

Richmond Field Sport Strategy

Playbook for Action 2006-2011



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FIELD SPORT PLAYBOOK FOR ACTION 2006- 2011

The following goals, objectives and actions were identified with input from members of many Richmond field sport users groups, City of Richmond staff, Richmond Sports Council and the Richmond Field Sport Strategy Steering Committee. There are eight goals with supporting objectives and actions.

Responsibility Glossary:

Parks (P);	PRCS (Parks, Recreation and Cultural Services)
Richmond Sport Council (RSC);	RCA's (Richmond Community Associations)
Richmond Sports Groups (RSG's);	
Richmond School District (RSD)	

Goal #1 Increased Participation

- **To promote increased participation in field sport activities in Richmond by 20% by 2010.**

Objectives

- Educate the community on the value of participating in outdoor field sports.
- Promote how residents can get involved in field sports in the community.
- Educate the community on the outdoor sports facilities that exist in Richmond.
- Eliminate barriers that prevent some residents from participating in field sport activities in the community.

Action	Responsibility	Expected Outcomes	Timeframe
Develop an Everyone Can Play web portal on the City of Richmond web site that outlines how people can get involved in field sport activities in Richmond.	P	Citizen awareness on how to get involved in field sport in Richmond.	Summer 2006
Develop a link between Community Centre entry level sports programs and community field sports groups so that program participants receive information on community field sport activities.	PRCS, RCA's and RSG's	Encourage recreation program participants to join community field sport activities.	Fall 2006 & ongoing
Work with the Richmond School District to facilitate more school entry level field sport participation and provide links to community sports groups.	PRCS, RSD and RSG's	Encourage elementary school children to join community field sport activities.	Spring 2007
Write articles for the local newspapers that inform residents how to get involved in field sports in the community, and how to go about booking a field/diamond.	P & RSC	More citizen awareness on how to join field sports	Fall 2007
Discuss with Richmond's field sport groups the feasibility of hosting combined one stop shopping mass field sport registration days (Spring/Summer & Fall/Winter sports).	P & RSG's	Provide an efficient method for sports groups and parents to get youth registered for field sports.	Fall 2007
Consider providing free registration to one age group of field sport participants (eg. all 12 year olds).	P, RSC & RSG's	Increase field sport participation in Richmond.	Fall 2007

Develop a marketing plan to get more new resident youth into field sports	P, RSC & RSG's	Increase field sport participation in Richmond.	Fall 2007
Reach out to low income residents to facilitate their participation in field sports through the Everyone Can Play access project.	PRCS and RSG's	Reduce financial barriers that prevent low income families from participating in field sport activities.	Spring 2007
Facilitate a community festival of sport where youth can try various outdoor field sport activities.	P, RSC, RSG's & RCA's	Increase field sport participation by promoting field sport activities to Richmond families.	Summer 2008

Goal #2 Improved Facilities

- **To improve the quantity and quality of Richmond's outdoor field sport facilities for all field sport user groups in the community.**

Objectives:

- Provide safe, high quality playing surfaces for field sport users in the community.
- Increase capacity for accommodating residents wanting to play field sports.
- Provide playing fields that can be accessible to community field sport groups during periods of inclement weather.
- Provide informal natural turf areas where residents can play casual sport activities.
- Explore alternative funding strategies to help fund the costs of building and maintaining field sport facilities.

Action	Responsibility	Expected Outcomes	Timeframe
Monitor the condition of community playing fields on a weekly basis and take action to make necessary repairs to keep playing surfaces free of holes, rocks or other hazards and close fields during inclement weather.	P	Playing field hazards are identified and repaired quickly and field surfaces are protected when they are the most susceptible to damage.	Ongoing
Develop relationships with other levels of government to advocate for grant funding for outdoor sport facility development.	P & RSC	Increased funding for sport field development in Richmond.	Ongoing
Explore joint funding of new field sport development projects or facility upgrades with agencies such as the Richmond School District.	P & RSD	Increased funding for sport field development in Richmond.	Ongoing
Work with the Richmond Sport Council and other stakeholders to develop a natural turf field sport fees and charges By-law.	P, RSC & RSG's	New source of revenue to help build future field sport facilities.	Spring 2006
Implement the 2005 Richmond Soccer Alliance Proposal for the development of 4 artificial turf fields and replacement fields/diamonds.	P & RSC	Increased capacity for accommodating field sport activities in the community.	Summer 2006 –Fall 2010.

Communicate the City's field monitoring system to field users so they can report safety concerns to Parks staff.	P	Respond quicker to repair safety concerns at outdoor playing facilities.	Fall 2006
Research and recommend field sport priorities for future athletic park developments such as the Garden City lands.	P & RSC	Increased capacity for accommodating field sport activities in the community.	Fall 2006 and beyond
Communicate field maintenance levels of service to field users.	P & RSC	Clearer understanding of what maintenance field users can expect from the City, and what they may want to do themselves.	Winter 2006
Designate a home field for rugby and other field sports that are in need of fields to play and practice on in Richmond.	P	Increased capacity for accommodating field sport activities in the community.	Spring 2007
Conduct a study to assess the condition of existing playing fields and determine the costs involved in upgrading and maintaining existing fields that are crucial to the community sport program.	P	Better information for justifying field sport Capital development and maintenance budget priorities.	Spring 2007
Designate sites and create opportunities for informal or unorganized field sport activities on several neighbourhood park sites.	P, RSC & RCA's	Increased opportunities for informal play in neighbourhood parks.	Spring 2007 and beyond
Develop a plan to identify the facility needs of all Richmond field users and ensure that facility shortages are reflected in future Capital Budget Plans.	P & RSC	A wide variety of field sport activity choices are available for all residents, regardless of their age, gender or ability.	Spring 2007
Designate some fields/diamonds as dedicated fields with special field use restrictions to ensure that they are suitable for hosting higher calibre play competition (such as Minoru Oval).	P & RSG's	Provide premier calibre playing conditions for championship events or elite calibre competition.	Fall 2007
Research and implement strategies for repairing high wear areas of fields (such as soccer goals) e.g. shifting goal posts, installing artificial turf in goal areas etc.	P	Provide better playing surfaces for field users.	Spring 2008
Designate some fields/diamonds as dedicated to only one sport to provide year round access and high quality playing conditions.	P & RSG's	Increased access and playing conditions.	Fall 2008
Endeavour to provide washroom facilities at all designated athletic parks.	P	Improve user comfort and reduce complaints from adjacent neighbours.	by 2011

Goal #3 Field Sport Facility Management

- To ensure guidelines are developed that effectively manage the use of field sport facilities in Richmond.

Objectives:

- Develop guidelines that promote safe, responsible and respectful use of community field sport facilities.
- Develop sport field allocation procedures to ensure that all residents get access to field sport facilities for games and practices, regardless of their sport, age, ability or gender.
- Develop field use booking guidelines that prevent overuse of natural turf fields.
- Promote information to field users about the Park Use Code of Conduct and the Richmond Parks web site.

Action	Responsibility	Expected Outcomes	Timeframe
Install signs on Richmond athletic parks that promote the Field Users Code of Conduct to control the actions of field users on Richmond parks.	P	Safe and respectful use of community sports facilities. Few complaints from residents who live adjacent to field sport facilities.	Fall 2006 & Spring 2007
Provide field user groups with playbooks and red card/yellow card handouts to be used for communicating field use information to sports field user groups.	P	More awareness by field users of facility use Code of Conduct and field booking guidelines.	Spring 2007 & ongoing
Develop a marketing plan to encourage greater use of artificial turf fields during the Spring/Summer months.	P	Relocate some adult Spring/Summer field sports activities onto artificial turf to rest and regenerate natural turf fields.	Spring 2007
Develop standards of play (i.e. the number of hours/week of games and practices/team) for each level of field sport.	P & RSG's	Accurate calculation of current and future demands for new fields.	Fall 2007
Research and write revised sport field allocation procedures that clarify which field user groups or activities get priority booking status.	P, RSC and RSG's	Adopt a new set of guidelines that clearly articulate the priority of field allocation in Richmond.	Fall 2007
Develop natural and artificial turf booking guidelines for games and practices that dictate appropriate levels of use for the various types of field surfaces.	P & RSC	Appropriate utilization of these valuable community assets.	Fall 2008
Develop a system of monitoring field use to enforce park use guidelines and by-laws.	P	Safe and respectful use of community field sport facilities.	Fall 2008

Goal #4 Partnerships

- **To encourage and facilitate innovative and cooperative partnerships for the delivery of outdoor field sports programs in the community.**

Objectives:

- Encourage stewardship partnerships with Richmond sport field user groups.
- Encourage individuals, groups and businesses to contribute financially towards the development and/or maintenance of future field sport programs.
- Facilitate opportunities for training coaches, officials and field sport athletes.
- Facilitate partnerships with various agencies to develop sport activities for groups currently not being served by existing community field sport programming.

Action	Responsibility	Expected Outcomes	Timeframe
Work with School District # 38 to ensure that community and school field sport needs are being met on school facilities that are critical to the community sport program.	P, RSC & RSD	Improve quality of school fields for community field sport groups.	Ongoing
Develop home field stewardship partnership agreements between the City and affiliated field sport groups, which will outline maintenance levels and which would allow groups to build or upgrade their allotted fields/diamonds and other park amenities to a higher standard desired by the field users.	P & RSG's	Increase the quality of field sport facilities in the community by allowing some groups to build or upgrade facilities to a premier level or higher.	Summer 2006
Develop an inventory of current groups that provide stewardship services for existing park facilities and amenities.	P	Better information for justifying field sport Capital development budget priorities.	Summer 2006
Communicate the City's process for community initiated Capital projects to Richmond field sport groups.	P, RSC & RSG's	Greater contribution of funding from sources other than local taxes.	Spring 2007
Partner with various agencies to help facilitate field sport activities for groups currently not being served by existing community field sport programming.	P	Increased participation in field sport activities.	Fall 2008
Develop an adopt-a-park gift program/ corporate sponsorship program that encourages individuals, groups and businesses to contribute financially towards the development and/or maintenance of future field sport facilities.	P & RSC	Increased funding for sport field development in Richmond.	Fall 2009
Facilitate educational sessions on coaching, officiating and enhancing sport performance.	P & RSC	Increase knowledge and skills of sport administrators, coaches, officials, volunteers and athletes.	Annually

Goal #5 Advocacy for Future Field Sport Facilities

- To ensure field sport development in Richmond is integrated with the City’s economic, tourism and official community plans.

Objectives:

- Acquire adequate park land to meet the future field sport demands.
- Include field sport initiatives in the City’s economic, tourism and community development plans.

Action	Responsibility	Expected Outcomes	Timeframe
Ensure that current and future community sport field needs are identified in the City of Richmond Capital Budget processes.	P & RSC	Adequate land resources are acquired to accommodate current and future field sport demands.	2006 and beyond
Connect with various City departments to advance the need for including field sport initiatives in future economic, tourism and community development plans.	P & RSC	Get the resources needed to build capacity of outdoor field sport facilities including tournament hosting complexes and services.	Spring 2008
Work with other agencies such as the Richmond Chamber of Commerce and Tourism Richmond to advocate including field sport initiatives in future tourism plans.	P & RSC	Field sport tourism initiatives get the community support and resources needed to build high quality tournament sites and services.	Spring 2008

Goal #6 Economic Benefits of Sport Tourism

- **To encourage and facilitate field sport tourism in Richmond.**

Objectives:

- Increase Richmond’s capacity for hosting field sport tournaments.
- Support the development of a Richmond sport tourism policy.
- Provide incentives that encourage field users to host tournaments.
- Partner with groups and agencies to facilitate the growth of field sport tournaments.

Action	Responsibility	Expected Outcomes	Timeframe
Ensure that sport tourism facility development strategies are included in Richmond’s parks, recreation, tourism and economic development plans.	P & RSC	Plan and build new outdoor sport facilities with amenities and resources needed to make them high quality tournament friendly facilities.	Ongoing
Develop “tournament friendly” field sport facilities which can host a variety of field sport tournaments and high calibre competitive events.	P	Provide tournament sites which have the amenities needed for hosting tournaments e.g. spectator seating, concessions, changerooms and indoor social gathering facilities.	2006 and beyond

Subsidize tournaments by providing reasonable tournament fees and charges for field rental and site setup/cleanup services and assistance with tournament promotion, bid preparation and organization.	P	Increase in the number of field sport tournaments hosted in Richmond.	Fall 2006 and beyond
Inventory what field sport tournaments are currently taking place, identify what opportunities exist now and in the future and review on an annual basis.	P & RSC	Plan strategies to increase field sport tournaments in Richmond.	Winter 2006 and beyond
Contact Tourism Richmond and Richmond Chamber of Commerce to discuss field sport tourism initiatives including assistance with tournament bid preparation and tournament hosting grants.	P & RSC	Joint initiatives to increase sport tourism in Richmond.	Fall 2007
Collect management decision making information on field sport tourism participation and spending levels, and prepare an annual report to Council on the values of sport tourism initiatives to the community.	P & RSC	Promote the value and benefits of investing in field sport tourism initiatives.	Spring 2008
Inventory field sport special event organizers and volunteers.	P	Maintain a list of community volunteers that can be asked to assist with hosting field sport tournaments and other large civic events.	Spring 2008
Continue ongoing planning for the design/development of a multi-sport tournament complex in Richmond as per the PRCS Master Plan.	P & RSC	Provide a premier field sport tournament complex for Richmond.	by 2011

Goal #7 Community Consultation

- **To provide opportunities for community field sport groups to provide input into future field sport strategies, policies, procedures and budget priorities.**

Objectives:

- Involve Richmond field sport groups in policy, procedure or facility changes that will effect them.

Action	Responsibility	Expected Outcomes	Timeframe
Provide the opportunity for Richmond outdoor field sport groups to provide input into future field sport capital budgets through the Community Initiated Capital Process.	P, RSC & RSG's	Greater community input into Capital Budget priorities.	Summer 2006 and beyond

Goal #8 Evaluation

- **To monitor, evaluate and report back on the Field Sport Playbook for Action.**

Objectives:

- To monitor the progress made by City staff and various community partners in accomplishing Playbook For Action goals, objectives and actions.

Action	Responsibility	Expected Outcomes	Timeframe
Gather management decision making information on field sport participation levels for preparation of an annual report on field sport usage to the Parks, Recreation and Cultural Services Committee and Council.	P	More awareness of the scope and value of field sport participation by civic leaders and community residents.	Fall 2006 - ongoing
Review the Richmond Field Sport Strategy with the Richmond Sports Council on an annual basis to evaluate progress in achieving strategic goals, objectives, actions and outcomes.	P & RSC	Evaluate and revise the Field Sport Strategy on a regular basis.	Annually
Review the Field Sport Strategy Playbook for Action with the Parks, Recreation and Cultural Services Committee annually.	P & RSC	Evaluate and revise the Field Sport Strategy on a regular basis.	Annually

