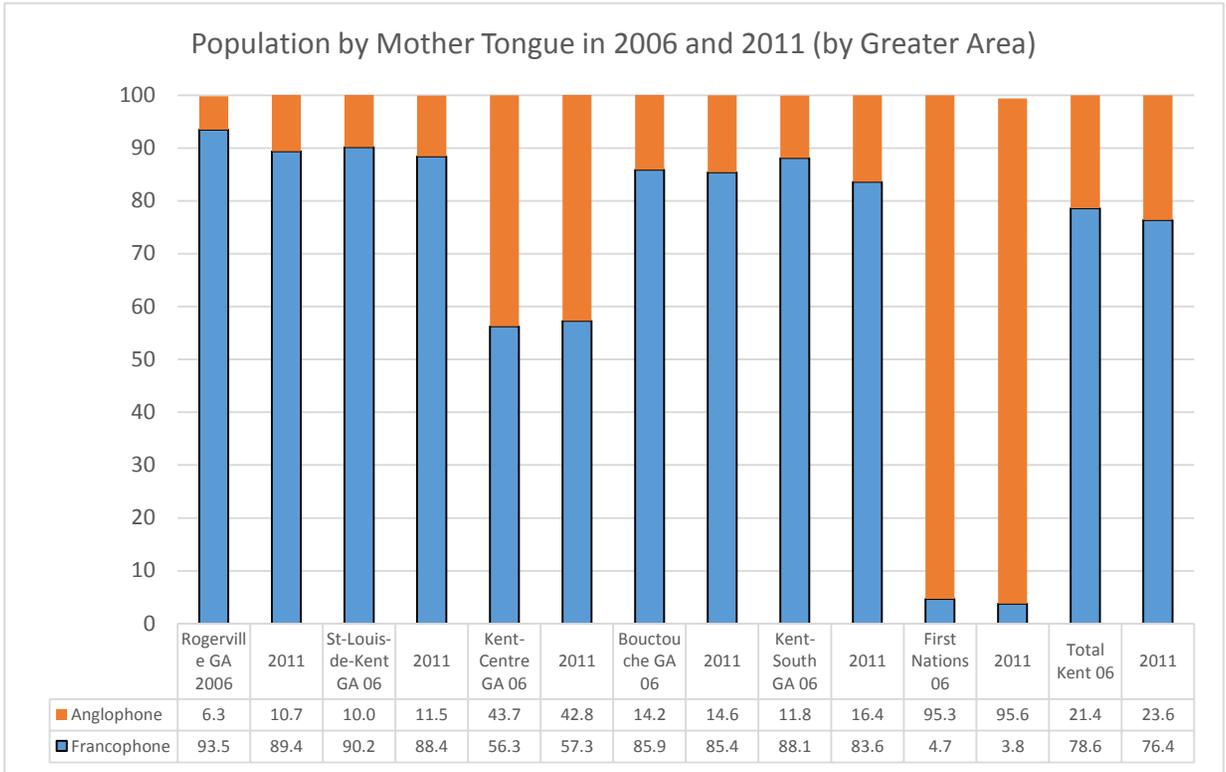
Figures 5 and 6



**c. Mother Tongue**

Throughout the territory, there are approximately three Francophones for every Anglophone. The proportion of Francophones decreased from 78.6% to 76.4% between 2006 and 2011 (Figure 7). First Nation residents are mostly English-speaking (95%), followed by Kent-Center residents at approximately 43%. The GAs having a strong French-speaking majority are Rogersville (93.5% and 89.4%), Saint-Louis-de-Kent (90.2% and 88.4%) and Bouctouche (remaining stable at 85%).

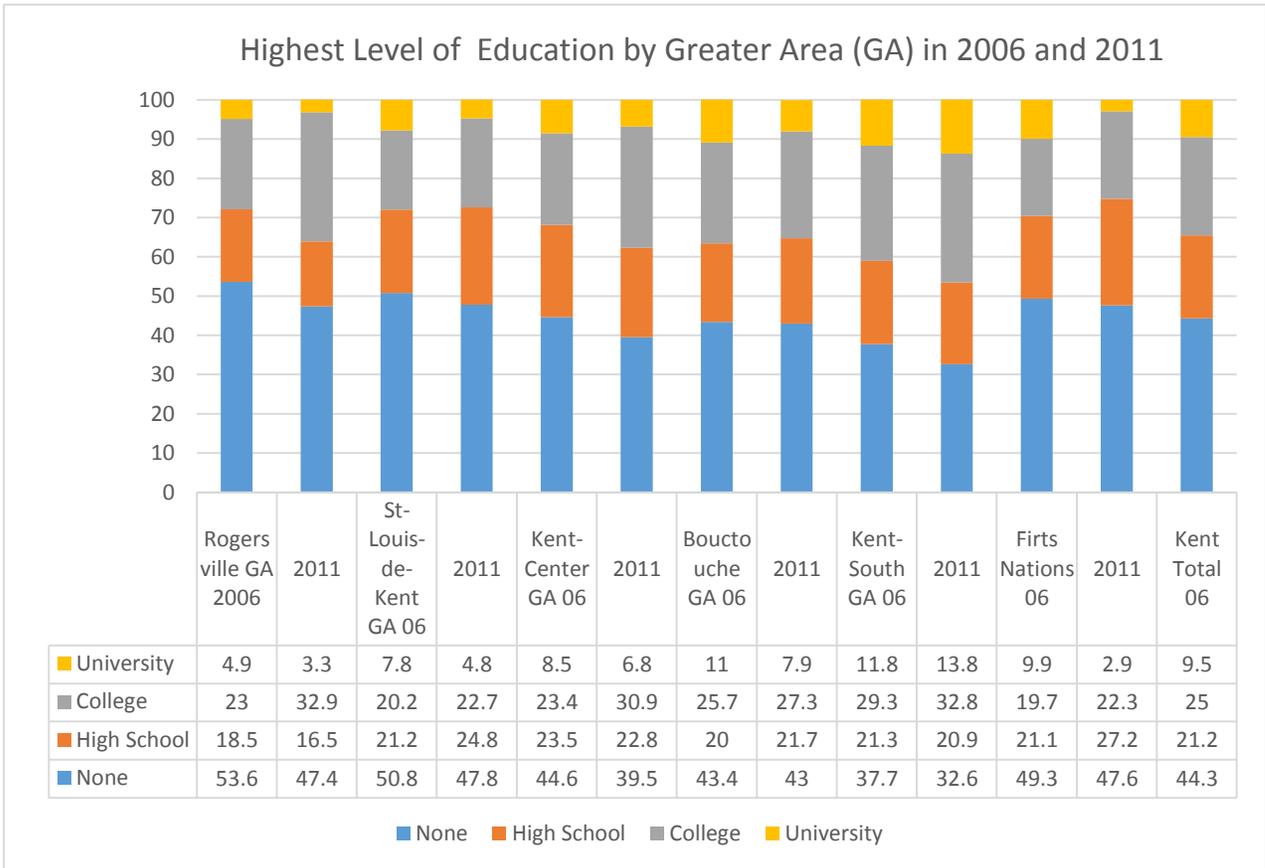
Figure 7



**d. Education Level**

Figure 8 shows the highest level of education by GA. As indicated, approximately one in two people do not have a diploma and one out of five have some high school education. In comparison with New Brunswick, education levels are lower in the Kent RSC territory, as only 24% of New Brunswickers do not have a diploma. The Greater Bouctouche and Kent-South Areas have the most university graduates, slightly more than one out of ten people. Overall in New Brunswick, 15.5% of the population has a university degree.

Figure 8



e. Job Type

Table 1 presents the percentage of job types by Greater Area in 2006 and 2011. There are very little differences between areas: in all GAs, trade, transport and equipment jobs (approximately one out of four) and sales and service jobs (about one out of five) top the list. Note that very few jobs are related to arts, culture, recreation and sport in the Kent RSC territory as a whole: 1.8% in 2006 and 1.3% in 2011.

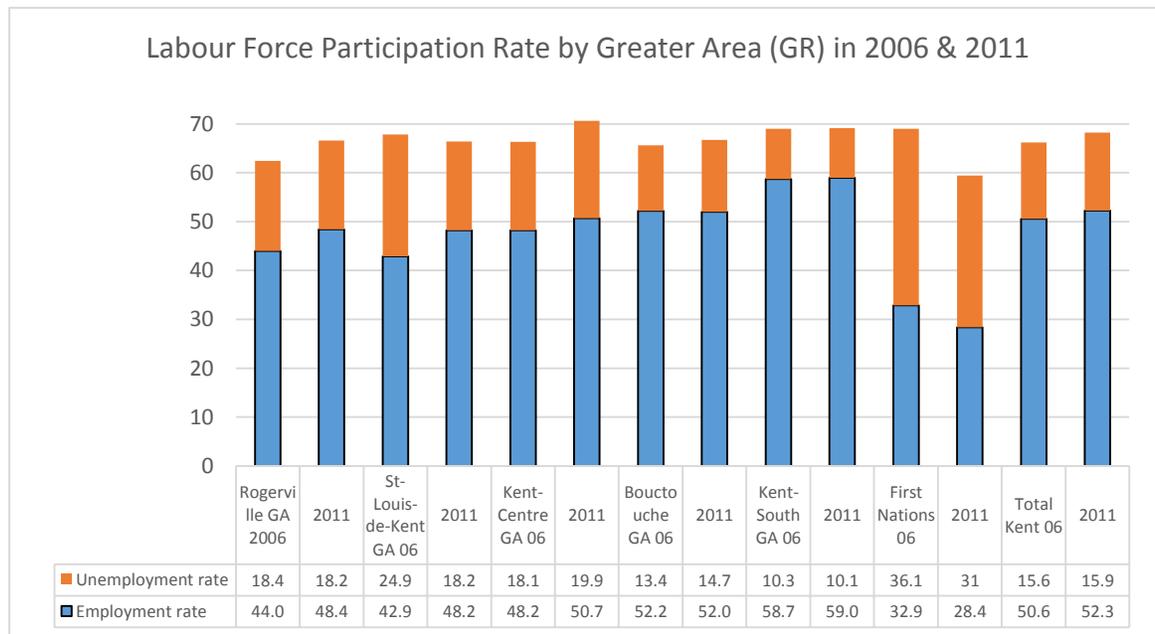
**Table 1**  
**Percentage of Job Types by Greater Area (GA) in 2006 and 2011**

| <b>2006</b>  | <b>Rogersville<br/>GA</b> | <b>Saint-Louis<br/>GA</b> | <b>Kent-<br/>Center GA</b> | <b>Bouctouche<br/>GA</b> | <b>Kent-<br/>South GA</b> | <b>First<br/>Nations</b> | <b>Total<br/>Kent RSC</b> |
|--|---------------------------|---------------------------|----------------------------|--------------------------|---------------------------|--------------------------|---------------------------|
| Management   | 4.6                       | 4.0                       | 5.6                        | 6,1                      | 6.1                       | 5.9                      | <b>5.6</b>                |
| Business, finance and<br>administration                    | 9.6                       | 9.7                       | 13.1                       | 14.8                     | 16.9                      | 5.9                      | <b>13.9</b>               |
| Natural and applied<br>sciences and related<br>occupations | 2.5                       | 2.0                       | 1.9                        | 2.0                      | 4.2                       | 5.9                      | <b>2.6</b>                |
| Health   | 6.1                       | 4.9                       | 5.2                        | 4.5                      | 5.2                       | 5.9                      | <b>5.0</b>                |
| Social sciences, education<br>and government services      | 5.0                       | 5.4                       | 3.8                        | 5.2                      | 5.9                       | 14.7                     | <b>5.1</b>                |
| Art, culture, recreation<br>and sport                      | 0.0                       | 0.9                       | 1.9                        | 2.5                      | 1.8                       | 0.0                      | <b>1.8</b>                |
| Sales and service  | 24.6                      | 22.9                      | 22.4                       | 20.6                     | 20.3                      | 20.6                     | <b>21.5</b>               |
| Trades, transport and<br>equipment                         | 27.1                      | 18.0                      | 22.3                       | 28.6                     | 26.8                      | 11.8                     | <b>25.1</b>               |
| Primary sector<br>occupations                              | 10.0                      | 16.9                      | 9.8                        | 4.8                      | 3.6                       | 23.5                     | <b>7.7</b>                |
| Processing,<br>manufacturing and<br>utilities              | 10.4                      | 15.4                      | 13.9                       | 11.0                     | 9.3                       | 5.9                      | <b>11.6</b>               |
| <b>2011</b>  |                           |                           |                            |                          |                           |                          |                           |
| Management   | 5.2                       | 5.6                       | 8.8                        | 8.1                      | 6.3                       | 5.4                      | <b>7.2</b>                |
| Business, finance and<br>administration                    | 16.0                      | 12.1                      | 13.4                       | 13.4                     | 17.6                      | 13.5                     | <b>14.7</b>               |
| Natural and applied<br>sciences and related<br>occupations | 4.5                       | 1.5                       | 2.1                        | 2.9                      | 3.9                       | 0.0                      | <b>3.0</b>                |
| Health   | 4.9                       | 6.2                       | 5.0                        | 4.2                      | 4.9                       | 5.4                      | <b>4.9</b>                |
| Social sciences, education<br>and government services      | 9.7                       | 7.1                       | 8.4                        | 9.2                      | 10.7                      | 18.9                     | <b>9.3</b>                |
| Art, culture, recreation<br>and sport                      | 0.0                       | 0.0                       | 1.0                        | 0.2                      | 3.3                       | 5.4                      | <b>1.3</b>                |
| Sales and service  | 24.0                      | 19.8                      | 20.4                       | 18.2                     | 19.6                      | 18.9                     | <b>19.9</b>               |
| Trades, transport and<br>equipment                         | 23.3                      | 20.9                      | 23.6                       | 27.1                     | 25.4                      | 10.8                     | <b>24.6</b>               |
| Primary sector<br>occupations                              | 5.2                       | 9.4                       | 7.5                        | 6.1                      | 1.5                       | 13.5                     | <b>5.6</b>                |
| Processing,<br>manufacturing and<br>utilities              | 6.9                       | 17.1                      | 9.9                        | 10.6                     | 6.7                       | 10.8                     | <b>9.7</b>                |

**f. Labour Force Participation Rate**

Figure 9 shows the employment and unemployment rates among those 15 and older on the Kent RSC territory. The GAs in the north have higher unemployment rates than those in the south. Unemployment is also more prominent among First Nation communities, their rates being almost three times higher. In the region as a whole, rates remained relatively stable between 2006 and 2011. In comparison, the unemployment rate in New Brunswick was 11% in 2011.

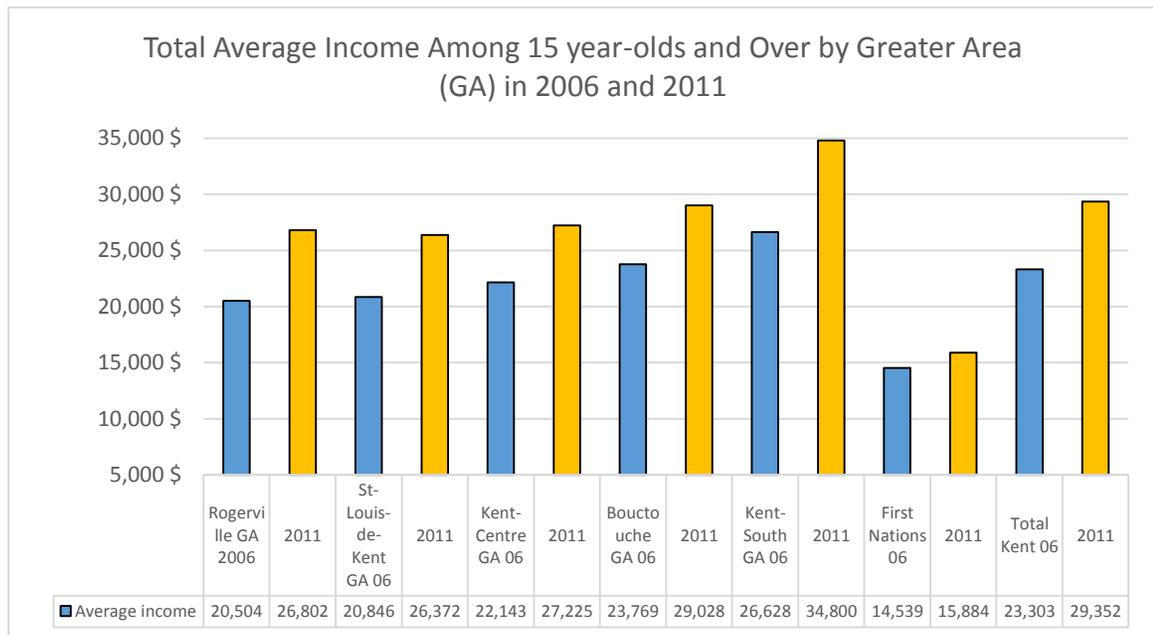
Figure 9



**g. Income**

Total average income is presented in Figure 10. For the region as a whole, it was \$29,352 in 2011. The highest average income is found in the Greater Kent-South Area, with \$34,800 (2011), followed by Bouctouche (\$29,028) and Kent-Center (\$27,225). The average income in the First Nations communities was \$15,884 in 2011. In comparison, the total average income in New Brunswick was \$30,190 in 2011.

Figure 10



#### **h. Findings**

Total population on the Kent RSC territory as a whole experienced a slight decline between 2006 and 2011, as was the case for most GAs except Kent-South and the First Nation communities. The population is also aging, with a significant increase among the 65-84 and 85 and over age groups. Again, only the Kent-South area seems to be getting somewhat younger, with an increase among those 15 and under.

The education level is lower in Kent than in the province as a whole, with differences between GAs and with the province as a whole being quite significant. There is also a gap between the average income in New Brunswick and that of Kent residents, the discrepancy being even more pronounced in some GAs. In general, education and income levels have a significant impact on recreation participation and access.

Overall, there is a difference in socio-economic and socio-demographic data between the northern and southern areas of the Kent RSC territory. The South appears to be slightly more privileged.

## VI. Inventory of organizations, programs and services

This section contains an inventory of organizations, programs and services. The first part presents the results of a survey carried out among the region's organizations. The second is a program grid developed with the data gathered during the consultation process.

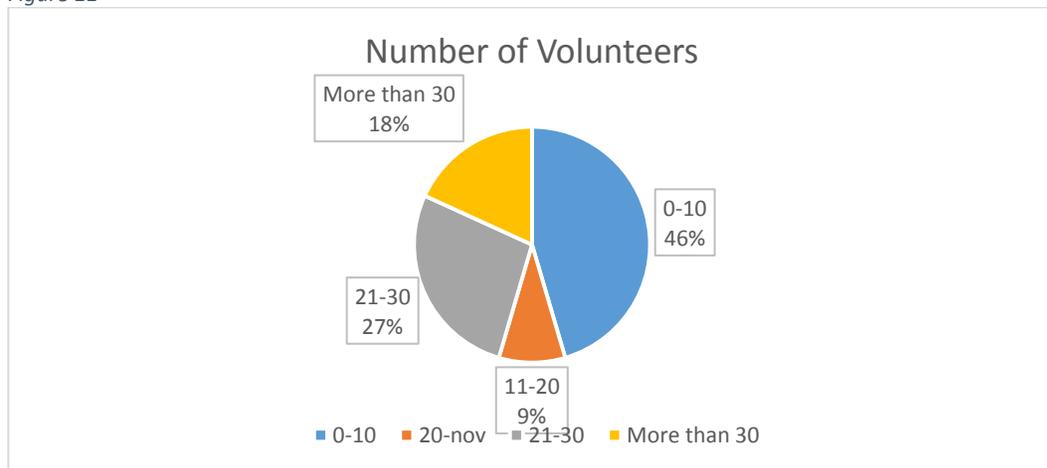
### a. Organizations

The following sections present the results of the survey among organizations. They include the organizations' human resources, whether employees, volunteers or students, the nature of the organizations, their activities, client groups and participation trends.

#### i. Human Resources

Of the 13 participating organizations (next Figure), 11 have a president, 8 have a vice-president, 6 a secretary and 7 a treasurer. They can also count on the work of volunteers, 5 of them having less than 10 and two organizations having more than 30. Note that the organizations which have a permanent staff member (i.e. executive director) are more likely to have completed the survey.

Figure 11

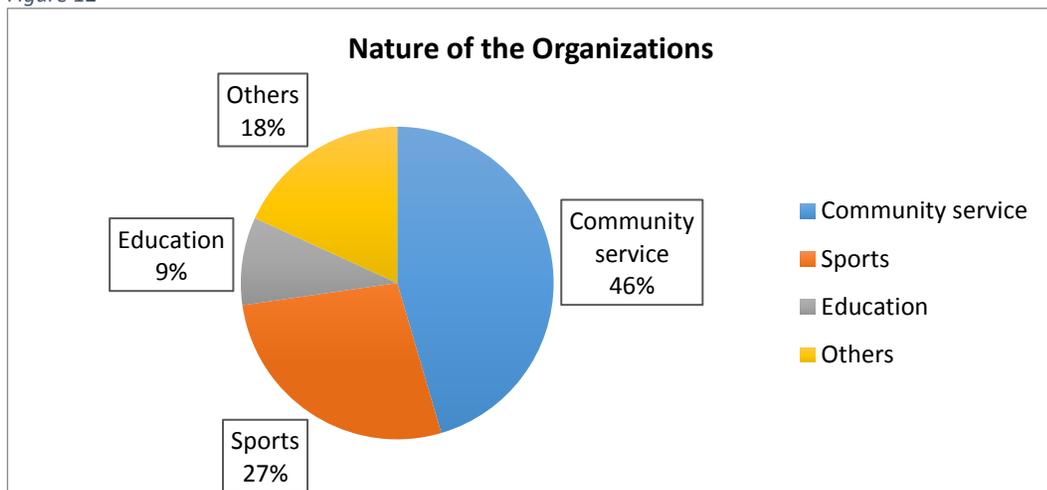


Slightly more than 10 (46%) of the participating organizations have paid staff, the majority of which work full-time. As for student manpower, 55% of respondents applied for a summer student project (1-3 students) for summer 2015.

**ii. Nature of the Organizations**

A large percentage of the participating organizations (46%) are community-based, 27% are sports-based and 9% are educational (next Figure). Slightly less than three quarters (73%) are incorporated and all are non-profit. Furthermore, 63% have directors and officers liability insurance and 37% have commercial liability insurance. From the list of 80 organizations provided at the beginning of the study, we identified 35 recreation organizations.

Figure 12



**iii. Activities and Client Groups**

The range of activities offered by the organizations for their members and the community is varied. It mostly includes swimming courses, aquafitness, seniors' swimming, first air courses, babysitting courses and sports activities such as badminton and volleyball.

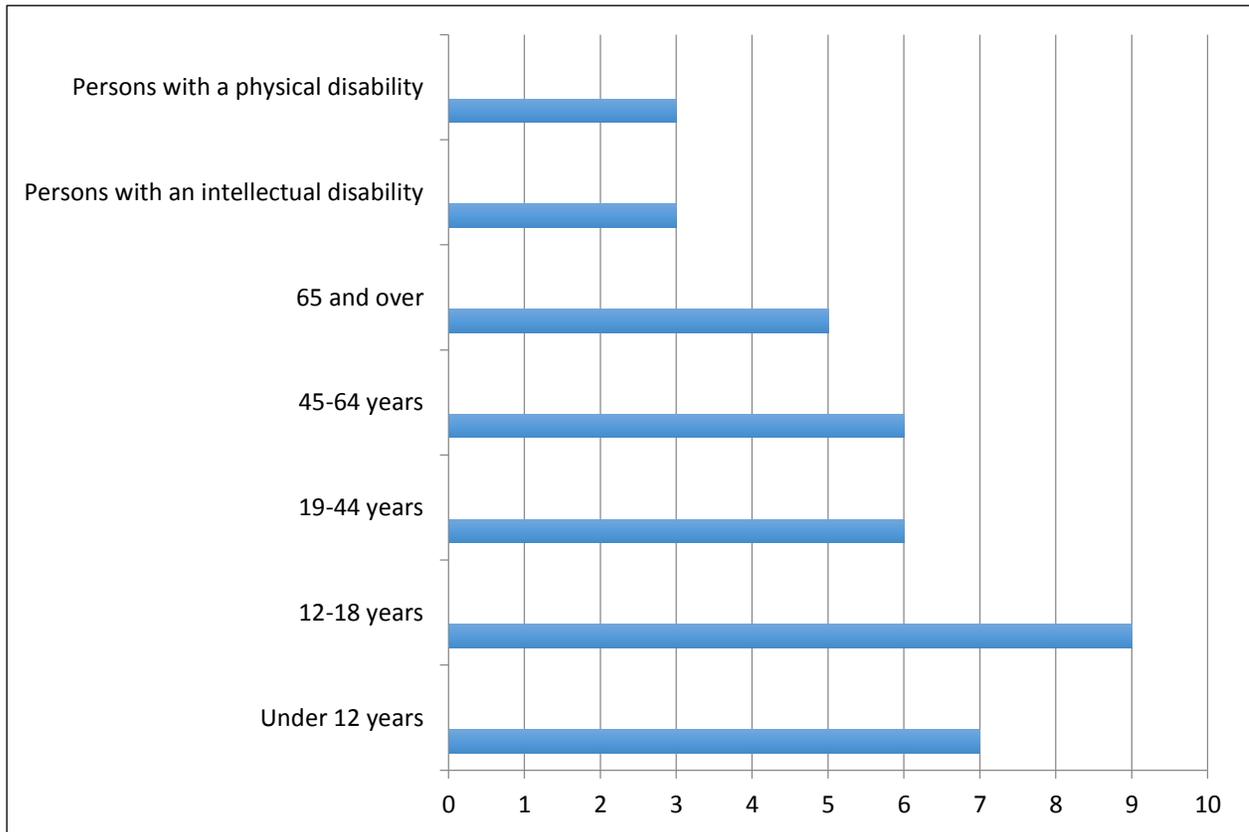
Activities organized exclusively for members of participating organizations include sports, cooking classes, daycare for preschoolers, afterschool programs, literacy programs and art activities. There are also a number of tournaments (i.e. outdoor hockey, softball, washer and horseshoes) as well as skating. Some associations offer programming for long term athlete development as well as participatory and recreation activities.

As for activities organized exclusively for the community, there are community gardens and kitchens, martial art classes, archery, health fairs, special events (Easter, March Break, Christmas), winter carnivals, yard sales, the Tree of Hope day, a fall farmers' market, computer classes, youth in movement, yoga, Zumba,

dance, rhythm games, boot camp, volleyball and ball hockey. The following activities were also mentioned: breakfasts, suppers, trivia nights, day camps, blood pressure clinics, movie nights, teen dances, ice cream night, bottle drives, barbecues and birthday parties.

These activities are offered for all age groups, although 12 to 18 year-olds benefit from the greatest number of programs, as shown in Figure 13. All participating organizations offer winter, spring and fall programming, while 78% also offer summer programs.

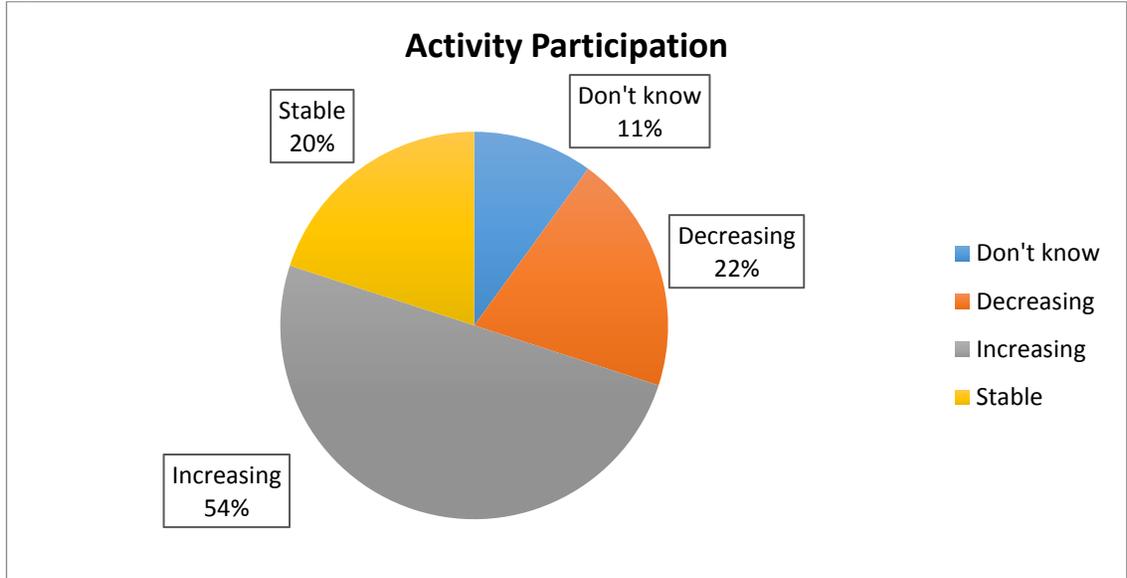
Figure 13



**iv. Activity Participation**

We were interested in knowing participation trends among the organizations that completed the survey. Slightly more than half have noticed an increase in participant numbers while 22% have noticed a decrease (Figure 14).

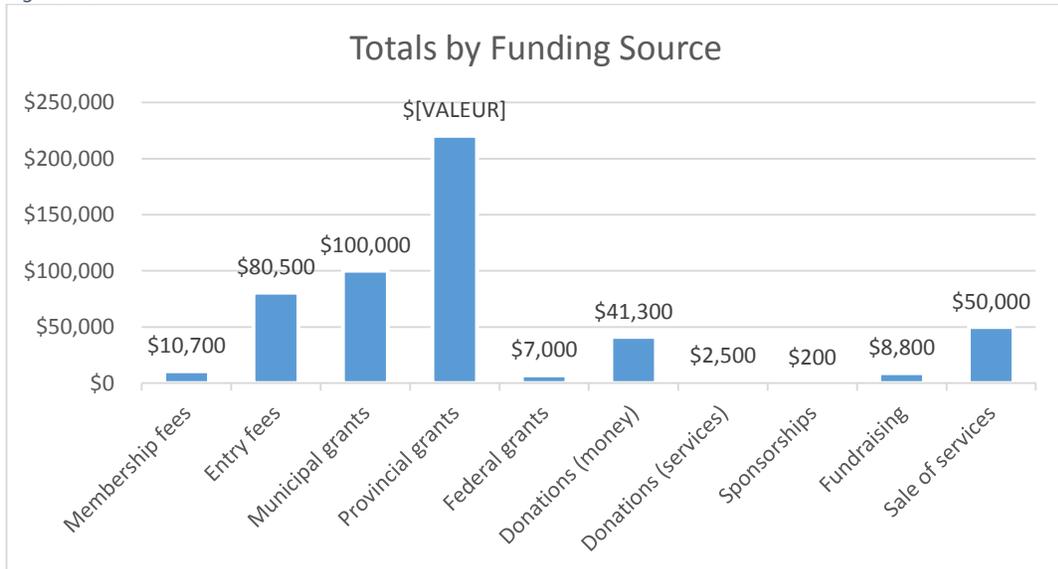
Figure 14



**v. Funding Sources**

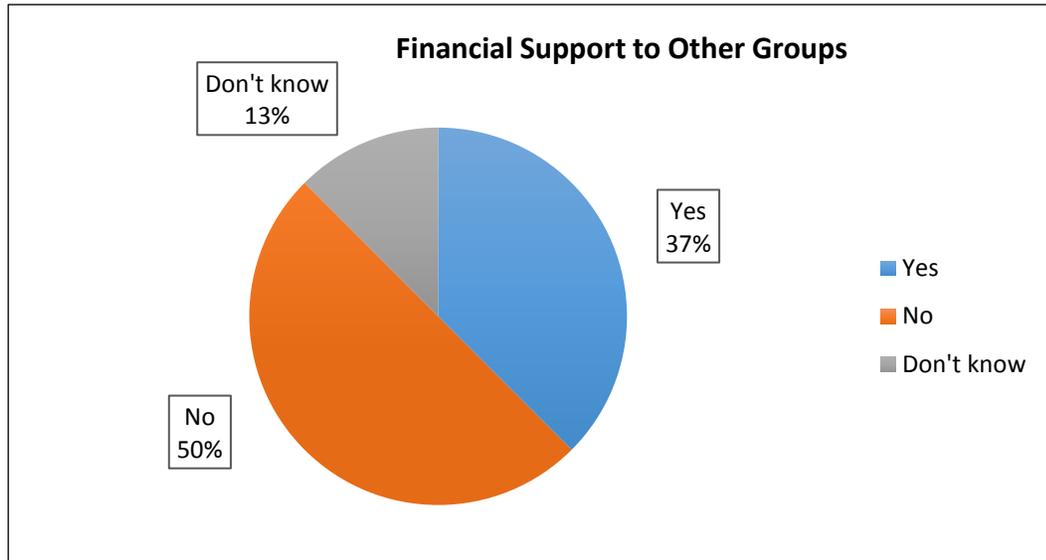
We asked participating organizations to indicate their funding sources for the past fiscal year. Data shows in Figure 15 that the major source of funds is provincial grants, which total \$220,400. Provincial grants (5 org.) and donations of money or services (4 org.) are the most common funding sources.

Figure 15



The organizations were also invited to indicate if they had provided financial support to community groups or events over the past year (see Figure 16). Half of them do not provide any financial support. Those who do, do so in the form registration fee grants and support.

Figure 16



**vi. Needs and Challenges**

Organizations face several challenges and unmet needs with regard to programming. On a scale of 1 to 5, where 1 meant “no problem” and 5 meant “serious problem”, they were asked to indicate their current and projected needs and challenges (Table 2). According to the results on table 2, lack of funding (A=4), management of volunteers (A =3.4), lack of transportation (A =3.2) and grant requests and legal advice (A =3.1) are the greatest challenges and needs at the present time. When asked to consider the future, respondents reported that lack of funding (A =4.1) will be the greatest challenge, followed by grant requests and legal advice (A =3.7), management of volunteers (A =3.7) and lack of facilities for programming (A =3.2).

**Table 2**  
**Organizations' Challenges and Needs**

| <b>Needs and Challenges</b>                                      | <b>Currently (Average)</b> | <b>In the Future (Average)</b> |
|--|----------------------------|--------------------------------|
| Lack of funding  | 4                          | 4,1                            |
| Management of volunteers   | 3,4                        | 3,7                            |
| Lack of transportation   | 3,2                        | 2,8                            |
| Grant requests and legal advice                                  | 3,1                        | 3,7                            |
| Lack of collaboration and communication between organizations    | 2,7                        | 3                              |
| Lack of facilities for programming                               | 2,7                        | 3,2                            |
| Lack of equipment  | 2,6                        | 2,8                            |
| Lack of support from parent association (provincial or national) | 2,3                        | 2,3                            |
| Lack of bilingual information from parent organization           | 2,1                        | 2,3                            |
| Lack of meeting space  | 1,9                        | 1,8                            |

**vii. Strengths and Weaknesses of Facility Supply**

We invited about 20 organization officials and key stakeholders in the area to share their insights on the regional recreation facility supply (Table 3). On the positive side, their comments referred to matters related to the natural beauty of the area and the variety of infrastructures (Table 3). In terms of challenges or weaknesses, they spoke of factors pertaining to the age or lack of facilities, underserved client groups and inadequate communication.

**Table 3**  
**Strengths and Challenges of Facility Supply**

| Strengths of Facility Supply  | Challenges of Facility Supply   |
|---|---|
| <ul style="list-style-type: none"> <li>- green spaces, rivers, waterways</li> <li>- natural resources</li> <li>- balanced human resources, youth and experience</li> <li>- wharfs</li> <li>- beaches</li> <li>- variety of infrastructures</li> <li>- national park</li> <li>- giant Acadian flag</li> <li>- culture, heritage and multiculturalism</li> <li>- Pays de la Sagouine</li> <li>- number of walking trails</li> <li>- natural beauty</li> <li>- important role of volunteers</li> </ul> | <ul style="list-style-type: none"> <li>- need to connect the trails</li> <li>- aging facilities</li> <li>- inadequate communication</li> <li>- lack of marketing (not known)</li> <li>- lack of coordination (activities scheduled at the same time)</li> <li>- need new facilities which meet the needs of youth</li> <li>- insufficient knowledge about the needs of youth</li> <li>- insufficient participation for some activities</li> <li>- need to remember families</li> <li>- drop-in center</li> <li>- better support for volunteers</li> <li>- attract seniors, nice central location</li> <li>- lack of volunteers, less interest</li> <li>- some sports are expensive</li> <li>- youth lack a feeling of belonging</li> <li>- no activities for 12-19 year olds (important for attracting people in the region)</li> <li>- parents don't get involved (bring children to the activities)</li> <li>- use taxes to pay services</li> </ul> |

**b. Program and Service Grid**

After explaining how the data was collected and the grid was developed, we will present the results.

**i. Data Collection**

The following grid provides an overview of programs based on a review of the lists of facilities and organizations located on the Kent RSC territory. The lists were found in documents provided by the Kent RSC.

To begin, we analyzed the facility list, which included names of facilities (e.g. arenas, tennis courts, etc.) and certain associations or organizations (e.g. ATV

clubs, x-country ski clubs, etc.). Those that we felt were related to recreation, sport, culture or tourism were included in the grid.

Then, we reviewed a partial listing of sports organizations and contacts in order to identify those which should be included in the grid. The assessment sheets from the site visits also helped to complete the program inventory. Finally, the organization survey was useful for inventorying recreation opportunities.

For the facilities component, discussions held with managers during site visits were used to develop a list of the activities and programs usually held under their roof. For example, most community centers, seniors' clubs and service clubs (e.g. Knights of Columbus) rent their facilities for activities such as dances, bingos, baby showers, Zumba, wedding receptions, festival events, etc. Other facilities such as gymnasiums and arenas are also used for all types of activities and events.

For the organization component, some of the programs offered were obvious. For example, sports associations like minor hockey and ringette offer only those types of activities. Others, such as ATV, hunting and snowmobiling clubs, mostly offer those activities, but occasionally rent their facilities for community events.<sup>3</sup>

With this information, we were able to paint a picture which quite accurately represents the recreation, sports, culture and tourism activities and programs offered in the Kent region.

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<sup>3</sup> Although there are all kinds of festivals on the Kent RSC territory, we have not included them in the grid or results. Also not included are the few private bars, night clubs and other similar businesses that offer activities.

## **ii. Grid Development**

The following grid was developed by first listing the greater areas, their incorporated municipalities and their respective communities. For each community, the inventoried facilities and organizations are also identified.

From the facilities and organizations that were included, we divided the types of programs according to the following categories: 1) sports, 2) culture and arts, 3) service clubs, 4) seniors clubs, 5) community events, 6) educational activities, 7) religious activities and 8) physical activities.

The grid also includes information on the client groups served by the facilities and organizations. For each entry, we identified the gender and age of the clients. These can represent the main client group (the one which is targeted) or an occasional client group (which participates in a limited number of activities or events).

A subtotal of program types and client characteristics is presented for each Greater Area. The grand total for all Greater Areas is indicated at the end of the grid. This provides an overview of the recreation, sports, cultural and tourism programs offered in the Kent region.

## **iii. Results**

A quick glance at the grid already allows us to say that the situation is very positive, as there are numerous opportunities to participate in recreation activities. Indeed, more than 173 programs have been recorded in the Kent region. As could be expected, the Bouctouche (50), Kent-Center (42) and Kent-South (41) Greater Areas are those which offer the most activities. As for the communities with the greatest program supply, Bouctouche (26), Saint-Antoine (16), Richibucto (14), Saint-Louis-de-Kent (12) and Cocagne (12) top the list.

The categories with the most activities are sports (108) and community events (58). The “physical activity and playground” programs and the “cultural and arts” programs follow suite with respectively 40 and 20 activities. Men and women have almost equal opportunities, whereas adults and seniors have access to more opportunities than children and teens.

|                                       |   | Type of Program <sup>4</sup> |   |   |   |   |   |   |    | Client Groups       |    |                         |       |        |      |
|---------------------------------------|---|------------------------------|---|---|---|---|---|---|----|---------------------|----|-------------------------|-------|--------|------|
|                                       |   |                              |   |   |   |   |   |   |    | Gender <sup>5</sup> |    | Age Groups <sup>6</sup> |       |        |      |
|                                       |   | 1                            | 2 | 3 | 4 | 5 | 6 | 7 | 8  | M                   | F  | Child.                  | Teens | Adults | Sen. |
| <b>FIRST NATIONS</b>                  |   |                              |   |   |   |   |   |   |    |                     |    |                         |       |        |      |
|                                       | <b>Elsipogtog</b>                           |                              |   |   |   |   |   |   |    |                     |    |                         |       |        |      |
| 1                                     | Arena                                       | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 2                                     | Minor baseball                              | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       |       |        |      |
| 3                                     | Youth center                                |                              | ★ |   |   | ★ |   |   | ★  | ★                   | ★  | ★                       |       |        |      |
| 4                                     | Hawk Wrestling Club                         | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       |       |        |      |
| 5                                     | Track & field                               | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 6                                     | Ball fields                                 | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      |      |
| 7                                     | Playgrounds                                 |                              |   |   |   |   |   | ★ | ★  | ★                   | ★  |                         |       |        |      |
| 8                                     | Soccer field                                | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       |       |        |      |
|                                       | <i>First Nations Subtotal: 8</i>            | 6                            | 1 |   |   | 1 |   | 1 | 8  | 8                   | 8  | 7                       | 3     | 2      |      |
| <b>GREAT SAINT-LOUIS-DE-KENT AREA</b> |   |                              |   |   |   |   |   |   |    |                     |    |                         |       |        |      |
| 1                                     | Community center (Aqua Centre)              |                              |   |   |   | ★ |   | ★ | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 2                                     | Seniors' club                               |                              |   |   | ★ | ★ |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 3                                     | Softball club                               | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      |      |
| 4                                     | Snowmobile club                             | ★                            |   |   |   |   |   |   | ★  | ★                   |    |                         | ★     | ★      |      |
| 5                                     | X-country ski club                          | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 6                                     | Volleyball club                             | ★                            |   |   |   |   |   |   | ★  | ★                   |    |                         | ★     |        |      |
| 7                                     | Luc-Gallant Marathon                        | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 8                                     | Track & field                               | ★                            |   |   |   |   |   | ★ | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 9                                     | Biking & walking trails                     | ★                            |   |   |   |   |   | ★ | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 10                                    | Soccer fields                               | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       |       |        |      |
| 11                                    | Tennis courts                               | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 12                                    | Ball fields                                 | ★                            |   |   |   |   |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      |      |
|                                       | <i>Subtotal: 12</i>                         | 10                           |   |   | 1 | 2 |   | 3 | 12 | 12                  | 10 | 10                      | 9     | 8      |      |
| <b>Carleton</b>                       |   |                              |   |   |   |   |   |   |    |                     |    |                         |       |        |      |
| 1                                     | Community center (Kouchibouguac)            |                              |   |   |   | ★ |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 2                                     | Kouchibouguac Park                          | ★                            | ★ |   |   |   |   | ★ | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
|                                       | <i>Subtotal: 2</i>                          | 1                            | 1 |   |   | 1 |   | 1 | 2  | 2                   | 2  | 2                       | 2     | 2      | 2    |
| <b>Pointe-Sapin</b>                   |   |                              |   |   |   |   |   |   |    |                     |    |                         |       |        |      |
| 1                                     | Community center                            |                              |   |   |   | ★ |   | ★ | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| <b>Saint-Ignace</b>                   |   |                              |   |   |   |   |   |   |    |                     |    |                         |       |        |      |
| 1                                     | Seniors' club                               |                              |   |   | ★ |   |   |   | ★  | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 2                                     | Golf course                                 | ★                            |   |   |   |   |   |   | ★  | ★                   |    | ★                       | ★     | ★      | ★    |
|                                       | <i>Subtotal: 3</i>                          | 1                            |   |   | 1 | 1 |   | 1 | 3  | 3                   | 2  | 3                       | 3     | 3      | 3    |
|                                       | <i>Saint-Louis-de-Kent GA Subtotal : 17</i> | 12                           | 1 |   | 2 | 4 |   | 5 | 17 | 17                  | 14 | 15                      | 14    | 13     |      |
| <b>GREATER ROGERSVILLE AREA</b>       |   |                              |   |   |   |   |   |   |    |                     |    |                         |       |        |      |

<sup>4</sup> 1- Sports; 2- Culture and arts; 3- Service clubs; 4- Seniors' clubs; 5- Community events; 6- Educational activities; 7- Religious activities 8- Physical activities and playgrounds

<sup>5</sup> M – Male; F- Female

<sup>6</sup> Child. – Children 0-12 years; Teens – 13-18 years; Adults – 19-54 years; Sen. – Seniors 55 and older

|                                 |  | Type of Program <sup>4</sup> |   |   |   |   |   |   |   | Client Groups       |    |                         |       |        |      |
|---------------------------------|--|------------------------------|---|---|---|---|---|---|---|---------------------|----|-------------------------|-------|--------|------|
|                                 |  | 1                            | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Gender <sup>5</sup> |    | Age Groups <sup>6</sup> |       |        |      |
|                                 |  |                              |   |   |   |   |   |   |   | M                   | F  | Child.                  | Teens | Adults | Sen. |
|                                 | <b>Rogersville</b>                                 |                              |   |   |   |   |   |   |   |                     |    |                         |       |        |      |
| 1                               | Arena  | ★                            | ★ |   |   | ★ |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 2                               | Minor hockey association                           | ★                            |   |   |   |   |   |   |   | ★                   | ★  | ★                       | ★     |        |      |
| 3                               | Ringette association                               | ★                            |   |   |   |   |   |   |   |                     | ★  | ★                       | ★     |        |      |
| 4                               | Community centers (Rogersville and Pleasant Ridge) | ★                            |   |   |   | ★ |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 5                               | Seniors' club                                      |                              |   |   | ★ |   |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 6                               | Dance club   |                              |   |   |   |   |   | ★ |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 7                               | School gym   | ★                            | ★ |   |   | ★ |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 8                               | Assumption monument                                |                              |   |   |   |   |   | ★ |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 9                               | Legion   |                              |   |   |   | ★ |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 10                              | Scout lodge  |                              | ★ |   |   |   |   |   |   | ★                   | ★  | ★                       | ★     |        |      |
| 11                              | Community room (town hall)                         |                              |   |   |   | ★ |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 12                              | Snowmobile trails (club)                           | ★                            |   |   |   |   |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 13                              | Soccer and balls fields                            | ★                            |   |   |   |   |   |   |   | ★                   | ★  | ★                       | ★     |        |      |
|                                 | <i>Subtotal: 13</i>                                | 7                            | 3 |   | 1 | 5 |   | 1 | 2 | 13                  | 13 | 9                       | 9     | 9      | 9    |
|                                 | <b>Acadieville</b>                                 |                              |   |   |   |   |   |   |   |                     |    |                         |       |        |      |
| 1                               | Community center (and bowling alley)               | ★                            |   | ★ | ★ | ★ |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|                                 | <b>Colette</b>                                     |                              |   |   |   |   |   |   |   |                     |    |                         |       |        |      |
| 1                               | Community center                                   |                              |   |   |   | ★ |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|                                 | <i>Subtotal: 2</i>                                 | 1                            |   | 1 | 1 | 2 |   |   |   | 2                   | 2  | 2                       | 2     | 2      | 2    |
|                                 | <i>Rogersville GA Subtotal: 15</i>                 | 8                            | 3 | 1 | 2 | 7 |   | 1 | 2 | 15                  | 15 | 11                      | 11    | 11     | 11   |
| <b>GREATER KENT CENTER AREA</b> |  |                              |   |   |   |   |   |   |   |                     |    |                         |       |        |      |
|                                 | <b>Rexton</b>                                      |                              |   |   |   |   |   |   |   |                     |    |                         |       |        |      |
| 1                               | Boat Lodge   |                              |   |   |   |   |   | ★ |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 2                               | Curling club                                       | ★                            |   |   |   | ★ |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 3                               | Hunting & fishing club                             | ★                            |   |   |   |   |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 4                               | Lions' Club  |                              |   | ★ |   | ★ |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 5                               | Snowmobile club                                    | ★                            |   |   |   |   |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 6                               | ATV club   | ★                            |   |   |   |   |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 7                               | School gym   | ★                            |   |   |   | ★ |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 8                               | Outdoor rink                                       | ★                            |   |   |   | ★ |   |   |   | ★                   | ★  | ★                       | ★     | ★      |      |
| 9                               | Track & field                                      | ★                            |   |   |   |   |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 10                              | Walking & biking trails                            | ★                            |   |   |   |   |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 11                              | Bonar Law Historic Site                            |                              |   |   |   | ★ |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 12                              | Ball field   | ★                            |   |   |   |   |   |   |   | ★                   | ★  | ★                       | ★     | ★      |      |
| 13                              | Soccer fields                                      | ★                            |   |   |   |   |   |   |   | ★                   | ★  | ★                       | ★     | ★      |      |
|                                 | <i>Subtotal: 13</i>                                | 10                           |   | 1 |   | 5 |   |   | 4 | 13                  | 13 | 10                      | 10    | 13     | 10   |
|                                 | <b>Richibucto</b>                                  |                              |   |   |   |   |   |   |   |                     |    |                         |       |        |      |
| 1                               | The Anchor (multipurpose center)                   |                              |   |   |   | ★ |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |

|    |  | Type of Program <sup>4</sup> |   |   |   |    |   |   |   | Client Groups       |    |                         |       |        |      |
|----|--|------------------------------|---|---|---|----|---|---|---|---------------------|----|-------------------------|-------|--------|------|
|    |  |                              |   |   |   |    |   |   |   | Gender <sup>5</sup> |    | Age Groups <sup>6</sup> |       |        |      |
|    |  | 1                            | 2 | 3 | 4 | 5  | 6 | 7 | 8 | M                   | F  | Child.                  | Teens | Adults | Sen. |
| 2  | Public library                           |                              | ★ |   |   |    |   | ★ |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 3  | Chapiteau                                | ★                            |   |   |   |    |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 4  | Seniors' club                            |                              |   |   | ★ |    |   |   |   | ★                   | ★  |                         |       |        | ★    |
| 5  | ATV club (with Saint-Louis-de-Kent)      | ★                            |   |   |   |    |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 6  | School gym                               | ★                            |   |   |   | ★  |   | ★ |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 7  | Legion                                   |                              |   | ★ |   |    |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 8  | Marina                                   |                              |   |   |   | ★  |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 9  | Jardine Park (Lions)                     |                              |   |   |   |    |   | ★ |   | ★                   | ★  | ★                       |       |        |      |
| 10 | Track & field                            | ★                            |   |   |   |    |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 11 | Municipal sports and afterschool program | ★                            |   |   |   |    |   |   |   | ★                   | ★  | ★                       | ★     |        |      |
| 12 | Walking & biking trails                  | ★                            |   |   |   |    |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 13 | Soccer fields                            | ★                            |   |   |   |    |   |   |   | ★                   | ★  | ★                       | ★     | ★      |      |
| 14 | Ball fields                              | ★                            |   |   |   |    |   |   |   | ★                   | ★  | ★                       | ★     | ★      |      |
|    | <i>Subtotal: 14</i>                      | 8                            | 1 | 1 | 1 | 3  | 1 | 2 |   | 14                  | 14 | 10                      | 9     | 11     | 10   |
|    | <b>Richibouctou-Village</b>              |                              |   |   |   |    |   |   |   |                     |    |                         |       |        |      |
| 1  | Community center (and seniors' club)     |                              |   |   | ★ | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 2  | Shooting range                           | ★                            |   |   |   |    |   |   |   | ★                   | ★  |                         |       | ★      | ★    |
| 3  | Outdoor rink                             | ★                            |   |   |   |    |   | ★ |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 4  | Ball fields                              | ★                            |   |   |   |    |   |   |   | ★                   | ★  | ★                       | ★     | ★      |      |
| 5  | Tennis courts                            | ★                            |   |   |   |    |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|    | <i>Subtotal: 5</i>                       | 4                            |   |   | 1 | 1  |   | 1 |   | 5                   | 5  | 4                       | 4     | 5      | 4    |
|    | <b>Aldouane</b>                          |                              |   |   |   |    |   |   |   |                     |    |                         |       |        |      |
| 1  | Community center and seniors' club       |                              |   |   | ★ | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|    | <b>Bass River</b>                        |                              |   |   |   |    |   |   |   |                     |    |                         |       |        |      |
| 1  | Country Club                             |                              |   |   |   | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|    | <b>Beersville</b>                        |                              |   |   |   |    |   |   |   |                     |    |                         |       |        |      |
| 1  | Community center                         |                              |   |   |   | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|    | <b>Clairville</b>                        |                              |   |   |   |    |   |   |   |                     |    |                         |       |        |      |
| 1  | Community center                         |                              |   |   |   | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|    | <b>Fords Mills</b>                       |                              |   |   |   |    |   |   |   |                     |    |                         |       |        |      |
| 1  | Community center                         |                              |   |   |   | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|    | <b>Harcourt</b>                          |                              |   |   |   |    |   |   |   |                     |    |                         |       |        |      |
| 1  | Legion                                   |                              |   |   |   | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 2  | Community center (Adamsville)            |                              |   |   |   | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|    | <b>Saint-Charles</b>                     |                              |   |   |   |    |   |   |   |                     |    |                         |       |        |      |
| 1  | Community center and seniors' club       |                              |   |   | ★ | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|    | <b>South Branch</b>                      |                              |   |   |   |    |   |   |   |                     |    |                         |       |        |      |
| 1  | Community center                         |                              |   |   |   | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|    | <b>Targetville</b>                       |                              |   |   |   |    |   |   |   |                     |    |                         |       |        |      |
| 1  | Community center                         |                              |   |   |   | ★  |   |   |   | ★                   | ★  | ★                       | ★     | ★      | ★    |
|    | <i>Subtotal: 10</i>                      |                              |   |   | 2 | 10 |   |   |   | 10                  | 10 | 10                      | 10    | 10     | 10   |
|    | <i>Kent Centre GA Subtotal: 42</i>       | 22                           | 1 | 2 | 4 | 19 | 1 | 7 |   | 42                  | 42 | 34                      | 33    | 39     | 34   |

|                             |  | Type of Program <sup>4</sup> |   |   |   |   |   |   |   | Client Groups       |    |                         |       |        |      |
|-----------------------------|--|------------------------------|---|---|---|---|---|---|---|---------------------|----|-------------------------|-------|--------|------|
|                             |  |                              |   |   |   |   |   |   |   | Gender <sup>5</sup> |    | Age Groups <sup>6</sup> |       |        |      |
|                             |  | 1                            | 2 | 3 | 4 | 5 | 6 | 7 | 8 | M                   | F  | Child.                  | Teens | Adults | Sen. |
| <b>GR BOUCTOUCHE</b>        |  |                              |   |   |   |   |   |   |   |                     |    |                         |       |        |      |
|                             | <b>Bouctouche</b>                          |                              |   |   |   |   |   |   |   |                     |    |                         |       |        |      |
| 1                           | Arenas (JK Irving Center and Forum)        | ★                            | ★ |   |   | ★ |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 2                           | Arboretum (x-country ski)                  | ★                            |   |   |   |   |   | ★ | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 3                           | Minor hockey association                   | ★                            |   |   |   |   |   |   | ★ | ★                   | ★  | ★                       |       |        |      |
| 4                           | Public library                             |                              | ★ |   |   |   |   | ★ | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 5                           | Community center (Legion)                  |                              |   |   |   | ★ |   |   | ★ | ★                   |    |                         |       | ★      | ★    |
| 6                           | Kent-South cultural center                 |                              | ★ |   |   |   |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 7                           | Knights of Columbus                        |                              |   | ★ |   |   |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 8                           | Seniors' club                              |                              |   |   | ★ |   |   |   | ★ | ★                   |    |                         |       |        | ★    |
| 9                           | Hunting & fishing club (shooting range)    | ★                            |   |   |   |   |   |   | ★ | ★                   |    |                         |       | ★      | ★    |
| 10                          | Lions' Club                                |                              |   |   |   | ★ |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 11                          | Snowmobile club                            | ★                            |   |   |   |   |   |   | ★ | ★                   |    |                         |       | ★      | ★    |
| 12                          | ATV club                                   | ★                            |   |   |   |   |   |   | ★ | ★                   |    |                         |       | ★      | ★    |
| 13                          | Irving Ecocenter                           |                              |   |   |   |   |   | ★ | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 14                          | Golf course                                | ★                            |   |   |   |   |   |   | ★ | ★                   |    |                         | ★     | ★      | ★    |
| 15                          | School gyms                                | ★                            |   |   |   | ★ |   | ★ | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 16                          | Marina                                     | ★                            |   |   |   |   |   |   | ★ | ★                   |    |                         |       | ★      | ★    |
| 17                          | Track & field                              | ★                            |   |   |   |   |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 18                          | Skate park                                 | ★                            |   |   |   |   |   | ★ | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 19                          | Municipal recreation program               | ★                            | ★ |   |   | ★ |   | ★ | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 20                          | Ball fields                                | ★                            |   |   |   |   |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      |      |
| 21                          | Soccer fields                              | ★                            |   |   |   |   |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      |      |
| 22                          | Tennis courts                              | ★                            |   |   |   |   |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 23                          | Mini-parks (3) and 3-man basketball courts | ★                            |   |   |   |   |   | ★ | ★ | ★                   | ★  | ★                       |       |        |      |
| 24                          | Walking trails                             |                              |   |   |   |   |   | ★ | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 25                          | Biking trail                               |                              |   |   |   |   |   | ★ | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 26                          | Pays de la Sagouine                        |                              | ★ |   |   | ★ |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
|                             | <i>Subtotal: 26</i>                        | 16                           | 5 | 1 | 1 | 6 | 1 | 1 | 9 | 26                  | 26 | 19                      | 20    | 24     | 22   |
| <b>Sainte-Anne-de-Kent</b>  |  |                              |   |   |   |   |   |   |   |                     |    |                         |       |        |      |
| 1                           | Seniors' club                              |                              |   |   | ★ |   |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 2                           | ATV club                                   | ★                            |   |   |   |   |   |   | ★ | ★                   |    |                         |       | ★      | ★    |
| 3                           | School gym                                 | ★                            | ★ |   |   | ★ |   | ★ | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 4                           | Parish hall (community center)             |                              | ★ |   | ★ | ★ |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |
| 5                           | Soccer field                               | ★                            |   |   |   |   |   |   | ★ | ★                   | ★  | ★                       |       |        |      |
| 6                           | Ball field                                 | ★                            |   |   |   |   |   |   | ★ | ★                   | ★  | ★                       |       |        |      |
|                             | <i>Subtotal: 6</i>                         | 4                            | 2 |   | 2 | 2 |   | 1 | 6 | 6                   | 5  | 5                       |       | 4      | 4    |
| <b>Sainte-Marie-de-Kent</b> |  |                              |   |   |   |   |   |   |   |                     |    |                         |       |        |      |
| 1                           | Community center                           |                              |   |   |   | ★ |   |   | ★ | ★                   | ★  | ★                       | ★     | ★      | ★    |

|                                   |  | Type of Program <sup>4</sup> |   |   |   |    |   |   |    | Client Groups       |    |                         |       |        |      |
|-----------------------------------|--|------------------------------|---|---|---|----|---|---|----|---------------------|----|-------------------------|-------|--------|------|
|                                   |  |                              |   |   |   |    |   |   |    | Gender <sup>5</sup> |    | Age Groups <sup>6</sup> |       |        |      |
|                                   |  | 1                            | 2 | 3 | 4 | 5  | 6 | 7 | 8  | M                   | F  | Child.                  | Teens | Adults | Sen. |
| 2                                 | Expo-Kent Center                           |                              | * |   |   | *  |   |   |    | *                   | *  | *                       | *     | *      | *    |
| 3                                 | Sports center                              | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     | *      | *    |
| 4                                 | Seniors' club                              |                              |   |   | * |    |   |   |    | *                   | *  |                         |       | *      | *    |
| 5                                 | Snowmobile club                            | *                            |   |   |   |    |   |   |    | *                   | *  |                         |       | *      | *    |
| 6                                 | School gym                                 | *                            |   |   |   | *  |   | * |    | *                   | *  | *                       | *     | *      | *    |
| 7                                 | Soccer fields                              | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     |        |      |
| 8                                 | Wharf (marina)                             | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     | *      | *    |
| <i>Subtotal : 8</i>               |  | 5                            | 1 |   | 1 | 3  |   |   | 1  | 8                   | 8  | 6                       | 6     | 7      | 7    |
| <b>Saint-Paul</b>                 |  |                              |   |   |   |    |   |   |    |                     |    |                         |       |        |      |
| 1                                 | Seniors' club                              |                              |   |   | * |    |   |   |    | *                   | *  |                         |       | *      | *    |
| 2                                 | School gym                                 | *                            |   |   |   | *  |   | * |    | *                   | *  | *                       | *     | *      | *    |
| 3                                 | Ball field                                 | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     | *      |      |
| 4                                 | Playground                                 |                              |   |   |   |    |   | * |    | *                   | *  | *                       |       |        |      |
| 5                                 | Outdoor rink                               | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     | *      | *    |
| 6                                 | Skate park                                 | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     |        |      |
| 7                                 | Walking & biking trails                    | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     | *      | *    |
| <i>Subtotal: 7</i>                |  | 5                            |   |   | 1 | 1  |   |   | 2  | 7                   | 7  | 6                       | 5     | 5      | 5    |
| <b>McKees Mill</b>                |  |                              |   |   |   |    |   |   |    |                     |    |                         |       |        |      |
| 1                                 | Community center                           |                              |   |   |   | *  |   |   |    | *                   | *  |                         |       | *      | *    |
| <b>Wellington</b>                 |  |                              |   |   |   |    |   |   |    |                     |    |                         |       |        |      |
| 1                                 | Shooting range<br>(hunting & fishing club) | *                            |   |   |   | *  |   |   |    | *                   | *  |                         |       | *      | *    |
| 2                                 | ATV Club (Saint-Joseph)                    | *                            |   |   |   |    |   |   |    | *                   | *  |                         |       | *      | *    |
| <i>Subtotal: 3</i>                |  | 2                            |   |   |   | 2  |   |   |    | 3                   | 3  |                         |       | 3      | 10   |
| <i>Bouctouche GA Subtotal: 50</i> |  | 32                           | 8 | 1 | 5 | 14 | 1 | 1 | 13 | 50                  | 50 | 17                      | 16    | 43     | 48   |
| <b>GR KENT-SUD</b>                |  |                              |   |   |   |    |   |   |    |                     |    |                         |       |        |      |
| <b>Cocagne</b>                    |  |                              |   |   |   |    |   |   |    |                     |    |                         |       |        |      |
| 1                                 | Arena                                      | *                            |   |   |   | *  |   |   |    | *                   | *  | *                       | *     | *      | *    |
| 2                                 | Kent-South Minor<br>Hockey Association     | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     |        |      |
| 3                                 | Kent-South Ringette<br>Association         | *                            |   |   |   |    |   |   |    |                     | *  | *                       | *     |        |      |
| 4                                 | Bowling alley (and<br>leagues)             | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     | *      | *    |
| 5                                 | Seniors' club                              |                              |   |   | * | *  |   | * |    | *                   | *  | *                       | *     | *      | *    |
| 6                                 | Recreation council<br>(marina)             |                              |   |   |   | *  |   |   |    | *                   | *  | *                       | *     | *      | *    |
| 7                                 | School gym                                 | *                            |   |   |   |    |   | * |    | *                   | *  | *                       | *     |        |      |
| 8                                 | Walking & biking trails                    |                              |   |   |   |    |   | * |    | *                   | *  | *                       | *     | *      | *    |
| 9                                 | Sport Plus Combo                           | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     |        |      |
| 10                                | Ball fields                                | *                            |   |   |   |    |   |   |    | *                   | *  |                         | *     |        |      |
| 11                                | Soccer fields                              | *                            |   |   |   |    |   |   |    | *                   | *  | *                       | *     |        |      |
| <i>Subtotal: 11</i>               |  | 8                            |   |   | 1 | 3  |   |   | 3  | 10                  | 11 | 10                      | 11    | 5      | 5    |
| <b>Saint-Antoine</b>              |  |                              |   |   |   |    |   |   |    |                     |    |                         |       |        |      |
| 1                                 | Public library                             |                              | * |   |   |    |   | * |    | *                   | *  | *                       | *     | *      | *    |
| 2                                 | Community center (La<br>Cachette)          |                              |   |   |   | *  |   |   |    | *                   | *  | *                       | *     | *      | *    |

|                                   |   | Type of Program <sup>4</sup> |            |           |          |           |           |          |          | Client Groups       |            |                         |            |            |      |
|-----------------------------------|---|------------------------------|------------|-----------|----------|-----------|-----------|----------|----------|---------------------|------------|-------------------------|------------|------------|------|
|                                   |   |                              |            |           |          |           |           |          |          | Gender <sup>5</sup> |            | Age Groups <sup>6</sup> |            |            |      |
|                                   |   | 1                            | 2          | 3         | 4        | 5         | 6         | 7        | 8        | M                   | F          | Child.                  | Teens      | Adults     | Sen. |
| 3                                 | Winter center (rink, etc.)              | ★                            |            |           |          |           |           | ★        | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 4                                 | Seniors' club                           |                              |            |           | ★        | ★         |           |          | ★        | ★                   |            |                         | ★          | ★          |      |
| 5                                 | Mini-volleyball club                    | ★                            |            |           |          |           |           |          | ★        | ★                   | ★          | ★                       |            |            |      |
| 6                                 | Snowmobile club                         | ★                            |            |           |          |           |           |          | ★        | ★                   |            |                         | ★          | ★          |      |
| 7                                 | Shooting range (hunting & fishing club) | ★                            |            |           |          | ★         |           |          | ★        | ★                   |            |                         | ★          | ★          |      |
| 8                                 | ATV club                                | ★                            |            |           |          |           |           |          | ★        | ★                   |            |                         | ★          | ★          |      |
| 9                                 | School gym                              | ★                            |            |           |          | ★         |           | ★        | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 10                                | Dog park                                |                              |            |           |          | ★         |           |          | ★        | ★                   |            |                         | ★          | ★          |      |
| 11                                | Gilbert-Léger Park                      |                              | ★          |           |          | ★         |           |          | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 12                                | Community programs                      | ★                            | ★          |           |          | ★         |           | ★        | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 13                                | Community hall                          |                              | ★          |           |          | ★         |           |          | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 14                                | Walking & biking trails                 |                              |            |           |          |           |           | ★        | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 15                                | School playground and sports fields     | ★                            |            |           |          |           |           |          | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 16                                | Tennis courts                           | ★                            |            |           |          |           |           |          | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| <i>Subtotal: 16</i>               |   | 9                            | 4          |           | 1        | 8         | 1         | 4        | 16       | 16                  | 11         | 11                      | 15         | 15         |      |
| <b>Grande-Digue</b>               |   |                              |            |           |          |           |           |          |          |                     |            |                         |            |            |      |
| 1                                 | Hunting & fishing club                  | ★                            |            |           |          |           |           |          | ★        | ★                   |            |                         | ★          | ★          |      |
| 2                                 | X-country ski club                      | ★                            |            |           |          |           |           |          | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 3                                 | ATV club                                | ★                            |            |           |          |           |           |          | ★        | ★                   |            |                         | ★          | ★          |      |
| 4                                 | Combo                                   |                              |            |           |          |           |           | ★        | ★        | ★                   | ★          | ★                       |            |            |      |
| 5                                 | School gym                              | ★                            |            |           |          | ★         |           | ★        | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 6                                 | Notre Centre (seniors' club, etc.)      |                              | ★          |           | ★        | ★         |           | ★        | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 7                                 | Indoor pool                             |                              |            |           |          |           |           | ★        | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 8                                 | Ball fields (league)                    | ★                            |            |           |          |           |           |          | ★        |                     |            |                         | ★          |            |      |
| 9                                 | Soccer field                            | ★                            |            |           |          |           |           |          | ★        | ★                   | ★          | ★                       | ★          |            |      |
| 10                                | Tennis courts                           | ★                            |            |           |          |           |           |          | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| <i>Subtotal: 10</i>               |   | 7                            | 1          |           | 1        | 2         |           | 4        | 10       | 9                   | 7          | 7                       | 9          | 7          |      |
| <b>Notre-Dame-de-Kent</b>         |   |                              |            |           |          |           |           |          |          |                     |            |                         |            |            |      |
| 1                                 | Community center                        | ★                            | ★          | ★         | ★        |           |           |          | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 2.                                | School gym                              | ★                            |            |           |          |           |           | ★        | ★        | ★                   | ★          | ★                       | ★          | ★          |      |
| 3                                 | Soccer field                            | ★                            |            |           |          |           |           |          | ★        | ★                   | ★          | ★                       |            |            |      |
| 4                                 | Ball fields                             | ★                            |            |           |          |           |           |          | ★        | ★                   |            |                         | ★          |            |      |
| <i>Subtotal: 4</i>                |   | 4                            | 1          | 1         | 1        |           |           | 1        | 4        | 4                   | 3          | 3                       | 3          | 2          |      |
| <i>Kent-South GA Subtotal: 41</i> |   | 28                           | 6          | 1         | 4        | 13        | 1         | 1        | 12       | 40                  | 41         | 31                      | 32         | 32         |      |
| <b>GRAND TOTAL</b>                |   | <b>173</b>                   | <b>108</b> | <b>20</b> | <b>5</b> | <b>17</b> | <b>58</b> | <b>3</b> | <b>3</b> | <b>40</b>           | <b>172</b> | <b>173</b>              | <b>115</b> | <b>114</b> |      |
| <i>Percentage</i>                 |   | 62                           | 12         | 3         | 10       | 34        | 2         | 2        | 23       | 99                  | 100        | 66                      | 66         | 82         |      |

**iv. Findings**

It is obvious, upon analyzing the results, that there needs to be an inventory of organizations that truly work in the recreation sector (i.e. that offer recreation activities for the Kent region population). Such an exercise would allow us to draw a more precise picture of existing recreation organizations and provide

them with better support. Based on the challenges identified by these organizations, the required support would be in the form of identifying available funding sourcing and writing grant requests to access these funds. The potential funding could be used for the construction and renovation projects identified by respondents or for offering new programs or activities. The results also indicate that volunteers play an important role in the organizations' activities and that this represents a challenge in the areas of volunteer recruitment and coaching.

As demonstrated by the results, many organizations operate solely through the volunteer efforts of a few people, and those which do have paid staff still need support. We believe that further thought needs to be given to the structure required to support these organizations, the shape and nature of which remain to be determined.

In light of the comments and responses gathered during the various consultations, we are prompted to pay special attention to the activities which need to be made available to all age and social groups. The organizations work well together and initiatives aimed at maintaining or improving this cooperation will need to be developed. This cooperative method of working is often a way to offer more activities at a lower cost and better quality.

In terms of the programs that are offered, our analysis of the data collected from the surveys, lists of organizations and comments of facility managers allowed us to identify and infer a certain program supply. This process was however limited by the availability of information which would have allowed us to carry out a more detailed review of the current situation.

Our conclusion on the need to conduct a detailed review of the life cycle of the recreation organizations is justified by the fact that the program supply essentially depends on these organizations. Indeed, the role of municipalities and communities is currently focused on implementing the physical (i.e. recreation facilities) and human (i.e. recreation departments) resources necessary to facilitate program development and activity participation.

Our overall analysis of the grid shows that the program supply includes more sports activities and community events than cultural activities, among others. It should however be noted that the community events are most likely cultural in nature.

As for the client groups served, our analysis of the programs offered by the organizations and facilities indicates a positive situation for all age groups. It is however possible that some groups are better served by certain facilities or organizations in terms of number of activities, seasonal supply or physical access to facilities.

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***Recommendation #1: Carry out a detailed review of the life cycle of the region's sports, cultural, recreational and tourism organizations.***

The concept of an organization's life cycle is important and allows us to see the state of the organization in terms of programming as well as human and financial resource activities. What phase of the life cycle has the organization reached: introduction, development, maturity, saturation or decline? This review will provide an overall picture of each organization's strengths and identify the level of support they require as well as the relevance of their programs and activities.

Furthermore, this review will help determine how the organizations go about developing programs which meet the needs of the public from an inclusion perspective. The idea is to see how the organizations (i.e. associations and recreation departments) identify the needs of the public based on the following program development phases: needs assessment, program implementation, and evaluation.

## VII. Municipal Recreation Departments

In the following section, you will find a brief description of how recreation services are managed in each of the municipalities and non-incorporated areas included in the Kent RSC territory. We will also propose a structural model for leisure services.

### a. **Bouctouche**

In Bouctouche, one person is officially responsible for managing recreation services and organizing various activities, including the winter carnival, summer camps, community hockey, badminton programs and youth physical activity club (“Club dynamique”).

Three town employees (including the recreation director) and one town councillor sit on the Shellfish Festival organizing committee. The recreation director is also part of the Relay for Life committee and organizes an annual golf tournament to help to fund recreation programs.

The minor hockey, minor soccer, ringette and figure skating associations organize their own activities, but the Recreation Department serves as liaison for all their requests.

The Town of Bouctouche manages two arenas (one of which houses a fitness center), three soccer fields, two ball fields and three tennis courts. The town also maintains hiking trails.

The Town has a service agreement with the Francophone school district which allows for free use of each other’s facilities for community and school events. The municipality obviously manages a recreation budget.

Registration cheaply granted to residents and pre-registrations for summer camps are reserved for residents of Bouctouche only. Onsite registration fees are the same for residents and non-residents, but any additional spaces are given to residents first.

The figure skating, ringette and hockey associations have the same registration fees for residents and non-residents, but the Town of Bouctouche reimburses each of its residents who registers with one of these associations in the amount of \$50.

**b. Cocagne**

The Cocagne Rural Community does not currently manage any sport, recreation or cultural programs, and the municipality does not own any facilities. The arena, bowling alley, marina and ball field are the property of the Recreation Council, which is managed by an executive director and her staff.

Currently, the recreation budget still falls under the LSD rather than the rural community as the transfer has not yet taken place.

The Recreation Council's budget covers the management and maintenance of its facilities as well as the rental of offices in the arena. The Council has also set up a committee that helps NB Trails manage the area's trails. The only program managed by the Cocagne Recreation Council is the bowling leagues.

The municipality has no official agreement with the Francophone South School District. However, the Recreation Council maintains the district's soccer fields in the summer, while in winter, the use of the arena is free for school events, such as the student carnival, during the winter.

Of note, parents in Cocagne have taken it upon themselves to form the Comité d'abondance de l'école Blanche-Bourgeois (Blanche-Bourgeois school abundance committee). This committee organizes fundraisers to improve the school's outdoor facilities such as the playground and tennis court.

**c. Rexton**

The Village of Rexton offers recreation programs through partnerships developed with Rexton Homeland and the Recreation Council. The Village doesn't directly manage facilities, but it owns some and has the equipment necessary to maintain it.

The Village maintains partnerships with various associations and provides them with funding, rental space (e.g. curling club) or facility maintenance services (e.g. ball fields and parks). Rexton also has a contract with the Province to ensure management of the Bonar Law Historic Site. Every year, the Village gives the Recreation Council a grant to manage ball field and outdoor rink activities. It also rents a building to the Rexton Curling Club, who manages the club, and helps pay the electric bill. In exchange, the curling club allows youth to play for free.

The only agreement the Village has made with the school is to pay for the installation of lights on the outdoor track to allow residents to walk after dark.

Rexton's recreation and culture budget includes revenues from the historic site management agreement, payment of invoices, rental of the curling club, grants awarded to organizations and maintenance costs.

Residents and non-residents pay the same admission fees.

**d. Richibucto**

The Town of Richibucto has a recreation director that manages 23 programs from an office located in The Anchor community center. The following programs are offered when minimum registration numbers are met: Zumba, boot camp, dance, rhythm games, yoga, seniors' fitness, Chef cooking program, health fair, giant yard sale, fall market, Christmas market, Canada Day celebrations, New Brunswick Day, Acadian Day, Scallop Festival, Winter Carnival, Family Day, Tree of Hope Day, Friday Shows, corn boils, haunted house, Easter events, Christmas parade, Christmas breakfast, entrepreneurship camp, Internot camp, Christmas in July and Halloween in the summer.

The Town of Richibucto manages The Anchor (community centre), the Chapiteau (skating rink and former arena), the tourist information center/Arts Corner, the public library, Jardine Municipal Park, Louis-J.-Robichaud Park and the NB Trail.

Management of the Scallop Festival and walking trails is entrusted to committees. The Town has no agreement with the school district.

For some recreation activities, the Town requires different fees from residents and non-residents.

**e. Rogersville**

In Rogersville, the municipality, school and sports club are the three main service providers since there is no recreation department. The Village hires students to organize summer programs (student employment program) and a contract worker for six weeks to coordinate the winter carnival. In some instances, the municipality agrees to apply for government grants or other funding to help organize special community events.

The municipality manages summer games for 5-12 year-olds in July and August, the Brussell Sprout Festival, August 15<sup>th</sup> celebrations, Canada Day, winter carnival activities (during March Break) and the visitor information center (from June to September).

The town also maintains the baseball field, a children's playground, an outdoor basketball/ball hockey park, the community hall (made available to the community) and the Via Rail center which serves as a visitor information center, cultural center and management center for train passengers.

The town maintains the soccer field located on the grounds of the local high school. There is a service sharing agreement between Rogersville's two schools, the arena and the municipality.

The municipality does not require different fees for residents and non-residents when it comes to recreation activities. It has a budget for sport and recreation facilities, another for the Rogersville Sports Club which manages the arena and one for summer activities.

**f. Saint-Antoine**

The Village of Saint-Antoine is responsible for the Autumn Colors Festival, children's days in the summer, and Halloween and Christmas workshops (facilitated by the community worker). Volunteer committees organize activities at the outdoor skating rink and during the festival, whereas the school oversees activities on the soccer and ball fields.

The Village manages a number of facilities, including the outdoor rink, playgrounds, trails and a dog park.

According to the town manager, there are not enough organizations in Saint-Antoine that could be entrusted with the management of recreation programs or facilities.

The municipality's recreation budget is used for facility maintenance and program support. There are different fees for the skating rink. Those whose address is in Saint-Antoine (village, parish or LDS) don't pay anything, while others pay \$2 per use.

**g. Saint-Louis-de-Kent**

The municipality manages most of the facilities, but programs are delivered in partnership with organizations such as schools, the x-country ski club and the AquaKent Centre.

The AquaKent Center offers swimming courses, free swim and aquafitness classes. Other activities are held in the evening, from November to April: badminton (Tuesdays and Thursdays) and volleyball (Wednesdays). The Center sells its membership cards at different rates for residents and non-residents.

The Village maintains sports fields belonging to the school, namely tennis courts, soccer fields (2), softball fields (2) and the Michel Vautour Track. No programs or facilities are managed by a third party. The municipality has had agreements with the school district since the 1970's.

Saint-Louis-de-Kent's recreation budget includes a recreation manager, a summer employee, equipment purchases and maintenance costs.

**h. Unincorporated and Other Areas**

Recreation facility management and program delivery in unincorporated areas is usually the domain of community centers, parish halls or volunteer recreation

associations. Many recreation centers or associations manage facilities such as ball fields, walking trails, bowling alleys, tennis courts and soccer fields.

Smaller community centers or parish halls serving small populations provide a single location where the local community can gather and take part in recreation activities.

Indian reserves can also be counted on to manage their recreation programs and facilities. Such is the case in Elsipogtog, where the arena is shared with neighboring communities.

In almost every community, there are social clubs – including Legions, seniors' clubs, Knights of Columbus, rifle clubs and others – that organize activities for their members and make their facilities available for various community events.

In the cultural sector, two regional organizations deliver programming for Kent residents: the Société culturelle Kent Sud and Société culturelle Kent Nord. The Kent South cultural society also manages a cultural center where various activities are held.

It should also be noted that the territory served by the Kent RSC houses three tourist attractions: Kouchigouguac National Park, Pays de la Sagouine and Bonar Law Historic Site. In addition to their role as tourist attractions, these sites host various recreation, sport and cultural events.

## i. Findings

The recreation management and delivery structure on the territory served by the Kent RSC varies according to community size and whether or not an area is incorporated. Three communities have employees dedicated specifically to recreation. Some communities have staff that is paid by their recreation council or community center.

In areas where schools exist, they contribute in varying degrees to the recreation supply. For municipalities that do not have community school agreements, it would be important to examine this option in order to maximize the physical resources of both entities.

The recreation organizational structure is mainly made up of a small number of municipal recreation departments, recreation councils, community centers and various associations. Recreation management still depends a great deal on volunteer resources. Should there eventually be amalgamations of local service districts, rural communities or municipalities, it would be important to consider creating a recreation department with professional staffing and a budget. This could be done progressively, but as quickly as possible.

## j. Structural Model

As you are aware, when the Regional Service Commissions were created, the Province of New Brunswick assigned them specific roles in the area of recreation, namely regional sport, recreational and cultural infrastructure planning and cost-sharing. Indeed, as expressed in the Regional Service Delivery Act<sup>7</sup>:

*“The Regional Service Commissions will be responsible for **facilitating the planning and cost-sharing of major sport, recreational and cultural facilities within each of their respective regions.** The Commissions will be the entity through which Municipalities, Rural Communities and Local Service Districts **come together to identify and reach consensus on the need, the scope and the financing required for such new facilities** (could include the expansion / renovation of existing facilities). Such agreements could be developed by the Commissions on a fully regional or on a sub-regional basis and would cover both initial capital and ongoing operational costs. In order to secure provincial funding, the project proponents will be required to obtain support from those communities expected to benefit from the facilities.*

*Commissions will be required to meet any provincial or other established standards associated with the services being delivered.*

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<sup>7</sup> The Act is available here: <http://www.gnb.ca/0062/acts/BBA-2012/Chap-37.pdf>

### Service agreements

Based on the direction of each Commission's Board, the new Commissions will have the authority to **facilitate and oversee arrangements and agreements between communities for cost-sharing on services and infrastructure**. For example, there may be a need to build a new, renovate, or repair an existing, sports facility in an area within a given region. The community which is building, renovating or repairing this facility may be interested in having neighboring communities which use the facility help pay for this facility. In these circumstances, the Commission could **facilitate the dialogue between communities** to determine interest, would develop any agreements which result from that exercise, and manage those agreements on behalf of, and under the direction of, those affected communities.

### Collaboration on regional issues

One of the most important roles of the new Regional Service Commissions will be to **collaborate on regional issues and service decisions**. This could include:

- Making regional planning decisions on the location of community-based infrastructure or land use which affects more than one community.
- Accessing or applying for provincial and federal funding, where applicable, to benefit region-wide service delivery.
- Working together to seek new investments within a region, including those with economic benefits.

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### **Recommendation #2: (The Kent RSC must) Create a regional cooperative leisure services department mandated to:**

- Facilitate local, sub-regional and regional partnerships or joint projects to maximize the use and development of facilities intended for recreation.
- Promote good communication between recreation stakeholders in order to ensure better cohesiveness in recreation activity and program delivery, as well as an equitable distribution of costs.
- Support the RSC's communities interested in cooperating on any recreation management issue, such as grant requests, volunteer training, insurance, etc., in order to minimize costs for each of the communities involved.

Our recommendation is based on the following considerations:

- The population served by the Kent RSC is decreasing and is equivalent to that of the City of Charlottetown.

- There are few paid employees working in the recreation sector throughout the Kent RSC territory.
- There is an express desire to strengthen communication between the Kent RSC communities in order to improve recreation service delivery.

The proposed leisure services department must be able to count on a funding envelope which would allow the RSC to hire the staff required to coordinate the actions which will emerge from the upcoming strategic plan and allow the department to carry out its mandate.

# VIII. Investment in Recreation

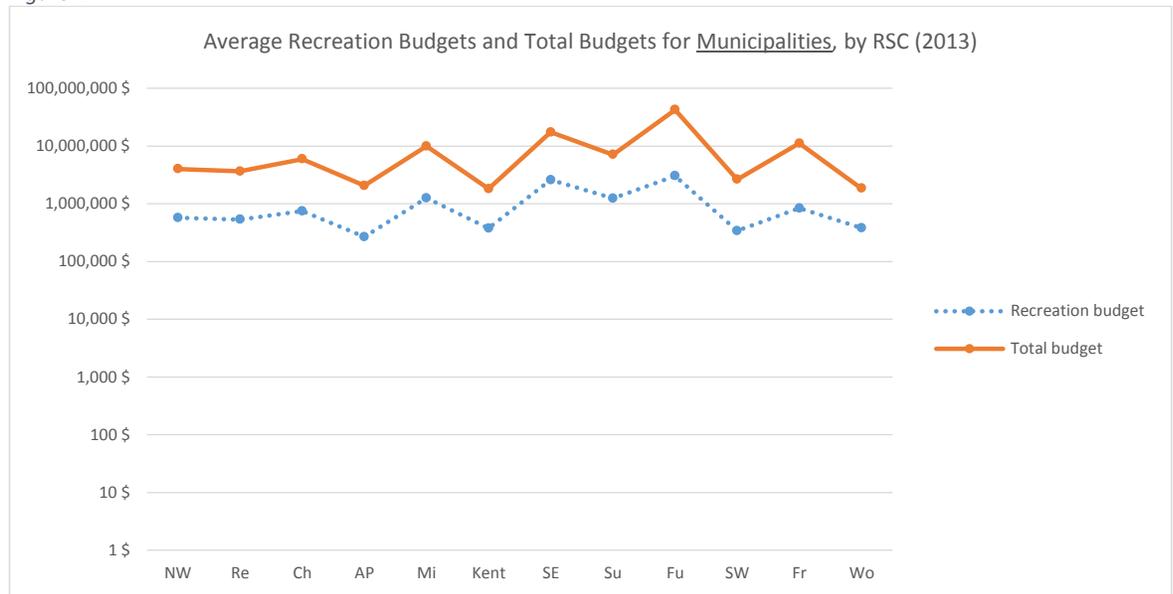
Recreation facilities, program supply and participation depend a great deal on public investments by various levels of government. Recreation being a local responsibility, this section is devoted to recreation spending at the local level. Firstly, we will provide an overview of spending by all New Brunswick municipalities and LSDs according to each of the 12 RSCs. Then, we will compare municipalities by RSCs. Lastly, we will explore in greater detail the type of spending on the territory served by the Kent RSC

## k. Overview of Recreation Spending for New Brunswick

In Figure 17, we consolidated municipal budgets by RSC<sup>8</sup> for the 2013 fiscal year. As seen, the curve is consistent between total budget and recreation budget. Note that the Fredericton (Fr), Saint John (Fu) and, to a lesser degree, Moncton (SE) budgets inflate the average in their respective RSC.

The average recreation budget varies from \$266,000 (PA) to \$3,000,000 (Fu). In the RSCs housing small to medium-sized municipalities, the average budget varies from \$300,000 (SW and Wo) to \$573,000 (NW).

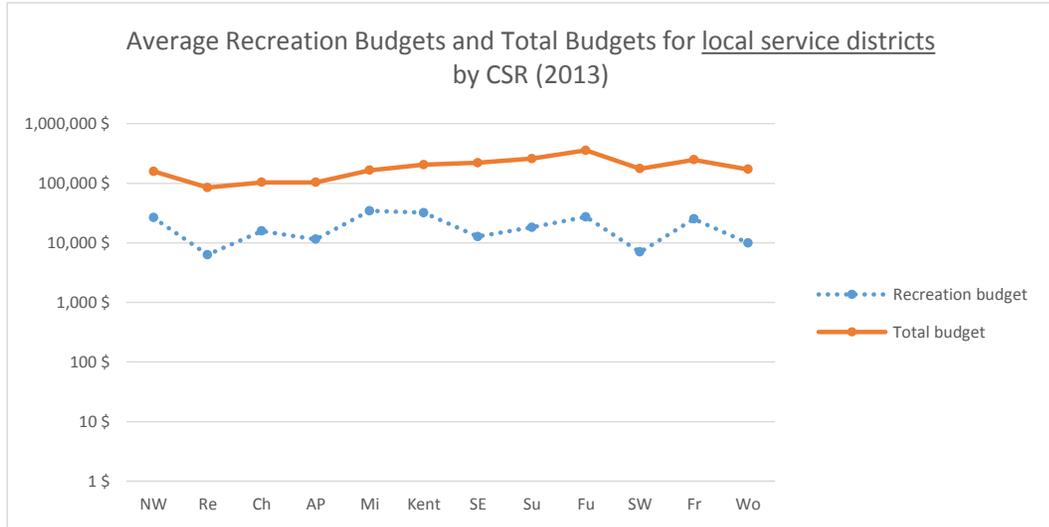
Figure 17



<sup>8</sup> NW Northwest; Re Restigouche; Ch Chaleur; AP Acadian Peninsula; Mi Miramichi; Kent; SE South-East; Su Sussex 8; Fu Fundy; SW South-West; Fr Fredericton; Wo Woodstock. Est;

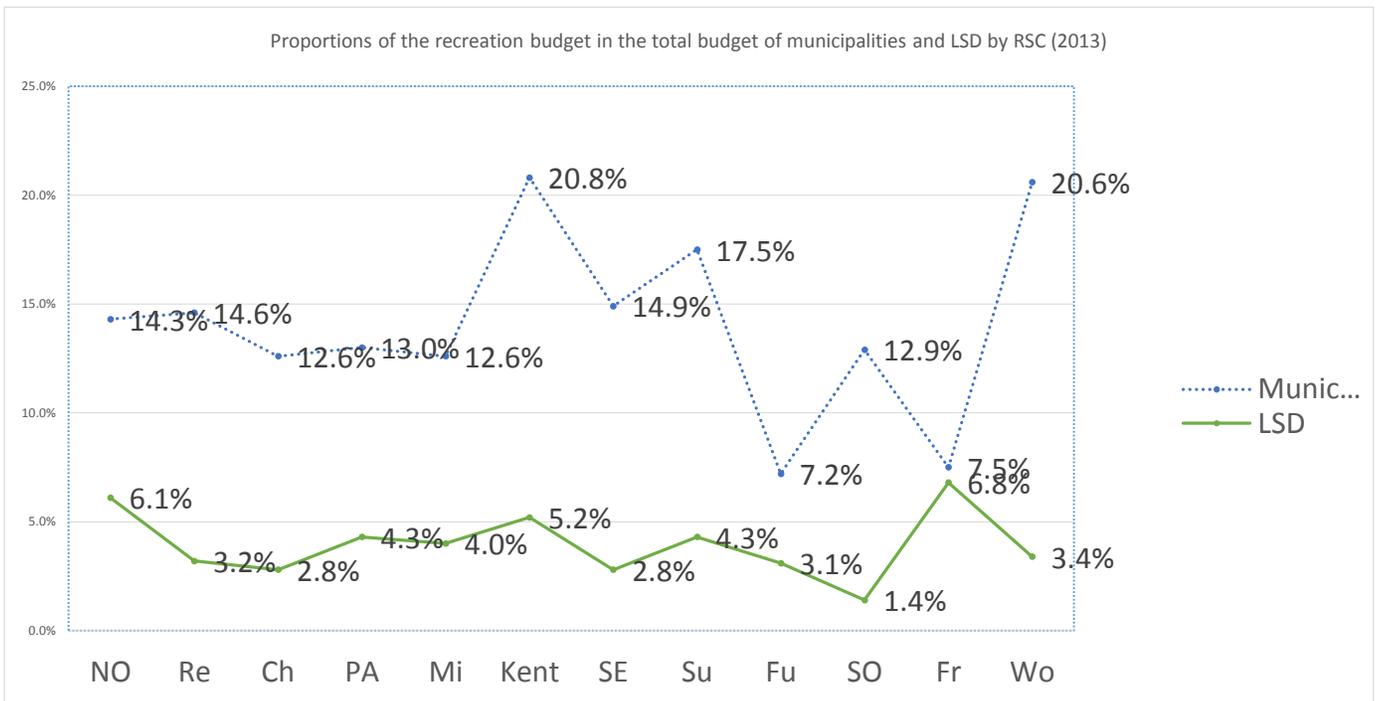
Figure 18 provides the same data, but for LSDs by RSCs for 2013. Total budgets vary from \$84,000 (Re) to \$355,000 (Fu) while recreation budgets stand between \$6,312 (Re) and \$34,400 (Fu).

Figure 18



The proportion of leisure budgets relative to total budgets of municipalities and LSD per RSC is presented in Figure 19. It is noted that the municipalities of the Kent RSC invest on average 20.8% of their budget on leisure, the proportion the highest among all the RSC. For LSD's, the figure is 5.2%, thus placing it third among the RCS.

Figure 19



## I. Overview of Recreation Spending on the Kent RSC Territory

Figure 20 shows recreation spending grouped according to the seven municipalities (2015) and 27 LSDs (2013) which make up the Kent territory. Municipalities invested a total of 2.6 million dollars in recreation (i.e. \$2,373,767 in recreation and \$269,897 in tourism), which represents 24.2% of total budgets, while LSDs spent \$288,078 on recreation, or 5.2% of their total budget.

Figure 20

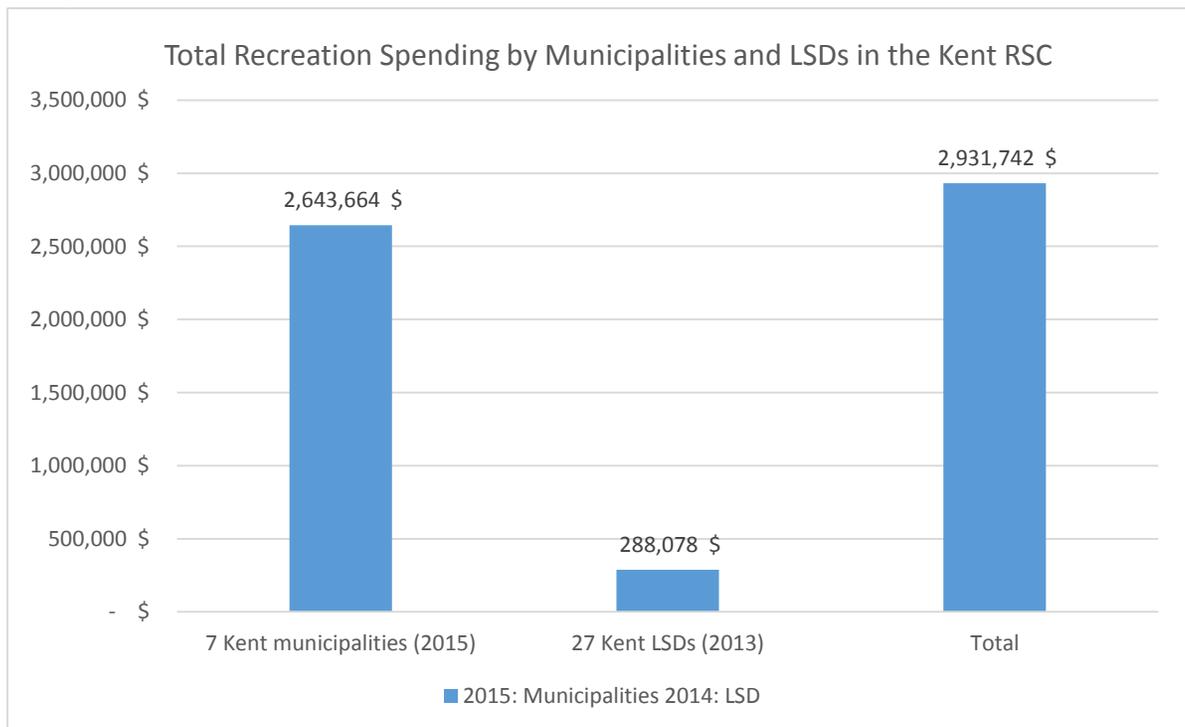
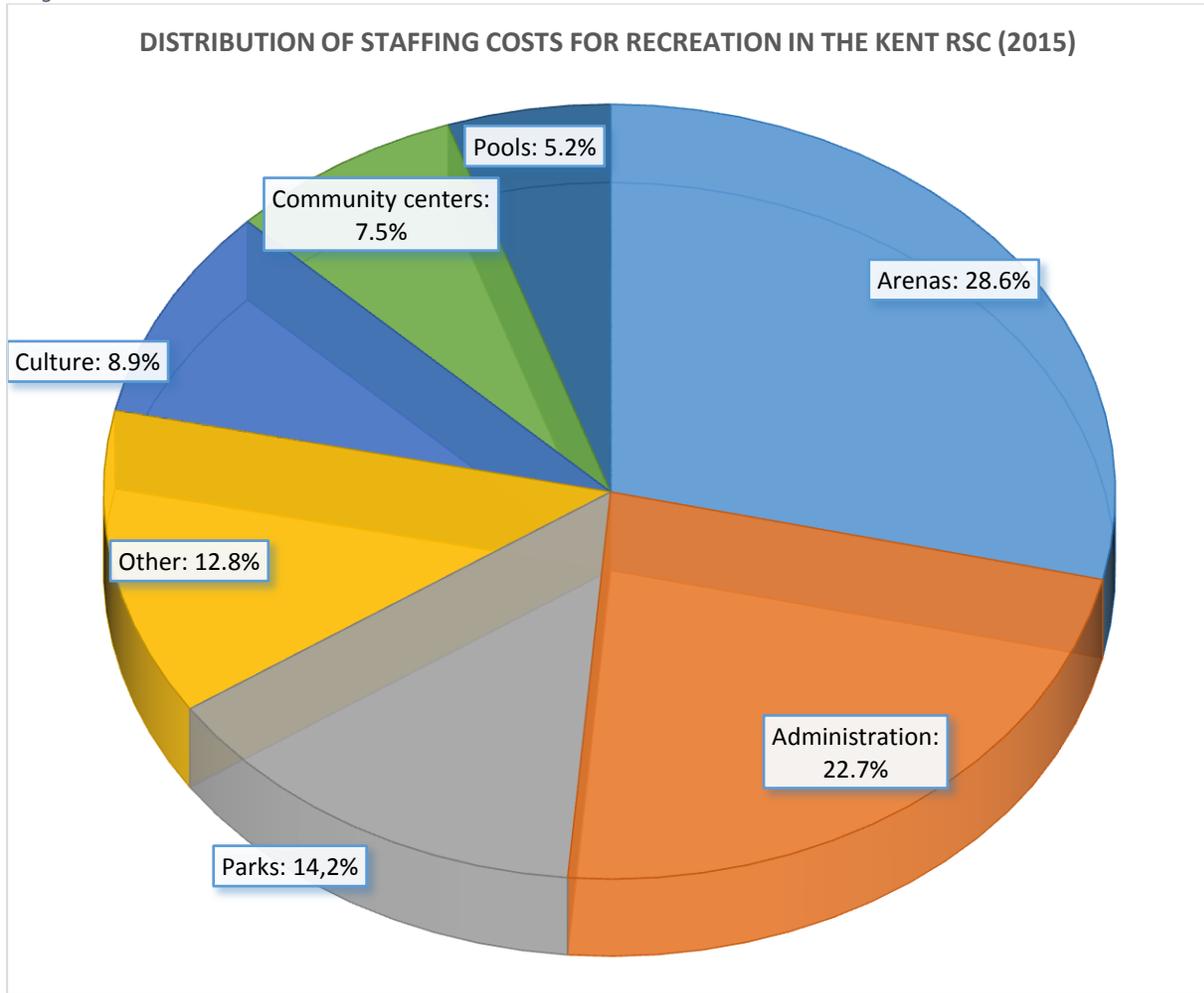


Figure 21 presents a more detailed distribution of expenditures on « staff » and « others » in the seven Kent RSC municipalities<sup>9</sup> based on budget items generally used in the municipal sector. As shown, arenas account for 28.6% of these expenditures. Administration comes in second place with 22.7%, followed by parks at 14.2%.

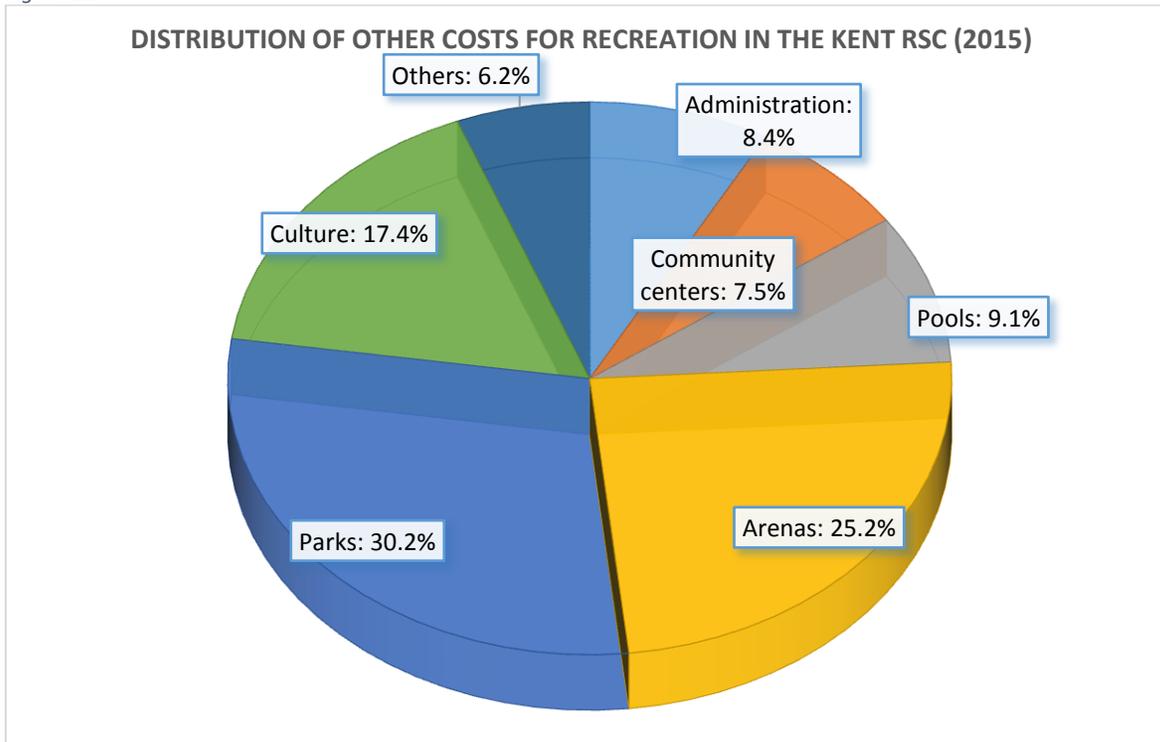
<sup>9</sup> The Town of Rexton and the Cocagne Rural Community were added to the following data.

Figure 21



With regards to “other” expenditures (Figure 22), parks account for 30.2% of costs; arenas, 25.2%; and culture, 17.4%. Although not specifically identified, these “other” expenditures normally represent monies spent on programming, promotions, etc.

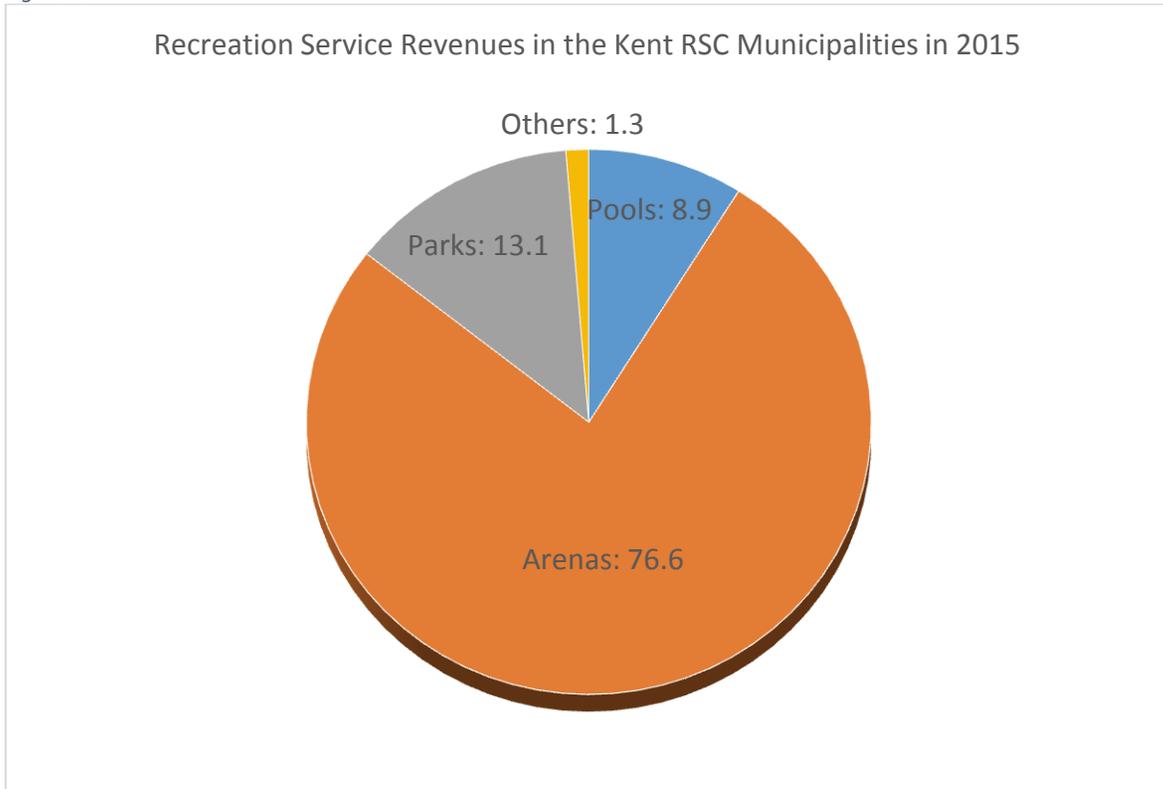
Figure 22



**c. Overview of Revenue on the Territory Served by the Kent RSC**

The municipalities within the Kent RSC territory generate revenues by providing recreation programs and activities. For the year 2015, total revenues add up to \$1,381,874. As indicated in Figure 23, the majority of these revenues are produced by arenas (76.6%), followed far behind by parks (13.1%) and pools (8.9%). Note also that they are mostly generated in Bouctouche and St-Louis-de-Kent.

Figure 23



**d. Findings**

Proportionately speaking, recreation spending by the municipalities and LSDs on the Kent RSC territory is amongst the highest in the province. Each year, a total of approximately 3 million dollars is invested in recreation by the municipal authorities and LSDs. The latter account for approximately 10% of investments. Some municipalities also generate revenues through their recreation services.

Major facilities, i.e. arenas, parks and community centers, account for most of the spending. Culture benefits from 10 to 20% of the recreation investment.

## IX. Profile of the facilities physical condition

This section discusses the recreation facilities located on the territory served by the Kent RSC. More specifically, we visited and evaluated the facilities included on a list provided by the KRSC. That list included a total of 152 recreation, sports, cultural and tourism facilities. The following pages present the concept of mapping, the type, location, age and condition of the facilities, as well as the criteria which determine their economic and social sustainability.

### a. Mapping

A map of the Kent RSC's physical assets is found in the appendix. A total of 113 infrastructures are presented on a geographic map.

Note that 113 facilities (rather than the 120 mentioned elsewhere) are located on the map because some of these sites include two or three tennis courts or soccer/ball fields in the same municipality and therefore represent a single entry on the map. Note also that the evaluation of the 113 infrastructures was completed manually on two-sided assessment sheets. To facilitate consultation, all of the information from the sheets was transferred to a PDF file accessible on a USB drive.

Also, the consultant worked with a firm called Société Géo'Graph to produce the map included in the appendix. Although it is obviously static, the map was developed using the GIS (Geographic Information System) so that it can be made interactive during a future phase of the project. The purpose of making it interactive is to allow users to find detailed information on each infrastructure identified on the map by simply clicking on it.

### b. Type and Location of Facilities

Table 4 presents the facilities located on the territory served by the Kent RSC. There is a strong presence of community centers (n=27), baseball fields (n=11), seniors' clubs (N=10) and soccer fields (n=9).

**Table 4**  
**Recreation Facilities on the Territory Served by the Kent RSC**

| <b>Facilities</b>             | <b>Number visited</b> |
|-------------------------------|-----------------------|
| Community centers             | 27                    |
| Gymnasiums                    | 12                    |
| Baseball fields               | 11                    |
| Seniors' clubs                | 10                    |
| Soccer fields                 | 9                     |
| Tourist attractions           | 5                     |
| Arenas                        | 5                     |
| Tennis courts                 | 4                     |
| Marinas                       | 4                     |
| Hiking/biking trails          | 4                     |
| Rifle clubs                   | 3                     |
| Walking/running tracks        | 3                     |
| Playgrounds                   | 3                     |
| Libraries                     | 3                     |
| Public parks                  | 2                     |
| Golf clubs                    | 2                     |
| Snowmobile clubs and trails   | 2                     |
| Dog park                      | 1                     |
| X-country ski club and trails | 1                     |
| Indoor/outdoor pool           | 1                     |
| Skate park                    | 1                     |
| Outdoor rink                  | 1                     |
| Curling club                  | 1                     |
| Theatre                       | 1                     |
| Cultural center               | 1                     |
| Bowling alley                 | 1                     |
| Winter center                 | 1                     |
| Basketball court              | 1                     |
| Scout hall                    | 1                     |

To facilitate the analysis of data, we categorized the facilities according to their function. The following 7 categories were created: indoor community spaces, outdoor sport fields, indoor sport courts, recreational tourism facilities, green spaces, arenas and play spaces. The indoor community space category includes seniors' clubs, community centers, theatres and libraries. The outdoor sport fields and indoor sport courts include traditional sports facilities such as arenas, soccer fields and other similar fields. Recreational tourism facilities include marinas and tourist attractions. Green spaces include walking, biking, running and x-country ski trails. And finally, children's play spaces are primarily playgrounds.

In terms of numbers, community spaces (n=43) top the list, followed by outdoor sport fields (n=34) and indoor sport courts (n=15). The community spaces are mostly found in the Greater Bouctouche, Kent-Center and Kent-South Areas (see Table 5).

The municipalities were grouped into six Greater Areas, namely Rogersville, Saint-Louis, Kent-Center, Bouctouche, Kent-South and First Nations. Table XXX shows the facilities located in each Greater Area. The Greater Bouctouche Area (n=36) houses the most facilities, followed closely by Kent-South (32) and Kent-Center (26).

**Table 5**  
**Facility Categories, by Greater Area**

|                                 | Rogersville<br>GA | Saint-<br>Louis GA | Kent-<br>Centre GA | Bouctouche<br>GA | Kent-Sud<br>GA | First<br>Nations | Total<br>CSR Kent |
|---------------------------------|-------------------|--------------------|--------------------|------------------|----------------|------------------|-------------------|
| <b>Facility Categories :</b>    |                   |                    |                    |                  |                |                  |                   |
| Indoor community spaces         | 5                 | 4                  | 12                 | 12               | 10             | 0                | <b>43</b>         |
| Outdoor sports fields           | 2                 | 5                  | 4                  | 10               | 11             | 2                | <b>34</b>         |
| Indoor sport courts             | 1                 | 2                  | 3                  | 5                | 4              | 0                | <b>15</b>         |
| Recreational tourism facilities | 0                 | 0                  | 4                  | 4                | 1              | 0                | <b>9</b>          |
| Green spaces                    | 2                 | 2                  | 2                  | 2                | 2              | 1                | <b>11</b>         |
| Arenas                          | 1                 | 0                  | 0                  | 1                | 2              | 1                | <b>5</b>          |
| Play spaces                     | 0                 | 0                  | 0                  | 2                | 1              | 0                | <b>3</b>          |
| <b>Totals</b>                   | <b>11</b>         | <b>13</b>          | <b>25</b>          | <b>36</b>        | <b>31</b>      | <b>4</b>         | <b>120</b>        |

**c. Type and Location of Amenities**

In addition to reviewing facilities (i.e. the built environment), we examined the number and type of amenities located on the territory served by the Kent RSC. To understand the difference between an amenity and a facility, note that a facility (e.g. J.K. Irving Center) can include several amenities (e.g. walking track, fitness room, etc.).

Once again in comparing the Greater Areas, we grouped the 29 types of amenities into 6 categories (see Table 6):

- *Community service amenities*: meeting rooms, kitchens and multipurpose rooms
- *Sports amenities*: gymnasiums, running and walking tracks, tennis courts and other similar spaces
- *Cultural amenities*: cultural sites, arts galleries, theatres and dance studios
- *Recreation amenities*: hiking, biking and x-country ski trails as well as various indoor facilities (e.g. bingo hall, bowling alley, etc.)
- *Children’s amenities*: playgrounds and school activity spaces
- *Basic infrastructures*: administrative offices, washrooms and showers

In terms of numbers, community service amenities (n=103) and sports amenities (n=83) top the list. The Greater Bouctouche (n=89) and Kent-South (77) Areas are those with the greatest number of amenities.

**Table 6  
Amenity Categories, by Greater Area and for the KRSC**

| <b>Greater Areas</b>        | Rogersville | St-Louis  | Kent-Centre | Bouctouche | Kent-South | First Nations | <b>Total Kent RSC</b> |
|-----------------------------|-------------|-----------|-------------|------------|------------|---------------|-----------------------|
| <b>Amenity Categories</b>   |             |           |             |            |            |               |                       |
| Community service amenities | 7           | 11        | 25          | 24         | 35         | 1             | <b>103</b>            |
| Sports amenities            | 4           | 13        | 13          | 29         | 17         | 7             | <b>83</b>             |
| Cultural amenities          | 3           | 2         | 6           | 4          | 3          | 0             | <b>18</b>             |
| Children’s amenities        | 1           | 0         | 2           | 8          | 2          | 2             | <b>15</b>             |
| Basic infrastructures       | 2           | 3         | 5           | 18         | 14         | 0             | <b>42</b>             |
| Recreation amenities        | 6           | 5         | 11          | 6          | 6          | 0             | <b>34</b>             |
| <b>Totals</b>               | <b>23</b>   | <b>34</b> | <b>62</b>   | <b>89</b>  | <b>77</b>  | <b>10</b>     | <b>295</b>            |

**d. Age of Facilities**

The construction dates of the facilities could be noted for most of them during the site visits and are shown in Table 7. A total of 65 facilities were built 25 or more years ago whereas 31 are less than 25 years old.

| <b>Year of Construction</b> | <b>Number of Facilities</b> |
|-----------------------------|-----------------------------|
| Before 1970                 | 24                          |
| 1971 - 1980                 | 24                          |
| 1981 - 1990                 | 17                          |
| 1991 - 2000                 | 22                          |
| 2001 or later               | 9                           |
| No answer                   | 24                          |
| <b>Total</b>                | <b>120</b>                  |

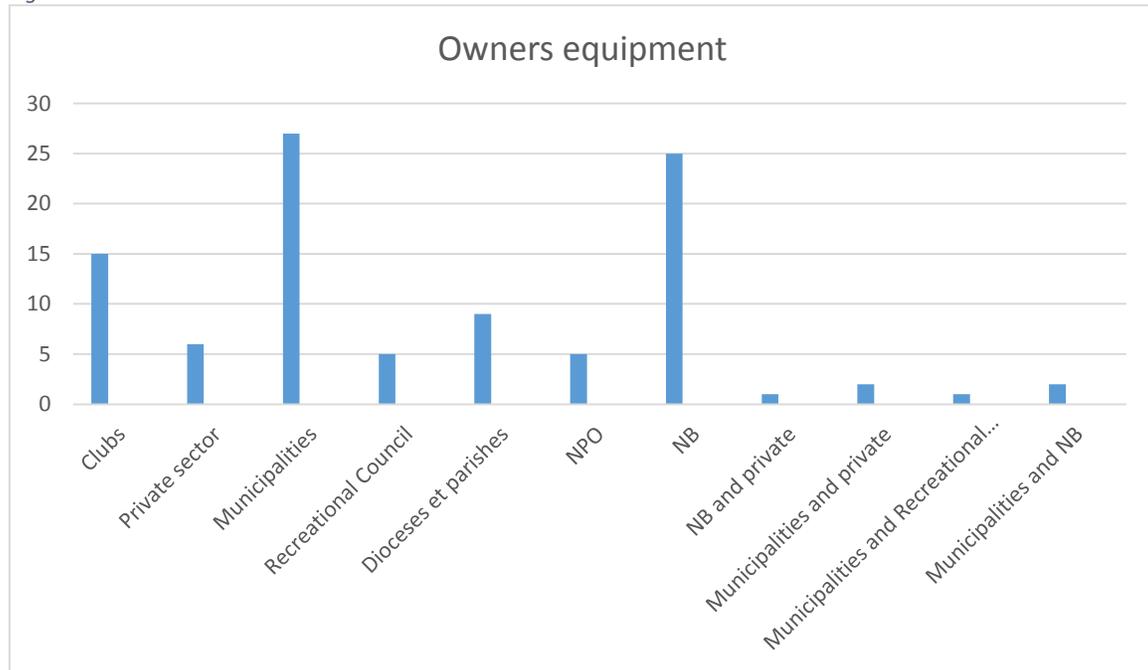
Table 8 provides a breakdown of facilities built before 1990 and after 1990 according to Greater Area. Saint-Louis has the greatest proportion (90%) of recreation facilities built before 1990, whereas Kent-South (46%) has the most facilities built after 1990.

| Greater Areas | Rogersville     | Saint-Louis      | Kent-Center      | Bouctouche       | Kent-South       | First Nations   | No answer | Totals     |
|---------------|-----------------|------------------|------------------|------------------|------------------|-----------------|-----------|------------|
| 1915-1990     | 6 (67%)         | 10 (90%)         | 15 (71%)         | 18 (67%)         | 14 (54%)         | 2 (100%)        |           | <b>65</b>  |
| After 1990    | 3 (23%)         | 1 (10%)          | 6 (29%)          | 9 (23%)          | 12 (46%)         | 0               |           | <b>31</b>  |
| No answer     |                 |                  |                  |                  |                  |                 |           | <b>24</b>  |
| <b>Totals</b> | <b>9 (10 %)</b> | <b>11 (100%)</b> | <b>21 (100%)</b> | <b>27 (100%)</b> | <b>26 (100%)</b> | <b>2 (100%)</b> | <b>24</b> | <b>120</b> |

**e. Owners of facilities and opening month**

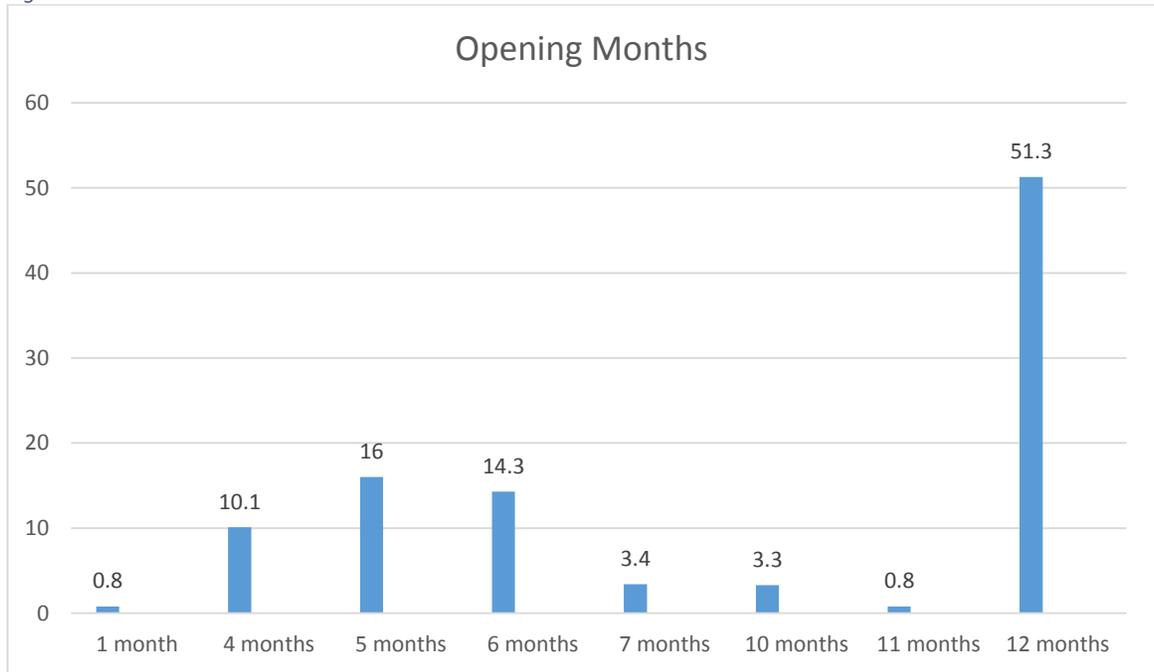
Figure 24 shows that municipalities (cities, towns, etc.) are the most likely to own equipment (N = 27) followed by the province (N = 25), clubs (N = 15), dioceses and parishes (N = 9) and the private sector (N = 6). Note of cooperation in the management of facilities; some facilities are managed by the Province of New Brunswick and the municipalities (N = 2), and by municipalities and the private sector (N = 2).

Figure 24



More than half of the facilities (51.3%) are open year while 16% are open five months a year, 14% are six months per year and 10% are 4 months per year. It's the community spaces that have a greater percentage of their facilities open year (90%), followed by indoor sports fields (80%) and the arenas (67%) – see Figure 25.

Figure 25



**f. Facility Use Level**

Table 9 provides a list of recreation facilities available on the Kent RSC territory according to their use by respondents. After indicating their place of residence, respondents were asked if they had used the facilities at least once in the past 12 months. A predetermined list of facilities was provided for each community. Some of the facilities were repeated for each community even though they weren't located in that particular community (e.g. arena, school gymnasium, trails, etc.). Respondents could also add facilities to the list.

A total of 31 recreation facilities ranked among the most used. For respondents as a whole, arenas are the most widely used facility (53.5%), followed by community centers (45.5%), school gymnasiums (31.2%), hiking trails (30.6%) and regional tourism attractions (30.2%).

Level of use varies according to whether or not the facilities are located in the community. This explains why the arena is used by 83.3% of respondents in the Greater Rogersville Area and 74.5% in the Greater Bouctouche Area. The same is true for regional tourist attractions in the Greater Saint-Louis-de-Kent (87.9%) and Bouctouche (63.8%) Areas.

**Table 9  
Recreation Facility Use Levels (%), for the Kent RSC as a Whole and by Greater Area (GA)**

|                                       | Total<br>Kent RSC<br>(n=301) | Rogersville<br>GA<br>(n=54) | Saint-Louis<br>GA (n=33) | Kent-Center<br>GA<br>(n=108) | Bouctouche<br>GA<br>(n=47) | Kent-South<br>GA<br>(n=59) |
|---------------------------------------|------------------------------|-----------------------------|--------------------------|------------------------------|----------------------------|----------------------------|
| 1 Arena                               | 53.5                         | 83.3                        | 51.5                     | 36.1                         | 74.5                       | 42.4                       |
| 2 Community center                    | 45.5                         | 81.5                        | 45.5                     | 30.6                         | 40.4                       | 44.1                       |
| 3 School gym                          | 31.2                         | 59.3                        | 27.3                     | 29.6                         | 14.9                       | 23.7                       |
| 4 Hiking trails                       | 30.6                         |                             | 60.6                     | 23.1                         | 44.7                       | 44.1                       |
| 5 Regional tourist attraction         | 30.2                         | 59.3                        | 87.9                     |                              | 63.8                       |                            |
| 6 Soccer field                        | 26.9                         | 35.2                        | 36.4                     | 27.8                         | 25.5                       | 13.6                       |
| 7 Public library                      | 25.2                         | 55.6                        |                          | 18.5                         | 31.9                       | 18.6                       |
| 8 Biking trail                        | 20.9                         |                             | 33.3                     | 19.4                         | 25.5                       | 32.2                       |
| 9 Seniors' Club                       | 19.9                         | 40.7                        | 21.2                     | 4.6                          | 17.0                       | 30.5                       |
| 10 Marina                             | 11.3                         |                             |                          | 12.0                         | 21.3                       | 18.6                       |
| 11 Ball field                         | 11.3                         | 16.7                        | 3.0                      | 8.3                          | 17.0                       | 11.9                       |
| 12 Social club (Lions, Legions, etc.) | 11.0                         | 14.8                        |                          | 19.4                         | 8.5                        |                            |
| 13 The Anchor community centre        | 11.0                         |                             |                          | 30.6                         |                            |                            |
| 14 Farmers' market                    | 11.0                         |                             |                          |                              | 70.2                       |                            |
| 15 Four-wheeler trail                 | 10.6                         | 14.8                        | 18.2                     | 10.2                         | 6.4                        | 6.8                        |
| 16 Track & field                      | 10.6                         |                             | 27.3                     | 13.9                         |                            | 13.6                       |
| 17 The Chapiteau rink                 | 9.0                          |                             |                          | 25.0                         |                            |                            |
| 18 Curling club                       | 8.3                          |                             | 9.1                      | 20.4                         |                            |                            |
| 19 Arboretum                          | 8.0                          |                             |                          |                              | 51.1                       |                            |
| 20 Hunting & fishing club             | 8.0                          |                             |                          | 14.8                         | 10.6                       | 5.1                        |
| 21 Cultural center                    | 7.6                          |                             |                          |                              | 48.9                       |                            |

**Table 9  
Recreation Facility Use Levels (%), for the Kent RSC as a Whole and by Greater Area (GA)**

|                                  | Total<br>Kent RSC<br>(n=301) | Rogersville<br>GA<br>(n=54) | Saint-Louis<br>GA (n=33) | Kent-Center<br>GA<br>(n=108) | Bouctouche<br>GA<br>(n=47) | Kent-South<br>GA<br>(n=59) |
|----------------------------------|------------------------------|-----------------------------|--------------------------|------------------------------|----------------------------|----------------------------|
| 22 Golf club                     | 7.3                          |                             | 33.3                     |                              | 23.4                       |                            |
| 23 Pool                          | 5.3                          |                             | 45.5                     |                              |                            | 1.7                        |
| 24 Tennis court                  | 5.0                          |                             | 12.1                     | 7.4                          | 6.4                        |                            |
| 25 Rifle club                    | 4.7                          |                             |                          | 3.7                          | 17.0                       | 3.4                        |
| 26 Visitor information<br>center | 4.0                          |                             |                          | 5.6                          | 12.8                       |                            |
| 27 X-country ski club            | 4.0                          |                             | 15.2                     |                              |                            | 11.9                       |
| 28 Snowmobile club               | 3.7                          | 1.9                         | 6.1                      | 4.6                          | 4.3                        | 1.7                        |
| 29 Dog park                      | 2.0                          |                             |                          |                              |                            | 10.2                       |
| 30 Expo-Kent Center              | 1.7                          |                             |                          |                              | 10.6                       |                            |
| 31 Skate park                    | 0.3                          |                             |                          |                              | 2.1                        |                            |

**g. Condition of Facilities**

According to the mandate, we were to briefly assess the physical condition of the recreation facilities located on the territory served by the Kent RSC. After visiting such facilities, we were able to draw quite an accurate picture of their actual condition. In addition to the visits, a question on facility condition was included in the surveys of residents and organizations. We also questioned 20 community organizations on the strengths and weaknesses of the region’s recreation facilities during a face-to-face meeting.

The assessment checklist that we used included 4 criteria often used for this type of work. The visited sites were evaluated according to their functionality, security, accessibility and esthetics. As shown in Table 10, the functionality, security and esthetics criteria are very largely adhered to. Some shortfalls in accessibility were note for 81% of the facilities. More precisely, the facilities that had more than one storey were inaccessible for persons with a physical disability.

**Table 10  
Visited Facility Assessment Criteria**

| Criteria           | Rating |
|--------------------|--------|
| Functional         | 97 %   |
| Safe               | 98 %   |
| Accessible         | 81 %   |
| Esthetic and clean | 94 %   |

*Security*

This criterion is highly respected, because equipment managers often do not have the choice to comply with safety standards. Some deficiencies affecting proportionally more interior community spaces than other categories of

equipment. The few comments to make on this point is about the lack of fire alarms and lack of outdoor lighting.

#### *Functionality*

In terms of the functionality criterion, it is the external sports fields that are proportionally less functional. Issues raised about functionality by all respondents for all categories of equipment are related to the display, lack of storage space, the old-fashioned reception area, and the lack of benches and locker rooms

#### *Aesthetic*

Whether what is a very subjective criterion, it is the domestic sports fields that are less aesthetic, followed indoor community spaces and outdoor sports grounds.

#### *Accessibility*

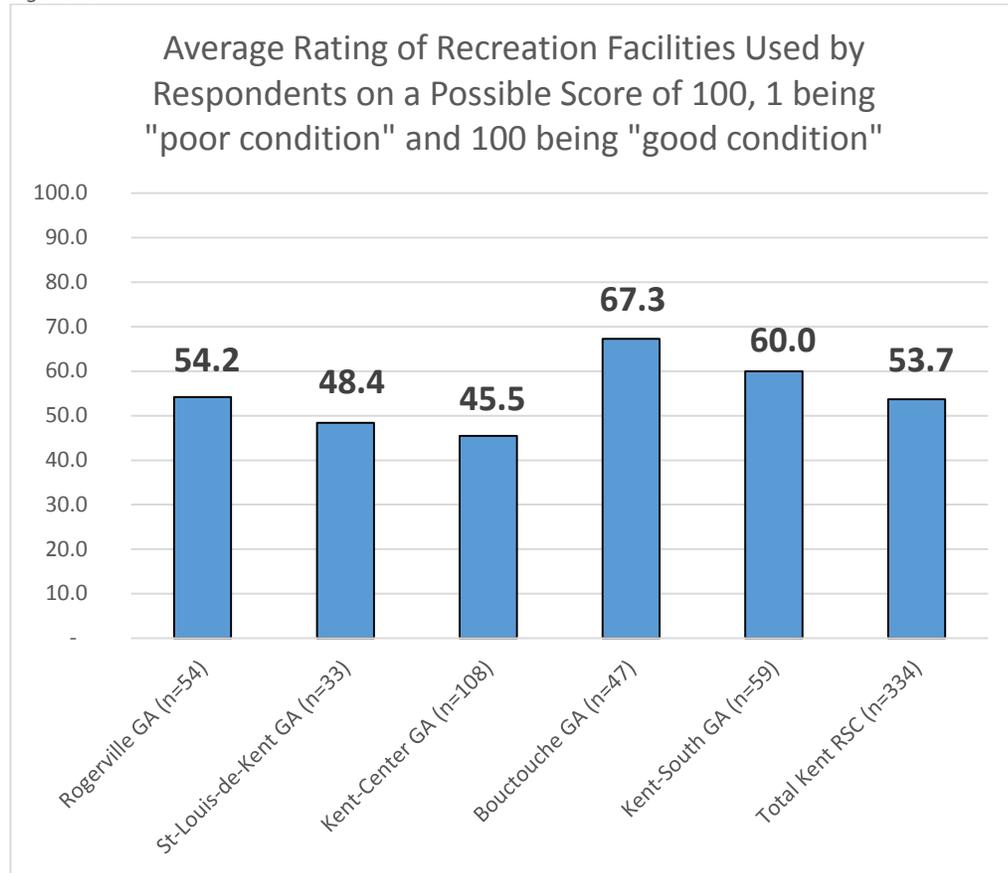
It's the arenas which, relatively speaking, are among the least accessible major categories of equipment, followed by outdoor sports fields and indoor community spaces. Second floor or inaccessible basements, lack of elevators, not accessible portable toilets, and lack of automatic doors are deficiencies identified during our visits.

#### *Additional comments*

Even if we did not asked questions regarding their renovation projects, some equipment makers (5) mentioned having recently made renovations, are presently renovating or are planning to renovate in the near future.

Residents of the territory served by the Kent RSC had the opportunity to share their views on the condition of their facilities by answering the following question: In general, how would you rate the condition of the recreation facilities in your community? The facilities with the highest ratings are found in the Greater Bouctouche Area, with an average of 67.3%, followed by Kent-South (60%) and Rogersville (54.2%) – see Figure 26.

Figure 26



A look at the facility assessment for each Greater Area on table 12 suggests that the highest ratings (7-10) are mostly found in Bouctouche, where 58% of respondents say that their facilities are in good condition, followed by Kent-South (47%) and Rogersville (31%) – Table 11. Note that both respondents from the First Nations communities gave their facilities a good rating.

Kent-Center is the area where respondents are the least pleased with the condition of their facilities, 42% of them having rated them between 0 and 3. A bit less than a third (31%) of Saint-Louis residents feel their facilities are in poor condition, and 19% of Rogersville residents feel the same.

| <b>Rating</b>        | <b>0 - 3</b> | <b>4 - 6</b> | <b>7 - 10</b> | <b>Totals</b> |
|----------------------|--------------|--------------|---------------|---------------|
| <b>Greater Areas</b> |              |              |               |               |
| Rogersville          | 9 (19%)      | 24 (50%)     | 15 (31%)      | 48 (100%)     |
| Saint-Louis          | 10 (31%)     | 15 (47%)     | 7 (22%)       | 32 (100%)     |
| Kent-Center          | 41 (42%)     | 30 (30%)     | 28 (28%)      | 99 (100%)     |
| Bouctouche           | 5 (12%)      | 12 (30%)     | 23 (58%)      | 40 (100%)     |
| Kent-South           | 10 (18%)     | 19 (35%)     | 26 (47%)      | 55 (100%)     |
| First Nations        | 0 (0%)       | 0 (0%)       | 2 (100%)      | 2 (100%)      |

We also asked the organizations to provide their opinion on the condition of the facilities that they use by rating them on a scale of 1 to 10, where 1 meant “poor condition” and 10 meant “good condition”. The following table presents their answers. Note that these ratings represent one organization's responses. For example, the anchor was rated by two agencies and the Centre AquaKent by one, and so on. These results match those of our visits, which tend to confirm that the quality of the facilities is generally good.

**Table 12**  
**Facility Assessment by the Organizations**

| <b>Facilities</b>         | <b>Rating</b> |
|---------------------------|---------------|
| The Anchor                | 10.8          |
| Aqua Kent Center          | 7             |
| Arena                     | 8             |
| Soleil Levant school      | 9             |
| School gymnasiums         | 10            |
| Bouctouche fitness center | 7             |
| Bouctouche forum          | 7             |
| Clairville Hall           | 2             |
| Aldouane community center | 10            |
| Bowling alley             | 8             |
| Marée-Montante school     | 9             |
| J.K. Irving Center        | 10            |
| Chapiteau (Richibucto)    | 8             |
| Clairville baseball field | 7             |
| Jardine playground        | 4             |

**h. Suggestions from Respondents**

Respondents were given the opportunity to suggest new recreation facilities for their community and the Kent region. Of the 257 respondents who answered this question, 33.1% said that it was not necessary to build new facilities, whereas 66.9% replied “yes”.

The following cloud diagram gives an overview of the most popular answers. In actual figures, 50 respondents would like to have a new arena, mostly in Richibucto. A new pool was the second most popular suggestion (36 respondents), followed by trails (32) and facilities for children (14).



## X. Recreation Participation and Facility Use Levels

As indicated in the methodology, we developed a bilingual online survey that Kent residents could complete in September 2015. The following section contains the results of the survey. Note again that it is a non-probabilistic survey, meaning that there is no margin of error.

### a. Respondent Profile

Table 13 provides a profile of the respondents and compares it with the socio-demographic profile of the population drawn from Statistics Canada's 2011 Census. It is noted that more women (71.9%) completed the survey even though they represent 50% of the region's population.

Respondents are under-represented in the youngest age group, i.e. 18-24 year-olds (5.4% of respondents compared to 11.5% of the population) and oldest age group (14.6% and 23.6%), and over-represented among the 35-44 year-olds (25.4% versus 14.3%).

In terms of place of residence by Greater Areas (GAs), Rogersville (17.8% compared to 9.4%) and Kent Center (35.6% versus 23.3%) are over-represented in the survey. The other four Greater Areas, especially the First Nation communities, are under-represented. In the following tables, where results are presented according to GAs, the First Nations had to be omitted because the response rate was too low.

The respondents' highest level of education is higher than the official figures provided by Statistics Canada, as more of them have a university or college degree. Income was impossible to compare because the variables were not identical. It is however noted that respondents seem to have higher income levels than the overall population in the Kent region.

**Table 13****Respondent Profile and Comparison with the 2011 Socio-Demographic Status**

|  | Survey respondents (%) | Situation in 2011 Kent RSC* (%) |
|--|------------------------|---------------------------------|
| <b>Gender (n = 249)</b>                  |                        |                                 |
| Men                                      | 28.1                   | 49.5                            |
| Women                                    | 71.9                   | 50.5                            |
| <b>Age Group (n = 295)</b>               |                        |                                 |
| 18-24                                    | 5.4                    | 11.5                            |
| 25-34                                    | 15.6                   | 10.3                            |
| 35-44                                    | 25.4                   | 14.3                            |
| 45-54                                    | 16.6                   | 19.8                            |
| 55-64                                    | 22.4                   | 20.8                            |
| 65 and over                              | 14.6                   | 23.6                            |
| <b>Place of residence (n = 303)</b>      |                        |                                 |
| Greater Rogersville Area                 | 17.8                   | 9.4                             |
| Greater Saint-Louis-de-Kent Area         | 10.9                   | 9.9                             |
| Greater Kent-Center Area                 | 35.6                   | 23.3                            |
| Greater Bouctouche Area                  | 15.5                   | 25.0                            |
| Greater Kent-South Area                  | 19.5                   | 25.9                            |
| First Nations                            | 0.7                    | 6.5                             |
| <b>Highest education level (n = 289)</b> |                        |                                 |
| No degree                                | 1.3                    | 40.4                            |
| High school                              | 21.5                   | 21.7                            |
| College                                  | 35.6                   | 29.6                            |
| University                               | 41.5                   | 8.3                             |
| <b>Income (n = 259)</b>                  |                        |                                 |
|  | <i>Household</i>       | <i>Per person</i>               |
| Under \$50,000                           | 39.0                   | 86.8                            |
| Over \$50,000                            | 61.0                   | 13.2                            |

\* Source: 2011 Census

**b. Participation Level**

The first series of questions focused on ACTIVE, CULTURAL and PASSIVE recreation activity participation over the past 12 months. Table 14 shows results in decreasing order for the Kent RSC territory as a whole. The other columns do not take into account the activities' rank.

Low intensity physical activities top the participation list with walking (72.8%), hiking in nature (50.8%), gardening or horticulture (44.2%) and nature observation (40.5%). The next two physical activities, namely bicycling (39.9%) and swimming (37.9%), are more intense in nature. Generally speaking, the more physical the activity, the less is was practiced over the past 12 months.

When respondents are grouped by GA, the popularity of activities and participation rates do not vary much between areas.

**Table 14****ACTIVE Recreation Participation Levels (%), for the Kent RSC as a Whole and by Greater Area (GA)**

|    |                                     | Total<br>Kent RSC<br>(n=301) | Rogersville<br>GA<br>(n=54) | Saint-<br>Louis GA<br>(n=33) | Kent-<br>Center GA<br>(n=108) | Boucoucher<br>GA<br>(n=47) | Kent-<br>South GA<br>(n=59) |
|----|-------------------------------------|------------------------------|-----------------------------|------------------------------|-------------------------------|----------------------------|-----------------------------|
| 1  | Walking in general                  | 72.8                         | 77.8                        | 78.8                         | 68.5                          | 76.6                       | 69.5                        |
| 2  | Hiking in nature                    | 50.8                         | 53.7                        | 66.7                         | 34.3                          | 61.7                       | 61.0                        |
| 3  | Gardening or horticulture           | 44.2                         | 42.6                        | 48.5                         | 38.9                          | 38.3                       | 57.6                        |
| 4  | Nature observation                  | 40.5                         | 37.0                        | 45.5                         | 38.0                          | 44.7                       | 42.4                        |
| 5  | Bicycling in general                | 39.9                         | 40.7                        | 51.5                         | 33.3                          | 51.1                       | 35.6                        |
| 6  | Swimming                            | 37.9                         | 38.9                        | 36.4                         | 49.1                          | 29.8                       | 23.7                        |
| 7  | Camping                             | 37.5                         | 57.4                        | 30.3                         | 36.1                          | 36.2                       | 27.1                        |
| 8  | Cardio training                     | 32.2                         | 27.8                        | 36.4                         | 33.3                          | 36.2                       | 28.8                        |
| 9  | Washer toss                         | 31.9                         | 46.3                        | 36.4                         | 26.9                          | 38.3                       | 20.3                        |
| 10 | Snowshoeing                         | 28.9                         | 29.6                        | 30.3                         | 27.8                          | 29.8                       | 28.8                        |
| 11 | Fishing                             | 28.9                         | 35.2                        | 24.2                         | 35.2                          | 19.1                       | 22.0                        |
| 12 | Jogging, running                    | 28.2                         | 31.5                        | 39.4                         | 30.6                          | 23.4                       | 18.6                        |
| 13 | Ice skating                         | 27.6                         | 18.5                        | 27.3                         | 30.6                          | 31.9                       | 27.1                        |
| 14 | Four-wheeling                       | 21.9                         | 37.0                        | 21.2                         | 20.4                          | 19.1                       | 13.6                        |
| 15 | Dance                               | 21.9                         | 25.9                        | 18.2                         | 28.7                          | 19.1                       | 10.2                        |
| 16 | Canoeing, kayaking, jet skiing      | 20.9                         | 22.2                        | 30.3                         | 23.1                          | 17.0                       | 13.6                        |
| 17 | Strength training                   | 19.9                         | 9.3                         | 15.2                         | 20.4                          | 34.0                       | 20.3                        |
| 18 | Exercising, tai chi, aerobics, yoga | 19.6                         | 7.4                         | 21.2                         | 18.5                          | 29.8                       | 23.7                        |
| 19 | Golf                                | 17.6                         | 16.7                        | 33.3                         | 13.0                          | 21.3                       | 15.3                        |
| 20 | Tobogganing, sledding               | 17.6                         | 20.4                        | 21.2                         | 17.6                          | 19.1                       | 11.9                        |
| 21 | Bird watching, photography          | 15.0                         | 9.3                         | 12.1                         | 11.1                          | 19.1                       | 25.4                        |
| 22 | Hockey                              | 14.6                         | 9.3                         | 12.1                         | 17.6                          | 12.8                       | 16.9                        |
| 23 | X-country skiing                    | 12.6                         | 5.6                         | 12.1                         | 13.0                          | 8.5                        | 22.0                        |
| 24 | Water sports (motorized)            | 12.0                         | 3.7                         | 18.2                         | 15.7                          | 10.6                       | 10.2                        |
| 25 | Hunting                             | 12.0                         | 16.7                        | 9.1                          | 11.1                          | 8.5                        | 13.6                        |
| 26 | Soccer                              | 10.6                         | 7.4                         | 12.1                         | 14.8                          | 12.8                       | 3.4                         |
| 27 | Snowmobiling                        | 10.6                         | 11.1                        | 6.1                          | 17.6                          | 6.4                        | 3.4                         |
| 28 | Volleyball                          | 10.3                         | 5.6                         | 12.1                         | 17.6                          | 6.4                        | 3.4                         |
| 29 | Softball                            | 7.3                          | 13.0                        | 0.0                          | 6.5                           | 12.8                       | 3.4                         |
| 30 | Badminton                           | 5.3                          | 5.6                         | 9.1                          | 5.6                           | 6.4                        | 1.7                         |
| 31 | Water sports (non-motorized)        | 5.3                          | 1.9                         | 6.1                          | 3.7                           | 12.8                       | 5.1                         |
| 32 | Tennis                              | 5.3                          | 3.7                         | 3.0                          | 5.6                           | 8.5                        | 5.1                         |
| 33 | Sailing                             | 4.7                          | 0.0                         | 3.0                          | 5.6                           | 8.5                        | 5.1                         |
| 34 | Baseball                            | 3.7                          | 3.7                         | 0.0                          | 4.6                           | 2.1                        | 5.1                         |
| 35 | Ping-pong                           | 3.3                          | 7.4                         | 0.0                          | 3.7                           | 2.1                        | 1.7                         |
| 36 | Roller blading                      | 2.7                          | 1.9                         | 0.0                          | 1.9                           | 6.4                        | 3.4                         |
| 37 | Combat sports                       | 2.0                          | 0.0                         | 0.0                          | 1.9                           | 8.5                        | 0.0                         |
| 38 | Ultimate Frisbee                    | 1.0                          | 1.9                         | 0.0                          | 0.9                           | 0.0                        | 1.7                         |
| 39 | Scuba diving                        | 1.0                          | 0.0                         | 0.0                          | 0.9                           | 2.1                        | 1.7                         |
| 40 | Others                              | 10.0                         | 9.3                         | 12.1                         | 8.3                           | 8.5                        | 13.6                        |

After respondents selected the activities they had taken part in over the past 12 months, they indicated how often they had done so (Table 15). For respondents as a whole and in decreasing order as in the previous table, walking in general was practiced more than 10 times per year by 71.4% of respondents. The most popular activities are also the most frequently

participated in (more than 10 times a year). Among frequency of participation options, “once a year” is the lowest for all activities.

**Table 15**  
**ACTIVE Recreation Participation Frequency (%), for the Kent RSC as a Whole**

| (n=322) |                                     | Once a year | 2-10 times a year | More than 10 times a year |
|---------|-------------------------------------|-------------|-------------------|---------------------------|
| 1       | Walking in general                  | 0,3         | 3,73              | 71,4                      |
| 2       | Hiking in nature                    | 0,9         | 16,5              | 34,5                      |
| 3       | Gardening or horticulture           | 3,1         | 11,2              | 29,2                      |
| 4       | Nature observation                  | 1,2         | 10,3              | 28,6                      |
| 5       | Bicycling in general                | 0,9         | 16,2              | 22,4                      |
| 6       | Swimming                            | 0,9         | 20,8              | 17,4                      |
| 7       | Camping                             | 3,7         | 22,4              | 12,7                      |
| 8       | Cardio training                     | -           | 4,9               | 28,9                      |
| 9       | Washer toss                         | 3,1         | 21,7              | 7,5                       |
| 10      | Snowshoeing                         | 0,3         | 16,2              | 13,7                      |
| 11      | Fishing                             | 2,2         | 19,9              | 6,5                       |
| 12      | Jogging, running                    | 0,3         | 4,9               | 22,1                      |
| 13      | Ice skating                         | 2,5         | 15,2              | 10,3                      |
| 14      | Four-wheeling                       | 0,6         | 9,6               | 13,1                      |
| 15      | Dance                               | 1,2         | 9,6               | 10,3                      |
| 16      | Canoeing, kayaking, jet skiing      | 2,8         | 13,7              | 4,9                       |
| 17      | Strength training                   | 0,3         | 2,2               | 16,8                      |
| 18      | Exercising, tai chi, aerobics, yoga | 0,6         | 2,8               | 15,5                      |
| 19      | Golf                                | 2,8         | 9,0               | 4,7                       |
| 20      | Tobogganing, sledding               | 1,2         | 12,7              | 2,8                       |
| 21      | Bird watching, photography          | 0,3         | 3,4               | 12,4                      |
| 22      | Hockey                              | 0,3         | 1,9               | 13,4                      |
| 23      | X-country skiing                    | 0,3         | 6,5               | 5,6                       |
| 24      | Water sports (motorized)            | 0,3         | 5,9               | 5,9                       |
| 25      | Hunting                             | 2,5         | 6,8               | 2,8                       |
| 26      | Soccer                              | 0,3         | 6,5               | 3,7                       |
| 27      | Snowmobiling                        | 0,3         | 4,4               | 5,9                       |
| 28      | Volleyball                          | 0,6         | 5,3               | 4,9                       |
| 29      | Softball                            | 1,9         | 3,7               | 2,5                       |
| 30      | Badminton                           | 0,6         | 4,0               | 0,6                       |
| 31      | Water sports (non-motorized)        | -           | 4,4               | 1,2                       |
| 32      | Tennis                              | -           | 3,4               | 1,6                       |
| 33      | Sailing                             | 1,6         | 2,2               | 0,9                       |
| 34      | Baseball                            | 0,3         | 2,5               | 1,2                       |
| 35      | Ping-pong                           | 0,3         | 2,2               | 1,5                       |
| 36      | Roller blading                      | -           | 1,9               | 0,6                       |
| 37      | Combat sports                       | 0,3         | 0,3               | 1,2                       |
| 38      | Ultimate Frisbee                    | 0,9         | 0,3               | -                         |
| 39      | Scuba diving                        | -           | 1,2               | 0,3                       |

The next two tables (16 and 17) show respondents' CULTURAL activity participation. Travel for pleasure outside the region is the most popular activity for respondents as a whole (73.8%) as well as in each GA (Table 16). Reading and movie going rank among the first three activities in the GAs. More than one out of two respondents also visited a tourist attraction in the region and attended a show over the past 12 months.

**Table 16**  
**CULTURAL Recreation Participation Levels (%), for the Kent RSC as a Whole and by Greater Area (GA)**

|  | Total<br>Kent RSC<br>(n=301) | Rogersville<br>GA<br>(n=54) | Saint-Louis<br>GA (n=33) | Kent-<br>Center GA<br>(n=108) | Bouc-touche<br>GA<br>(n=47) | Kent-<br>South GA<br>(n=59) |
|--|------------------------------|-----------------------------|--------------------------|-------------------------------|-----------------------------|-----------------------------|
| 1 Travel for pleasure outside the region   | 73,8                         | 77,8                        | 84,8                     | 64,8                          | 76,6                        | 78,0                        |
| 2 Read                                     | 63,1                         | 59,3                        | 63,6                     | 54,6                          | 78,7                        | 69,5                        |
| 3 Go to a movie                            | 61,1                         | 64,8                        | 69,7                     | 62,0                          | 63,8                        | 49,2                        |
| 4 Visit a tourist attraction in the region | 59,5                         | 57,4                        | 66,7                     | 49,1                          | 72,3                        | 66,1                        |
| 5 Attend a show                            | 58,8                         | 64,8                        | 63,6                     | 53,7                          | 66,0                        | 54,2                        |
| 6 Play board games (cards, etc.)           | 45,5                         | 55,6                        | 30,3                     | 42,6                          | 57,4                        | 40,7                        |
| 7 Attend a play                            | 35,2                         | 42,6                        | 30,3                     | 28,7                          | 31,9                        | 45,8                        |
| 8 Visit a museum                           | 27,6                         | 24,1                        | 3,0                      | 25,0                          | 36,2                        | 42,4                        |
| 9 Photography                              | 25,9                         | 31,5                        | 24,2                     | 16,7                          | 38,3                        | 28,8                        |
| 10 Arts & crafts                           | 22,6                         | 18,5                        | 15,2                     | 28,7                          | 25,5                        | 16,9                        |
| 11 Play a musical instrument               | 16,6                         | 16,7                        | 9,1                      | 21,3                          | 17,0                        | 11,9                        |
| 12 Painting or sculpting                   | 13,6                         | 14,8                        | 9,1                      | 15,7                          | 10,6                        | 13,6                        |
| 13 Sing alone or in a choir                | 13,0                         | 14,8                        | 9,1                      | 17,6                          | 10,6                        | 6,8                         |
| 14 Acting or improvisation                 | 3,7                          | 3,7                         | 0,0                      | 3,7                           | 4,3                         | 5,1                         |
| 15 Others                                  | 3,7                          | 1,9                         | 3,0                      | 5,6                           | 2,1                         | 3,4                         |

As shown in Table 17, reading is the activity most frequently practiced, with 54.1% of respondents participating more than 10 times per year. A total of 54.7% of respondents travel for pleasure outside the region between 2 and 10 times a year. It is also noted that 50% of the respondents go to the movies and visit a tourist attraction in the region 2 to 10 times per year.

**Table 17**  
**CULTURAL Recreation Participation Frequency (%), for the Kent RSC as a Whole**

| (n=318) |  | Once a year | 2-10 times a year | More than 10 times a year |
|---------|--|-------------|-------------------|---------------------------|
| 1       | Travel for pleasure outside the region   | 10,1        | 54,7              | 8,2                       |
| 2       | Read                                     | 0,3         | 8,5               | 54,1                      |
| 3       | Go to a movie                            | 4,1         | 50,0              | 9,1                       |
| 4       | Visit a tourist attraction in the region | 7,9         | 50,0              | 2,8                       |
| 5       | Attend a show                            | 9,4         | 45,3              | 5,0                       |
| 6       | Play board games (cards, etc.)           | 0,6         | 21,7              | 23,6                      |
| 7       | Attend a play                            | 9,7         | 25,8              | 0,3                       |
| 8       | Visit a museum                           | 11,0        | 16,4              | 0,6                       |
| 9       | Photography                              | 0,6         | 10,1              | 17,3                      |
| 10      | Arts & crafts                            | 1,3         | 9,7               | 11,6                      |
| 11      | Play a musical instrument                | 0,6         | 5,0               | 10,4                      |
| 12      | Painting or sculpting                    | 1,6         | 6,9               | 6,0                       |
| 13      | Sing alone or in a choir                 | 0,6         | 3,1               | 10,1                      |
| 14      | Acting or improvisation                  | 0,9         | 2,2               | 0,6                       |

The PASSIVE recreation activities in which the most respondents (Table 18) participate the most often (Table 19) are as follows: using a screen device (93.7%), dining out (93.4%), surfing the Net (90%) and watching television (90%). The results are similar in all GRs.

**Table 18**  
**PASSIVE Recreation Participation Levels (%), for the Kent RSC as a Whole and by Greater Area (GA)**

|   |                       | Total<br>Kent RSC<br>(n=301) | Rogersville<br>GA<br>(n=54) | Saint-Louis<br>GA<br>(n=33) | Kent-Center<br>GA<br>(n=108) | Bouctouche<br>GA<br>(n=47) | Kent-<br>South GA<br>(n=59) |
|---|-----------------------|------------------------------|-----------------------------|-----------------------------|------------------------------|----------------------------|-----------------------------|
| 1 | Using a screen device | <b>93,7</b>                  | 96,3                        | 93,9                        | 88,9                         | 95,7                       | 98,3                        |
| 2 | Dining out            | <b>93,4</b>                  | 94,4                        | 93,9                        | 96,3                         | 87,2                       | 91,5                        |
| 3 | Surfing the Net       | <b>90,0</b>                  | 98,1                        | 84,8                        | 85,2                         | 93,6                       | 91,5                        |
| 4 | Watching television   | <b>89,0</b>                  | 87,0                        | 90,9                        | 88,9                         | 89,4                       | 89,8                        |
| 5 | Picnic or barbecue    | <b>78,1</b>                  | 90,7                        | 72,7                        | 79,6                         | 78,7                       | 66,1                        |
| 6 | Beach                 | <b>74,1</b>                  | 74,1                        | 69,7                        | 78,7                         | 78,7                       | 64,4                        |
| 7 | Woodworking           | <b>15,0</b>                  | 3,7                         | 15,2                        | 14,8                         | 23,4                       | 18,6                        |
| 8 | Others                | <b>3,7</b>                   | 0,0                         | 6,1                         | 1,9                          | 8,5                        | 5,1                         |

The frequency (Table 19) of the most popular activities is mainly “more than 10 times a year” for using a screen device (93.4%), surfing the Net (89.1%) and watching television (86.9%). A total of 66.9% of respondents dine out more than 10 times a year. Outdoor activities (like picnicking and going to the beach) are less frequent because of their seasonal nature.

**Table 19**  
**PASSIVE Recreation Participation Frequency (%), for the Kent RSC as a Whole**

|   | (n=320)               | Once a year | 2-10 times a year | More than 10 times a year |
|---|-----------------------|-------------|-------------------|---------------------------|
| 1 | Using a screen device | -           | 1,9               | 93,4                      |
| 2 | Dining out            | -           | 27,5              | 66,9                      |
| 3 | Surfing the Net       | -           | 1,6               | 89,1                      |
| 4 | Watching television   | 0,3         | 2,5               | 86,9                      |
| 5 | Picnic or barbecue    | 0,9         | 36,3              | 41,3                      |
| 6 | Beach                 | 1,3         | 44,1              | 29,4                      |
| 7 | Woodworking           | 0,9         | 10,3              | 4,4                       |

**c. Self-Evaluation of Participation Level**

Respondents were asked to self-evaluate their recreation activity participation level and the results are presented in Table 20. “A bit lower than I would like” was the top answer given by respondents as a whole (43.7%) and by those from three of the GAs: Rogersville (52.8%), Kent-Center (39.2%) and Kent-South (53.6%). The Bouctouche GA respondents were more likely to feel that their participation level was “about right” (44.4%).

Note that nearly one out of five respondents (18.5%) felt that their participation level was “much too low”.

**Table 20**  
**Self-Evaluation of Recreation Participation Level (%), for the Kent RSC as a whole and by Greater Area (GA)**

|                               | Total<br>Kent RSC<br>(n=284) | Rogersville<br>GA<br>(n=53) | Saint-Louis<br>GA<br>(n=28) | Kent-Center<br>GA<br>(n=102) | Bouctouche<br>GA<br>(n=45) | Kent-South<br>GA<br>(n=56) |
|-------------------------------|------------------------------|-----------------------------|-----------------------------|------------------------------|----------------------------|----------------------------|
| Much too low                  | 18,5                         | 18,9                        | 14,3                        | 22,5                         | 20,0                       | 12,5                       |
| A bit lower than I would like | 43,7                         | 52,8                        | 42,9                        | 39,2                         | 31,1                       | 53,6                       |
| About right                   | 36,4                         | 28,3                        | 42,9                        | 37,3                         | 44,4                       | 32,1                       |
| Too high                      | 1,4                          | -                           | -                           | 1,0                          | 4,4                        | 1,8                        |

**d. Traveling to Recreation Activities**

Nearly half of all respondents are willing to travel between 7 and 20 km to take part in a recreation activity (see Table 21). Saint-Louis-de-Kent respondents are the most willing to travel, 24.2% of them willing to cover 41 km or more. Kent-Center respondents appear to be those least willing to travel (9.3% for 3 km and under).

**Table 21**  
**Maximum Distance Respondents are Willing to Travel to Take Part in a Recreation Activity, for the Kent RSC as a Whole and by Greater Area (GA)**

|                | Total<br>Kent RSC<br>(n=301) | Rogersville<br>GA<br>(n=54) | Saint-Louis<br>GA (n=33) | Kent-Center<br>GA<br>(n=108) | Boucrouche<br>GA<br>(n=59) | Kent-<br>South GA<br>(n=44) |
|----------------|------------------------------|-----------------------------|--------------------------|------------------------------|----------------------------|-----------------------------|
| Less than 1 km | 2,6                          | 0,0                         | 3,0                      | 5,6                          | 0,0                        | 1,7                         |
| 2-3 km         | 4,3                          | 1,9                         | 3,0                      | 3,7                          | 8,5                        | 3,4                         |
| 4-6 km         | 9,2                          | 16,7                        | 3,0                      | 6,5                          | 4,3                        | 15,3                        |
| 7-10 km        | 24,8                         | 25,9                        | 21,2                     | 25,9                         | 25,5                       | 23,7                        |
| 11-20 km       | 25,1                         | 14,8                        | 39,4                     | 24,1                         | 21,3                       | 32,3                        |
| 21-40 km       | 15,8                         | 18,5                        | 6,1                      | 16,7                         | 23,4                       | 11,9                        |
| 41 km or more  | 15,2                         | 18,5                        | 24,2                     | 13,9                         | 14,9                       | 8,5                         |

**e. Reasons for Participating**

Table 22 reports the reasons that motivate respondents to participate in physical activity, sports, cultural or leisure and the main one is for fun (3.72 / 4). Reasons related to the welfare, health and relaxation come second and third. Fitness is also another reason favoring leisure.

**Table 22**  
**Reasons That Prompt Respondents to Participate in Physical, Sports, Cultural or Recreational Activities, for the Kent RSC as a Whole and by Greater Area (GA)**

|  | 1 = Not at all               | 2 = Slightly                | 3 = Quite a bit          | 4 = Very much                |                            |                             |
|--|------------------------------|-----------------------------|--------------------------|------------------------------|----------------------------|-----------------------------|
|  | Total<br>Kent RSC<br>(n=301) | Rogersville<br>GA<br>(n=53) | Saint-Louis<br>GA (n=28) | Kent-Center<br>GA<br>(n=102) | Boucrouche<br>GA<br>(n=45) | Kent-<br>South GA<br>(n=56) |
| For fun  | 3,72                         | 3,60                        | 3,79                     | 3,68                         | 3,75                       | 3,82                        |
| For my health and wellbeing  | 3,70                         | 3,68                        | 3,82                     | 3,71                         | 3,64                       | 3,67                        |
| To relax, take my mind off things, take time for myself or relieve my stress | 3,57                         | 3,55                        | 3,64                     | 3,69                         | 3,57                       | 3,33                        |
| To improve my fitness level or stay in shape                                 | 3,51                         | 3,45                        | 3,55                     | 3,60                         | 3,51                       | 3,39                        |
| To improve my physical appearance, lose weight or build muscle               | 3,34                         | 3,21                        | 3,30                     | 3,45                         | 3,46                       | 3,21                        |
| To learn new things  | 3,18                         | 3,04                        | 3,09                     | 3,42                         | 3,07                       | 3,00                        |
| To meet people   | 2,90                         | 2,81                        | 2,70                     | 3,14                         | 2,85                       | 2,66                        |
| To be part of a group  | 2,71                         | 2,66                        | 2,64                     | 2,84                         | 2,60                       | 2,57                        |
| To get a thrill  | 2,52                         | 2,73                        | 2,12                     | 2,77                         | 2,60                       | 2,02                        |

**f. Barriers to Recreation Activity Participation**

Table 23 lists reasons that might prevent respondents from participating in physical, sports, cultural or recreational activities. As is demonstrated in various studies, lack of time is the number one reason (57.9%) for respondents as a whole.

Lack of a convenient place or schedule tops the list in Kent-Center (61.9%) and Kent-South (63.0%). Being too tired is also among the first barriers overall (45.5%), with a rating of 65.4% in the Greater Rogersville Area and 37.0% in the Bouctouche GA.

Lack of information is an obstacle for nearly 45% of respondents overall, the exception being the Rogersville GA (27.7%).

**Table 23**  
**Reasons that Prevent Respondents from Participating in as Many Physical, Sports, Cultural and Recreational Activities as They Would Like, for the Kent RSC as a Whole and by Greater Area (GA)**

|   | Total<br>Kent RSC<br>(n=284) | Rogersville<br>e GA<br>(n=53) | Saint-Louis<br>GA (n=28) | Kent-Center<br>GA<br>(n=102) | Bouctouche<br>GA<br>(n=45) | Kent-<br>South GA<br>(n=56) |
|---|------------------------------|-------------------------------|--------------------------|------------------------------|----------------------------|-----------------------------|
| I don't have enough time  | 57,9                         | 68,0                          | 69,7                     | 48,1                         | 60,9                       | 58,5                        |
| There's no convenient place or the activities aren't offered nearby or at a convenient time | 54,8                         | 52,9                          | 45,5                     | 61,9                         | 40,4                       | 63,0                        |
| I don't have enough energy or I'm too tired   | 45,5                         | 65,4                          | 46,9                     | 40,0                         | 37,0                       | 43,6                        |
| I don't have enough information about the activities or facilities                          | 44,1                         | 27,7                          | 46,9                     | 49,5                         | 46,8                       | 45,3                        |
| I lack interest or motivation   | 43,1                         | 54,0                          | 40,6                     | 43,8                         | 37,0                       | 40,0                        |
| It costs too much   | 29,8                         | 25,0                          | 37,5                     | 29,1                         | 31,9                       | 28,3                        |
| My health isn't good or I have an injury (current or past) or a disability                  | 17,6                         | 16,7                          | 9,4                      | 21,4                         | 17,4                       | 15,1                        |
| I'm afraid of hurting myself or having an accident  | 11,3                         | 4,3                           | 9,7                      | 17,3                         | 10,6                       | 7,5                         |
| I don't like to sweat   | 6,4                          | 6,4                           | 9,4                      | 6,9                          | 2,2                        | 7,5                         |

**g. Volunteerism**

Figure 27 shows the percentage of respondents who volunteered over the past 12 months. Those from the Greater Rogersville Area top the list with 81.8%, followed by Kent-South (76.3%) and Saint-Louis-de-Kent (72.7%).

Figure 27

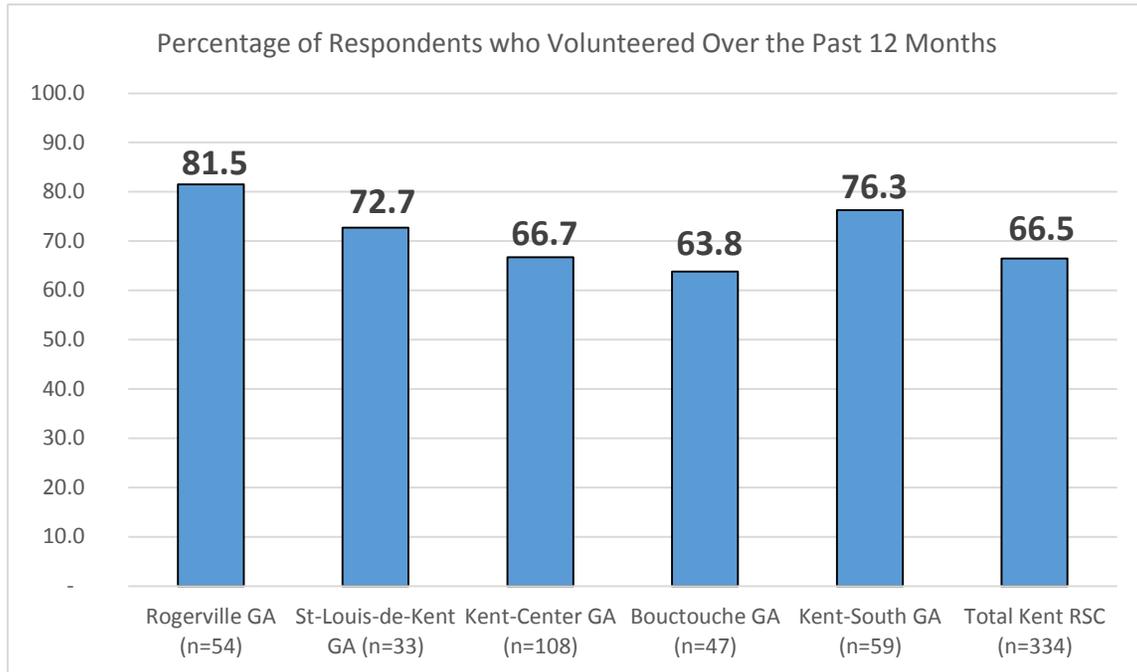


Table 24 gives an overview of the number of volunteer hours worked each month by respondents. Remarkably, “more than 20 hours” tops the list with 34.6% of respondents. The second most popular answer was “1-5 hours”. The busiest volunteers (more than 20 hours) are found in the Greater Rogerville (47.7%) and Bouctouche (43.3%) Areas.

**Table 24**  
**Average Number of Volunteer Hours Worked EACH MONTH Over the Past 12 Months, for the Kent RSC as a Whole and by Greater Area (GA)**

|                    | Total<br>Kent RSC<br>(n=209) | Rogersville<br>GA<br>(n=43) | Saint-Louis<br>GA<br>(n=22) | Kent-Center<br>GA<br>(n=69) | Bouctouche<br>GA<br>(n=29) | Kent-South<br>GA<br>(n=44) |
|--------------------|------------------------------|-----------------------------|-----------------------------|-----------------------------|----------------------------|----------------------------|
| Less than 1 hours  | 8,9                          | 6,8                         | 12,5                        | 5,7                         | 16,7                       | 9,1                        |
| 1-5 hours          | 25,7                         | 20,5                        | 20,8                        | 34,3                        | 16,7                       | 22,7                       |
| 6- 10 hours        | 14,5                         | 15,9                        | 8,3                         | 15,7                        | 10,0                       | 18,2                       |
| 11-20 hours        | 14,0                         | 6,8                         | 29,2                        | 15,7                        | 10,0                       | 13,6                       |
| More than 20 hours | 34,6                         | 47,7                        | 20,8                        | 27,1                        | 43,3                       | 36,4                       |

Table 25 provides a list of reasons for which respondents are involved as volunteers. They mostly volunteer to feel useful by helping others (46.5% = “totally”) and to feel they belong to their community (43.5%). Respondents are not very worried about civil and legal liability issues as this item falls last on the list.

**Table 25**  
**Degree to Which Statements about Volunteering Apply to Respondents**

|   | <b>Totally</b> | <b>Quite a bit</b> | <b>Slightly</b> | <b>Not at All</b> |
|---|----------------|--------------------|-----------------|-------------------|
| One of the reasons I’m involved is to feel useful (by helping others). (n = 217)                                      | <b>46,5</b>    | 38,3               | 12,0            | 3,2               |
| I feel a greater sense of belonging to my community. (n = 214)  | <b>43,5</b>    | 38,8               | 15,0            | 2,8               |
| Volunteering allows me to gain skills. (n = 215)  | <b>34,9</b>    | 31,6               | 25,6            | 7,9               |
| It’s important for me to have access to training in connection with my involvement. (n = 214)                         | <b>24,8</b>    | 26,6               | 27,6            | 21,0              |
| Volunteering allows me to be part of a group. (n = 215)   | <b>21,4</b>    | 33,0               | 33,0            | 12,6              |
| One of the reasons I’m involved is to meet people. (n = 213)  | <b>18,8</b>    | 29,1               | 37,6            | 14,6              |
| Being recognized – through appreciation, celebrations, and awards – encourages me to continue volunteering. (n = 213) | <b>14,6</b>    | 17,4               | 31,0            | 37,1              |
| I find that the duties I’m given are more and more demanding. (n = 215)   | <b>14,4</b>    | 20,5               | 21,9            | 43,3              |
| Volunteering is becoming more and more tiring. (n = 211)  | <b>9,5</b>     | 14,2               | 28,9            | 47,4              |
| I’m worried about civil and legal liability issues related to my involvement. (n = 214)                               | <b>5,1</b>     | 10,3               | 28,5            | 56,1              |

The main reason for which respondents don't volunteer is that no one has asked them to (60.0% reported "yes", see Table 26). Requirements for long term commitment (56.9%) also discourage potential volunteers, as does a lack of time (56.1%). As is the case for those who do volunteer, the legal aspects of volunteering are last on the list of non-volunteers' worries.

**Table 26**  
**Degree to Which Statements About Not Volunteering Apply to Respondents**

|  | Yes         | No   | Don't know |
|--|-------------|------|------------|
| No one expressly asked me to volunteer. (n = 80)                       | <b>60,0</b> | 32,5 | 7,5        |
| I'm not ready to get involved for a long period of time. (n = 78)      | <b>56,9</b> | 35,4 | 7,6        |
| I don't have time. (n = 82)  | <b>56,1</b> | 34,2 | 9,8        |
| I'm not interested. (n = 78)   | <b>26,9</b> | 62,8 | 10,3       |
| I don't know how to go about offering my services. (n = 78)            | <b>26,9</b> | 68,0 | 5,1        |
| I don't have the skills or knowledge to do the work required. (n = 75) | <b>16,0</b> | 77,3 | 6,7        |
| I'm afraid of being prosecuted or brought to court. (n = 72)           | <b>1,4</b>  | 97,2 | 1,4        |

#### **h. Findings**

It is important to remember that this is not a random sample and that as such, respondents are more educated and have higher incomes than those represented in the 2011 Census for the Kent RSC.

Participation in various recreation activities is similar to the official data for Canada, especially for the top activities which are walking, hiking, gardening and biking. Organized sports (e.g. leagues) are less popular among respondents. Frequency of participation figures show that the most popular activities are also the ones that are practiced most often. In other words, when you like an activity, you do it often throughout the year.

The situation is different for cultural activities: the most popular ones are only undertaken two to ten times per year. Very high popularity and frequency ratings are found among PASSIVE activities. Note that the scale used for frequency may not have been the most appropriate for screen time activities (i.e. computer, pad, telephone and television).

When asked to self-evaluate their level of participation, respondents appear to have mixed feelings, most answers varying between "a bit lower than I would like" and "about right". More than half of respondents are willing to travel more than 10 km to participate in an activity.

Respondents practice recreation activities for fun or for their health and wellbeing (average of 3.64 or more out of 4). Among those who cannot be more actively involved, lack of time and lack of a convenient or nearby location (or

schedule – which again refers to time) is the primary reason. Lack of time is often quoted in similar studies as being one of the main barriers to participation.

Facility usage figures indicate that arenas are the most widely used (one in two respondents), followed by community centers. School gyms, trails and regional tourist attractions are also used by a large percentage of respondents.

Some of the questions dealt with volunteering. It is interesting to note that six out of ten respondents have volunteered over the past 12 months. The nature of the survey sample (high education and income levels) can contribute to this type of result. Respondents most likely to volunteer were found in the Greater Rogersville (81.5%) and Kent-South (76.3%) Areas. Volunteers generally give a lot of their time, 30% clocking in more than 20 hours per month overall, and 40% in the Rogersville and Bouctouche GAs.

Finally, note that among those who don't volunteer, their main reason is that "no one expressly asked them to do so" in 60% of all cases!

# XI. Regional Vision of Recreation in the Kent Area

As part of the mandate, the Kent RSC wanted us to develop a regional vision of recreation which it would eventually integrate into a strategic plan. A vision is a dream or goal which can be achieved as long as means and actions are taken to do so.

The vision presented hereafter is a result of the approaches used in the study and our thoughts on the matter. Feedback collected through the online survey and especially during the meeting with community and organization leaders was very useful in developing a vision that reflects the current reality and possible future of recreation in the Kent RSC territory.

## a. Vision

The vision (recommendation 3), with contextual explanations, is as follows:

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***Recommendation 3: The public improves its wellness by having access to quality recreation activities and infrastructures in an attractive environment based mainly on the region's human and natural components.***

Implementing the vision requires a firm commitment to:

- Regional and local cooperation;
- Regional and local public consultation;
- Sustainable development and operation of recreation facilities;
- Revitalized volunteerism;
- Attracting a younger population;
- Serving all socio-economic and socio-demographic subgroups.

| Elements of the vision and implementation  | Context  |
|--|--|
| <i>The public improves its wellness</i>  | Wellness involves an individual's physical, mental and emotional health, among other things.   |
| <i>by having access to quality recreation activities and infrastructures</i>   | There is already an interesting variety of recreation activities and facilities, but we must continue working to improve them.   |
| <i>in an attractive environment based mainly on the region's human and natural components</i>                              | <p>Broadly defined, the environment is supportive and thus encourages citizens to stay in the region and attracts new families to rejuvenate the area's social and demographic fabric.</p> <p>The culture, habits and interests of Kent residents must be respected and the natural environment must be protected.</p> |
| <i>Implementing the vision requires a firm commitment to :</i>   | Coherent actions must be undertaken. The vision will not be achieved without its champion or champions.  |
| <ul style="list-style-type: none"> <li>• <i>Regional and local cooperation;</i></li> </ul>                                 | There is a need and a desire to cooperate at the regional level, and also within individual communities. This cooperation will undoubtedly help achieve the vision.  |
| <ul style="list-style-type: none"> <li>• <i>Regional and local public consultation;</i></li> </ul>                         | In order for the public to buy into the vision, it must be consulted at various steps along the way, both for infrastructures and activities.  |
| <ul style="list-style-type: none"> <li>• <i>Sustainable development and operation of recreation facilities;</i></li> </ul> | The sustainability of current and future recreation facilities must be a major concern and consideration. It is not a question of making them profitable at all costs, but rather making them sustainable with long term funding.  |
| <ul style="list-style-type: none"> <li>• <i>Revitalized volunteerism;</i></li> </ul>                                       | The region is fortunate to already have many volunteers. With an aging population and a new generation that sees volunteerism in a different light, it is important to find ways to ensure a supply of volunteers which reflects new social and economic realities.  |
| <ul style="list-style-type: none"> <li>• <i>Attracting a younger population;</i></li> </ul>                                | As mentioned, the population is aging. The ability to attract new families is heightened when recreation is valued and jobs are available.   |
| <ul style="list-style-type: none"> <li>• <i>Serving all socio-economic and socio-demographic subgroups.</i></li> </ul>     | All recreation programs and infrastructures need to be inclusive.  |

**b. Findings**

As mentioned, this vision will eventually be part of the strategic plan. We will have to take advantage of the strategic planning process to have this vision validated by the greatest number of recreation stakeholders possible in the region.

The vision will serve as a backdrop for all planning initiatives. It will be the driving force behind the Kent RSC's actions in terms of recreation, as well as the ultimate goal to strive for.

## XII. Social Sustainability Criteria

We believe that social sustainability criteria are guides which allow us to determine the medium and long term sustainability of programs and facilities. To a certain degree, they serve to predict a program or facility's chances of survival. In our view, sustainability is based on two key factors: activity participation rates and the quality of the experience provided by these activities. We will therefore take a closer look at the factors that can influence participation rates and experience quality.

The first criterion is recreation participation trends: what trends are we seeing and how will they evolve in the foreseeable future? The second criterion, which also impacts participation, is demographic trends. We will also examine the general recreation trends and priorities in Canada with a view to identifying a few general criteria which will guide the development of recreation programs and facilities.

We begin this section by presenting standards (population ratios) for the *sports* facilities located on the territory served by the Kent RSC because these are the only type of facilities for which standards are available for comparison. Also, note that comparisons can only be made with similar regions or communities, insofar as this is possible.

### a. Standards

Table 27 provides a comparison with the Acadian Peninsula, the City of Fredericton and the City of Dieppe. In the last column, we also included a provincial average for Ontario, as calculated by dmA (2005). These ratios are calculated from the facility list provided by the Kent RSC. The most interesting comparison is between the two regions presented in the table, namely Kent and the Acadian Peninsula. The territory served by the Kent RSC compares well with the Acadian Peninsula in terms of most facilities, except maybe for tennis courts.

**Table 27**  
**Comparison of Standards for Certain Facilities**

| Communities :       | Kent         | Acadian Peninsula | Fredericton | Dieppe      | dma*       |
|---------------------|--------------|-------------------|-------------|-------------|------------|
| <b>Facilities :</b> |              |                   |             |             |            |
| Indoor rinks        | 1 / 6 677    | 1 / 7 251         | 1 / 12 634  | 1 / 6 188   | 1 / 9 179  |
| Indoor pools        | 1 / 33 386   | 1 / 16 920        | 1 / 50 000  | 1 / 6 188   | 1 / 12 025 |
|                     | 1 / 11 129** |                   | 1 / 7 219** |             |            |
| Gymnasiums          | 1 / 2 568    | 1 / 1 692         | 1 / 4 545   | Unavailable | 1 / 5 988  |
| Soccer fields       | 1 / 2 385    | 1 / 2 672         | 1 / 2 660   | 1 / 1 857   | 1 / 3 002  |
| Ball fields         | 1 / 2 086    | 1 / 2 115         | 1 / 5 054   | 1 / 2 652   | 1 / 3 710  |
| Tennis courts       | 1 / 5 564    | 1 / 1 538         | N / A       | 1 / 2 063   | 1 / 10 269 |
| Skate parks         | 1 / 16 693   | 1 / 10 152        | 1 / 25 268  | 1 / 18 565  | N / A      |

\* dma (2005) : Ontario Municipal Recreation Facility Inventory Study.  
\*\* Private pools included

The standards indicate the actual number of individuals served by a particular facility. In order to determine if this number is adequate for the future, we must examine the other sustainability criteria, i.e. anticipated participation rates, demographic trends, and other recreation trends and priorities in Canada.

#### **b. Recreation Participation Trends**

According to Canadian Heritage (2013), sport participation is declining in all age groups. From 2005 to 2010, participation in sports decreased by 4% among 15-19 year-olds and 20-24 year-olds. It also decreased by 2% among 25-34 year-olds and 35-54 year-olds; and by 1% among those 55 and over. Two other determining factors influence sport participation: education and income. The more educated you are, the more likely you are to play sports: almost a third of university graduates play a sport on a regular basis. With regards to the influence of income on sport participation, the more money you make, the more you participate in sports (Canadian Heritage, 2013). As for the preferred types of sports, only a few sports attract a large number of participants. Golf, ice hockey and soccer are the most popular among men, whereas golf, soccer and swimming are the preferred sports of women.

While sport participation is generally declining, more and more people are participating in cultural activities. According to the Canadian Arts Presenting Association (2015), 3 in 4 Canadians reported attending a live professional performing arts event in 2011, which represents a 49% increase since 2005. In addition, 37.2% of Canadians attended a cultural or artistic festival in 2010, a 57% increase since 2005.

Participation in outdoor activities and physical activities is also on the rise. Almost three out of four Canadian households (72%) reported that someone in the household had participated in outdoor activities close to home

(Thibault, 2010; Statistics Canada, 2013). Among the selected outdoor activities were walking (54%); biking (22%); jogging, running, rollerblading and cross-country running (11%); and hiking (11%).

### **c. Demographic Trends**

According to the *Framework for Recreation in Canada 2015*, four key trends in demographics provide both challenges and opportunities for recreation. First, the Canadian population is aging, and Kent County is no exception. Generally speaking, the percentage of older adults will represent a greater proportion of the population in the future. This situation is not negative per se – it simply means that leaders of program and facility supply must take it into consideration when making decisions.

The ethnic diversity of Canada's population due to successive waves of newcomers is another trend to consider. The territory served by the Kent RSC includes three major groups: Francophones, Anglophones and First Nations.

### **d. General Recreation Trends**

Recreation is not simply an activity, it is an experience. Thibault (2010) describes this experience as being an exciting moment for the person involved. People want to accomplish something, connect with others and have control over the things they do, all in an environment that engages, surprises or excites them in various ways. According to Thibault, facilities, services, leadership and schedules must create the conditions for an accessible, multidimensional recreation experience. Furthermore, people engage in this experience in an increasingly unstructured manner. These factors must be taken into consideration if we hope to develop programs and facilities that are well used and offer participants an exciting experience.

Most authors report that Canadians are time-stressed. They highly value their free time and often require programs with a diversified and flexible schedule in order to meet their needs and ensure their participation.

A review of recreation facility management trends suggests that the development of multipurpose facilities often tops the list. Also, smoke-free spaces, whether they be indoors (community centers, pools, arenas, etc.) or outdoors (parks and trails) have pretty much become the norm in major world cities. Greener facilities are being built and managed with a view to saving energy. Another very popular practice is public consultation at every step of the facility planning process.

We obviously cannot ignore the trend in new technologies, whether Internet use, social media or video games. These activities occupy more and more time in people's lives and we must consider them when planning recreation programs. Also, these new technologies are now part of the communication tools used to reach our client groups.

Increasing accessibility and reducing physical barriers to recreation are particularly important in program and facility planning. When such barriers exist in facilities, they prevent people with physical and sensory disabilities from using them. Lack of accessibility to programs is also a reality for certain populations made vulnerable for social or economic reasons.

**e. Framework for Recreation in Canada 2015**

The Canadian Parks and Recreation Association has just completed a comprehensive process to help identify Canada's recreation development priorities. The report provides leads for the development of programs and parks. Without listing all of the report's recommendations, we would like to present the priorities and suggested actions (p. 15). We believe that they are important criteria to consider when planning the program and facility supply for the Kent RSC territory.

- Foster active living through physical recreation.
- Increase inclusion and access to recreation for populations that face constraints to participation.
- Help people connect to nature through recreation.
- Ensure the provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities
- Ensure the continued growth and sustainability of the recreation field.

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***Recommendation #4: Integrate these social sustainability criteria in the future strategic planning of recreation on the territory served by the Kent RSC.***

The other components to be included in the strategic planning process are covered in another recommendation. Recommendation #4 offers a framework for thought and action to ensure that every segment of the population on the Kent RSC territory will benefit from a recreation supply that meets its needs.

## XIII. Infrastructure Needs

This section deals with infrastructure needs in the Kent region. The analysis is based on the current recreation facility supply and was carried out using the facility list supplied by the Kent RSC.

The section also examines the facilities' social sustainability criteria, namely attendance rates, participation rates for activities usually held in these facilities, facility and program trends, wishes expressed during the consultations and our own observations from the site visits. Our recommendations are based on the regional public facility supply.

### a. Indoor Community Spaces

These spaces, labelled « community centers », include community centers per se as well as community halls, Lions and Knights of Columbus halls, the Expo-Kent Center, Canadian Legion halls, a youth center, seniors' clubs, a scout lodge, libraries and a cultural center.

#### **Supply Ratio**

The following table provides a picture of the indoor community spaces, which represent the largest facility group in the region. Table 28 shows the number of facilities inventoried, their ratio (based on population) and a comparison with the Acadian Peninsula (AP) ratio as presented in the 2010 inventory of sport and recreation facilities undertaken by the Department of Wellness, Culture, and Sport.

| <b>Facilities :</b> | <b>Number and ratio (Kent)</b> | <b>Ratio (AP)</b> |
|---------------------|--------------------------------|-------------------|
| Community centers   | 36 (1 : 927)                   | 1 : 1,015         |
| Seniors clubs       | 10 (1 : 3,338)                 | n/a               |
| Scout lodge         | 1 (1 : 33,386)                 | n/a               |
| Libraries           | 4 (1 : 8,347)                  | n/a               |
| Cultural center     | 1 (1 : 33,386)                 | n/a               |

#### **Social Sustainability Criteria**

In the table 29 (and all similar tables in the sections dealing with the other facility categories), the following social sustainability criteria are presented: facility attendance rate (AR), activity participation rate (PR), facility and program participation trends, wishes expressed during the consultations and our own observations from the site visits. These criteria are repeated for each facility category presented in the following paragraphs.

**Table 29**  
**Social Sustainability Criteria for Indoor Community Spaces**

| Facilities :      | AR                               | PR   | Trends  | Expressed wishes or Observations                               |
|-------------------|----------------------------------|--|---|--|
| Community centers | 45% (Kent)                       | 22% dance  | Trend towards multipurpose or multi-activity centers with coffee corner | Aging and requiring major renovations; some are not accessible |
| Seniors clubs     | 20% (Kent)                       | 22% dance  | n/a   | Aging and requiring major renovations; some are not accessible |
| Scout lodge       | n/a                              | n/a  | n/a   | None   |
| Libraries         | 25% (Kent)                       | 63% reading  | n/a   | None   |
| Cultural center   | 8% (Kent)<br>49%<br>(Bouctouche) | 59% attend a musical variety show<br>35% attend a theater presentation | Increased participation in cultural activities                          | None   |

**Recommendation #5: Make spaces more accessible and functional in order to meet a stable or increasing demand.**

As reflected in the data, there are many facilities of this type in the Kent region. Community spaces are often a meeting place for people of all ages, but are mostly used by an aging segment of the population. The activities held in these spaces are mostly community-oriented and cultural, physical or recreational in nature. The challenge lies in the age of the facilities and the accessibility problems it creates for users. Ideally, priority should be given to renovating the centers where attendance rates justify it. Multipurpose facilities could also be developed to accommodate the activities that are regularly hosted there. Should community groups decide to build new centers, a multipurpose center which meets the needs of more than one community is the option that should be explored.

**b. Outdoor Sports Fields**

These facilities (see Tables 30 and 31) include soccer fields, ball fields, tennis courts, basketball courts, shooting ranges, x-country ski trails, golf courses, skate parks, outdoor rinks and track & field facilities.

**Supply Ratio**

**Table 30  
Supply Ratio for Outdoor Sports Fields**

| Facilities :         | Number and ratio (Kent) | Ratio PA   |
|----------------------|-------------------------|------------|
| Soccer fields        | 14 (1 : 2,385)          | 1 : 2,672  |
| Ball fields          | 16 (1 : 2,086)          | 1 : 2,115  |
| Tennis courts        | 6 (1 : 5,564)           | 1 : 1,538  |
| Basketball courts    | 2 (1 : 16,693)          | 1 : 16,920 |
| Shooting ranges      | 3 (1 : 11,128)          | n/a        |
| X-country ski trails | 3 (1 : 11,128)          | n/a        |
| Golf courses         | 2 (1 : 16,693)          | n/a        |
| Skate parks          | 2 (1 : 16,693)          | 1 : 10,152 |
| Outdoor rinks        | 4 (1 : 8,347)           | 1 : 2,672  |
| Track & field        | 5 (1 : 6,677)           | 1 : 10,152 |

**Social Sustainability Criteria**

**Table 31  
Social Sustainability Criteria for Outdoor Sports Fields**

| Facilities :         | AR   | PR                         | Trends               | Expressed Wishes or Observations   |
|----------------------|--|----------------------------|----------------------|--|
| Soccer fields        | 27% Kent                                     | 11% soccer                 | Increase in activity | Fields are in poor condition; accessibility problems                         |
| Ball fields          | 11% Kent                                     | 4% baseball<br>7% softball | Decrease in activity | Fields are in poor condition; accessibility problems. Some aren't even used. |
| Tennis courts        | 5% Kent                                      | 5% tennis                  | Decrease in activity | Courts are in poor condition; accessibility problems. Some aren't even used. |
| Basketball courts    | n/a  | n/a                        | Decrease in activity | Some aren't used   |
| Shooting ranges      | 5% Kent                                      | 12% hunting                | n/a                  | None   |
| X-country ski trails | 4% Kent<br>15% Saint-Louis<br>12% Kent-South | 13% x-country skiing       | n/a                  | None   |
| Golf courses         | 7% Kent<br>33% Saint-Louis<br>23% Bouctouche | 18% golf                   | Stable               | None   |
| Skate parks          | 0.3% Kent<br>2% Bouctouche                   |                            | n/a                  | None   |
| Outdoor rinks        | n/a  | 28% ice skating            | n/a                  | None   |
| Track & field        | 11% Kent<br>27% Saint-Louis                  |                            | n/a                  | None   |

**Recommendation #6: When developing new sports fields, focus on sports experiencing an increase in activity, namely soccer.**

At first sight, the Kent region seems to be well equipped with outdoor sports fields. Indeed, several types of sports and recreation activities are practiced on existing fields. According to the available data, soccer is on the rise and new facilities could be beneficial. Although golf is a more popular activity, it is currently on a downward trend. Other sports, such as baseball, tennis and basketball, are also decreasing in popularity, and some of the fields and courts are no longer used and therefore left unmaintained.

**c. Indoor Sports Facilities**

These facilities (Tables 32 and 33) include school gymnasiums, swimming pools, a curling club, bowling alleys and a sports center.

**Supply Ratio**

**Table 32  
Supply Ratio for Indoor Sports Facilities**

| Facilities :   | Number and ratio (Kent) | Ratio (AP) |
|----------------|-------------------------|------------|
| School gyms    | 13 (1 : 2,568)          | 1 : 1,692  |
| Pools          | 3 (1 : 11,128)          | 1 : 16,920 |
| Curling club   | 1 (1 : 33,386)          | n/a        |
| Bowling alleys | 2 (1 : 16,693)          | n/a        |
| Sports center  | 1 (1 : 33,386)          | n/a        |

**Social Sustainability Criteria**

**Table 33  
Social Sustainability Criteria for Indoor Sports Facilities**

| Facilities :   | AR   | PR  | Trends  | Expressed Wishes or Observations                     |
|----------------|--|---|---|--|
| School gyms    | 31% Kent                                     | 20% exercise, tai-chi and yoga<br>10% volleyball<br>32% cardio training | Yoga, tai-chi and other types of exercises are on the rise.                             | None   |
| Pools          | 20% Kent                                     | 38% swimming  | Swimming is stable among children, and aquatic activities are on the rise among seniors | Respondents would like a new pool ; aging facilities |
| Curling clubs  | 8% Kent<br>20% Kent-Center<br>9% Saint-Louis | n/a   |   | None   |
| Bowling alleys | n/a  | n/a   |   | None   |
| Sports center  |  |   |   |  |

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***Recommendation #7: Improve the quality of aquatic facilities.***

There are one public and three (3) private pools in the Kent region. The public pool is aging. Considering the popularity of aquatic activities among seniors, their accompanying trend and the wishes expressed during our consultations, we believe there should be a needs assessment for a new pool. This study would help identify the location, design and feasibility of such a facility. Because of its construction and operation costs, a pool would fit well with the new RSC responsibilities in terms of regional facility development.

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***Recommendation #8: Explore the potential for community school agreements to promote greater use of spaces.***

In terms of facilities, school gymnasiums are often underutilized outside of school hours. These spaces could be used more by community groups. Some use agreements already exist, but the potential for increasing this use (e.g. in exchange for reasonable fees during weekends) must be explored.

**d. Arenas (Tables 34 and 35)**

**Supply Ratio**

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**Table 34  
Supply Ratio for Arenas**

| Facilities | Number and Ratio (Kent) | Ratio (AP) |
|------------|-------------------------|------------|
| Arenas     | 5 (1 : 6,677)           | 1 : 7,251  |

**Social Sustainability Criteria**

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**Table 35  
Social Sustainability Criteria for Arenas**

| Facilities | AR   | PR                                       | Trends   | Expressed Wishes or Observations   |
|------------|--|--|--|------------------------------------|
| Arenas     | 54% Kent<br>83% Rogersville<br>75%<br>Bouctouche | 15% hockey<br>28% skating<br>73% walking | Participation rates are stable for hockey and increasing for ringette. | Respondents would like a new arena |

***Recommendation #9: Explore the potential for building a new arena in one of the Greater Areas (to be determined).***

The popularity of sports, cultural and community activities held in arenas is such that attendance rates are very high. Indeed, this type of facility is now used year-round for activities aimed at all age groups and both male and female participants. The planned closure of the Bouctouche Forum and the quite recent disappearance of arenas meeting a need in the region prompt us to recommend a feasibility study for the construction of a new multipurpose arena (for men, women, different age groups, etc.) in a location yet to be determined. We feel that an arena would be well aligned with the type of regional facility that could be built and managed by a group of communities on the Kent RSC territory.

**e. Recreational and Tourist Facilities**

These facilities (Tables 36 and 37) include regional tourist attractions, namely the Assumption Monument, the Pays de la Sagouine, the Irving Eco-Centre in Bouctouche, the Bonar Law Historic Site and Kouchibouguac National Park, as well as the marinas and the Expo-Kent Center.

**Supply Ratio**

| <b>Facilities :</b>          | <b>Number and Ratio (Kent)</b> | <b>Ratio (AP)</b> |
|------------------------------|--------------------------------|-------------------|
| Regional tourist attractions | 5 (1 : 6,677)                  | n/a               |
| Marina                       | 4 (1 : 8,346)                  | n/a               |
| Expo Kent Center             | 1 (1 : 33,386)                 | n/a               |

**Social Sustainability Criteria**

| <b>Facilities :</b>          | <b>AR</b>  | <b>PR</b>   | <b>Trends</b> | <b>Expressed Wishes or Observations</b>       |
|------------------------------|--|---|---------------|---|
| Regional tourist attractions | 30% Kent<br>59% Rogersville<br>64% Bouctouche<br>88% Saint-Louis | 60% visit a tourist attraction in the region                                | n/a           | Take advantage of the region's natural beauty |
| Marina                       | 11%  | 12% motorized water sports<br>21% canoeing, kayaking, jet-ski<br>5% sailing | n/a           | None  |
| Centre Expo Kent             | 2%   |   |               |   |

***Recommendation #10: Explore the potential for collaboration among regional tourist attractions and neighboring communities in the area of program supply.***

Considering the fact that certain tourist attractions such as Kouchibouguac National Park and the Pays de la Sagouine have unique facilities and spaces, we encourage opportunities for cooperating and connecting with neighboring communities. This is one of the key strategies put forward in the Kouchibouguac National Park 2010 management plan – Stronger relationships, stronger park, stronger region – which aims to provide “a plan for strengthening community-level support for and engagement with KNPC and fostering a greater spirit of regional-level cooperation”. Together with the community, thought must be given to the best strategies for increasing participation of local residents in these attractions (e.g. no fees or substantially reduced fees for local residents, etc.).

**f. Natural Spaces (tables 38 and 39)**

**Supply Ratio**

| <b>Facilities :</b>       | <b>Number and Ratio (Kent)</b> | <b>Ratio (AP)</b> |
|---------------------------|--------------------------------|-------------------|
| Walking and biking trails | 8 (1 : 4,173)                  | 1 : 5,640         |
| Track & field             | 5 (1 : 6,677)                  | 1 : 10,152        |
|                           |                                | Running track     |
| ATV and snowmobile trails | 6 (1 : 5,564)                  | n/a               |

**Social Sustainability Criteria**

| <b>Facilities :</b>       | <b>AR</b> | <b>PR</b>  | <b>Trends</b>  | <b>Expressed Wishes or Observations</b>   |
|---------------------------|-----------|--|--|---|
| Walking and biking trails | 31%       | 73% walking<br>51% hiking<br>41% nature observation<br>40% biking in general | Walking, biking and hiking are and will continue to be popular activities because they fit with the trend of low cost unstructured activities. | Trails were mentioned 32 times in response to the question about new facilities. Comments highlight the lack and poor condition of walking and biking trails. |
| Track & field             | 20%       | 28% jogging, running   | Jogging is and will continue to be a popular activity because it fits with the   | None  |

**Table 39  
Social Sustainability Criteria for Natural Spaces**

| Facilities :              | AR      | PR  | Trends                                     | Expressed Wishes or Observations |
|---------------------------|---------|---|--|----------------------------------|
|                           |         |   | trend of low cost unstructured activities. |                                  |
| AVT and snowmobile trails | ATV 11% | 22% ATV<br>41% nature observation<br>4% snowmobile club |  | Improve trails for summer use    |

***Recommendation #11: Improve and connect existing walking and biking trails in order to create a regional trail network.***

The current and future popularity of walking and other outdoor pursuits makes trails a highly used space. Indeed, trails were among the facilities which had the most comments in our online survey. We agree with respondents that existing trails need to be improved and restructured in order to make them safer and more functional.

***Recommendation #12: Improve and connect existing ATV and snowmobile trails in order to create a regional trail network.***

ATV and snowmobiling outings have become very popular in the past few years and this trend is not about to weaken. As with walking and biking trails, these spaces need to be improved in order to maximize their use.

**g. Play Spaces**

This category includes children’s playgrounds (Tables 40 and 41).

**Supply Ratio**

**Table 40  
Supply Ratio for Playgrounds**

| Facilities :           | Number and ratio (Kent) | Ratio (AP) |
|------------------------|-------------------------|------------|
| Children’s playgrounds | 4 (1 : 8,347)           | n/a        |
| Dog park               | 1 (1 : 33,386)          | n/a        |

**Social Sustainability Criteria**

**Tableau 41**  
**Social Sustainability Criteria for Playgrounds**

| <b>Facilities :</b>    | <b>AR</b> | <b>PR</b> | <b>Trends</b>                   | <b>Expressed Wishes or Observations</b> |
|------------------------|-----------|-----------|---------------------------------|---|
| Children's playgrounds | 31 %      |           | Are basic recreation facilities | In poor condition                       |
| Dog park               | 2%        |           | More and more popular           |   |

***Recommendation #13: Improve playgrounds to make them safer and more accessible.***

Parents are more and more concerned about the safety of their children wherever they may be. Playgrounds are ideal places for children under the age of 12. We have a collective responsibility to make sure that these spaces are safe.

**h. Findings**

In light of our review of the social sustainability criteria, the wishes expressed during the consultations, the priorities of the *Framework for Recreation in Canada* and our own observations on the quality of existing facilities, we have proposed several recommendations for the next steps of the recreation facility planning process. With regards to the ratios established for the Kent region, their sole purpose was to compare the region's facilities with those of the Acadian Peninsula.

As mentioned earlier, some of our recommendations are made in a regional and sub-regional facility management perspective. They deal with major facilities for which we feel the Kent RSC could play a planning and management role. That is why we suggest feasibility studies for two major facilities, i.e. an arena and a pool which would serve several of the region's communities. The other recommendations focus on the improvement of facilities for safety or accessibility purposes.

## XIV. Communication Tools and Collaboration

In order to identify the communication tools used to reach the clients of recreation services – and to highlight best practices – we included a question to that effect in the organizational survey. Our intention being to paint the most detailed picture possible, we also contacted the seven Kent municipalities directly (by telephone) to find out how they communicate with their citizens (including communications for recreation). Nine organizations provided us with information about their preferred methods of communication.

One organization plans meetings with its members and uses its Facebook page to directly reach its members and the general public. It also regularly takes part in community events to promote its activities.

Two associations send flyers to residents on their territory. The community radio station is also an effective communication tool for one of these organizations.

Two other associations take advantage of new technologies to communicate, namely a website, a Facebook page and an e-newsletter (for one of the organizations). They also distribute a schedule in the schools located in their community.

One association uses only Facebook as it's most accessible and efficient tool. Another depends on word of mouth and Facebook to promote its activities.

Another association counts on a network of physical activity mentors and its participants to spread the message by word of mouth.

With regards to the municipalities, the following pages describe the key communication methods mentioned by each of the contacts we spoke to.

### **Rexton**

The municipality publishes a quarterly newsletter that it distributes throughout its territory. The organizations can announce the activities they have planned for the coming months. The calendar found on the town's website is another place where organizations can promote their activities.

The Bonar Law Historic Site also has a website that provides information about recreation activities. In the summer, several pamphlets and posters providing information about events happening in the community can be found at the Historic Site. This helps organizations reach tourists as well as local residents.

### **Bouctouche**

The Town of Bouctouche uses mostly social media, especially Facebook, and its website. Some activities are regularly announced in the church bulletin. Other methods used to promote events include posters, radio and newspaper.

### **Saint-Louis-de-Kent**

The municipality uses its website and a Facebook page. It also sends a newsletter if necessary to citizens registered on its mailing list. Among other things, the newsletter contains a program schedule.

Pamphlets are sent to parents via schools and sometimes newspaper ads are bought (e.g. for the mini-festival).

### **Cocagne**

(At the time of writing), the rural community was working on designing a website which will serve as a communication tool for community events. For the time being, a quarterly community newsletter is published (five issues so far) to announce and report on events.

The church bulletin, the Cocagne Recreation Association community and its Facebook page all serve as promotional tools.

The Rural Development group has a list of 1,000 emails it uses to promote activities and events.

### **Richibucto**

The Town has a website that it uses to announce activities. It also publishes a quarterly newsletter that it sends to all residences. Furthermore, residents receive The Anchor's program schedule.

### **Rogersville**

The municipality has a very active Facebook page for promoting community events. It also publishes a monthly newsletter that it distributes in the greater Rogersville area. This helps the municipality reach beyond its boundaries. According to management, this newsletter is not only efficient, but also seems to be much appreciated.

The schools in the community agree to distribute memos to students for activities that concern them.

According to the municipality, the ringette and minor hockey associations also have their own communication networks with their parents and members.

## **Saint-Antoine**

The municipality has its website and publishes a quarterly newsletter called *Info-Saint-Antoine*. These tools are used to promote community events and they reach a major part of the population.

Special events, especially the festival and the yearly mega yard sale, are also advertised in newspapers and on the radio.

### **a. Findings**

Traditional communication tools such as parish bulletins, community newsletters, notes given to school children, radio and newspaper are still very present and continue to play a role in informing a major portion of client groups. New tools such as social media and websites are also common and are becoming indispensable in today's connected society.

Communication is always a major challenge for those who want to communicate a message that will be understood by the greatest number of people possible. Nowadays, there is an explosion of communication methods which are often accessible both to the sender (because they are user-friendly and inexpensive) and the receiver (targeted person who can access the information from their screen device). This "infobesity" makes it more and more important to find one (or several) preferred methods and use it (them) wisely.

Frequency and content of communication are among the success factors of traditional methods. In communications (marketing), the basis is that a message must be issued at least seven times before reaching a large part of its target audience. In other words, a "campaign" in which a message is only sent one time (e.g. one newspaper ad), or in which potential clients are only informed in a newsletter published three or four times a year, will not succeed. The frequency must be increased, ideally to at least once per month (or 9-10 times a year).

The reader or listener will also be more attracted to a message whose content he or she can relate to. In terms of recreation, the message would have to be local in scope.

As for social media, there needs to be a content strategy. Although easily accessible, social media requires strict planning to reach a large target audience and maintain the interest of its members. In other words, we need to create a pattern of consumption (hits and visits) for these communication tools so that people will be better informed.

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***Recommendation #14: Support non-profit organizations in their efforts to increase their use of technologies to promote recreation activities.***

It would be necessary to offer training opportunities tailored to the needs and resources of these organizations so that they may make greater use of social networks, social media and websites. These communication methods are becoming more and more popular, important (and varied) and will continue to do so. We believe that new volunteers will be ready for this type of tailored training.

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***Recommendation #15: Increase the frequency with which various communications tools are used, especially in the municipal sector.***

Municipalities are already doing great work. As mentioned though, it is the frequency of communications (coupled with an interesting message) that increases reach. With limited resources, municipalities could choose how they invest in publicity by identifying one or two methods that they would use more frequently.

Finally, we believe that communicating regional activities or events would not require the development of regional tools, but rather should build on existing communication methods used by recreation organizations and municipalities.

## XV. Conclusion

This report provides a profile of the state of recreation programming and infrastructures in the Kent region and the recreation participation patterns of its population. It also examines the recreation supply in terms of the organizational structure of municipal recreation and recreation organizations. A socio-economic and socio-demographic profile of the region is also included. The description of the local population reveals that it is aging and getting smaller in numbers. Its income and education levels are lower compared to the provincial population as a whole.

A review of the physical condition of the area's recreation facilities, along with feedback from the individuals and groups consulted, allowed us to identify major gaps. We found that the facilities are aging and that some of them are lacking in accessibility. The wish list of new facilities includes an arena, a pool and a trail; following the review of social sustainability criteria, we recommend that feasibility studies be undertaken for these projects in the context of a regional and sub-regional perspective. As for usage levels, arenas and community centers are the most popular facilities, followed by trails and regional tourist attractions.

The recreation supply is provided by municipal recreation departments, recreation councils and sport and recreation organizations. Some are staffed by permanent employees responsible for managing and facilitating recreation activities, while many depend on the dedication of volunteers. The organizations told us about their challenges, which involve funding, volunteer management and better regional cooperation and collaboration. A better defined list of organizations considered to work in the field of recreation would make it easier to support these groups.

As for the programs that are offered, our analysis indicates that they are numerous and varied, mostly sports and community oriented, and designed for all age groups. A review of the organizations' life cycles and their program development phases will provide information on the strengths of the organizations, the support they require and the needs of the public in terms of activities and programs.

Recreation budgets provided by municipalities and LSDs are proportionately greater in the Kent region than elsewhere in the province. Major facilities such as arenas, parks and community centers account for the major part of municipal recreation department spending. The cultural sector receives between 10 and 20% of the pie. With regards to communications, the more traditional methods of reaching the public, like newspaper ads and church bulletins, are still used, but more contemporary methods like Facebook and websites are increasingly popular. Frequency remains one of the keys to success in any communication endeavor.

Kent residents' recreation participation rates are similar to other Canadians in term of type of activity and frequency of participation. Walking, hiking, gardening and biking top the list. Participation in "passive" activities, such as pad and computer use, is very high. Respondents' main reasons for participating are fun, health and wellness, while the main barriers to participation are lack of time or activity supply. More than half of respondents reported having volunteered over the past 12 months, whereas the half that didn't volunteer said that they had never been approached to do so.

We believe that this report accurately reflects the current situation of recreation in the Kent region and gives an idea of its residents' desired situation. This exercise is the first step to developing a strategic recreation plan of the Kent region.

The study team - Consultants  
January 21, 2016

# XVI. APPENDIX: MAP OF THE KENT RSC'S INFRASTRUCTURES BY COMMUNITIES OF INTEREST