

LEISURE SERVICES MASTER PLAN

Bradford
west
Gwillimbury



PHASE
1B

Community Engagement
Winter 2022

PHASE
3

Master Plan Finalization
Fall 2023

We Are
Here

PHASE
1A

Background Research
Fall 2022

PHASE
2

Master Plan Development
Spring 2023

**We Want To
Hear From You!**

Review the following boards for highlights from the Draft Leisure Services Master Plan and share your thoughts.

Provide your feedback at our Open House or submit your feedback online at www.surveymonkey.com/r/LSMPFeedback

The Town of Bradford West Gwillimbury is updating its Leisure Services Master Plan to renew the vision for parks and recreation activities, programs, and facilities to the year 2031. You are able to review the Draft Master Plan online by visiting the Township's website.

The Master Plan provides direction on:

- Indoor facilities such as aquatics, arenas, and fitness spaces;
- Outdoor facilities such as sports fields, splash pads, and hard surface courts;
- Parks and open space; and
- Service delivery policies, programs and practices.

**Scan To Provide
Your Feedback**



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tra.
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CONSULTATION HIGHLIGHTS

Growth Trends by Age Group, 2011-2021



Ages 0 to 19
56%



Ages 20 to 34
39%



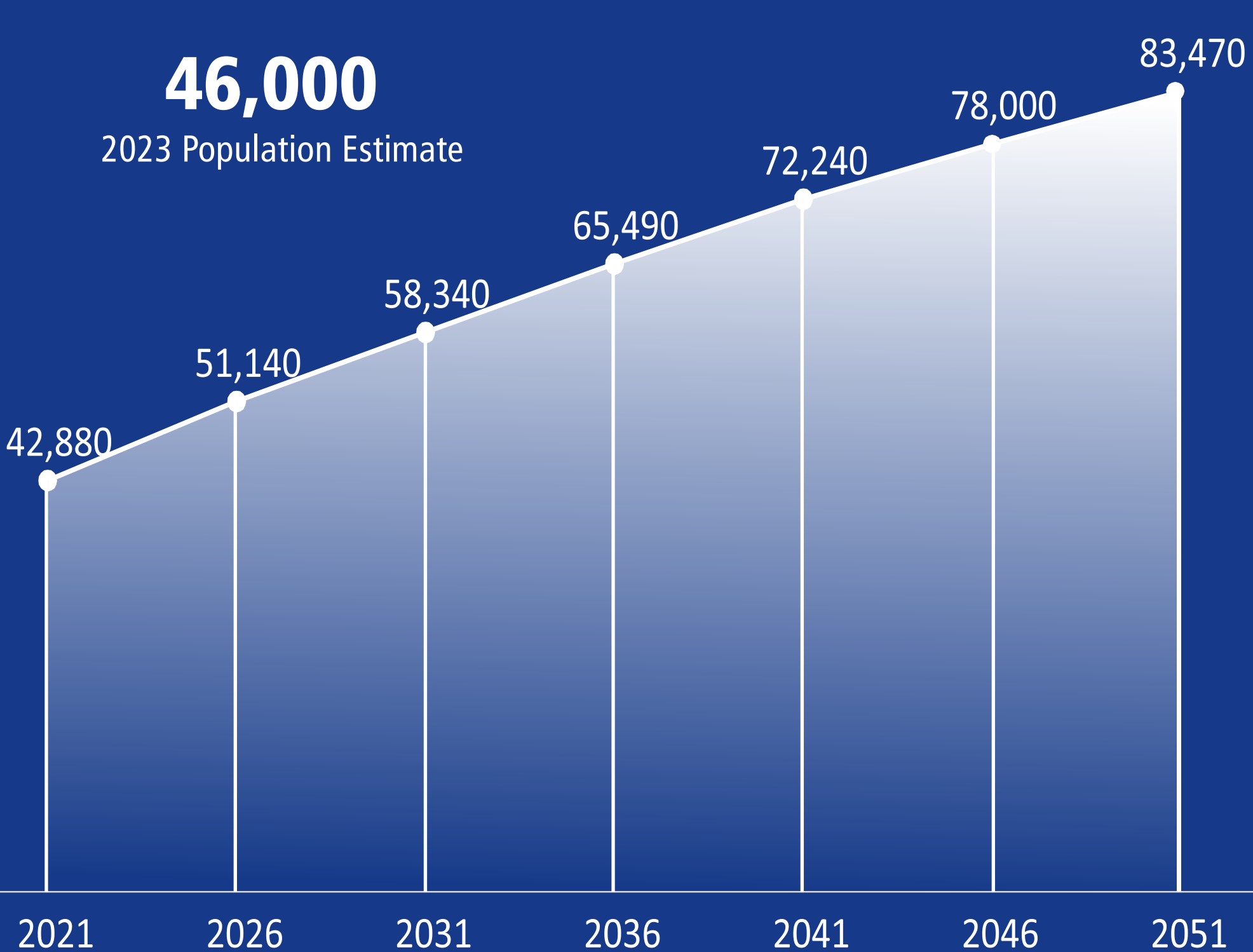
Ages 35 to 44
65%



Ages 45 to 54
18%



Ages 55+
80%



DEMOGRAPHICS

Selected Considerations

- Between 2011 and 2021, BWG's population has grown by nearly 15,000 people.
- Population is projected to grow by nearly 14,000 people over the next 10 years.
- All age groups have grown since 2011, with the 55+ population nearly doubling.
- 1 out of 3 residents were born outside of Canada.
- BWG's median household income is \$114,000.
- 6.3% live below StatsCan low-income measure.

Opinion Leader Interviews

- BWG Public Library
- Nottawasaga C.A.
- Danube Seniors Centre

Stakeholder Workshops

- Parks, Recreation & Sport
- Community Partners
- Town of BWG Staff

Community Survey

- 1,379 Survey Responses

Selected Considerations

- Unorganized and drop-in activities are popular.
- Participation was hit hard by COVID-19 but starting to recover.
- Groups are limited by lack of facilities or available time.
- Affordable facilities and programs are important to many people.
- Strong volunteer base but growing challenges to find and keep volunteers.

Redevelopment of Bond Head Hall & Bud Brown Park

Redevelop Bond Head Hall to improve accessibility and strengthen opportunities for programming, rentals and gatherings.

Provide a small gymnasium or large hall, group fitness studio, social space, and possibly areas for partners.

The park should add tennis courts with the potential for outdoor skating, waterplay, and basic skateboarding.

The design should showcase the history of the Bond Head.



RECOMMENDATIONS

Redevelopment of the Danube Seniors Centre

Redevelop and modernize the Seniors Centre to provide inclusive services that reflect the diverse needs of BWG seniors.

Update the Danube Seniors Centre governance framework to ensure a sustainable operating and funding model is in place.

Engage the BWG Seniors Association in the design process and operational review.

New Multi-Use Community Centre in Bradford

Plan for a new multi-use community centre which would include an arena, indoor aquatics centre, gymnasium, and group fitness studio.

Timing may need to align with any major renewals required at the BWG Leisure Centre.

RECOMMENDATIONS

A Healthy, Active & Inclusive Community

- Continue work with under-represented and diverse populations to strengthen programs and services that keep people active, healthy and connected.
- Measure and report physical activity opportunities and results for all age groups.
- Review facility allocation policies in light of emerging activities, gender equity, and other factors.



Other Major Capital Projects

Construct an outdoor artificial turf field, circular field for cricket and community activities, and other amenities at Henderson Memorial Park

Animate the BWG Leisure Centre front lawn with areas for seating, public art, vendor/farmers markets, library uses, etc.

Continue to explore future uses and associated costs for the Bradford & District Community Centre and implement the Centennial Park concept plan which includes flex space, skating trail and more.

Convert the Lions Park building to a Youth Centre.