



Britannia Community Services Centre Program Needs Analysis:

Positioning Britannia to Effectively Serve Its Vibrant and Changing Community

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1. Executive Summary

This Needs Analysis found that community members are highly aware and value the programs and services provided by the Britannia Community Services Centre (Britannia). Using a community wide statistically valid survey and a series of in depth focus groups, the level of satisfaction and participation by the various age segments has been identified as well as perceptions of needs, gaps, barriers, priorities and opportunities for age and interest based sectors of the community. And, because Britannia is committed to serving the entire local community, the barriers and reasons behind why people do not use the programs and services was also explored. To ensure Britannia is able to respond beyond “needs” per se (which is limited to what people know about options) the analysis also defined the outcomes or benefits people look to recreation and library service for. And finally, the pivotal role of Britannia as a focal point for the community and an entry point for new and isolated community members was confirmed. By building an awareness of these dimensions and using them as a reference point for service delivery, Britannia will be well positioned for the future.

Contained in this report are:

- broad service delivery trends, community trends and socio-demographic information which should to be considered when designing programs and services.
- results from a community wide statistically valid survey and eleven (11) focus groups with users, non-users and partners. This information is combined with specific trends, socio-demographic characteristics, outcomes, needs, barriers, and opportunities for each target population in the form of concise easy to read “snapshots”.
- highlights from the survey which provide an overall community perspective on awareness, usage, satisfaction levels, factors that contribute to non-use, alternative service providers, the marketing efforts, access to technology and Britannia’s role.
- details on the survey methodology, survey results and focus group discussions, which provide very rich in depth information, are contained within the Appendices.

The above information is translated into 21 community needs and each is accompanied by suggestions from the community and the Consultants in order to enhance the reader's understanding of the need. The report also contains 8 strategic recommendations to help Britannia focus its energy on responding efficiently and effectively to the learnings.

2. Introduction

The Britannia Community Services Centre has the enviable reputation of being a special place that touches the lives of its local community – those who use the services and facilities, those who volunteer, those who collaborate through partnerships and those who have played a role in building this precinct.

“It is the busy heart of a vibrant community”

Driven by its vision of caring, inclusivity, collaboration, innovation and community responsiveness, it not only provides a focus for community services but is a hub of activity that gives its local residents a sense of belonging and safety.

“It is a true centre of the community that everyone recognizes, regardless of what end of the spectrum you’re from”

Yet the community surrounding Britannia and its needs are changing faster than ever before. It is a challenge for Britannia to keep pace with these changes, not only in the provision of services, but in understanding the nature of community's needs. What do citizens value, what are their aspirations for their community, what is important about their community, and what are their perspectives and issues? These are questions that shaped the Needs Analysis as a process of understanding the community better and positioning Britannia to be relevant, responsive, deliver value and benefits and meet the needs of all residents.

Community Needs Analyses are both a community engagement process and a method for creating knowledge meaning that learning and building relationships through the process is just as important as the data collected.

In other words, this process helped reaffirm a common vision, encourage partnership cohesion, build good-will, and create a sense of involvement, pride and support for community services. In addition, the data collected will provide Board members, staff, and community members with a much deeper understanding of the respective needs of the segments within the local community. To ensure the data could be easily understood and acted upon, it was translated into clearly articulated needs statements and profiles. A meeting facilitated by the Consultants for the Board and staff ensured both groups garnered an in-depth understanding of what was learned.

3. Outcomes and Deliverables

Outcomes

The outcomes of an effective community needs analysis are many. The prime outcome of this approach is that Britannia Board members and staff have the knowledge required to provide

services to exceed the expectations of their community, broaden its reach into the community, contribute to health and vitality of individuals and the community as a whole, and to further enhance the centre as a place where people feel they belong.

Additional outcomes of the approach were:

- Community members (users and non-users), stakeholders, and partners were engaged in a collaborative process
- Future strategic thinking is grounded in actual (not perceived) community needs and opportunities
- Community members, stakeholders, users and partners defined what benefits they want to derive from programming opportunities
- A solid foundation, grounded in desired outcomes, was established for a future evaluation component – one that answers the questions “is Britannia making a difference?” and “what is the impact of its work?”
- Knowledge was created on 1) trends that will impact services 2) programs that have been successful and the critical success factors, and 3) users and non-users perceptions of current and future needs, priorities, barriers and future service opportunities
- New partnership opportunities were identified which will help to further leverage community resources, foster more coordinated efforts, create new energy and momentum and broaden the possibilities
- The community building role of Britannia is supported by the “sense of belonging” information gathered
- A foundation for decision-making was established that is defensible, responds to the public interest, and is not driven by special interests

Deliverables

There were twelve (12) deliverables:

1. A communication strategy to engage and inform the Board, partners, staff and community members
2. A community wide (180 completed questionnaires), statistically valid survey (expected to be accurate at least plus or minus 7.3 percentage points, 19 times out of 20) with data broken down by age, gender, user and non-user
3. Eleven (11) focus groups (involving 115 people) broken down by age and activities:
 - Preschool/children
 - Youth Users and Non Users
 - Adults
 - Seniors
 - Non Users (2 Focus Groups)

- Swimming, Skating and Fitness Centre
 - Health, Wellness and Sports
 - Library
 - Arts and Culture
 - External Partners
4. Age and interest based "Snapshots" describing desired outcomes, needs, preferences, barriers to programs, new opportunities to foster a sense of belonging, and priorities broken down by key population segments
 5. Community based outcome statements
 6. Detailed notes for each focus group
 7. Key local, provincial and national trends that apply to this context (also integrated into and broken down into the Age and Interest Snapshots)
 8. Updated socio-demographic profiles (also integrated into Snapshots)
 9. Service and programming needs based on integration of Community Wide Survey and Focus Group information and feedback on programming and potential partnership opportunities
 10. Suggestions and best practices to contextualize the description of the needs
 11. A set of recommendations including a priority setting framework to guide decision-making
 12. A simple, easy to read final report

4. Role of Needs Analyses in Strategic Planning

Needs analyses are typically precursors to or components of strategic planning processes. The focus of this project is on the Needs Analysis of program and services only. A similar process will need to be completed for indoor and outdoor spaces.

Purpose of Strategic Planning

Strategic planning processes are comprehensive in nature. All aspects of the system (all pieces of the puzzle) are analyzed, with an intended outcome of creating a set of integrated and long-term recommendations for the full delivery system. Annual work plans translate the Strategic Plan into short term tasks.

The strategic planning process combines an understanding of community **needs**, societal **trends**, shifts in community **demographics** and **values** with the current service delivery **approach** (e.g., services and facilities provided and their level of use; policies, procedures, operating principles, service delivery methods) with current **resources** (e.g., physical, fiscal and human). This information allows informed decision-making on how and where resources should be allocated in the future.

Purpose of Needs Analyses

Needs analyses are just one, albeit critical, component of Strategic planning. And, while it is sometimes necessary to conduct the two independently, the information generated by the two

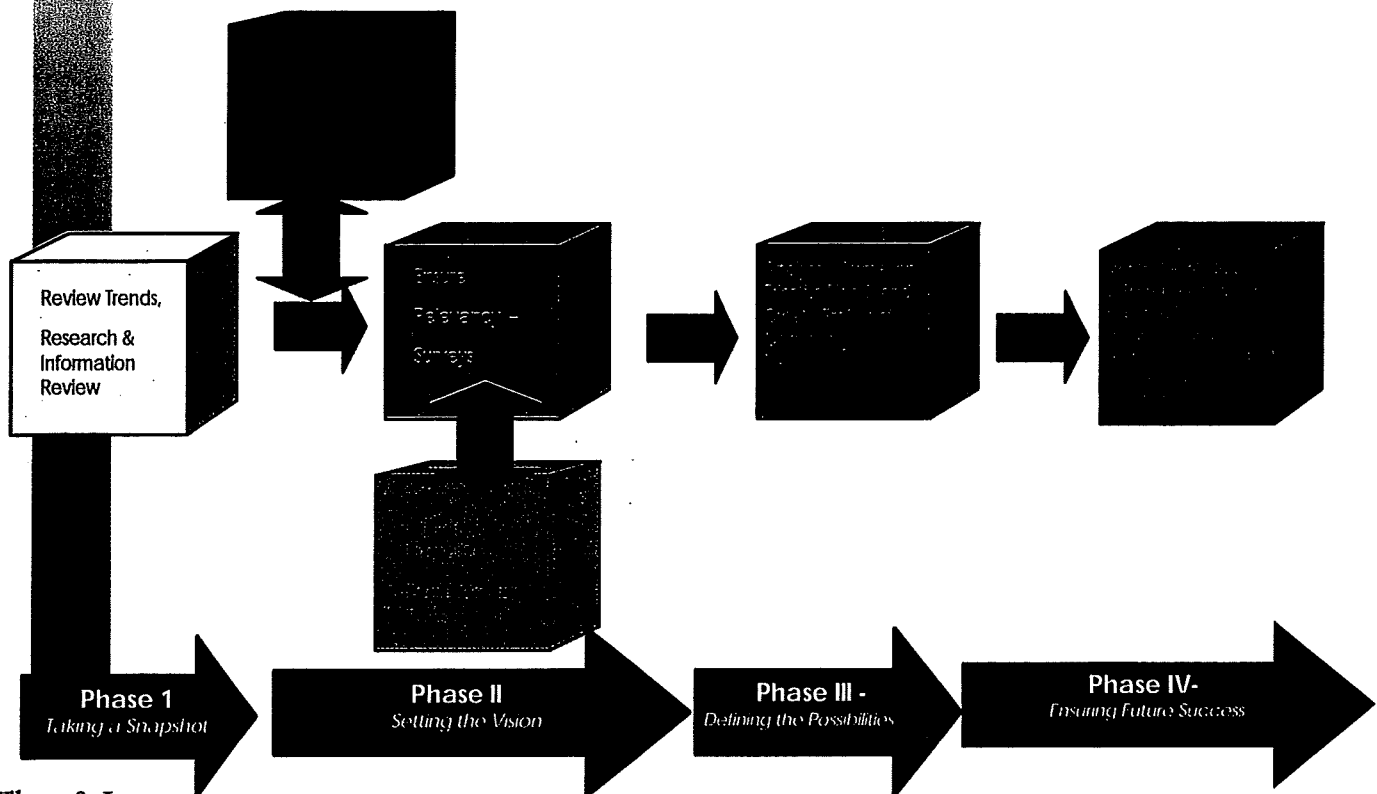
processes is vital to each other. Needs analyses identify community needs and priorities, and articulate strategic recommendations for closing any gaps and building on successes.

Given that needs analyses are not designed to research and analyze the full service delivery system (e.g., assessment of current services, facilities, fiscal and human resources), this report presents "strategic recommendations" as opposed to more specific "how to" recommendations. The strategic recommendations provide a road map for how to move from the learnings to actions.

5. Approach

A four-phased approach was designed to create an engaging and informative forum to ground decision-making on future directions for Britannia's services and programming. The process was just as important as achieving the deliverables. First and foremost, it built a solid and comprehensive foundation to position Britannia to continue to be collaborative, relevant and responsive in the future.

As the graphic below shows, the foundation that was established for determining needs and the priority focus areas is extensive and varied. It incorporates the trends in the field, the socio-demographic changes, innovative practices and suggestions of leaders in the field, tempered by the realities, expectations and ideas from your residents.



More specifically, the 4 phases accomplished the following:

- Phase I – “Taking a Snapshot” created an understanding of the current situation in terms of trends, the service delivery approach and current perceptions of community members, partners, Board and staff
- Phase II – “Setting the Vision” defined the outcomes, priorities and expectations the community has for community services through a statistically valid community wide survey and eleven focus groups.
- Phase III – “Defining the Possibilities” analyzed the data in terms of current successes, gaps and missed opportunities, translated the data into 21 needs (accompanied by suggestions and best practices information), categorized the needs into priority areas, and defined key strategic recommendations to implement the learnings.
- Phase IV – “Ensuring Future Success” created the capacity to apply the learnings through 1) a presentation of the community and customers needs to the Board and staff, 2) concise documentation of user and non-user snapshots, trends, needs, a detailed survey report, and detailed focus group notes 3) facilitation of a “knowledge development, priority setting, and evaluation plan” workshop.

6. Trends

Presented below is a summary of broad service delivery trends, specific trends noted by community members as impacting service delivery and the socio-demographic changes in Grandview/Woodlands and Strathcona. It is important to be aware of these trends as they provide a window into how services might be impacted by external factors. Organizations that understand trend information and incorporate this knowledge into their strategic thinking are positioned to take advantage of positive trends or work towards reducing the impact of less desirable trends.

Broad Service Delivery Trends

1) Increased Accountability

The need to measure performance and to carefully target resources in areas that citizens’ value is a trend found in any community-based organization today. Measuring outcomes (or results or benefits such as increased community pride, interdependent families, healthier individuals, improved skills, higher literacy, increased self-esteem) relative to the investment made is critical for improving accountability. Outcome evaluation (which determines if you are making a difference in a way that reflects the community’s desired benefits) using a variety of indicators provides foundational information for strategic and business planning, performance evaluations, budget preparations and communicating with decision-makers, funders, partners, and community members

2) Stronger Connection between Health and Recreation

Rising health care costs are driving an increased emphasis on prevention (smoking cessation, weight management, stress management, healthy nutrition, active living). This is leading to a need for more partnerships among health and recreation agencies. As the benefits of

recreation become known, especially as they relate to health, a stronger connection between the two fields is emerging.

With 64% of Canadians aged 18 and older not physically active enough to achieve desired health benefits and the rise in obesity in children, the opportunity for health and recreation to work together to make gains in these areas is significant.

3) Aging Population

10 million Canadians and 77 million Americans are classified as baby boomers. This over 50 group is highly demanding, typically has access to considerable disposable income and is less likely to attend a seniors centre. Baby boomers are generally healthy, active and are either starting a new career or retiring.

4) Changing Communities

The challenges facing communities today are complex because the changes to the community fabric tend to be rapid and significant. In the past, problems and issues were viewed as singular issues. But to be effective today it is necessary to track changes and view them with a "wide angled" lens. Successful organizations explore the connections between them to find more integrated solutions which address many issues concurrently.

5) Seniors have Changed

This group is no longer interested in sedentary activities like bingo; they are much more interested in being healthy and active. While many have considerable wealth, a significant proportion of seniors are on fixed incomes. There is a need to segment seniors into young, middle and older seniors.

6) Diversity in our Communities

Increased diversity is predicted to continue to shape communities over the next decade. Diversity is broadly defined to include special needs, and cultural and economic diversity. Widely accepted beliefs and values are less visible and an increasing disparate set of norms is taking hold within neighborhoods. The challenge is ensuring recreation and library services are meaningful to all citizens, not just particular segments of society.

7) Increasing Disparity between Haves and Have Not's

The gap between those who have "wealth" and those who do not is widening. Income levels correlate positively with health and education levels. Those who fall in the lower levels of wealth have very little access to recreation opportunities and tend to have more health problems.

8) Perception of Being Rushed

Canadians are reporting an intense sense of a "lack of time". Stress and burnout in the workplace is significant. This problem is costing employers billions of dollars in sick leave and lost work and resulting in a rise in mental disorders in workers.

9) Spirituality and the Environment

The quest for meaning, self-worth and a sense of accomplishment is important to a significant portion of society today. Many are turning to the outdoors to search for spiritual contentment as reflected in the tremendous increase in demand for outdoor activities. As well, a growing portion of the market is looking to bombard the senses with short duration, safe but with some risk, highly stimulating and somewhat indulgent activities.

10) Move from Formal Team Activities to Informal Activities

There is a shift from formal activities to informal activities that individuals can do with anyone, at anytime, and at any place. This is especially the case in team sports with the exception of soccer. The incredible increase in participation rates in outdoor activities is an example. Trend monitors are suggesting that one of the best investments in the future will be in trails.

11) The Need for Citizens to More Involved

Citizens today are demanding greater and more meaningful involvement in civic decision making, especially as it relates to their neighborhoods and communities. Providing a range of opportunities to engage one's community ensures a healthy and active community that is responsive to unique needs and possibilities.

12) Volunteerism is Declining Dramatically

The latest report from statistics Canada suggests that in the last three years 1 million citizens are no longer volunteering. Those who do volunteer want experiences shorter in duration and less taxing. Seniors are still more likely to volunteer than others and the biggest drop in volunteers is found in the 35-49 age group.

13) The Market Place is Highly Fragmented

Attitudes and beliefs which translate into consumer behavior are becoming more and more fragmented. Market segments are becoming smaller and smaller, leading experts to coin the term the "customer of one". Essentially this suggests that we can no longer plan to deliver and market services on mass. Building a relationship with individuals by responding to their particular needs will be critical in the next decade.

14) "Home Alone Kids" are a Growing Concern

With two parents families needing both parents to work and the rise of the number of single parent families, there is a greater number of children in need of "after and before school care". The lack of affordable and available child care is increasing the number of children who are home alone or left unsupervised.

Local Trends Impacting Community Services in Britannia

As part of the focus group discussions, community members identified a number of trends as having a potential impact on Britannia services:

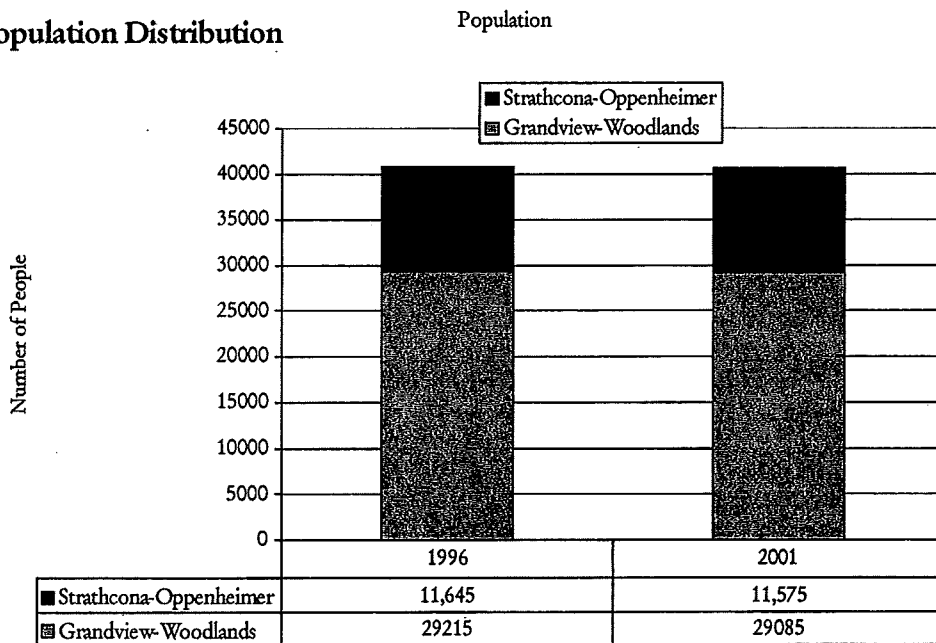
- People find it harder to commit to regular programming

- Customers want flexible payment options i.e. drop-in, punchcards, and seasonal (versus monthly which is perceived as too time consuming)
- The local community has both people who have limited financial resources as well as those who are well off
- There is a strong demand to celebrate local artistic talent
- There is a strong demand to experience the diversity of the local community (different lifestyles, different histories, different cultures)
- Community members, instructors and partners alike would like to see more partnerships with local businesses
- There is an increase in number of families who can't afford child care and after school care
- There is a high number of single moms (impacts cost strategy, need for child care and programming for both kids and parents at same time)
- There is a high degree of participation by students (impacts cost strategy and program times)
- There is a deep appreciation for community connections and to see Britannia as a forum for creating a sense of belonging

Socio-demographic Trends

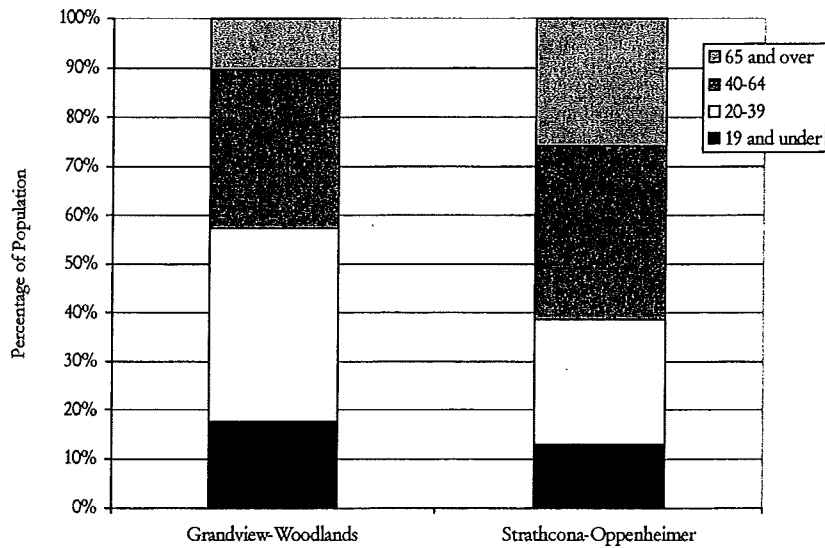
Key characteristics of the community fabric are summarized below. The information comes from the 2001 Census for the 2 communities that comprise Britannia's catchment area: Grandview/Woodlands and Strathcona. To make this section easy to reference, it is presented in point form. Specific socio-demographic information is also included in the "snapshots" in the following section.

Population Distribution



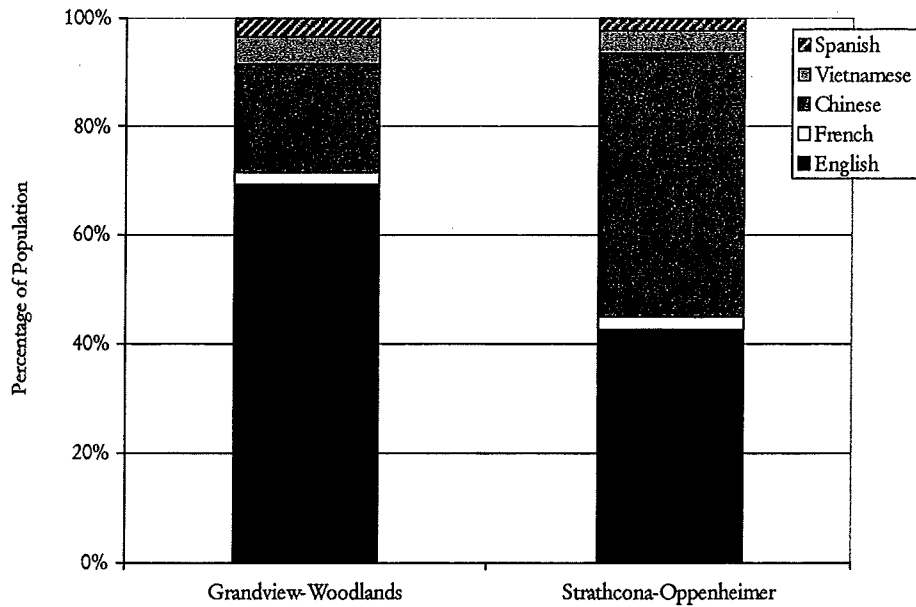
Age Distribution

Age Distribution



Language

Language - Mother Tongue (Single Response)



Households and Families

- Percentage of households that are one person households – Grandview-Woodlands: 44.4%; Strathcona: 69.2%
- Percentage of households that are one family - Grandview-Woodlands: 42.4%; Strathcona: 24.5%



- Percentage of households that are non-family - Grandview-Woodlands:55.4%; Strathcona: 74.1%
- Number of children living at home- Grandview- Woodlands: 6,445; Strathcona: 2,105
- Percentage of households that are Single Parent Families – Grandview- Woodlands: 26.4%; Strathcona: 24.1%
- Average family income – Grandview- Woodlands: 46,501; Strathcona: 35,596
- Population in low income households – Grandview- Woodlands: 37.5%; Strathcona: 64.9%
- Percentage of households who moved since last census – Grandview- Woodlands: 56.1%; Strathcona: 54%
- Percentage working at home-Grandview- Woodlands: 6.6%; Strathcona: 8.4%%
- Percentage working in the city, outside the home - Grandview- Woodlands:54.4%; Strathcona: 60.7%

Dwelling

- Percentage of dwellings that are rented - Grandview- Woodlands: 71.5%; Strathcona: 88.6%
- Percentage of dwelling that are single-detached houses - Grandview- Woodlands:16.4%; Strathcona:7.0%

Education

	Grandview- Woodlands	Strathcona
Less than grade 9	12.1%	30.0%
Grades 9 to 13	24.0%	29.1%
Without high school graduation certificate	14.9%	21.3%
With high school graduation certificate	9.1%	7.8%
Trades certificate or diploma	9.1%	8.3%
College	23.3%	13.4%
Without certificate or diploma	7.8%	5.7%
With certificate or diploma	15.6%	7.8%
University	31.4%	19.1%
Without degree	9.8%	6.0%
Without certificate or diploma	6.4%	4.5%
With certificate or diploma	3.5%	1.6%
With bachelor's degree or higher	21.6%	13.0%

7. Needs Analysis Highlights

This section provides the highlights on the areas in which Britannia is performing well as well as the needs, expectations, barriers, opportunities and desired outcomes identified through the community wide survey and the focus group discussions.

Well-Performing Areas

There are many areas in which Britannia is performing well. The key areas are noted below:

From the Survey

- High awareness (96%) of Britannia
- High participation rate (66% of those surveyed are aware of Britannia)
- Participation of a cross-section of the catchment area – all age groups participate in special events and the major facilities, the library, the pool, the ice rink
- High overall satisfaction for programs of major facilities, the library, skating and swimming programs and with programs for young children
- Positive comments on Britannia's role in fostering a sense of community included statements such as "hub of the community, welcoming, brings people together, has diverse users, for people of all ages, and a place to meet people"

From Focus Groups

- Focal point where people feel they belong, for many it removes a sense of isolation
- Sense of intention about this place
- The community is "grateful" for Britannia and recognize many volunteers/staff helped to create this place
- Like the fact that so many services are available close to home
- Like special events that celebrate music and culture
- Love the diversity of people and the variety of activities
- Feel less guarded because with people who are accepting
- High quality instruction, appreciation of having same instructor year to year
- Affordable
- Kids come back because had fun last year
- Programs have a more community feel to it than private sector places
- Program offering is quite diverse
- There is a captive audience if have children
- Like volunteering and experiences outside of programs
- Staff are courteous and for many important relationships - People notice if someone is not around developing a relationship/friendship with leaders/instructors
- Relationships springboard into meeting other people, getting more information or being given job opportunities

Snapshots of Target Populations

The following section consolidates the information gathered from the trends research, best practices research, socio-demographic information, the community wide survey and focus group discussions into a concise "snapshot" of service delivery trends, socio-demographic information (for age related target populations), desired outcomes, needs, expectations, barriers and opportunities. The target populations are broken down by age groups, interest areas and non-users. It is important to also refer to the detailed survey results and survey methodology in Appendix I and the detailed focus group notes in the Appendix II.

Snapshot - Preschool and School Aged Children¹

- Trends
- An increasing number of communities are recognizing children and youth as assets and invest in them as future community leaders.
 - Research shows the young people have a desire to contribute to their community. The look for ways to connect with and feel a part of the community. A sense of community is important to many youth.
 - While youth at risk continues to be an important area of concern, it is increasingly recognized that all youth are exposed to some degree of risk, depending on their socio-economic status, environment, friends, family situation and physical or mental health. The trend is for communities to develop a broad approach for creating opportunities to develop youth potential and reduce risks and barriers.
 - National, local and provincial governments are continuing to highlight children and youth as a priority.
 - Obesity and lack of physical activity is a growing problem in the children and youth population
 - National, provincial and local governments are spear heading physical activity strategies designed to reduce obesity and increase activity levels
 - In British Columbia there are two provincially driven but locally focused initiatives – Active Schools and Active Communities designed to help get young people more active (contact the British Columbia Parks and Recreation Association for more information)
 - In 1998/99, participation in activities among children aged 4 to 15 tended to peak by early teens, with almost 92% of children aged 10 to 13 participating in some type of activity. This proportion dropped to 83% among young people aged 14 and 15.
 - For sports-related activities, younger children were more involved in unorganized sports, those without a coach or instructor, while older children tended to participate in sports with a coach. Participation in arts or music was most frequent among young people aged 10 to 13, while belonging to clubs or groups was most frequent among those aged 6 to 9 years.
 - Among younger children, participation rates showed little difference between boys and girls. Boys were somewhat less likely to participate at 4 or 5 years of age, while girls were slightly less likely to participate between the ages of 6 and 11.
 - Research has shown that certain groups of children tend to face more barriers to participation in activities than others. NLSCY data showed that in 1998/99, children who were least likely to participate in organized activities were those in lower income families, those with very young parents, those whose primary care-giver had less than a high school education and those in single-parent families.

Socio-demographic As per the data below, Strathcona has significantly less children and youth than Grandview/Highlands across all of the age categories noted below.

¹ Seven people attended this focus group

Profile

Grandview Woodlands

Age 0-4

Grandview Woodlands 5.02% Vancouver 4.34%

Age 5-9

- Grandview/Woodlands 4.64% Vancouver 4.36%

Age 10-14

- Grandview/Woodlands 4.02% Vancouver 4.56%

Strathcona

Age 0-4

- Strathcona 1.43% Vancouver 4.34%

Age 5-9

- Strathcona 1.77% Vancouver 4.36%

Age 10-14

- Strathcona 1.64% Vancouver 4.56%

Desired Outcomes for Service

For newborns to school aged children, parents look to activities to provide socialization skills, stimulation, and skill development. In addition, activities are a critical part of the family's support system both in terms of child care as well as providing a forum for families to play together.

Survey Highlights

The participation rate of children six to 12 years in households with children in this age range appears to be very high. 90% of households with children six to 12 have children in this age group participating in Britannia programs or activities. 52% of households with children up to 5 years of age have children in this age group participating in Britannia programs or activities.

Very high usage rates were found for children six to 12 years for the library, used by children six to 12 in 89% of households with a child in this age group, and public swimming, used by a child six to 12 in 81% of households with a child in this age group. Children in about 67% of these households are participating in public skating and 63% are going to special seasonal events. 33% have a child who has taken ice skating lessons or participated in rink use requiring registration and / or outdoor activities. 30% have a child six to 12 who has taken swimming lessons, and 22% have a child who has visited the Art Gallery and / or participated in arts and cultural programs. 19% have a child involved in team use of the ice rink and / or Eastside Family Place. 15% have a child involved in indoor sports programs or day camps, and 11% have gone to Vancouver School Board Saturday programs.

Very high usage rates were found for children up to five years of age for the library, used by children up to five years in 83% of households with a child in this age group, and visits to Eastside Family Place and / or special seasonal events, each used by 75% of households with a child in this age group. 67% of these households have a young child who participates in public skating, and 58% have a young child who participates in public swimming. 25% has a child under six years who has been enrolled in ice skating

lessons and / or swimming lessons. 17% has a young child involved in arts and cultural programs, outdoor activities, day camps, pre-school or daycare, and indoor sports programs.

Programs and services for newborns to children up to five years of age received the largest percentage of very satisfied ratings. 40% are very satisfied with the quality of programs and services for newborns to children up to five years of age, and 71% are either very satisfied or satisfied.

27% are very satisfied with the quality of programs and services for children six to 12 years of age, and 66% are either very satisfied or satisfied.

(From Focus Groups)

Detailed
Information on
Priority Needs,
Preferences,
Barriers, and
Ways to create
a sense of
belonging

Needs – Age specific activities (for under 3 yrs old, 12 – 14 years old, pre-teen girls), age appropriate equipment and toys, timely information (what a new parent should know about future programs and how to ensure child is positioned to access them), continuum of service (smooth transition between age groups), more innovation and variety, times that reflect when customers have spare time (more times on weekends and early evenings), more family programming and programs that combine children programming with adult programs, more affordable child care and after school care and activities with transportation built in, , improvement to aquatic registrations (gaps between sessions make it difficult for children), more arts, cultural programs and neighbourhood activities

Barriers – cost, nothing for certain age groups, after school transportation, lack of awareness of opportunities and need to plan years ahead.

Opportunities – fill the age gaps, increase variety and freshness to keep customers, more appropriate times, target pre-teens, promote local arts and culture, and find ways to connect families (block parties)

Critical Success Factors: Sense of belonging, reflects age appropriate interests, variety, time offered and cost

Snapshot - Youth¹

- Trends:**
- An increasing number of communities are recognizing children and youth as assets and invest in them as future community leaders. Youth strategies are more common as communities embrace this tenet.
 - Research shows the young people have a desire to contribute to their community. The look for ways to connect with and feel a part of the community. A sense of community is important to many youth.
 - Youth programming is focusing on the principle of “working with youth, for youth” where youth are actively involved in all aspects of program development, decision making and leadership
 - Youth are increasingly recognized as a valuable component of the community fabric. This means hearing, respecting and including youth in all aspects of community life.
 - While youth at risk continues to be an important area of concern, it is increasingly recognized that all youth are exposed to some degree of risk, depending on their socio-economic status, environment, friends, family situation and physical or mental health. The trend is for communities to develop a broad approach for creating opportunities to develop youth potential and reduce risks and barriers.
 - National, local and provincial governments are continuing to highlight children and youth as a priority.
 - Obesity and lack of physical activity is a growing problem in the youth population
 - National, provincial and local governments are spear heading physical activity strategies designed to reduce obesity and increase activity levels
 - In British Columbia there are two provincially driven but locally focused initiatives – Active Schools and Active Communities designed to help get young people more active (contact the British Columbia Parks and Recreation Association for more information)

Socio-demographic Profile

British Columbia

18.% of the population of B.C. is age 0-14

13.2% of the population is age 15-24

Vancouver

13.3% of the population of Vancouver is age 0-14

12.9% of Vancouver’s population is aged 15-24

Grandview/Woodlands

The under 19 population has declined slightly over 1996 from 18.9% to 17.7%. Similarly the under 19 population declined from 19.2% to 18.6% in Vancouver.

Strathcona

A similar trend is found in Strathcona where the under 19 population dropped from 14.2% to 13% and in Vancouver from 19.2% to 18.6%.

Desired Outcomes for

Teenagers participate in programs to socialize, have fun, learn skills to positions them for a future, and hang out in a safe place

¹ Youth Focus Group was attended by 23 youth

Service

Survey Highlights

The participation rate of children six to 19 years in households with children in this age range appears to be very high. 85% of households in the survey sample with children 13 to 19 years of age have children in this age group participating in Britannia programs or activities.

The library or public swim is used by 71% of households with one or more teenagers who have used Britannia in the past three years. 47% of these households have a teen participating in public skating, and 35% have a teen attending special seasonal events and / or taking swimming lessons. 29% have a teen who has taken teen programs requiring registration, and 24% have a teen in ice skating lessons or registered rink use, Vancouver School Board Saturday programs, arts and cultural programs, or who has visited the Art Gallery. One in ten or more have a teen involved in most of the other activities, including 12% with a teen who drop in at the Teen Centre.

19% are very satisfied with the quality of programs and services for teenagers, and 46% are either very satisfied or satisfied.

Detailed Information on Priority Needs, Preferences, Barriers, and Ways to create a sense of belonging

Needs – Safety (a safe place to go), low cost, at times when they are out of school and especially when parents aren't home (after school and weekends), and strong and positive relationships with staff. Britannia feels safe, most staff treat youth well, relationships with many staff are strong, and Centre provides low cost activities.

Barriers – cost (skating too expensive), limited out trip spots, poor quality aquatic facility (unsafe pool lockers, crowded in pool, change rooms not private), more instruction in fitness centre, lost basketballs in gym (in dividers), and lack of information.

Opportunities – ensure all staff are friendly, gap in service (after school, evenings and weekends) are reduced, experiences that supports future business and educational pursuits are important (i.e. leadership and certificates of accomplishment), more drop-in, more out trips spots, more variety (not the same things offered all the time), more tournaments against other community centres, sports, dance, and cultural activities (food, dancing) which youth can lead and can help to get to know each other, don't close the centre when there are other outings going on (no where else to go), update and clean the Teen Centre, use P.A. system to get activity information out.

Critical Success Factors – cost, variety (new, arts and cultural), times (after school and weekends), socializing, and contributing to future business and educational opportunities

Other

Get rid of the pole in front of the centre

Snapshot - Adult¹

Trends:

- A surge in the number of people over the age of 45 during the last 10 years has helped make British Columbia one of Canada's oldest provinces, data from the 2001 census suggests.
- Between 1991 and 2001, B.C.'s median age-the point at which half the population is older than the other- increased 3.7 years to 38.4, just behind Quebec and Nova Scotia, each with median ages of 38.8, Statistics Canada reported Tuesday.
- Those numbers compare with a national average of 37.6 years.
- Adults are delaying marriage, postponing having children, and are increasingly responsible for longer living parents. Often called the 'sandwich generation, these are adults caught between the often conflicting demands of caring for children and caring for seniors. Although still relatively small (712,000 in 2002), the ranks of the sandwich generation are likely to grow. Applicable National.
- This trend is putting even more pressure on "time starved" adults and reducing the time available for leisure.

Socio-demographic Profile

Grandview/Woodland

- Adults age 20-39 declined as a proportion of the Grandview/Woodland population between 1996 and 2001, however adults age 40-64 increased in numbers from 27.5% to 32.3%.

Strathcona

- In Strathcona the population of adults age 20-39 declined from 28.5% to 25.6% between 1996 and 2001 and adults age 40-64 increased from 32.4% to 35.5%. In comparison the adult population age 20-39 declined from 38.4% to 36.6%, while adults age 40-64 increased from 29.5% to 31.9%

Desired Outcomes for Service

(From Focus Groups)

To meet like-minded people, learn new skills, be healthy, be exposed to diversity and have a positive outlet for energy

Survey Highlights

Nearly all recent-user households in the survey had at least one adult who uses Britannia. The library is used by 73% of households with one or more adults who have used Britannia in the past three years, the public swim by half, and special seasonal events by almost half. Also popular with adults are the Fitness Centre and public skating, used by a third, the Art Gallery visited by a fifth, and arts and cultural programs and outdoor activities, participated in by nearly a fifth. In comparison with adult programs in general, programs specifically designed for seniors may be under-utilized. Only 2% of households with one or more adult users had a Britannia user who had participated in seniors' drop-in programs and 1% had an adult who had participated in seniors' programs requiring registration.

These active adults are also using other public and private facilities in fairly large numbers. 65% of recent Britannia user-households have at least one person using

¹ Five people participated in this focus group

other public recreation facilities or programs, and 35% have at least one person using private clubs and fitness centres.

53% of Britannia past users and 48% of non-users have used other public community centres and facilities. 41% of Britannia past users and 13% of non-users have used private clubs and fitness centres.

Trout Lake, Templeton, and Strathcona, all public facilities, are used by the largest percentages of those who use other facilities. Spartacus Gym and the YMCA are the most frequently used private facilities. The main reasons for using other facilities and programs are convenient locations, to participate in a program that is not available at Britannia, because friends or relatives go there, and because the facilities are regarded as better.

14% of users of programs and services for young adults 19 to 34 years are very satisfied with the quality, and 39% are either very satisfied or satisfied. The second largest percentage of dissatisfied ratings, 5%, was given to programs and services for this age group.

11% of users of programs and services for adults are very satisfied with the quality, and 68% are either very satisfied or satisfied.

19% of users of programs and services for seniors are very satisfied with the quality, and 58% are either very satisfied or satisfied.

Detailed
Information on
Priority Needs,
Preferences,
Barriers, and
Ways to create
a sense of
belonging

(From Focus Groups)

Needs – Program times that reflect spare time (working adults are time pressured (times offered, staff comments when late), awareness (information about activities), scheduling adult programs in conjunction with children’s programs, and target activities that improve fitness, health, mental health, skills, and social connections.

Barriers – Poor signage, facilities do not feel welcoming (feel of buildings, no lobby in arena, difficult to transition between activities in gym), intimidation (concerns about people sleeping in park and around centre), staff treatment of customers, registration process (i.e. sending people to aquatic centre), not enough machines in fitness centre, and cost for single parents

Opportunities – improve distribution of brochure (especially in apartment buildings), forum to understand local issues without being politicized, parallel programs for children and adults, leverage local arts and culture, try before you buy, supervision of staff in terms of customer relations, use of email to communicate with instructors so that they can pass information on and be able to participate themselves and keep checking in with community on needs.

Critical Success Factors – awareness of activities, adult programming to be supported by having parallel children’s programs, times that reflect work schedule (early morning, late at night (i.e. longer swim times at night), weekends), way customers are treated and cost.

Snapshot - Seniors¹

Trends:

Canada

- Seniors constitute the fastest growing population group in Canada. In 2001, one Canadian in eight was aged 65 years or over. By 2026, one Canadian in five will have reached age 65.
- In 2001, it was estimated that 3.92 million Canadians were 65 years of age or older, a figure that is two thirds more than in 1981. During the same period, the overall Canadian population increased by only one quarter. The proportion of seniors
- The overall population has gone from one in twenty in 1921, to one in eight in 2001. In fact, the growth of the seniors population will account for close to half of the growth of the overall Canadian population in the next four decades. The fastest growth in the seniors population is occurring among the oldest
- Canadians. In 2001, over 430,000 Canadians were 85 years of age or older – more than twice as many as in 1981. The proportion of Canadians aged 85 or more is expected to grow to 1.6 million in 2041 – 4% of the overall population.
- Five out of six Canadian seniors live in Canada's four most populated provinces: Ontario, Quebec, British Columbia, and Alberta. Like the rest of Canada's population, the majority of seniors – approximately three out of four – live in a metropolitan or urban area.
- Women form the majority of the Canadian seniors population (56% in 2001) and their proportion increases with age. In 2001, women made up 60% of seniors aged 75 to 84, and 70% of seniors aged 85 or older.

B.C.

- 13.3% of the Canadian population who are 65 and over reside in B.C. This is expected to increase to 18% in 2021.
- Between 1991 and 2001 the number of seniors age 80 and over soared from 87,065 to 134,175. This was a 54 percent increase and the highest level of growth amongst all provinces.
- Seniors (age 65 and over) make up 13.3 percent of the population in British Columbia - 56 percent of seniors are women and 44 percent are men.
- About three-quarters of the senior population is 65 to 79 years old, and one-quarter is over 80 years old.
- It is estimated that in 2031 seniors will make up 24 percent of the population of British Columbia.
- Visible minorities made up 12.3 percent of the B.C. senior population in 2001.
- Immigrants made up 36 percent of the senior population in 2001.

General Trends

- Baby Boomers – leading edge will hit the population in 2011
- People are retiring earlier
- People are working longer

¹ Five participants representing both young and older seniors attended this Focus Group.

- People are living longer
- Higher quality of life
- Higher level of health
- Higher level of education
- Healthy, active lifestyle
- More people are living in their homes for a longer period of time – more need for home support programs to keep people in their homes and reduce cost of health care
- More people are driving for a longer time
- More disposable income – people are better off financially
- Addictions – more gambling casinos – what will this mean
- Volunteerism
 - o based on the National Survey of Giving, Volunteering and Participating – the total number of volunteers is declining, but those that are volunteering are giving more hours and for a variety of organizations
 - o 1 million less Canadians volunteering

Programming Trends

- More social clubs will be developed that will need space during the day
- More demand on trips and travel
- More demand for creative outlets
- More demand for fitness opportunities
- More sports will be participated in to an older age
- Computerization – how this will change
- Wellness and nutrition programs
- Mall walking programs
- Construction of Walking and bike trails
- More intellectual activities – ie – book clubs and lecture series
- Continued demand for facilities to become Information Centres
- Increased need for home support
- Increasing expectations – more demanding consumer
- Instructors for programs – getting volunteer instructors will be more difficult –
- Programming considers a wide range of ages for seniors, most typically:
 - o Young seniors 65-74;
 - o Middle seniors 75-84 and ;
 - o Older seniors 85+

Socio-demographic Profile

Strathcona

- Population 65 and over
 - o 1996 - 24.9% Vancouver 12.9%
 - o 2001 - 25.9% Vancouver 12.9%
- While the seniors population is not increasing in the city of Vancouver, Strathcona's seniors population has increased slightly

Grandview/Woodlands

- Population 65 and over

- o 1996 - 10.3% Vancouver 12.9%
- o 2001 - 10.3% Vancouver 12.9%
- Interestingly there has been no increase in the 65 and over population in the Grandview area since 1996.

Desired
Outcomes for
Service

(From Focus Groups)

- Younger seniors want activities that interesting, provide a way to meet new friends, get them out in the community and beyond, and connect them with new experiences and skills
- Older seniors want activities that are close to home or include transportation, are low cost, provide nutrition, feel safe, create social opportunities and reduce isolation. In addition, people watch out for each other and will follow-up if someone is absent.

Survey
Highlights

- Nearly all recent-user households in the survey had at least one adult who uses Britannia. The library is used by 73% of households with one or more adults who have used Britannia in the past three years, the public swim by half, and special seasonal events by almost half. Also popular with adults are the Fitness Centre and public skating, used by a third, the Art Gallery visited by a fifth, and arts and cultural programs and outdoor activities, participated in by nearly a fifth.
- In comparison with adult programs in general, programs specifically designed for seniors may be under-utilized. Only 2% of households with one or more adult users had a Britannia user who had participated in seniors' drop-in programs and 1% had an adult who had participated in seniors' programs requiring registration.
- 19% are very satisfied with the quality of programs and services for seniors, and 58% are either very satisfied or satisfied.

Detailed
Information on
Priority Needs,
Preferences,
Barriers, and
Ways to create
a sense of
belonging

(From Focus Groups)

- Needs - Age appropriate activities (activities that reflect the difference between younger and older seniors; however, young seniors don't want to attend "adult" programming if they are patronized)
- Young seniors: Program times reflect spare time (evenings and weekends), focus on group experiences (such as dining, hiking, and dancing) and learning new skills (computers)
- Older seniors: opportunities must include transportation and food in combination with activities. They should also include more physical activity.
- Barriers - Lack of programming space (i.e. space for fitness classes), cultural (some cultural groups don't want to mix with broader community and different cultural groups are interested in different activities (i.e. Vietnamese not interested in computers but are interested in having space for meetings), few activities appropriate to young seniors (adult programming staff treating young seniors with "kid gloves"), lack of information (people get bounced around quite a bit when they phone for information), and time constraints (young seniors are time

poor as highly involved in volunteering and supporting/ caring for friends and families)

- Opportunities – more space for activities, more activities on evenings and weekends, more out trips for younger seniors as they are very mobile, more intergenerational activities (i.e. younger seniors mentoring older seniors in activities that are more difficult such as computers), having recreational buddies (people helping to motivate each other), more mixing and blending between cultures, specific recreation activities for different cultural groups (i.e. Vietnamese and language barriers), more blending of activities (i.e. lunch and swimming), and seniors specific times (i.e. swimming where not noisy and chaotic)
- Critical Success Factors – lower membership fees, costs, friendly staff, remembering customers' names, age appropriate activities, and transportation for older seniors

Snapshot – Arts and Culture¹

Trends	<ul style="list-style-type: none"> - Preschool art programs are becoming popular particularly preschool dance (local dance schools do not provide preschool dance lessons) - Other organizations are running pottery programs at cost. - Studio memberships are being offered and are available during non instructional periods. - Community public art programs are becoming a positive way for the community to work together. Community Associations can explore being able to apply for grants from the municipality. They commit to matching the grant either in cash or services to hire an artist to work with the community on a particular issue or project. - The strength of a program often depends upon the instructor. Once an instructor becomes well known, the particular program becomes more popular. Certain branded programs (ie Jumpstart) have instant success. - The success of a program also depends on the number of other community organizations running similar programs. For example, musical theatre programs are very popular but not if there are theatre organizations offering them. - There seems to be a ceiling to most child and adult art (not preschool) programs (unlike fitness). Organizations are cautious about offering the same programs in several venues as they tend to split participation.
Desired Outcomes for Service	<p>(From Focus Groups)</p> <p>Participants want high quality, affordable programs and events. Valuing local diversity, participants want Britannia to “bring the world to their community”. They want to support and connect with local talent as well as regional talent that is “one of a kind”. Artists and instructors want to be feel they are valued as indicated by having dedicated spaces, adequate equipment, adequate funding, higher profile marketing and collaborative relationships and communication with staff.</p>
Survey Highlights	<p>Visits to the Art Gallery is a fairly popular activity for adults and for children and youth who are six years and older. The Art Gallery is visited by adults in 20% of households with one or more adults who have used Britannia in the past three years. The usage rate for households with children are:</p> <ul style="list-style-type: none"> ➤ teenagers are visiting the Art Gallery in 24% of households with one or more teenagers ➤ children 6 to 12 are visiting the Art Gallery in 22% of households with one or more children in this age group ➤ children 5 and under are visiting the Art Gallery in 8% of households with one or more children in this age group <p>An adult in 17% of households with one or more adults who have used Britannia in the past three years have participated in arts and cultural programs. The usage rate for households with children are:</p> <ul style="list-style-type: none"> ➤ teenagers are participating in arts and cultural programs in 24% of households with one or more teenagers

¹ Thirteen participants attended this focus groups. As well, comments were included from other focus groups that applied to this subject area.

- children 6 to 12 are participating in arts and cultural programs in 22% of households with one or more children in this age group
- children 5 and under are participating in arts and cultural programs in 17% of households with one or more children in this age group

13% of arts and cultural program users are very satisfied with the quality, and 65% are either very satisfied or satisfied.

Detailed
Information on
Priority Needs,
Preferences,
Barriers, and
Ways to create
a sense of
belonging

(From Focus Groups)

Needs – access to cultural and artistic diversity, increase social connections and feelings of community (want to meet people from different backgrounds), higher profile for arts and cultural opportunities in combination with the ability to provide more services, more appropriate programming space, and retain successful community events (parade of lost souls, stone soup), and a strong value being demonstrated by the Board for the arts.

Barriers – lack of presence on the Drive; facilities do not feel welcoming (buildings are intimidating, poor signage, info centre not visible); lack of facility space which impacts continuity and number of programs, displays, and use equipment (i.e. pottery wheels are in being stored) , storage and type of programs (i.e. no dance floor); artists and instructors don't feel valued, hard to reallocate space for new programs, lack of information (in brochure about programs and the gallery), programs being cancelled, not clear understanding of partnerships (who is responsible for what and what the relative strengths are), lack of innovation in programming (fresh ideas, free programs, more one-offs), times not reflecting customers' spare time (little on weekends, limited afterschool programs), a coordinated approach to managing volunteers, continuity of space in high school (in appropriate space i.e. Cafeteria for dance or last minute cancellation), lack of cleanliness in auditorium,

Opportunities –

- engage the community in the arts beyond programming per se (bring artists and community members together to create 1) interesting and animated spaces (tile mosaics) and advertising (banners),
- provide forums to support and access local artists (artist in residence programs, more gallery space that is also accessible to children, more dancing classes, learn music from other cultures,),
- increase profile (incorporate art into each venue, make Britannia a regional focus for arts and cultural activities which supports local artists, celebrates world cultures, reflects social diversity, fulfills a strong local demand, draws people from other areas, and increases “prestige”),
- have a presence on the drive,
- promote local talent regionally
- improve communication (between school and community centre) and integration of programs (difficult to hear what is going on in the school and to jointly work on arts opportunities)
- harness the passion that artists have

- find a niche (world music program)
- be committed to innovation and new types of programs (i.e. collectives, networks, clubs)

Critical Success Factors – Marketing (more targeted and “happening”), new programs (fresh and different formats (i.e. clubs), primarily local content and talent (with some regional special attractions), affordability, schedules to reflect when segments have spare time, cultural (especially around specialty food (vegan/cultural), dance, and music), combining programs (day care and arts, cooking and frugal shopping), welcoming and appropriate spaces, continuity of spaces, and no cancellations

Snapshot – Fitness, Sport and Wellness¹

Trends:

A wide variety of activities appeal to British Columbian adults; the top six most preferred activities for adults are:

- Walking
- Gardening
- Swimming
- Home Exercise
- Social Dancing
- Bicycling

The top six most preferred activities for youth are:

- Bicycling
- Swimming
- Walking
- Skating
- Running/jogging
- In-line skating

There is wide media attention on the importance of being active in preventing illness, an increasing number of government initiatives (i.e., active communities and active schools) and a growing awareness by the general public on the health benefits of recreation (especially with the baby boomers) is leading to increased demand for fitness opportunities (clubs, and recreation centres).

The North Vancouver Recreation Commission recently completed a study on their Fitness, Health and Wellness product. An advisory group of “fitness experts” identified the following trends and opportunities:

- The need to expand partnerships within a community to add value to the whole fitness area (recreation centre’s can’t do it alone)
- Consumer interests are incredibly varied is contributing to the importance of meeting smaller and smaller niches (e.g., interests are varied)
- There is a trend toward more holistic health and wellness (mind, body and soul) and therefore an increase in demand for yoga, pilates etc.
- The aging of the population and the increase demand by this group for health and wellness opportunities
- Ages 22-55 are the target for fitness memberships

¹ Fourteen participants attended this focus groups. As well, comments were included from other focus groups that applied to this subject area.

- The demand for outdoor pursuits continues to grow
- Rehabilitation, injury and chronic disease is a growth area
- Corporate fitness is expanding and should be considered as an important market
- Schools are going to need greater access to fitness and health and wellness as they start to address obesity and fitness levels of children and youth
- Citizens are demanding more say in decision making
- Users are also seeking information and want to be educated as well as taking part in programs
- At risk populations: unemployed, isolated, people living below the poverty line, single parents, youth, and new immigrants
- Outreach – taking fitness to the participant is one creative way of expanding opportunities
- Self directed activities and drop in opportunities are growing in demand
- Desire for one-stop shopping continues to grow
- Concern for obesity in children and adults is creating opportunities for partnerships, funding and new programming

They also found that participants look for:

- Simple pricing
- Diverse and numerous drop in opportunities
- All inclusive packages
- Samplers for new members

Desired
Outcomes for
Service

(From Focus Groups)

Customers participate in activities to have a release from daily pressures and be fit in a social environment

Survey
Highlights

An adult in 24% of households with one or more adults who have used Britannia in the past three years have participated in fitness and health programs, 17% of adult households participate in outdoor activities, and 8% in indoor sports. The usage rates for households with children are:

- teenagers are participating in fitness and health programs in 12% of households with one or more teenagers, 18% of teen households participate in outdoor activities, and 12% in indoor sports
- children 6 to 12 are participating in fitness and health programs in 4% of households with one or more children in this age group, and 33% of households with children 6 to 12 years participate in outdoor activities, and 15% in indoor sports
- children 5 and under are participating in fitness and health programs in 8% of households with one or more children in this age group, and 17% of households with children 5 and younger participate in outdoor activities, and 17% in indoor

sports

14% of health and wellness program users are very satisfied with the quality, and 61% are either very satisfied or satisfied.

Detailed Information on Priority Needs, Preferences, Barriers, and Ways to create a sense of belonging

(From Focus Groups)

Needs – age specific activities and time, more options (teen cooking classes on days other than Tuesday), better space planning (space to transition between classes at CFEC and places to put outer wear), complete “package” of aerobics (need Friday classes as finishes off schedule of Monday and Wednesday), more flexible activities (drop-in aerobics and hockey), opportunities for those who don’t work (i.e. daytime yoga classes), cleanliness (patrol and clean Fitness Centre washrooms), consistency of service (don’t cancel classes and keep quality instructors), and enforcement of rules (staff to regulate swimming and to address unruly teens)

Barriers – treatment by other patrons (unruly teens, adults look at teens in a different way), intimidation (by homeless people, men in Fitness Centre, trying new activities), cost (registered programs cost too much), programs not age appropriate (i.e. options not available for teens and younger seniors), complexity of registration process (different start time for different types – i.e. in person versus phone) and convenient payment options (seasonal not monthly)

Opportunities – facilities to support homeless people (washrooms and laundry facilities), mentoring inclusive and respectful treatment, assertive enforcement of rules, leverage or combine activities related to “health” (i.e. nutrition and cooking classes), orientation sessions (Fitness Centre and aerobics classes), structure of classes to fit time constraints (i.e. inexpensive access to fitness centre for women following the “Curves” model), more women only times (supported by women and men once they understood how women feel intimidate), review registration and payment process, and reduce factors that make activities intimidating.

Critical Success Factors – consistency and quality of instructors, keeping activities current, value for money (quality programs at convenient times), activity targeting age groups and interests, community feel, diversity, staff and other customers are friendly and provide supportive environment, teens’ friends participate in activities, and registration and payment options are simple

Snapshot - Library¹

- Trends:
- The future of libraries is the focus of great discussion at conferences and in off- and online publications.
 - People's needs are changing. They have other places to go for information and for books. Bibliophiles are as likely to be found sipping lattes at Barnes and Noble as standing in line at the circulation desk.
 - Maintaining the library as a place to go; ironically, as libraries are pushing and being pushed to offer the latest formats and to deliver technology and information to users where they want it and when, they are further solidifying their seminal role as community centre; But there is a community function that isn't going to be replaced; going to the library is an experience
 - Libraries are also reinventing themselves by reaching out to their communities and becoming places where people can log on, check out, listen in and speak up.
 - The wide acceptance of the Web has raised people's expectations of service, availability and choice in nearly every industry, but especially information-based services. People are growing accustomed to "always-there" services.
 - The current trend in library teleservices is providing live digital reference services: it's the hot topic at conferences, programs and workshops and in the academic community. New digital reference services go live every month in academic, government and public libraries.
 - More libraries are offering access to their reference databases to home based patrons. The library's role in paying for electronic content and passing the reading and viewing rights on to the patron will continue to increase (especially as previously-free content sites on the Internet disappear or start charging for use).
 - Other library services are beginning to follow a teleservice pattern, which will extend the educational, social and recreational roles of a public library just as digital reference extends the informational role.
 - Making a Greater Commitment to Recruitment, Staffing, and Continuing Education is necessary as Libraries change with societal demands

Youth in Library Trends

- 1 in 4 library patrons is a teenager (25%)
- few libraries have teen specialists (11%)
- not all libraries have teen areas (58%)
- service to teens is not a priority which is detrimental to literacy development& the future of public libraries

Desired	(From Focus Groups)
Outcomes for Service	Patrons come to the library to learn, broaden experiences, be stimulated, keep current and get the rush of getting lots of new things without laying out the money.
Survey Highlights	Visits to the library - along with public swimming and skating and participating in special seasonal activities - are popular activities for Britannia participants of all ages. Of all Britannia facilities and programs, the library draws the largest percentage of users.

¹ Four people attended this focus group. As well, library related questions were integrated into the other 11 focus groups.

The library is used by adults in 73% of households with one or more adults who have used Britannia in the past three years. The usage rate for households with children are:

- teenagers are using the library in 71% of households with one or more teenagers
- children 6 to 12 are using the library in 89% of households with one or more children in this age group
- children 5 and under are using the library in 83% of households with one or more children in this age group

Of all Britannia facilities and programs, the library received the highest satisfaction ratings. 27% of library users are very satisfied with the quality of programs and services at the library, and 80% are either very satisfied or satisfied. Somewhat paradoxically, the library also received the largest percentage of dissatisfied ratings, 7%.

Detailed
Information on
Priority Needs,
Preferences,
Barriers, and
Ways to create
a sense of
belonging

(From Focus Groups)

Needs – newest and latest books in a timely manner, collections that reflect local interests (this is being accomplished), courteous and efficient staff (this is being accomplished), a user friendly computer system, consistent hours of operation, a hold process that doesn't limit access to books, an atmosphere conducive to reading, adequate handicapped parking, an accessible and welcoming entrance

Barriers – poor signage, non-welcoming entrance with poor accessibility for those in wheelchairs and with strollers, lack of handicapped parking, intimidated by youth, limited access to Internet because of lack of understanding and monopolization by youth, confusion about hours of operation, staff disappearing into the back area, crowded areas make it difficult for those in wheelchairs,

Opportunities – ordering new books in a timely manner, keep local control over appropriate collections, offer computer orientation, make aisles more accessible, ensure staff constantly check the front when they go to the back, review the holds process, strategize on how to keep computers accessible to all patrons, investigate ways in which the library can provide an entry point to other services at Britannia, and provide the rest of the Centre with insight into community trends.

Critical Success Factors – relevant books, friendly and available staff, clarity around opening hours, reasonable access to books (holds), perceived and real access to the building.

Snapshot – Swimming, Skating and Fitness Centre¹

Trends:

Activity Levels in general

- Canadian adults are becoming more active:
- 1981-24% of adults were active
- 1988-31%
- 1995-37%
- 2001— 43%

British Columbian adults are the most active at 53%

Fitness Related Trends

- Fitness centre users are looking for more variety in equipment and activities and the focus is on general health versus “body building”. In addition, the aging population and a growth in the incidences of osteoporosis, is placing attention on the need for weight bearing exercises as a prevention strategy.
- Most recreation departments within British Columbia and Canada have a growing “fitness” clientele and cannot keep up with demand.
- The North Vancouver Recreation Commission recently completed a study on their Fitness, Health and Wellness product. An advisory group of “fitness experts” identified the following trends and opportunities:
- The need to expand partnerships within a community to add value to the whole fitness area (recreation centre’s can’t do it alone)
- Consumer interests are incredibly varied is contributing to the importance of meeting smaller and smaller niches (e.g., interests are varied)
- There is a trend toward more holistic health and wellness (mind, body and soul) and therefore an increase in demand for yoga, pilates etc.
- The aging of the population and the increase demand by this group for health and wellness opportunities
- Ages 22-55 are the target for fitness memberships
- The demand for outdoor pursuits continues to grow
- Rehabilitation, injury and chronic disease is a growth area
- Corporate fitness is expanding and should be considered as an important market
- Schools are going to need greater access to fitness and health and wellness as they start to address obesity and fitness levels of children and youth
- Citizens are demanding more say in decision making
- Users are also seeking information and want to be educated as well as taking part

¹ Eleven participants attended this focus groups. As well, comments were included from other focus groups that applied to this subject area.

in programs

- At risk populations: unemployed, isolated, people living below the poverty line, single parents, youth, and new immigrants
- Outreach – taking fitness to the participant is one creative way of expanding opportunities
- Self directed activities and drop in opportunities are growing in demand
- Desire for one-stop shopping continues to grow
- Concern for obesity in children and adults is creating opportunities for partnerships, funding and new programming

They also found that participants look for:

- Simple pricing
- Diverse and numerous drop in opportunities
- All inclusive packages
- Samplers for new members

With fewer leisure hours, there exists in every segment of the population the demand for interesting, sophisticated programming options."

The interest by adults in swimming and youth in swimming and skating suggest a continued demand for these activities within the recreation delivery system.

- Pools/Swimming
 - Overall pool use seems to be increasing, with more people making use of aquatic facilities more often
 - Most communities can expect approximately 5 to 7 swims per resident each year. Some communities report as many as 10 to 12 swims per year on a per capita basis
 - Shifting demographics and the aging population is leading to a need for an increased emphasis on wellness, fitness therapeutic/ rehabilitation in aquatic programming
 - There is continued interest in leisure pools and interactive play apparatus. Water slides continue to be popular features. Wave pools have some appeal, but there is no overwhelming demand.
 - There is an increasing interest in swimming for fitness and rehabilitation (i.e. lane swimming, aquafit programs, physiotherapy, massage therapy, exercise and the like). This also includes the use of weight and cardio equipment, as well as dry space for exercise classes.
 - There is continued interest in a variety of pools and water temperatures within a single facility. The main tank, for example, should be one temperature, the

leisure tank / teaching pool slightly warmer, and the hot tub warmer yet.

- There continues to be an emphasis on accessibility— for youngsters, those with a disability and for the elderly. Interests include, but are not limited to well-located lockers and railings, suitable parking for those with mobility concerns, and contrasting colors for those with concerns regarding vision.
- There is steady interest in amenities that cater to young children (i.e. child minding space). This provides parents with an opportunity to participate in an activity in the pool, while their children are being cared for in another part of the facility.
- Privacy in the change areas is a growing concern, and as a result, adequate dressing room space for families, those with a disability and seniors is critical to the overall success of the facility. Every new swimming pool that has been built in the previous 15 years includes a number of private dressing rooms designed specifically for this purpose.
- There is increased interest in drop-in activities, in addition to regularly scheduled lessons, special events and rentals. If possible, at least one lane should be available throughout a good portion of the day for lane swimming.
- The interest in competitive swimming remains steady, but the number of competitive swimmers is not large. Pools should be designed to accommodate these users, but not at the expense of other activities. The majority of users will be those who swim for recreation and fitness, and those who are involved in Red Cross or Lifesaving Society programs.
- Special events, built around seasonal themes, and for different groups of people are increasingly popular, and can generate significant revenue.
- Partnerships with local organizations and businesses are critical to the success of aquatic facilities. The middle of the day, in particular, is typically a quiet time. With this in mind local schools should be encouraged to use the pool, as well as seniors, and parents with pre-school youngsters, during these times. In addition, strong relationships with business and industry will result in greater use, particularly in the area of rehabilitation. Space for physiotherapists is common in many facilities.
- An aquatic centre can be a gathering place for social interaction.
- Arenas/Skating
 - Recreation skating continues to be a desired recreation activity, especially for families
 - Increasingly special events and themed ice activities are in demand, and are important revenue generators
 - There is a growth in women's/girls ice sports (e.g., hockey and ringette)

Desired Outcomes for Service (From Focus Groups)
 Community members participate to learn a skill (and in terms of skating this is seen as a “Canadian” activity for new immigrants), have fun and get physically fit.

Survey Highlights
 Skating and swimming are popular activities at Britannia for all age groups, and the Fitness Centre draws many adults.

An adult in 50% of households with one or more adults who have used Britannia in the past three years have participated in public swims at the pool, 34% of adult households have used the Fitness Centre, 32% have participated in public skating, 15% in skating lessons or registered rink use, 11% in swimming lessons, and 5% in team use of the ice rink. The usage rates for households with children are:

- teenagers are participating in public swims at the pool in 71% of households with one or more teenagers, 47% of teen households participate in public skating, 35% in swimming lessons, 24% in skating lessons or registered rink use, 12% in team use of the ice rink, and 6% in swim club.
- children 6 to 12 are participating in public swims at the pool in 81% of households with one or more children in this age group, and 67% of households with children 6 to 12 years participate in public skating, 33% in skating lessons or registered rink use, 30% in swimming lessons, 19% in team use of the ice rink, and 7% in swim club.
- children 5 and under are participating in public skating in 67% of households with one or more children in this age group, and 58% of households with children 5 and younger participate in public swimming at the pool, 25% in skating lessons or registered rink use, 25% in swimming lessons, 8% in team use of the ice rink, and 8% in swim club.

Skating programs received the second highest satisfaction ratings (behind the library) with 27% of users very satisfied with the quality, and 73% either very satisfied or satisfied. Users of swimming programs were third highest with 27% of users very satisfied with the quality, and 70% either very satisfied or satisfied.

Detailed Information on Priority Needs, Preferences, Barriers, and Ways to create a sense of belonging

(From Focus Groups)

Needs –

Skating: Program times that reflect spare time (i.e. lessons to start earlier in season), more flexible activities (more drop-in hockey) more age specific times (youth and young seniors), more welcoming environment (no lobby, poor signage, staff not easily available, smaller size figure skates are women only) and safety (enforce rules of conduct)

Swimming: Continuity of service (accessibility to lessons on a continuous basis, more lessons and ability to register for next set right away), cleanliness (of change rooms, pool, and enforcing showering before entering pool), better signage, better management of space (review relationship between lane swimming, use of wading pool, pool dividers to block off deep end and diving area), and enforcement of conduct (i.e. staff to ensure people are following rules in pool and properly cue up when paying, don't allow perfume), and additional swim time (would like 30 minutes after lessons to swim)

Fitness Centre: Updated equipment (this is being accomplished), supportive staff (this exists), signage (this is in place), good rapport between genders and ages (although

women and seniors would like their own time), understanding of equipment (staff are available but would like more orientation), and quality environment (poor air circulation, fans too noisy, backroom smells, and equipment not appropriate for women nor seniors) and longer hours of operation

Barriers – cost for youth, knowledge of financial assistance, lack of adult hockey times, restricted hours in Fitness Centre, restricted times for women and seniors, registration process for aquatic programs, and not enough swimming lessons

Opportunities – start skating sessions earlier, provide more drop-in hockey time, review aquatic registration process so that customers don't miss next set, expand Fitness Centre hours and public swim times after lessons, provide more targeted times for women and seniors in Fitness Centre, improve the cleanliness of the pool and fitness centre, enforce rules in pool and arena, review how best to handle multi-use in the pool, and improve signage in the arena and pool and provide a lobby for arena.

Critical Success Factors – value (being accomplished), friendly and helpful staff (being accomplished except in arena), safety, feelings of competence, continuity of service, and upgrading physical space (signage, cleanliness, arena lobby).

Snapshot – Non-users¹

- Trends:
- The gradual aging of the public is increasing demand for individual recreation opportunities such as exercise walking, yoga, golf etc and reducing the demand for team sports and group activities. Recreation programming has not kept up with this trend
 - Increased competition for limited leisure hours, particularly for adults with children, offset by growth in the senior age markets, where more leisure time is available.
 - Increasing market demand for a broader range of programs, encompassing relevant cultural, natural and ecological programs. In addition the demand for programs based on functional levels and abilities rather than on seniors. Those recreation facilities who are not meeting this demand are noticing a drop in participation rates.
 - Free time is now available to people in increasingly smaller bites
 - Increasingly ethnically diverse communities with different recreational needs

Key reasons other organizations have found for non-participation are related to age, sex, education, income and proximity to recreation facilities. The following are reasons often surfacing in studies exploring non participation in recreation programs:

- Being too busy with work and family. The perception of a lack of time is more prominent in the middle age groups and is less of a concern for younger and older age groups.
- The cost of programs and equipment
- Lack of opportunities close to home
- The cost of transportation and/or lack of transportation
- Not knowing what is available and where to go to find out
- A perception of not having the physical ability
- Intimated by the facility and the program
- Lack of interest in the programs offered

It is also important to note that:

- many individuals and families are active and healthy by participating in recreation activities outside of a recreation facility
- there are those who indicate no desire to participate in a formal recreation program
- there are those who would like to participate in an activity but are unable to do so because of the influence of one or more intervening or structural barriers to participation (e.g., family commitments, a lack of transportation; see above)
- some individuals and families have formally participated in an activity but have ceased for some reason

Desired
Outcomes for
Service

For those who are teens and are non-users of the Teen Centre and Teen specific programs, they are looking for activities relating to socializing, learning something new with their friends, and connecting with the world around them (out trips, environment)

¹ Information based on 2 Non-User Focus groups as well as questions asked all at focus groups relating to reasons why people are not participating in activities. The first focus group was attended by those who were randomly approached on the street and the second was a group of teens not currently involved in programs and activities for teens. The total number of people participating in the non-user focus groups was 23.

Survey Highlights

For those new to community and are young adults, they are looking for activities to help them meet people, to feel part of the community and to occupy spare time

For long time residents who are older adults, they are looking to form networks of people around learning (i.e. book clubs, discussion groups)

Awareness of Britannia is not an issue. A very high level of awareness of 96% was found among residents of Britannia's catchment area. Even non-user awareness was high at 82%. Strathcona residents had lower awareness (88%) than Grandview-Woodlands residents (98%).

While awareness is high, receiving the Program Guide and feeling informed may play a role in non-use. Getting information out to residents, especially regular and consistent delivery of the Leisure Guide to newcomers and Strathcona residents, appears to be a barrier that probably can be overcome. One-third of the reasons cited by non-users (including both never used and non-users in past three years) was *lack of time*. A *lack of information* and being *new to the area* were also important factors.

Only about two-thirds of surveyed residents say they regularly receive the Britannia Program Guide at their home, including 78% of residents of Grandview-Woodlands and 23% of residents of Strathcona.

Two-thirds (65%) of surveyed residents say they feel very well or adequately informed, and about a third (31%) feel insufficiently informed.

- 82% of users feel at least adequately informed, while 18% feel that information is lacking.

Among past users, 35% feel at least adequately informed, and 53% feel that information is lacking.

Among non-users, 30% feel at least adequately informed, and 57% feel that information is lacking.

- Strathcona residents (52%) are more likely than Grandview-Woodlands residents (24%) to feel insufficiently informed.

One or more members of 66% of households that were aware of Britannia had participated in programs or activities at Britannia in the past three years. 9% of households had used Britannia prior to three years ago, while 21% had never used or visited Britannia. Recent users are drawn from a cross-section of the community; however, the highest participation rates were found for households with children living at home.

- The participation level was higher among residents of Grandview-Woodlands (72%) than Strathcona (48%).
- High participation rates were found for:

couples with children living at home – 73% of aware households were

recent users of the past three years,

any household with children living at home – 76% were recent users, and

residents living with friends – 65% were recent users.

- Moderate participation rates were found for couples with no children – 58% were recent users of the past three years, and people living alone – 56% were recent users.
- Among income groups, the lowest participation rates were found for households with low annual incomes of under \$25,000 (61% are recent users) and high annual incomes of \$85,000 and over (57% are recent users). The highest participation rate (85%) was for households with annual incomes between \$25,000 and \$44,999. 70% of households with annual incomes of \$45,000 to \$64,999 and \$65,000 to \$84,999 have participated in programs and activities at Britannia in the past three years.

Thus, the majority of those who had not used Britannia in the past three years had never participated in programs or activities at Britannia. While recent users of Britannia have been drawn from a cross-section of the community, it is possible to identify a few fairly common characteristics of non-users. Non-users of Britannia, or those who have never participated in programs and activities, were disproportionately drawn from residents who:

- speak Chinese at home (54% are non-users),
- live in Strathcona (42% are non-users),
- are short-term residents of Britannia's catchment area for less than a year (60% are non-users),
- were not born in Canada (34% are non-users),
- have no children living in the household (32% are non-users), and / or
- have low annual household incomes of under \$25,000 (38% are non-users).

Six in ten of surveyed residents are not aware of the availability of a financial subsidy to qualifying residents. Awareness is particularly low among residents of Strathcona – only 25% are aware. 50% of Britannia users are aware of the subsidy.

Awareness of the financial subsidy program was lower among those in the lowest annual income bracket of under \$25,000 (34% aware) and those in the income bracket of \$45,000 or more (36% aware). Those in the bracket of \$25,000 to \$44,999 had the highest level of awareness of the financial subsidy program (52%).

Use of other public and private programs and facilities is quite widespread in Britannia's

catchment area. In the past three years, six in ten of surveyed residents have used other public recreation facilities or programs, and three in ten have used private clubs and fitness centres. Trout Lake, Templeton, and Strathcona, all public facilities, are used by the largest percentages of those who use other facilities. Spartacus Gym and the YMCA are the most frequently used private facilities

Britannia users appear to be more active in general than past users and non-users. Users are more likely than past and non-users to use public facilities and programs and more likely than non-users to use private facilities and programs. The main reasons for using other facilities and programs are convenient locations, to participate in a program that is not available at Britannia, because friends or relatives go there, and because the facilities are regarded as better.

Lack of time was the most significant reason for not having used Britannia's programs in the past three years. Just over half of the 58 non-users (including both never used and non-users in past three years) cited lack of time. A lack of information and being new to the area were also important factors, mentioned by almost one in five non-users. No interest in the programs offered and inconvenient scheduling were reasons for one in ten non-users. None of the non-users indicated cost as being a reason for their not using Britannia.

Detailed
Information on
Priority Needs,
Preferences,
Barriers, and
Ways to create
a sense of
belonging

Needs – Increase social connections (want ways to meet people and connect with local residents) and activities that are age appropriate and reflect local arts and culture

Barriers

- teenagers: cost, lack of awareness, activities are not age appropriate (i.e. public skating and swimming programs not targeting teens only (i.e. younger kids are constantly falling while adults are going too fast), poor quality facility (aquatic change rooms not private, lockers not secure, and pool not clean), not enough equipment (not enough weights in fitness centre), and fitness centre too crowded on rainy days
- young adults: Cost, gaps in service that target people who are psychologically older than 18 but are not adults, lack of information (don't receive the brochure) and hard to find out about community events
- older adults: recreation and Britannia no longer top of mind now that don't have kids enrolled
- Physical Barrier - hard to visually access the Centre i.e. it is an intimate setting but it doesn't feel welcoming and it is hard to see the Centre from the Drive

Opportunities

- Teenagers – music, clubs, programs to learn how to play musical instruments, cooking classes, dancing classes (swing, salsa, b-boy, ballroom especially in preparation for grad), hiking (connection with the environment). Public sessions and hockey games for teens only. Programs need to be right after school and on weekends. Promote opportunities by having presentations at assemblies and animated announcements on P.A. system
- Young adults and older adults - want to try before they buy, programs that don't require long time commitments, cooking and education programs/clubs that reflect

a healthy vegan and low cost lifestyle, special events relating to the arts that bring community members together, events that showcase local talent, intimate settings for live music which don't involved alcohol (i.e. under aged), put posters in local business windows and on telephone poles, partner with local businesses i.e. healthy cooking classes, tap into the Internet computers to promote upcoming events for specific interests and ages

Critical Success Factor

- Awareness, cost, special event format, reflect lifestyle (health, low cost, need for intellectual and cultural stimulation), leads to feeling connected, and make top of mind

Community Perspective

The community wide survey provided invaluable information on the community's overall perspectives on key areas (i.e. this perspective cuts across all target populations and includes that segment of the community who doesn't use Britannia's programs and services).

Is the community aware of Britannia Community Services Centre?

A very high level of awareness of 96% was found among residents of Britannia's catchment area. Even non-user awareness was high at 82%.

- Strathcona residents had lower awareness (88%) than Grandview-Woodlands residents (98%).

Does the community use Britannia's programs and services?

63% of survey respondents indicated that someone in their household had participated in programs or activities at Britannia in the past three years. One or more members of two-thirds of households that were aware of Britannia had participated in programs or activities at Britannia in the past three years. 9% of households had used Britannia prior to three years ago, while 21% had never used or visited Britannia. Recent users are drawn from a cross-section of the community, however, the highest participation rates were found for households with children living at home.

- The participation level was higher among residents of Grandview-Woodlands (72%) than Strathcona (48%).
- High participation rates were found for:
 - couples with children living at home – 73% of aware households were recent users of the past three years
 - any household with children living at home – 76% were recent users, and residents living with friends – 65% were recent users.
- Moderate participation rates were found for couples with no children – 58% were recent users of the past three years, and people living alone – 56% were recent users.
- Among income groups, the lowest participation rates were found for households with low annual incomes of under \$25,000 (61% are recent users) and high annual incomes of \$85,000 and over (57% are recent users). The highest participation rate (85%) was for households with annual incomes between \$25,000 and \$44,999. 70% of households with annual incomes of \$45,000 to \$64,999 and \$65,000 to \$84,999 have participated in programs and activities at Britannia in the past three years.

In 97% of recent user households, the person who filled in the survey questionnaire was a recent user of Britannia. In four in ten recent user households, another adult also participated in programs and activities at Britannia. The participation rate of children six to 19 years in households with children in this age range appears to be very high. Among households with children under six years, the participation rate is about half.

- 52% of households in the survey sample with children up to 5 years of age have children in this age group participating in Britannia programs or activities.
- 90% of households in the survey sample with children six to 12 years of age have children in this age group participating in Britannia programs or activities.
- 85% of households in the survey sample with children 13 to 19 years of age have children in this age group participating in Britannia programs or activities.

Visits to the library, public swimming and skating, participating in special seasonal activities are popular activities for participants of all ages. Visits to the Art Gallery are popular for adults and children six and older. The Fitness Centre, fitness and health programs, and arts and cultural programs are also popular with adults. Swimming and skating lessons and arts and cultural programs are used by many children in the various age groups. Visits to Eastside Family Place is a popular activity for children up to 12 years of age. In comparison with adult programs in general, programs specifically designed for seniors may be under-utilized.

Can any fairly common characteristics of non-users be identified?

The majority of those who had not used Britannia in the past three years had never participated in programs or activities at Britannia. While recent users of Britannia have been drawn from a cross-section of the community; it is possible to identify a few fairly common characteristics of non-users. Non-users of Britannia, or those who have never participated in programs and activities, were disproportionately drawn from residents who:

- speak Chinese at home (54% are non-users),
- live in Strathcona (42% are non-users),
- are short-term residents of Britannia's catchment area of less than a year (60% are non-users),
- were not born in Canada (34% are non-users),
- have no children living in the household (32% are non-users),
- have high annual household incomes of \$85,000 or over (43% are non-users), or
- have low annual household incomes of under \$25,000 (38% are non-users).

Does the community know about Britannia's financial subsidy to qualifying residents?

Six in ten of surveyed residents who were aware of Britannia are not aware of the availability of a financial subsidy to qualifying residents. Awareness is particularly low among residents of Strathcona – only 25% are aware. 50% of users are aware of the subsidy.

Awareness of the financial subsidy program was lower among those in the lowest annual income bracket of under \$25,000 (34% aware) and those in the income bracket of \$45,000 or more (36% aware). Those in the bracket of \$25,000 to \$44,999 had the highest level of awareness of the financial subsidy program (52%).

What are the main reasons for non-use?

Lack of time was the most significant reason for not having used Britannia's programs in the past three years. Just over half of the 58 non-users (including both never used and non-users in past three years) cited *lack of time*. *A lack of information* and being *new to the area* were also important factors, mentioned by almost one in five non-users. *No interest in the programs offered* and *inconvenient scheduling* were reasons for one in ten non-users. None of the non-users indicated *cost* as being a reason for their not using Britannia.

Getting information out to residents, especially regular and consistent delivery of the Leisure Guide to newcomers and Strathcona residents, appears to be a barrier that can probably be overcome.

Is the community using other public and private facilities and programs, and if so, what are the reasons?

Use of other public and private programs and facilities is quite widespread in Britannia's catchment area. In the past three years, six in ten of surveyed residents have used other public recreation facilities or programs, and three in ten have used private clubs and fitness centres. Trout Lake, Templeton, and Strathcona, all public facilities, are used by the largest percentages of those who use other facilities. Spartacus Gym and the YMCA are the most frequently used private facilities.

Britannia users appear to be more active in general than past users and non-users. Users are more likely than past and non-users to use other public facilities and programs and more likely than non-users to use private facilities and programs.

- Strathcona residents were especially likely to use Strathcona Community Centre and Ray-Cam Community Centre. Grandview-Woodlands residents were especially likely to use Trout Lake Community Centre and Templeton Pool.

The main reasons for using other facilities and programs are convenient locations, to participate in a program that is not available at Britannia, because friends or relatives go there, and because of a perception of better the facilities. Strathcona Community Centre was frequently mentioned as close by and convenient. Templeton Pool was also mentioned quite often as having a convenient location. Respondents' comments about their reasons for using other facilities and programs have been listed in Appendix I-C,

starting on page 3.

What are the main sources of information about Britannia and do residents feel informed?

The Leisure Guide is the main source of information for over half of Britannia users, and not receiving the Guide could play a role in non-use. Only about two-thirds of surveyed residents who were aware of Britannia say they regularly receive the Britannia Program Guide at their home, and Strathcona residents were far less likely than Grandview-Woodlands residents to say they receive the Guide.

- 77% of Britannia users say they regularly receive the Guide, while 38% of non-users say they do not receive the Guide, and 27% do not remember if they receive it.
- Only 23% of Strathcona residents say they receive the Guide, as compared with 78% of Grandview-Woodlands residents.

Eight in ten of surveyed residents have internet access at home, work or elsewhere, but only 16% have visited Britannia's website, including 19% of Britannia users and 11% of non-users. None of the past users said they had visited the website.

- Residents of Grandview-Woodlands (20%) were more likely than Strathcona residents (5%) to have visited the website.
- Internet access is related to income with 95% of households with annual incomes of \$45,000 or more having internet access, but only 65% of households with annual incomes below \$45,000 have internet access.
- 85% of Britannia users have internet access, as do 94% of past users; however, only 67% of non-users have internet access.

Two-thirds (65%) of surveyed residents feel very well or adequately informed, and about a third (31%) feel insufficiently informed.

- 18% of users, 53% of past users, 57% of non-users, and 52% of Strathcona residents feel they lack information about Britannia.

Are users satisfied with the quality of programs and services at Britannia?

The average (mean) ratings range from 2.1 to 2.6, and the percentages of very satisfied responses ranged from 40% to 11%. Although the percentages of dissatisfied ratings were small, the percentages of very satisfied users were also quite small due to a tendency of raters to choose satisfied over very satisfied ratings or a neutral response.

The largest percentage of very satisfied ratings given by users who gave a substantive rating was given to programs and services for newborns to children up to five years of age (40% were very satisfied).

The largest percentages of either very satisfied or satisfied ratings were given to library services (80%), skating programs (73%), programs and services for newborns to children up to five years of age (71%), and swimming programs (70%).

The best average (mean) ratings were given to library services and skating programs, while the worst were given to programs and services for teenagers and programs and services for young adults 19 to 34 years.

All of the suggestions of respondents for improved programs at Britannia are listed in Appendix I-C, beginning on page 7. No particular common themes could be identified in the variety of comments.

Do residents feel that Britannia plays a role in fostering a sense of community?

Sixty-three survey respondents, or 35%, wrote comments on their questionnaire explaining why they think Britannia plays an important role in fostering a sense of community. Common themes included: Britannia is the hub of the community, brings people together, provides a place to meet people, is used by a diversity of people, has something for all ages, and is centrally located. All of the respondent comments have been listed in Appendix I-C.

8. List of Needs

This section provides a list of the needs and the gaps in services and programs expressed by community members through the needs analyses process. Specifically, it is a compilation of data collected from the Community Wide Survey and Focus Groups.

A need was included in the list if it came from more than one source (Community Wide Survey, trend research, and focus groups) and/or emerged as a consistent theme (i.e. raised across a number of focus groups) and was consistent with Britannia's role in serving the community.

Key suggestions for improvements are noted in italics under each need and were made either by community members or by the Consultants based on the best practices of work done with other similar organizations. This information was included only to enhance the readers' understanding of the need and how Britannia might respond. It is not intended to imply the suggestions are viable nor pre-empt an in depth discussion around all potential solutions.

The viability and strategy for each should be considered in the context of further information (financial/ physical/human resources available to respond) and a technical analysis. In the case where a suggestion mirrors what Britannia is already doing, it provides support for these activities. In the case where a need is being addressed by Britannia but the community's perception is otherwise, then the gap in awareness is important to address. Finally, it is imperative to refer to the focus group notes and the Community Wide Survey comments for a more comprehensive and verbatim description of suggestions.

Each of the needs is summarized under one of four categories. Within each category, the needs are listed in no particular order nor are they mutually exclusive. The sources for each need are referenced.

1. Foundational Needs (Using Existing Resources or by Reallocating Resources) – The outcome of addressing this category of needs is that services in general will be more equitably and appropriately accessed by community members. Service level standards per se will not be increased. This category of needs is comprised of two types. The first type are those that must be addressed because they are fundamental to a community based service system. The second type are those that can be accomplished operationally through fine-tuning and reallocating existing resources as opposed to requiring new resources. And, no capital is associated with this type of need. Since these needs are foundational, they should not be prioritized - they simply must be met.
2. Service Enhancement Needs Requiring Operating Budget Investment – The needs presented in this category will require some investment of operating dollars but no capital investment. The Board and staff will need to evaluate alternate ways to address the priority needs within the context of the availability of resources and a benefit analysis. Since resources are required to address this category, the needs may have to be prioritized by the Board and staff if resources are limited. The outcome of addressing this group of needs is a higher level of service.
3. Services, Activities and Relationships At Risk of Being Permanently Lost – The needs listed in this category relate to preserving important services, activities and relationships that appear to be in jeopardy. Addressing these needs is important because otherwise these elements may never be recaptured or will take much more effort to resurrect.
4. Service Enhancement Needs Requiring Both Operating and Capital Investment – Needs within this category require both operating and capital investment and would form the basis for future facility planning. As the facility development phase was not part of this project, there are not any specific needs that fall within this category.

Category 1— Foundational Needs (can be responded to by using existing resources or reallocating resources)

1. Foundational Needs Using Existing Resources or by Reallocating Resources – The outcome of addressing this category of needs is that services in general will be more equitably and appropriately accessed by community members. Service level standards per se will not be increased. This category of needs is comprised of two types. The first type are those that must be addressed because they are fundamental to a community based service system. The second type are those that can be accomplished operationally through fine-tuning and reallocating existing resources as opposed to requiring new resources. And, no capital s are associated with this type of need. Since these needs are foundational they should not be prioritized – they simply must be met.

1. **Celebrate Diversity** - The Community Wide Survey and socio-demographic information confirmed that the communities surrounding Britannia are highly diverse in terms of household composition (couples with children, persons living alone, etc), language spoken at home, culture, length of residency, and income levels. The focus



groups expanded the understanding of diversity by highlighting differences in political perspectives, life experiences, and lifestyles in the community as well.

Participants in the Community Wide Survey and virtually all of the focus groups expressed a great deal of pride for their community because of its diversity and the high value they place on it. Many focus group participants felt that Britannia's programs and services could further support the social fabric both in terms of the program content as well as providing a meaningful way to bring people from a variety of backgrounds together to form new social connections.

In addition to services, focus groups participants felt the library book collection was another important way to reflect and support the multiplicity of interests in the community (i.e. travel, arts, recipes, sexual orientation, health, etc). This is currently being done and is important to retain.

Focus group participants also mentioned the importance of having staff reflect the diversity of the community in terms of ages, cultures, lifestyles and abilities. Source: Community Wide Survey and Focus Groups.

Suggestions included special events and programs which focus on food, dance, music, forums to inform the community on topical issues (i.e. implications of the Ward system), a hiring approach which strives to reflect the community it serves and the continuation of a locally driven library collection.

2. **Seek out citizens with barriers to participation** - Britannia is committed to providing services for all community members which implies actively removing barriers to participation. The Community Wide Survey and Focus Groups confirmed non users tend to have barriers relating to language (Survey - 54% of residents who spoke Chinese at home were non-users), cultural differences that may make public recreation and community services unfamiliar or intimidating (Survey - 34% of residents who were not born in Canada are non-users), little disposable income (Survey - 38% of households with the lowest income of <\$25,000 were non-users) and accessibility for those with physical disabilities (Library Focus Group). There are also more subtle barriers that are not visible and therefore more difficult to identify and ameliorate i.e. mental, physical and psychological barriers (Focus Groups). Not having children in a household to draw other family members into the Centre is also a barrier to a high proportion of community residents (Survey - 32% of residents who had no children living at home were non-users).

Britannia needs to be mindful of both types of barriers. And, it needs to seek out and work with these populations to effectively remove the barriers in ways most meaningful to those being targeted. Source: Community Wide Survey and Focus Groups.

Suggestions: Have staff go out into the community to connect with those with barriers where they are versus expecting them to come to the centre. Use activities that attract people from other cultures as an entry point to learning about public recreation (i.e. ESL Classes). Create appropriate marketing messages that will speak to and motivate those who are more difficult to connect with. Provide

sensitivity training for staff around working with those with non-visible disabilities. Use strong messages and images that validate that the Centre is for people of all abilities. Improve signage and lighting, provide more handicapped parking, and review building entrances and space design with wheelchairs in mind.

3. **Target community members who are new to the community** – The Community Wide Survey and focus groups both underscored the opportunity for Britannia’s programs and services to target those who are new to the community. Only 30% of those who have lived in the area for less than a year participate. Participants in the focus groups felt Britannia was an important entry point for new residents (coming from other provinces and countries) to create a sense of connection with the community, with other world cultures and with Canadian culture. Special events appeared to be the preferred forum for young arrivals from other provinces because it was more an informal way to meet people. Programs such as skating were viewed by new immigrants as a form of exercise in a way that was perceived to be “Canadian”. Getting information to new arrivals is extremely difficult because they do not have the benefit of “word of mouth” from family and friends. The sporadic success of brochures reaching apartment units is also a disadvantage. Source: Community Wide Survey and Focus Groups

Suggestions included special events focusing on music and theatrical performances, intimate bar-like settings that are alcohol free, etc. Promotional suggestions included posters in business windows or on street poles.

4. **Continually Focus on Excellent Customer Service and Relationship Building** - For the most part people feel well treated by staff and many strong long-lasting relationships have been fostered (especially important for youth and those who feel isolated). However there have been instances where customers have not felt they’ve been treated respectfully and age appropriately (young seniors and children in swimming programs), have been harshly treated when they’ve shown up late (due to work demands), feel as if staff do not have adequate knowledge, and don’t believe that supervisory staff seek out ways to improve customer service. Customers mentioned how they like to be greeted by name when they are regular customers and believe that staff needs to reflect the population they are serving (ethnicity, age, abilities, etc.) because it promotes a higher level of comfort, acceptance and the ability to relate to the target groups. Source: Focus Groups

Suggestions: Regularly re-enforce a “customer centred” way of working, provide staff with clear guidelines around building relationships with those who are vulnerable, use staff meetings to raise customer service scenarios to work through, have a well understood procedure for identifying and responding to customer service issues (one that involves front line staff through to supervisory staff) and provide consistent and continual customer service training.

5. **Ensure accountability and be results based** - There are many external factors that are or will affect Britannia’s ability to provide value in the community: A steadily increasing and diverse population, a greater divide between the have and have-nots,

downloading of service responsibility, greater demand than facility space, an aging baby boomer generation with specific health and lifestyle expectations, a work force with varied work hours, and an aging physical plant, etc. In the context of a challenging and changing community it is particularly important that the Board and staff be grounded in trends, priority needs, and satisfaction levels. In fact, community members wanted service assessment to be done regularly and for Britannia to commit to implementing solutions that meet real needs – not “perceived” needs or those put forward by those with the loudest voices. Source: Focus Groups

Suggestions: Implement an outcome based evaluation and reporting process to position Britannia to provide high value to its community and be able to prove it

6. **Continue to foster a sense of community** – Both the Community Wide Survey and focus groups confirm the Centre as “the” hub of community activity. Community members support this role being further strengthened through 1) more opportunities for people of all ages, interests and abilities 2) increased activities that promote socialization 3) leveraging local talent and culture 4) having more outdoor activities and special events (multi-cultural, performances, festivals, food, and seasonally appropriate events) and increasing the presence of the Centre on the Drive.

The sense of belonging that is fostered through Britannia is highly valued by community members and compelling to read. Source: Community Wide Survey and Focus Groups

Suggestions: Take the time to read the survey comments and focus groups notes which provide testimonials to the profound way in which Britannia touches the lives of its community members. Look for ways to increase the Centre’s presence on the Drive. Continue to operate with a community development philosophy and regularly evaluate whether or not the application of this philosophy is reaching and engaging all segments of the community.

Category 2— Service Enhancements (requiring operating budget investment)

3. **Service Enhancement Needs Requiring Some Operating Budget Investment** – The outcome of addressing these needs is a higher level of service. The needs presented in this category will require some investment of operating dollars but no capital investment. In the absence of more comprehensive information, Britannia will need to evaluate alternate ways to address the priority needs within the context of the availability of resources and a benefit analysis of each.

7. **Increase activities offered during the day, evenings and weekends** – The Community Wide Survey revealed that 5% of non-users did not participate in programs because the scheduling of programs was not convenient. A theme that repeatedly came up in the focus groups was the frustration with the lack of programming in the evenings and weekends (families with young children, fitness centre users, youth (users and non-users), adults, and young seniors) and programs during the day for those working evenings, nights, or weekends. Source: Community Wide Survey and Focus Groups

Suggestions: Continue to think creatively around how to utilize space either on-site or off-site to meet the demand for expanded activities during the day, evening and weekends for a variety of target markets. Consider hosting strategic sessions with partners and staff to identify opportunities.

8. **Create fresh, new and viable program content** – Regularly updating the program content while retaining foundational programs that are highly valued will increase the number of participants, satisfaction levels and usage rates. By providing new, fresh and viable program options, the number of users who choose to go elsewhere will be reduced, the number of customers from segments that don't tend to use Britannia's programs will increase (i.e. higher income households), customers' will be more satisfied, and the frequency of usage will increase (more people will choose to come to Britannia more often than they currently do)

The data to support this need comes from a variety sources. The Community Wide Survey showed that 60% of all residents and 65% of Britannia customers use other community facilities.

Two of the primary reasons were to participate in a program not offered by Britannia and the facilities are regarded as much better.

The 4th highest reason for not participating in Britannia's programs was because people were not interested in the programs offered.

The lowest participation rates were for those with household incomes of >\$85,000 therefore the opportunity to create attractive programs for this segment and the ability to charge market value is worth exploring.

The Survey also revealed relatively moderate satisfaction rates. This was echoed by the many focus groups participants who mentioned that the same programs have been offered for years and that much of the program related equipment was either dated or not age appropriate. Many participants equated the propensity to roll-over the same programs from year to year as a response to keeping program costs down. While they appreciated low cost programs they also felt they should have access to more current program content. Source: Community Wide Survey and Focus Groups

Suggestions included preschool programs similar to those offered at Kitsilano, programs to learn how to play instruments (teens), dance classes (youth, adults, and younger seniors), adult ethnic drumming classes, book clubs, social networks, nutritional cooking and grocery shopping, family care with an arts focus. Develop mechanisms for seeking program suggestions from target groups on a regular basis.

9. **Make Britannia a regional focus for local arts and cultural activities** - Many focus group participants (outside of the arts and culture focus group) felt that more could be done to leverage the local artistic talent by forging stronger partnerships for programming, displays, and special events. A similarly strong need was voiced for finding ways to celebrate all the cultures that exist in the local community through music, special cultural events, and food. Many participants felt it was a strength to be

able to experience the world locally. They also felt that such a focus could draw people from all over the region to programs, special events and performances. Such efforts would raise the community's profile and make this community more prestigious as a result. Source: Focus Groups

Suggestions: Expand the resources dedicated to the promotion and coordination of arts and cultural activities. Work with local artists and cultural groups to plan and deliver activities that celebrate the local community fabric.

10. **Provide a continuum of programs for all ages** – A comprehensive review of the target ages for programs and equipment is required to reduce the gaps in service for the unique needs of age segments within larger age categories. The focus groups revealed many gaps which are listed below.

Related to these service gaps are the results of the survey which show relatively moderate satisfaction levels for programs for newborns to 5 years old (40% highly satisfied; 71% highly satisfied and satisfied combined), children 6 – 12 old (27% highly satisfied; 66% highly satisfied and satisfied combined), teens (19% highly satisfied; 46% highly satisfied and satisfied combined), 19-34 years old (14% highly satisfied; 39% highly satisfied and satisfied combined) adults (11% highly satisfied; 68% highly satisfied and satisfied combined), seniors (19% highly satisfied; 58% highly satisfied and satisfied combined)

Suggestions Address the gaps in programs for preschoolers under 3 yrs old, care programs for infants and toddlers care, programs for 13 year olds (out of childcare but too young to be a teen), summer camps for 12 – 14 year olds, daytime summer activities for pre-teens, activities teen-aged girls, activities young adults (too old to be a teen but not old enough to feel comfortable in adult programs i.e. 18-20 year olds), programs for parents on maternity leave, activities for young seniors (are too active for seniors programs and feel patronized in adult programs) and fitness programs for older seniors.

11. **Provide age specific and gender specific drop-in activities** – Participants in drop-in hockey sessions needed to be age specific because adults play too roughly for children to feel comfortable and children do not have high enough skating skills so they get in the way of adults. The desire to provide seniors only time in the Fitness Centre was raised because they need more time to get on, use, and get off the equipment. Support for more women only times was also voiced. Source: Focus Groups

Suggestions: Investigate opportunities to provide more age specific and gender specific opportunities

12. **Improve brochure distribution** – The primary tool for Britannia to communicate about its programs and services is the Program Guide. It is also a major expenditure to compile the information, design the brochure, and then distribute it.

Both the Community Wide Survey and the focus groups confirmed that the guide is the prime way of getting information and that many do not receive the guide. The

Community Wide Survey revealed 23% or almost a quarter of residents say they do not receive the guide. In addition, 38% of non-users say they do not receive the Guide and 27% do not remember if they received it. Due to the level of effort to produce the brochure, the reliance of customers on it, and the likely impact of the lack of information on those who are not customers, the effectiveness of the brochure distribution needs to be improved. Source: Community Wide Survey and Focus Groups

Suggestions: Review the most appropriate boundaries for brochure distribution. Work with the agency that distributes the brochure to address problem (in particular in Strathcona), create a follow up plan to determine delivery effectiveness after the brochure is delivered and a method to address areas that are reported as missing the brochure. Ensure the fee for service reflects the effectiveness of the delivery system.

13. **Customize program, service, and special event information to target audiences**
 – Both customers and non-customers underscored the need to provide information beyond the brochure which would be more timely, more customized to their interests, and more reliable.

This need is particularly important given that the Community Wide Survey found that more than 30% of residents feel insufficiently informed about the programs and facilities at Britannia. In addition, 12% of residents stated the primary reason for not participating was lack of information (the second highest reason). The Community Wide Survey also revealed that while 80% of residents have access to the internet, only 16% have visited the Britannia website.

Similar feedback from focus groups participants confirmed that more customized marketing and new communication tools were needed in order for them to learn about programs and become motivated to participate. Strategies to leverage the internet and the customer data base for customized marketing should be explored. Source: Community Wide Survey and Focus Groups

Suggestions: Create a communication strategy for Britannia's programs, services and special events that defines the most appropriate communication tools and content for each target market (age specific, interest specific, new comers, etc). Consider the following ideas which are listed by different target audiences: both teens who were users and non-users - take advantage of the P.A. system and have presentations and demonstrations at their assemblies; people new to the area - use posters in businesses and on telephone poles; partners - raise awareness with each other about programs so that each could be promoting each others' services; isolated single parents as well as staff - use customized information bulletins to advise them of activities that would be of interest to them; people who feel isolated - targeted bulletins would provide information and would also act as a lifeline to them; new parents - provide information to them well in advance of the birth of their child and at other key milestones so that they are assured of getting into newborn programs and other age sensitive programs; and others - have program booths and demonstrations at community venue

14. **Improve the quality and continuity of program space** – Although a review of facilities and program space was not part of the scope of work it is important to mention that many focus group participants cited the poor quality of facility space and the lack of continuity of program space as taking away from their program experience.

Comments relating to quality of the space included: lack of cleanliness in the pool and the back of the Fitness Centre, lockers aren't safe, the Teen Centre needs to be cleaned and the pole in front removed, rooms are not appropriate for the type of activity (arts and senior fitness), not enough space to transition between different classes (i.e. as one class finished and another was starting), and no Arena lobby and staff presence.

Comments relating to continuity of program space included: too many programs being cancelled as a result of space constraints and last minute changes to a new program room should not happen so frequently. Both situations make participants feel unimportant.

Comments relating to the overall environment of the Centre included: poor signage makes it hard to find program rooms, poor lighting makes the Centre feel unsafe, not enough well located handicap parking, and people loitering and smoking pot make the centre feel intimidating. Source: Community Wide Survey and Focus Groups

Suggestions: Proceed with the facility development process

15. **Simplify current registration practices** – Many focus group participants mentioned that the current registration process is complex and efforts should be made to simplify it. Other comments included being able to register in person at the Information Centre, having a sign outside the Information Centre directing people to register at the Pool, and having different start dates for different forms of registration (i.e. in person versus phone) was too confusing. In terms of aquatics specifically, users wanted to be able to register before the start of the next swimming set because the next set is always full and it was too difficult for children to miss a swimming set. Source: Focus Group

Suggestions: Review the registration process and research what other organizations have done to improve their system i.e. Delta regarding swimming registration

16. **Simplify payment schedules** – Some focus group participants would prefer if they could pay for their programs seasonally versus monthly. They felt that monthly payments took too much time and was not as convenient.

Suggestions: Review the implications of being able to process seasonal payments

17. **Increase awareness about and access to the financial subsidy program**– Six out of ten Community Wide Survey said they were not aware of the existence of the financial subsidy program. Of more concern was that awareness of the financial subsidy program was lower among those in the lowest annual income bracket of under \$25,000 (34%) which is the very segment of the community who would benefit the

most from being aware. Focus group participants also echoed a similar lack of awareness. They stressed the importance of ensuring that any program be designed in a way that retains the dignity of the individual. Source: Community Wide Survey and Focus Groups

Suggestions: To the extent Britannia's budget allows, increase the promotion of the programs through a variety of communication methods. Connect with service providers to ensure those most in need are able to access the programs, that the information comes through people they trust and the request for subsidy can be handled delicately. Participants suggested working with businesses and philanthropists to sponsor individuals and families who are financially disadvantaged. Contact other organizations who have addressed this issue e.g., North Vancouver and Sunshine Coast

18. **Retain low cost and no cost activities** – While none of the non-users mentioned cost as a barrier to participation, non-users tended to be those with lower annual household incomes. As well, focus group participants consistently raised the importance of keeping the cost of activities down. Single parents and youth at all the focus groups mentioned that low cost was imperative to them being able to participate. Single parents also mentioned that the lack of low cost childcare options was another barrier to them being able to participate. Participants also mentioned that being able to drop-in was less costly than having to layout money for a set of registered programs. Some also mentioned that drop-in activities ended up being more expensive than if they had registered and that this should not occur.

Suggestions: Continue to provide low cost options as well as no cost activities. Provide more drop-in options but set the fees at a comparable rate to registered programs. Provide public sessions as they enable people to attend without having to apply for subsidies and for the organization there are not increased costs associated with more people (fixed costs). Work with community partners to identify and cross-promote all the low cost/no cost options available. Link up with service providers who work with those with financial barriers to ensure those most in need are able to access the program and through people they trust. Participants suggested working with businesses to sponsor activities for those who are financially disadvantaged and advertise "free" programs and opportunities in their stores. Explore creative solutions such as "an adopt a family program" which allows families in need to use unused recreation passes.

19. **Provide more child care and before and after school care** - While only 1% of those surveyed mentioned that child care was a barrier to participation, some participants in the focus groups identified the lack of child care and before/after school care as having a profound impact on the financial situation, the health of a family and the safety of the children. By not being able to access quality care, many families are forced to keep one parent at home which in turn restricts financial resources to invest in recreation and cultural activities. For others, not having the resources to pay for child care as well as adult program costs restricts the skill development and socialization of the child and the stimulation and social connection for the parent(s). Participants also mentioned that many parents feel because their children are told to go to the Centre until they return from work that their children are being supervised. This understandably is not the case. Source: Focus Groups

Suggestions: Have more family programs and link popular adult programs with child-minding or children's programs

20. **Increase Staff's Presence and Enforcement of Conduct** – The focus group participants mentioned a number of concerns relating to a lack of staff presence in the facilities. Youth mentioned that their basketballs get stuck and they cannot find anyone to get the balls down. They also mentioned feeling intimidated at night when leaving the Centre. Swimmers mentioned the need to have better supervision of lane swimming, having staff enforce showering and other personal hygiene rules, and ensuring staff walk through the change rooms to increase security. Skaters noted that the speed that some adults skate scare the children. In the arena and library when staff are not visible they are difficult to locate to answer questions.

Suggestions: Review the detailed Focus Groups notes and come up with strategies to address these issues.

21. **Continue to Build on Britannia's Strong Relationship with Community** – This Needs Analysis project was not only about collecting strategic information. It was also about forging a stronger connection with and between community members, board members, staff, partners, and allied agencies. Focus Group participants challenged the Board and staff to ensure that the "Needs Analysis" information be acted upon and not sit on a shelf. Therefore, an important outcome of this process is that expectations have been heightened in terms of responding to the needs of the broader community and customers Source: Focus Groups

Suggestions: Undertake a communication strategy to report back to the community about the process, the priority needs and Britannia's commitment to responding to what it learned

Category 3 – Services, Activities and Relationships At Risk of Being Permanently Lost

No needs are applicable

Category 4 – Service Enhancement Needs Requiring Both Operating and Capital Investment

No needs are applicable at this phase. However, upon completion of the Facility Development Assessment, specific needs would fall within this category.

9. Strategic Recommendations

This section builds upon the learnings derived from the trends, Community Wide Survey and Focus Groups workshops. Needs Analyses are not designed to research and analyze the full service delivery system (e.g., assessment of current services, facilities, fiscal and human resources). Therefore this report presents “strategic recommendations” as opposed to more specific “how to” recommendations to position Britannia to effectively respond to the information collected.

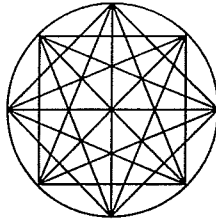
Recommendations:

1. Ensure Board members and staff become intimately familiar with the **snapshots, survey results and detailed focus group notes** to garner an in depth understanding of community members’ desired outcomes, needs, concerns and priorities. By simply increasing awareness, many new initiatives can be implemented which respond to actual needs without significant fiscal resources.
 2. Ensure Board members and staff consider the **impact of the broader trends and specific trends** (Section 6 and in the Snapshots) on current and future service delivery.
 3. Share this information with on-site and off-site **partners and service providers**. Invite these agencies to a meeting (or series of meetings) to create a common understanding of what was learned and to develop opportunities for collaboratively responding.
 4. Have the Board and staff agree to what considerations constitute needs that should be addressed immediately, in the medium term and long term. Each organization has a its own **reference points for how to set priorities**. They relate to the values; principles; operating philosophy; technical considerations; and financial, human and physical resources that are unique to Britannia.
- Notwithstanding the above, focus first on those needs that are **foundational** (category # 1). This category reflects Britannia’s its vision of caring, inclusivity, collaboration, innovation and community responsiveness. It reaffirms the need to provide recreation for all segments in the community (i.e. individual and families who are isolated, have cultural and language barriers, have disabilities, have financial barriers, and those who don’t have

children and therefore find it more difficult to connect with their local community), deliver excellent customer service, and for being the “busy heart of a vibrant community” .

- Identify needs within category # 2 which Britannia feels it has dedicated significant resources to, determine why there is **gap in perceptions**, and what can be done to close the gap
- 5. Once priorities have been set, develop a collaborative a **Strategic Action Plan** for the Needs Analysis to ensure staff are enthusiastic as well as positioned to fully understand, integrate, develop strategies and act upon the learnings from this project.
- 6. **Communicate** to the community, customers and partners about Britannia’s continued commitment to service excellence, what was learned through the Needs Analysis process and the actions are being taken as a result.
- 7. In conjunction with you Strategic Action Plan, develop an evaluation plan that measures the degree to which community defined outcomes are being achieved. **Outcome based evaluation plans** ensure accountability, improve decision-making and greater funding and support.
- 8. Proceed with the **facility development needs assessment** as these needs must be incorporated into the overall strategic planning and priority setting process.

10. Appendix I - Detailed Survey Report



POINTS OF VIEW
Research & Consulting Ltd.

Let Us Know Community Survey

A Survey Research Report

Prepared for:

Britannia Community Services Centre

Prepared by:

**Points of View
Research & Consulting Ltd.**

December 2, 2004

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EXECUTIVE SUMMARY

A community survey was undertaken as a component of a Program Needs Analysis for Britannia Community Services Centre. Wilson & June Consultants was contracted to conduct the Needs Analysis, and Points of View Research & Consulting carried out the survey. The main purpose of the survey was to provide up-to-date information on use of and satisfaction with Britannia Centre recreation programs and services. This information will help inform the overall goal of the Program Needs Analysis of *positioning Britannia to successfully serve its local community into the future* (Wilson & June proposal, *Positioning Britannia to Effectively Serve its Vibrant and Changing Community*, June 1, 2004).

The survey design was a self-administered survey dropped off at randomly selected residences and either picked up or brought by the respondent to Britannia's information centre, pool or library. The field team consisted of five experienced, trained interviewers, including two who spoke Cantonese and Mandarin. To encourage participation, the cover letter and questionnaire were translated into Chinese, a telephone information line was available for answering questions and providing assistance with the survey in English, Chinese, Spanish and Vietnamese, and a coupon was provided in each survey package for a prize draw.

- 180 usable questionnaires were obtained, 50 from Strathcona residents, 129 from Grandview-Woodlands residents, and one whose area was unknown.
- The overall return rate was 34%, or 41% for Strathcona and 31% for Grandview-Woodlands. This distribution of the sample between the two neighborhoods exactly reflects the population distribution of 28% Strathcona and 71% Grandview-Woodlands.
- The results from the total sample of 180 can be expected to be accurate at least plus or minus 7.3 percentage points, 19 times out of 20.

The results from an area sample of 50 Strathcona residents can be expected to be accurate at least plus or minus 13.8 percentage points, and the results from an area sample of 129 Grandview-Woodlands residents can be expected to be accurate at least plus or minus 8.6 percentage points, 19 times out of 20.

The main findings of the survey are highlighted below.

Is the community aware of Britannia Community Services Centre?

A very high level of awareness of 96% was found among residents of Britannia's catchment area. Even non-user awareness was high at 82%.

- Strathcona residents had lower awareness (88%) than Grandview-Woodlands residents (98%).

Does the community use Britannia's programs and services?

63% of survey respondents indicated that someone in their household had participated in programs or activities at Britannia in the past three years. One or more members of two-thirds of households that were aware of Britannia had participated in programs or activities

at Britannia in the past three years. 9% of households had used Britannia prior to three years ago, while 21% had never used or visited Britannia. Recent users are drawn from a cross-section of the community, however, the highest participation rates were found for households with children living at home.

- The participation level was higher among residents of Grandview-Woodlands (72%) than Strathcona (48%).
- High participation rates were found for:

couples with children living at home – 73% of aware households were recent users of the past three years,

any household with children living at home – 76% were recent users, and

residents living with friends – 65% were recent users.

Moderate participation rates were found for couples with no children – 58% were recent users of the past three years, and people living alone – 56% were recent users.

- Among income groups, the lowest participation rates were found for households with low annual incomes of under \$25,000 (61% are recent users) and high annual incomes of \$85,000 and over (57% are recent users). The highest participation rate (85%) was for households with annual incomes between \$25,000 and \$44,999. 70% of households with annual incomes of \$45,000 to \$64,999 and \$65,000 to \$84,999 have participated in programs and activities at Britannia in the past three years.

In 97% of recent user households, the person who filled in the survey questionnaire was a recent user of Britannia. In four in ten recent user households, another adult also participated in programs and activities at Britannia. The participation rate of children six to 19 years in households with children in this age range appears to be very high. Among households with children under six years, the participation rate is about half.

- 52% of households in the survey sample with children up to 5 years of age have children in this age group participating in Britannia programs or activities.
- 90% of households in the survey sample with children six to 12 years of age have children in this age group participating in Britannia programs or activities.
- 85% of households in the survey sample with children 13 to 19 years of age have children in this age group participating in Britannia programs or activities.

Visits to the library, public swimming and skating, participating in special seasonal activities are popular activities for participants of all ages. Visits to the Art Gallery are popular for adults and children six and older. The Fitness Centre, fitness and health programs, and arts and cultural programs are also popular with adults. Swimming and skating lessons and arts and cultural programs are used by many children in the various age groups. Visits to Eastside Family Place is a popular activity for children up to 12 years

of age. In comparison with adult programs in general, programs specifically designed for seniors may be under-utilized.

Can any fairly common characteristics of non-users be identified?

The majority of those who had not used Britannia in the past three years had never participated in programs or activities at Britannia. While recent users of Britannia have been drawn from a cross-section of the community; it is possible to identify a few fairly common characteristics of non-users. Non-users of Britannia, or those who have never participated in programs and activities, were disproportionately drawn from residents who:

- speak Chinese at home (54% are non-users),
- live in Strathcona (42% are non-users),
- are short-term residents of Britannia's catchment area of less than a year (60% are non-users),
- were not born in Canada (34% are non-users),
- have no children living in the household (32% are non-users),
- have high annual household incomes of \$85,000 or over (43% are non-users), or
- have low annual household incomes of under \$25,000 (38% are non-users).

Does the community know about Britannia's financial subsidy to qualifying residents?

Six in ten of surveyed residents who were aware of Britannia are not aware of the availability of a financial subsidy to qualifying residents. Awareness is particularly low among residents of Strathcona – only 25% are aware. 50% of users are aware of the subsidy.

Awareness of the financial subsidy program was lower among those in the lowest annual income bracket of under \$25,000 (34% aware) and those in the income bracket of \$45,000 or more (36% aware). Those in the bracket of \$25,000 to \$44,999 had the highest level of awareness of the financial subsidy program (52%).

What are the main reasons for non-use?

Lack of time was the most significant reason for not having used Britannia's programs in the past three years. Just over half of the 58 non-users (including both never used and non-users in past three years) cited *lack of time*. *A lack of information* and being *new to the area* were also important factors, mentioned by almost one in five non-users. *No interest in the programs offered* and *inconvenient scheduling* were reasons for one in ten non-users. None of the non-users indicated *cost* as being a reason for their not using Britannia.

Getting information out to residents, especially regular and consistent delivery of the Leisure Guide to newcomers and Strathcona residents, appears to be a barrier that can probably be overcome.

Is the community using other public and private facilities and programs, and if so, what are the reasons?

Use of other public and private programs and facilities is quite widespread in Britannia's catchment area. In the past three years, six in ten of surveyed residents have used other public recreation facilities or programs, and three in ten have used private clubs and fitness centres. Trout Lake, Templeton, and Strathcona, all public facilities, are used by the largest percentages of those who use other facilities. Spartacus Gym and the YMCA are the most frequently used private facilities.

Britannia users appear to be more active in general than past users and non-users. Users are more likely than past and non-users to use other public facilities and programs and more likely than non-users to use private facilities and programs.

- Strathcona residents were especially likely to use Strathcona Community Centre and Ray-Cam Community Centre. Grandview-Woodlands residents were especially likely to use Trout Lake Community Centre and Templeton Pool.

The main reasons for using other facilities and programs are convenient locations, to participate in a program that is not available at Britannia, because friends or relatives go there, and because of a perception of better the facilities. Strathcona Community Centre was frequently mentioned as close by and convenient. Templeton Pool was also mentioned quite often as having a convenient location. Respondents' comments about their reasons for using other facilities and programs have been listed in Appendix C, starting on page 3.

What are the main sources of information about Britannia and do residents feel informed?

The Leisure Guide is the main source of information for over half of Britannia users, and not receiving the Guide could play a role in non-use. Only about two-thirds of surveyed residents who were aware of Britannia say they regularly receive the Britannia Program Guide at their home, and Strathcona residents were far less likely than Grandview-Woodlands residents to say they receive the Guide.

- 77% of Britannia users say they regularly receive the Guide, while 38% of non-users say they do not receive the Guide, and 27% do not remember if they receive it.
- Only 23% of Strathcona residents say they receive the Guide, as compared with 78% of Grandview-Woodlands residents.

Eight in ten of surveyed residents have internet access at home, work or elsewhere, but only 16% have visited Britannia's website, including 19% of Britannia users and 11% of non-users. None of the past users said they had visited the website.

- Residents of Grandview-Woodlands (20%) were more likely than Strathcona residents (5%) to have visited the website.
- Internet access is related to income with 95% of households with annual incomes of \$45,000 or more having internet access, but only 65% of households with annual incomes below \$45,000 have internet access.
- 85% of Britannia users have internet access, as do 94% of past users; however, only 67% of non-users have internet access.

Two-thirds (65%) of surveyed residents feel very well or adequately informed, and about a third (31%) feel insufficiently informed.

- 18% of users, 53% of past users, 57% of non-users, and 52% of Strathcona residents feel they lack information about Britannia.

Are users satisfied with the quality of programs and services at Britannia?

The average (mean) ratings range from 2.1 to 2.6, and the percentages of very satisfied responses ranged from 40% to 11%. Although the percentages of dissatisfied ratings were small, the percentages of very satisfied users were also quite small due to a tendency of raters to choose satisfied over very satisfied ratings or a neutral response.

The largest percentage of very satisfied ratings given by users who gave a substantive rating was given to programs and services for newborns to children up to five years of age (40% were very satisfied).

The largest percentages of either very satisfied or satisfied ratings were given to library services (80%), skating programs (73%), programs and services for newborns to children up to five years of age (71%), and swimming programs (70%).

The best average (mean) ratings were given to library services and skating programs, while the worst were given to programs and services for teenagers and programs and services for young adults 19 to 34 years.

All of the suggestions of respondents for improved programs at Britannia are listed in Appendix C, beginning on page 7. No particular common themes could be identified in the variety of comments.

Do residents feel that Britannia plays a role in fostering a sense of community?

Sixty-three survey respondents, or 35%, wrote comments on their questionnaire explaining why they think Britannia plays an important role in fostering a sense of community. Common themes included: Britannia is the hub of the community, brings people together, provides a place to meet people, is used by a diversity of people, has something for all ages, and is centrally located. All of the respondent comments have been listed in Appendix C.

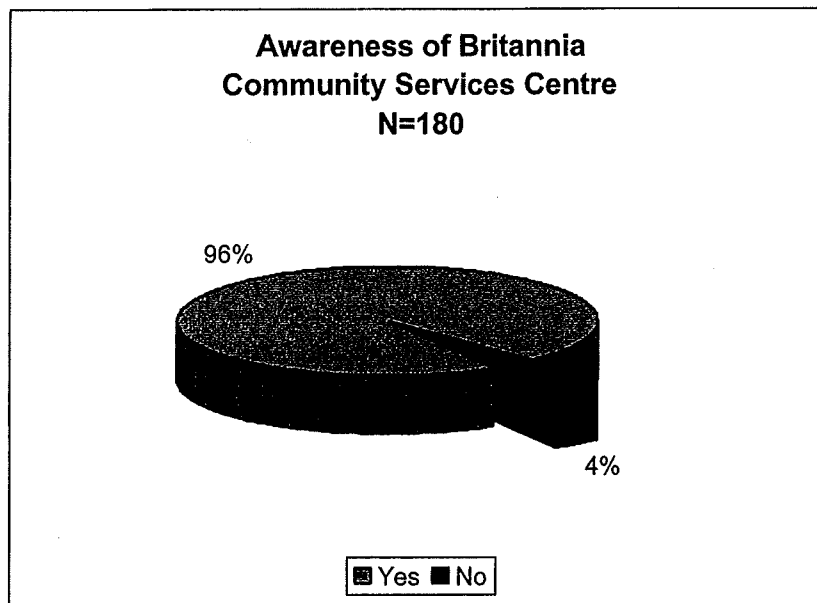
SURVEY RESULTS

Awareness of Britannia

Had you heard of Britannia Centre before today?

A very high level of awareness was found among residents of Britannia's catchment area.

- The level of awareness among non-users was 82%.
- Strathcona residents had lower awareness (88%) than Grandview-Woodlands residents (98%).



Participation in Programs or Activities in Past Three Years

Have you or any member of your household participated in any programs or activities at Britannia Centre in the past three years?

63% of survey respondents indicated that someone in their household had participated in programs or activities at Britannia in the past three years.

One or more members of two-thirds of households that were aware of Britannia had participated in programs or activities at Britannia in the past three years.

- The participation level was higher among residents of Grandview-Woodlands (72%) than Strathcona (48%).
- High participation rates were found for:

couples with children living at home – 73% of aware households were recent users of the past three years,

any household with children living at home – 76% were recent users, and

residents living with friends – 65% were recent users.

Moderate participation rates were found for couples with no children – 58% were recent users of the past three years, and people living alone – 56% were recent users.

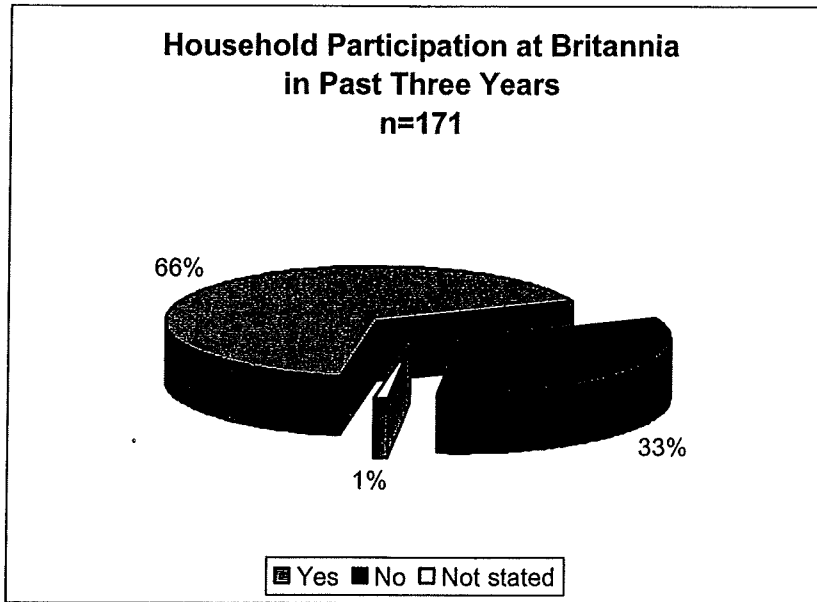
- English is the language most often spoken at home by 82% of surveyed residents, and 68% of English speakers are recent users of Britannia of the past three years.

Chinese is the language most often spoken at home by 15% of surveyed residents, and 31% of Chinese speakers are recent users of Britannia of the past three years.

- Participation rates increase with increasing length of time a resident in the area, but drop off for residents of more than 20 years.

Only 30% of those who have lived in the area for less than a year participate. The participation rate increases to 64% of residents of one to five years, 69% of residents of six to 10 years, and peaks at 80% of residents of 11 to 20 years.

- 65% of surveyed residents were born in Canada, and 35% were born in other countries. A slightly higher participation rate was found for those born in Canada (66% than those born in other countries (58%).
- Among immigrants, participation rates increase with increasing length of time in Canada. There were no recent users among immigrants of less than one year, but 40% of those who have lived in Canada for one to five years were users, 50% of those who have lived in this country for six to 10 years, and 62% of those who have lived here 11 or more years were users of Britannia.
- Among income groups, the lowest participation rates were found for households with low annual incomes of under \$25,000 (61% are recent users) and high annual incomes of \$85,000 and over (57% are recent users). The highest participation rate of 85% was for households with annual incomes between \$25,000 and \$44,999. 70% of households with annual incomes of \$45,000 to \$64,999 and \$65,000 to \$84,999 have participated in programs and activities at Britannia in the past three years.

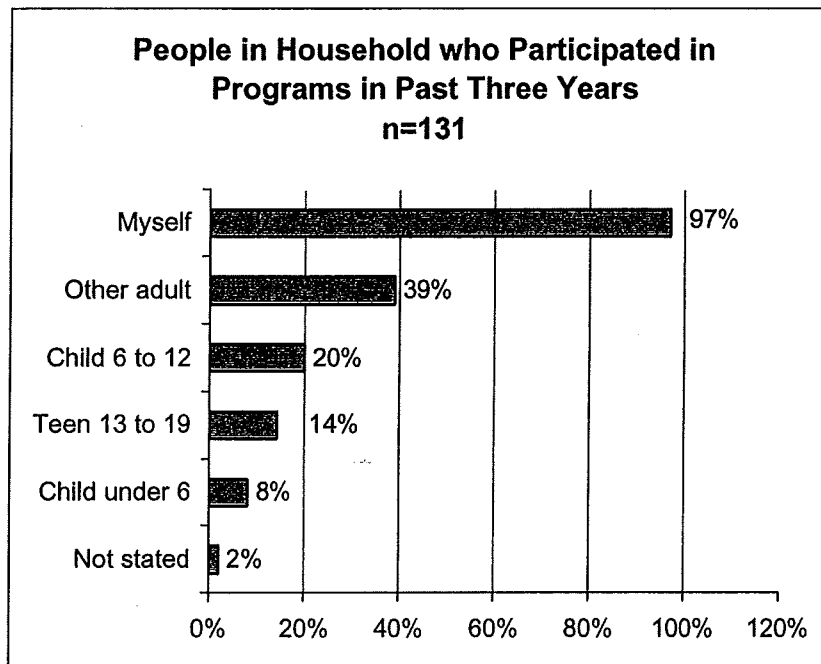


Who in your household has participated in programs or activities at Britannia in the past three years?

In 97% of recent user households, the person who filled in the survey questionnaire was a recent user of Britannia. In four in ten recent user households, another adult also participated in programs and activities at Britannia. In one in five recent user households, a child aged six to 12 years had participated in programs and activities at Britannia. Teenagers were the second most likely group of children to participate.

The participation rate of children six to 19 years in households with children in this age range appears to be very high. Among households with children under six years, the participation rate is about half.

- Of 23 households in the survey sample with children up to 5 years of age, 12 households, or 52% have children in this age group participating in Britannia programs or activities.
- Of 30 households in the survey sample with children six to 12 years of age, 27 households, or 90% have children in this age group participating in Britannia programs or activities.
- Of 20 households in the survey sample with children 13 to 19 years of age, 17 households, or 85% have children in this age group participating in Britannia programs or activities.



If there are children in your household, do any of your children attend Britannia Secondary School or any of these elementary schools: Britannia, Grandview, Queen Victoria, Nelson, MacDonald, Strathcona or Seymour Elementary?

Of the 53 households in the survey sample with children living at home, 30% of those households have children attending Britannia Elementary or Secondary School or one of the other six elementary schools where Britannia runs programs.

Do your children use the facilities and programs at Britannia after school or weekends (in addition to their school use)?

All (100%) of the households with children in Britannia on-site schools or schools running Britannia programs have children using Britannia facilities and programs after school or on weekends.

Frequency of Use

About how many visits to Britannia Centre did all the members of your household (including you) make in the past year (summer 2003 to summer 2004)? Give your answer as the number of visits per week, per month, or for the entire year, whichever is easiest.

Recent user households (past three years) made on average 73 visits annually, 6 visits per month, or 1.4 visits weekly to Britannia. These average numbers of visits include the visits of all household members who have participated in programs and activities at Britannia in the past three years.

28% of surveyed households were infrequent users, defined as one or fewer visits a month. 54% were moderate users, defined as two to nine times a month, and 18% were frequent users, defined as 10 or more visits a month. (The actual range of visits for the frequent user group was 13 to 26.)

Adult Use of Facilities and Programs

Have you or any adult in your household participated in any of the following programs or activities at Britannia Centre in the past three years?

The library is used by 73% of households with one or more adults who have used Britannia in the past three years, the public swim by half, and special seasonal events by almost half. The Fitness Centre and public skating are used by a third. The Art Gallery is visited by a fifth, and nearly a fifth are involved in arts and cultural programs and / or outdoor activities.

Programs specifically designed for seniors may be under-utilized. Only 2% of households with one or more adult users had a Britannia user who had participated in seniors' drop-in programs and 1% had an adult who had participated in seniors' programs requiring registration.

Teen Use of Facilities and Programs

Have any youth in your household, 13 to 19 years, participated in any of these programs or activities at Britannia Centre in the past three years?

The library or public swim is used by 71% of households with one or more teenagers who have used Britannia in the past three years. Almost half of these households have a teen participating in public skating, and a third have a teen attending special seasonal events and / or taking swimming lessons. Three in ten have a teen who has taken teen programs requiring registration, and a quarter have a teen in ice skating lessons or registered rink use, Vancouver School Board Saturday programs, arts and cultural programs, or who has visited the Art Gallery. One in ten or more have a teen involved in most of the other activities.

Child Use of Facilities and Programs

Have any children in your household, 6 to 12 years, participated in any of these programs or activities at Britannia Centre in the past three years?

Very high usage rates were found for children six to 12 years for the library, used by children six to 12 in nine in ten households with a child in this age group, and public swimming, used by a child six to 12 in eight in ten households with a child in this age group. Children in about two-thirds of these households are participating in public skating and / or special seasonal events, and one-third have a child who has taken ice skating lessons or participated in rink use requiring registration and / or outdoor activities. Three in ten of these households have a child six to 12 who has taken swimming lessons, and a

fifth have a child who has visited the Art Gallery and / or participated in arts and cultural programs. 15% have a child involved in indoor sports programs or day camps, and 11% have gone to Vancouver School Board Saturday programs.

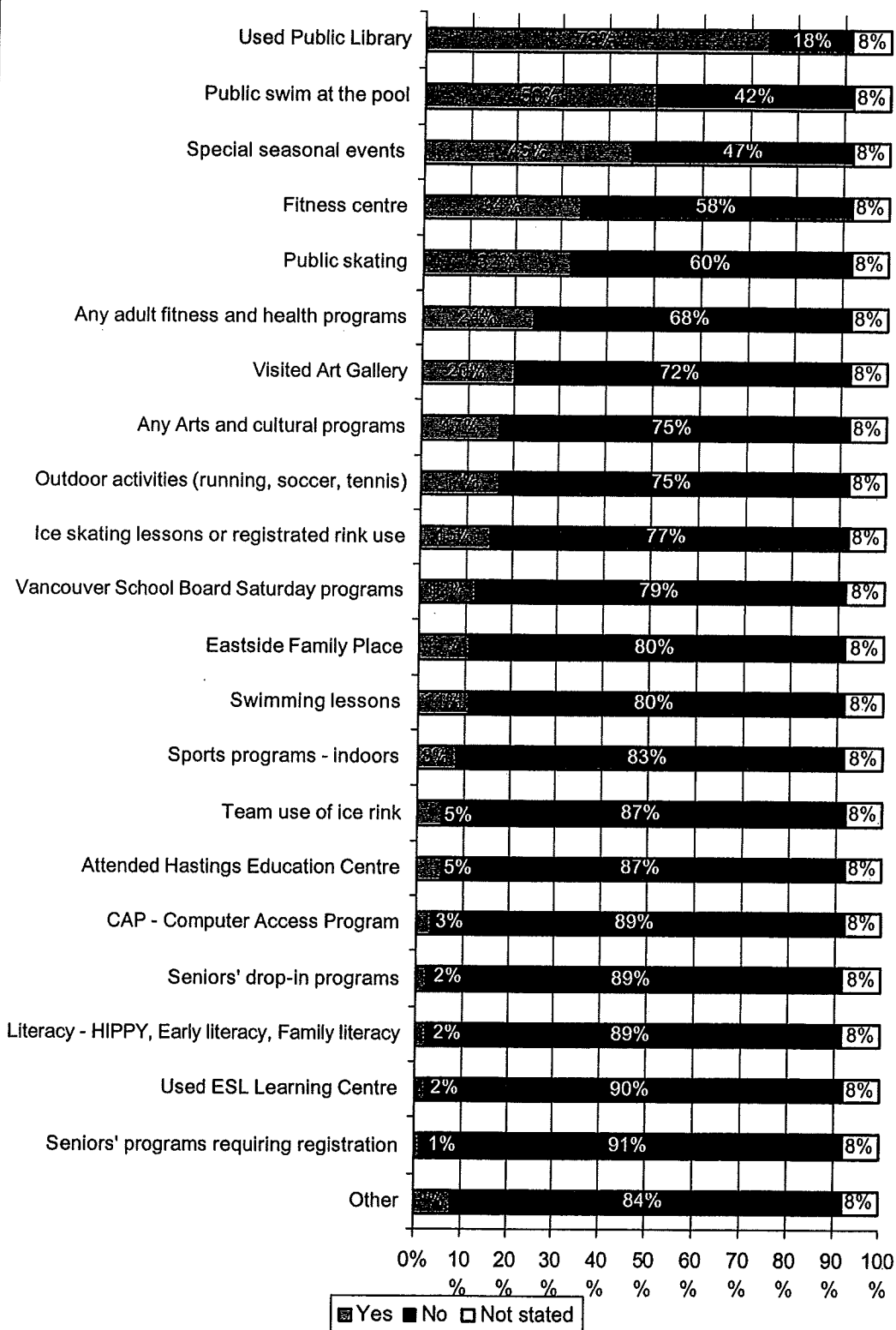
Have any children in your household, up to 5 years, participated in any of these programs or activities at Britannia Centre in the past three years ?

Very high usage rates were found for children up to five years of age for the library, used by children up to five years in eight in ten households with a child in this age group, and visits to Eastside Family Place and / or special seasonal events, each used by three-quarters of households with a child in this age group. Two-thirds of these households have a young child who participates in public skating, and six in ten have a young child who participates in public swimming. A quarter has a child under six years who has been enrolled in ice skating lessons and / or swimming lessons. 17% has a young child involved in arts and cultural programs, outdoor activities, day camps, pre-school or daycare, and / or indoor sports programs.

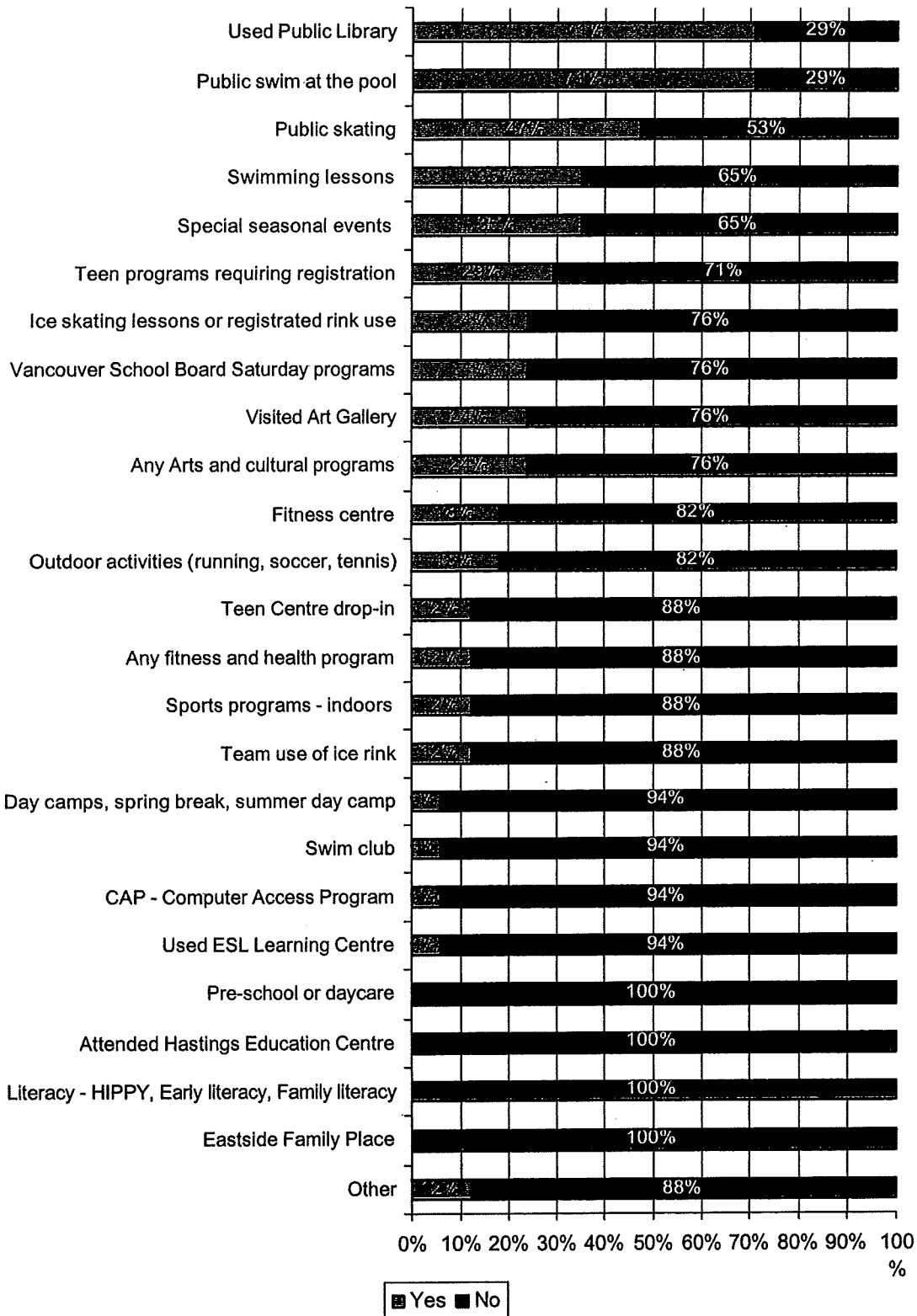
General Use

Visits to the library, public swimming and skating, participating in special seasonal activities are popular activities for participants of all ages. Visits to the Art Gallery are popular for adults and children six and older. The Fitness Centre, fitness and health programs, and arts and cultural programs are also popular with adults. Swimming and skating lessons and arts and cultural programs are used by many children in the various age groups. Visits to Eastside Family Place is a popular activity for children up to 12 years of age.

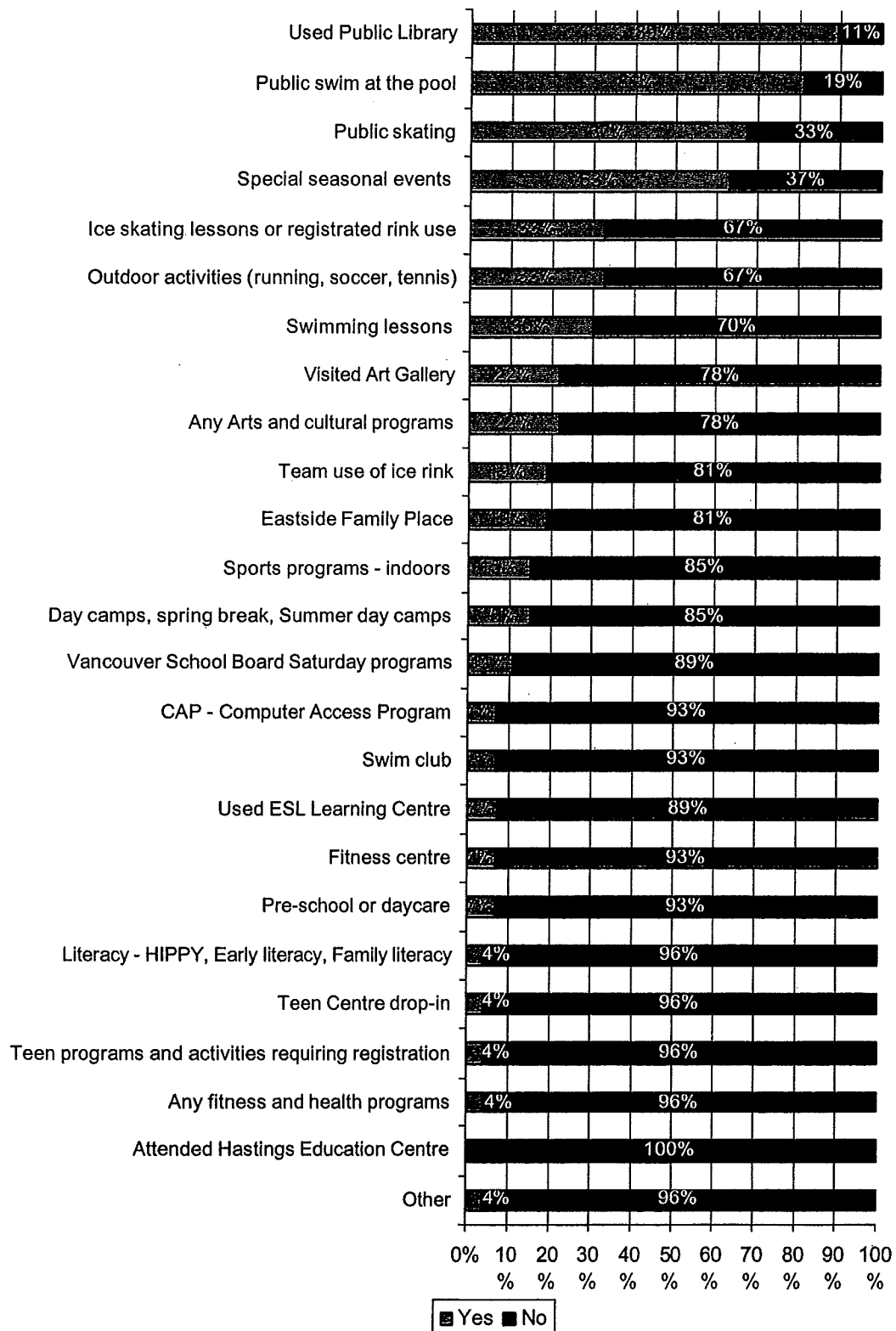
Respondent and Other Adult Britannia Use n=131



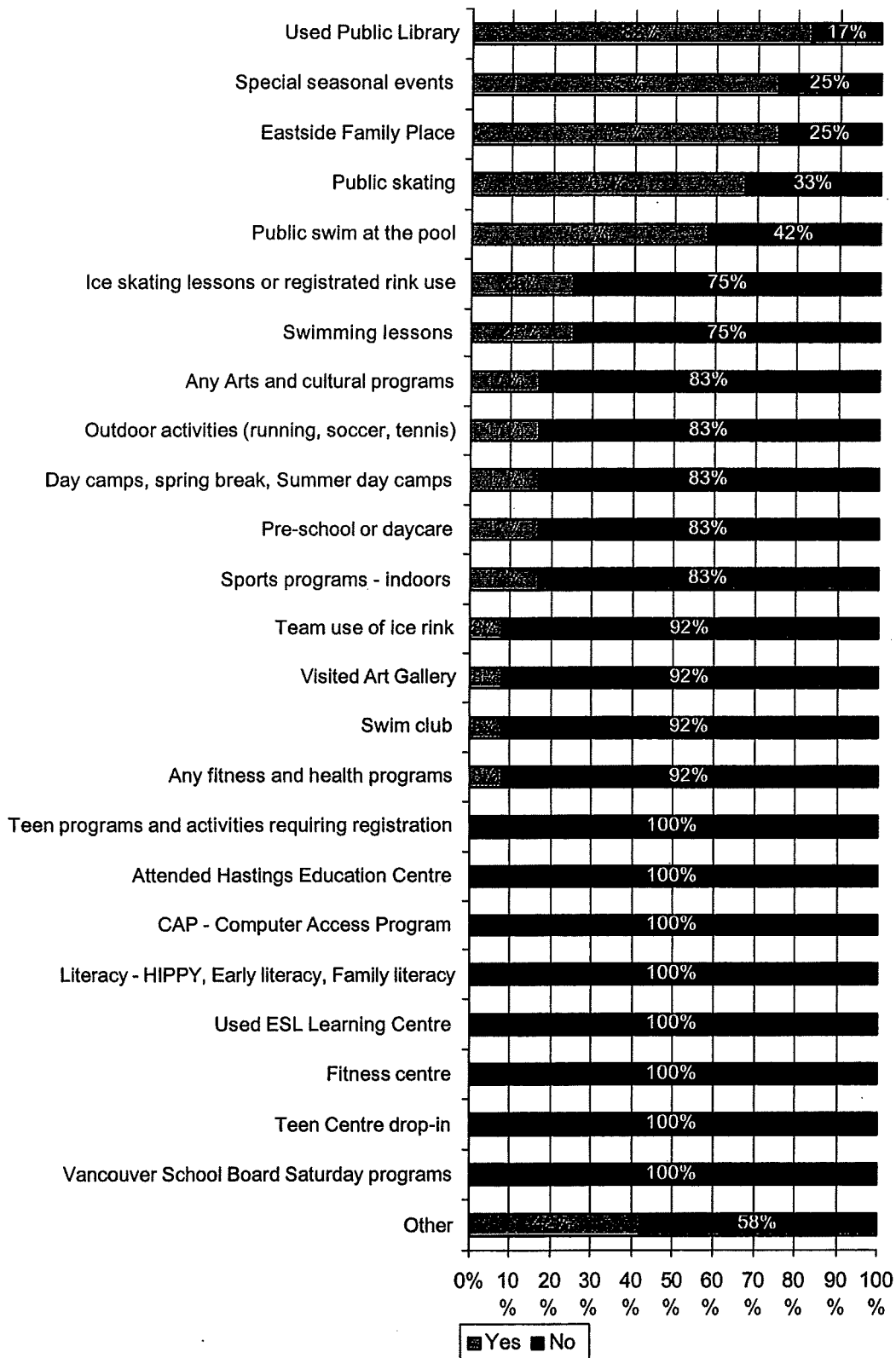
Use of Britannia by Children 13 to 19 Years of Age n=17



Use of Britannia by Children 6 to 12 Years of Age n=27



Use of Britannia by Children 5 or Under n=12

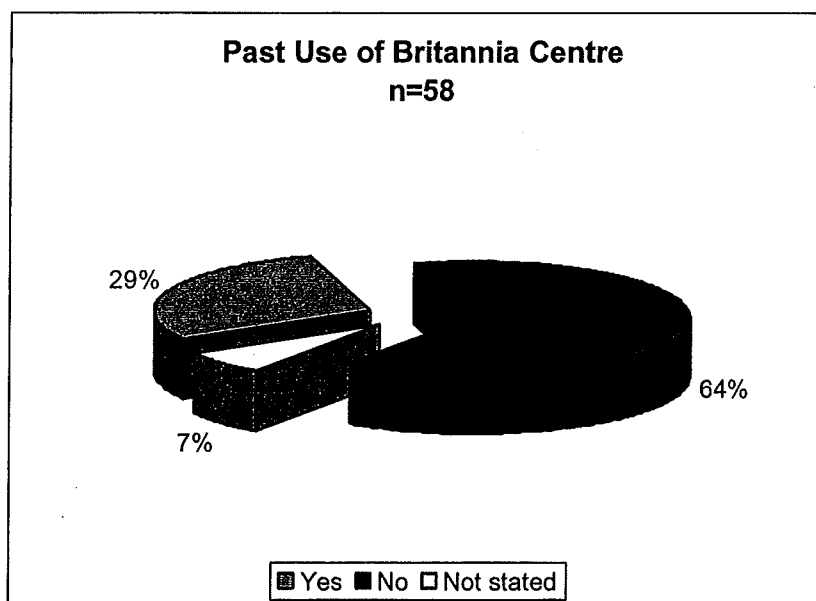


Prior Participation in Programs or Activities

Did you or any member of your household participate in programs or activities at Britannia prior to three years ago?

As previously mentioned, two-thirds of residents (66%) who were aware of Britannia had used Britannia in the past three years, 9% had used Britannia prior to three years ago, and 21% had never used Britannia.

- The majority of those who had not used Britannia in the past three years had never participated in programs or activities at Britannia.



Non-participant Characteristics

Recent users of Britannia have been drawn from a cross-section of the community; however it is possible to identify a few fairly common characteristics of non-users. Non-users of Britannia (defined as those who have never participated in programs and activities) were disproportionately drawn from residents who:

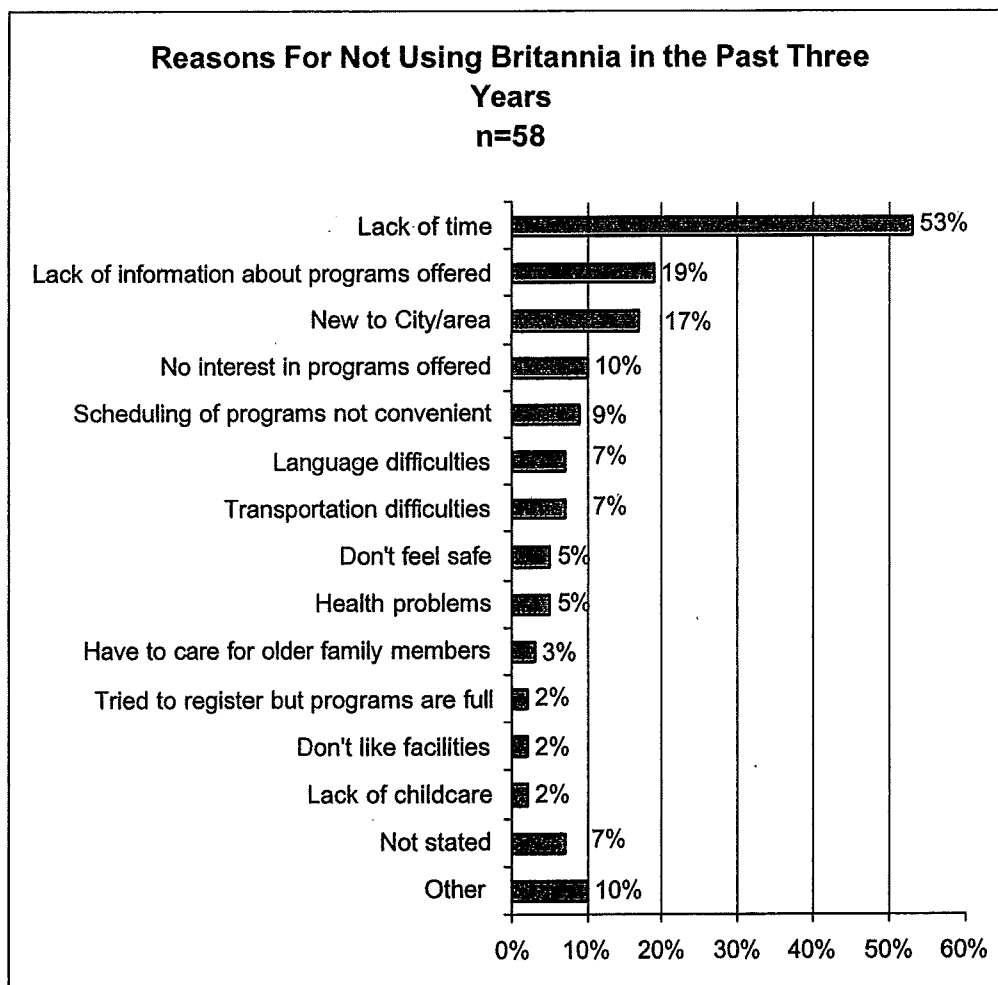
- speak Chinese at home (54% are non-users),
- live in Strathcona (42% are non-users),
- are short-term residents of Britannia's catchment area for less than a year (60% are non-users),
- were not born in Canada (34% are non-users),
- have no children living in the household (32% are non-users),

- have high annual household incomes of \$85,000 or over (43% are non-users), or
- have low annual household incomes of under \$25,000 (38% are non-users).

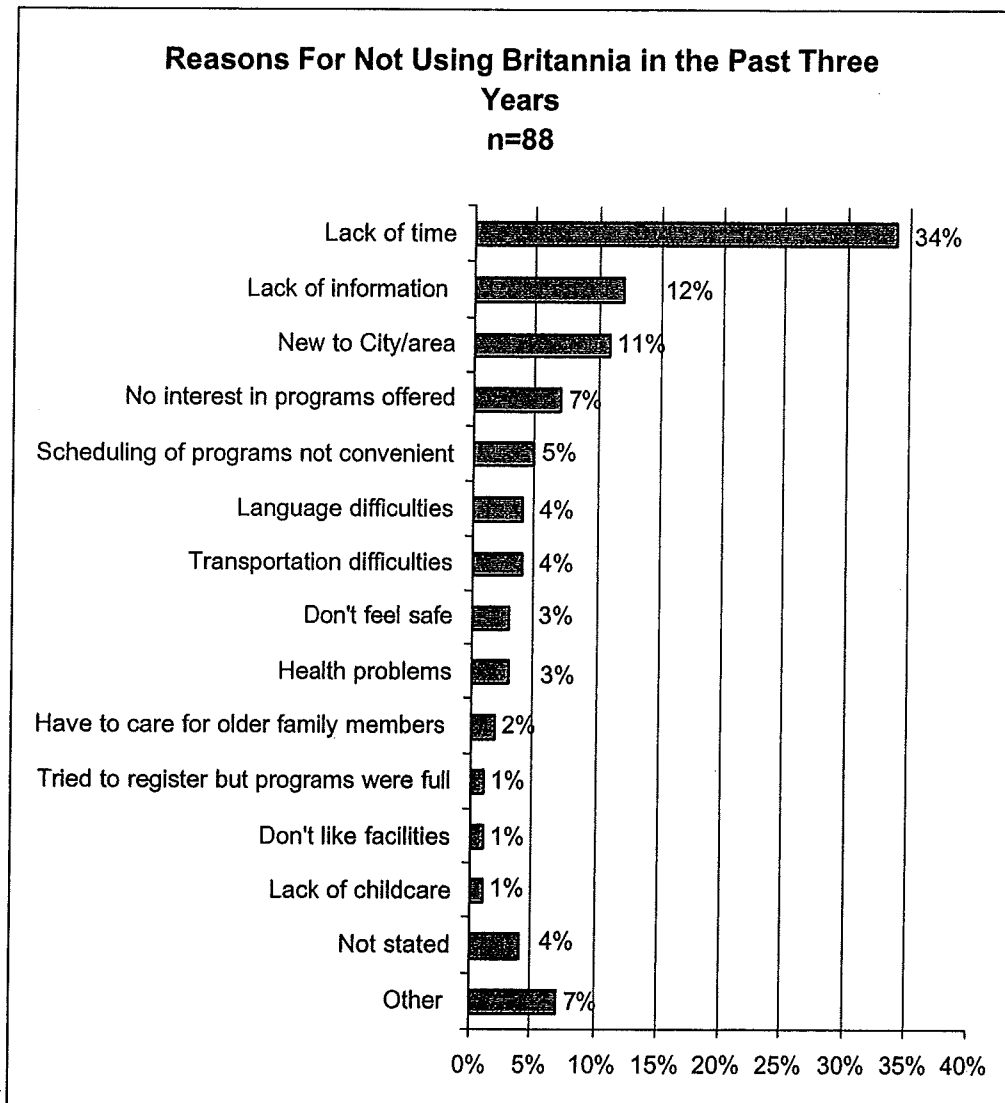
Reasons for Non-Participation

If you and other household members have not used Britannia's programs in the past three years or have never used the programs, what are the most important reasons?

Lack of time was the most significant reason for not having used Britannia's programs in the past three years. Just over half of the 58 non-users (including both never used and non-users in past three years) cited *lack of time*. A *lack of information* and being *new to the area* were also important factors, mentioned by almost one in five non-users. No interest in the programs offered and inconvenient scheduling were reasons for one in ten non-users.



Looking at the same reasons data in terms of the numbers of reasons given (instead of the number of respondents), one-third of the 88 reasons cited by 58 non-users (including both never used and non-users in past three years) was *lack of time*. *Lack of time* was a reason for 53% of non-users. A *lack of information* and being *new to the area* were also important factors.



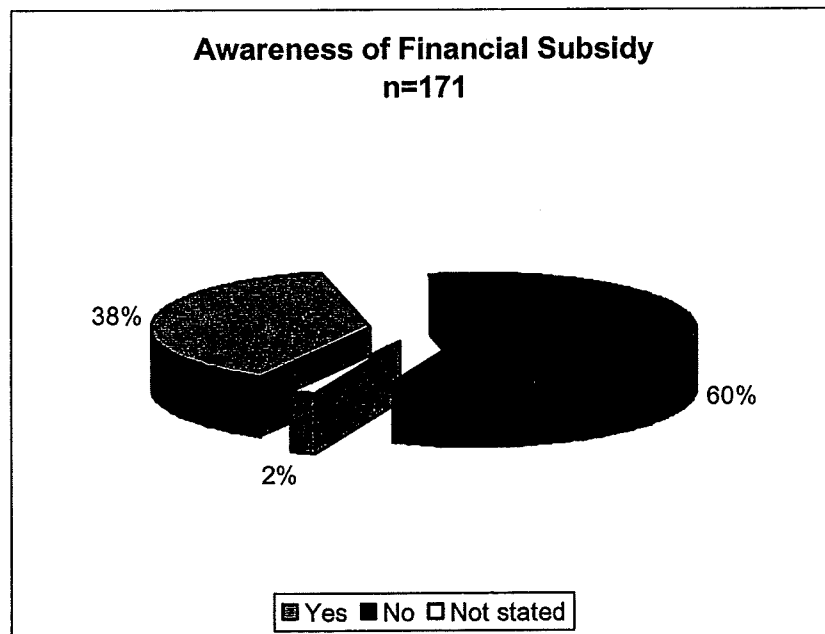
Awareness of Britannia's Financial Subsidy

Were you aware that Britannia can reduce the cost of attending programs for some residents who fill out a Request for Subsidy form?

Six in ten of surveyed residents who were aware of Britannia are not aware of the availability of a financial subsidy to qualifying residents.

- Awareness is higher among users (50%) than past users (18%) and non-users (11%).
- Awareness is higher among Grandview-Woodlands residents (42%) than among Strathcona residents (25%).

Awareness of the financial subsidy program was lower among those in the lowest annual income bracket of under \$25,000 (34% aware) and those in the income bracket of \$45,000 or more (36% aware). Those in the annual income bracket of \$25,000 to \$44,999 had the highest level of awareness of the financial subsidy program (52%).

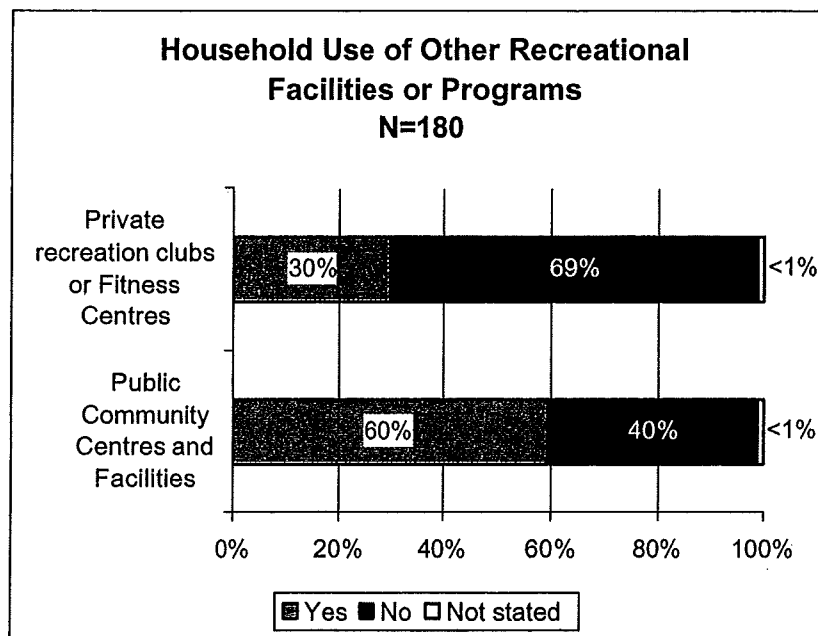


Use of Other Public and Private Facilities or Programs

In the past three years have you or other members of your household used other recreation facilities or programs?

Use of other public and private facilities and programs is quite widespread among residents of Britannia's catchment area. In the past three years, six in ten of surveyed residents have used other public recreation facilities or programs, and three in ten have used private clubs and fitness centres.

- Britannia users are more likely (65%) than past users (53%) and non-users (48%) to have used other public community centres and facilities.
- Britannia users (35%) are also more likely than non-users (13%) to have used private clubs and fitness centres. 41% of past users use private clubs and fitness centres.

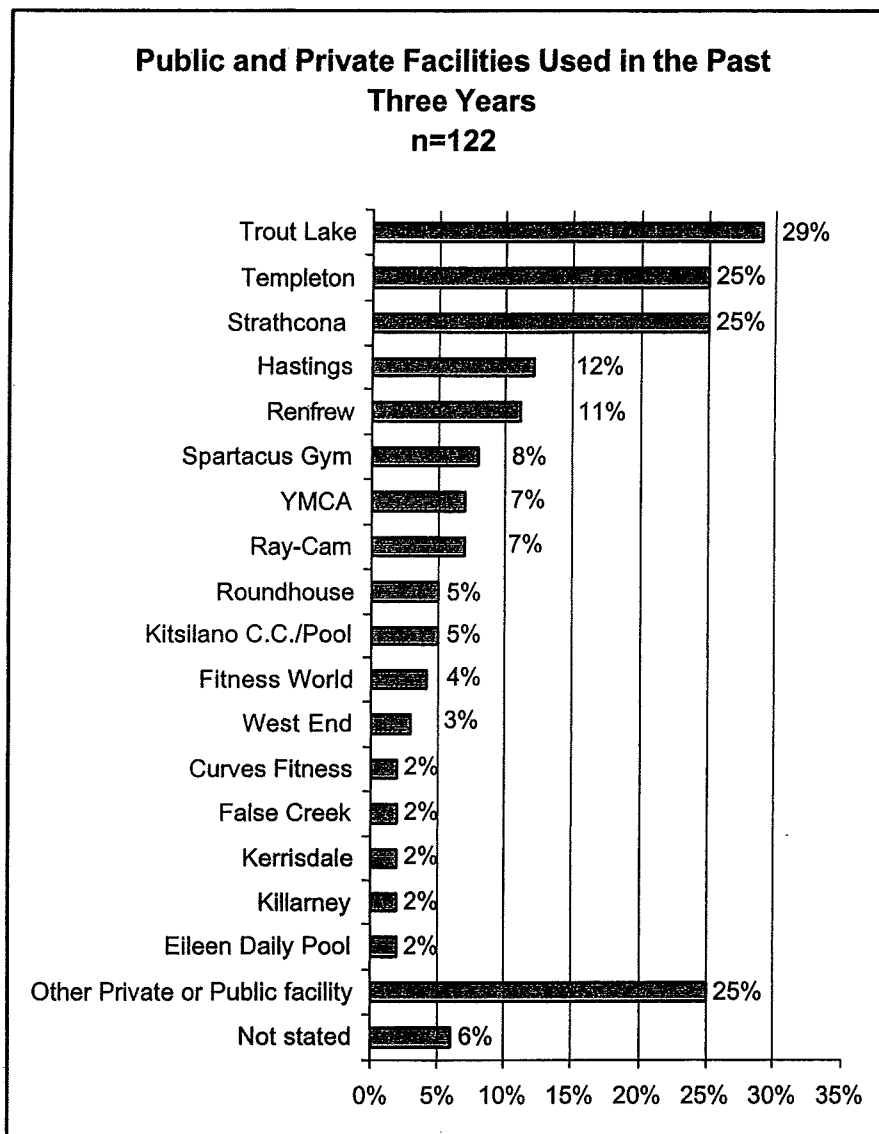


Which ones were used in the past three years?

Trout Lake, Templeton, and Strathcona, all public facilities, are used by the largest percentages of those who use other facilities. Spartacus Gym and the YMCA are the most frequently used private facilities.

- Strathcona residents were especially likely to use Strathcona Community Centre

and Ray-Cam Community Centre, while Grandview-Woodlands residents were especially likely to use Trout Lake Community Centre and Templeton Pool.

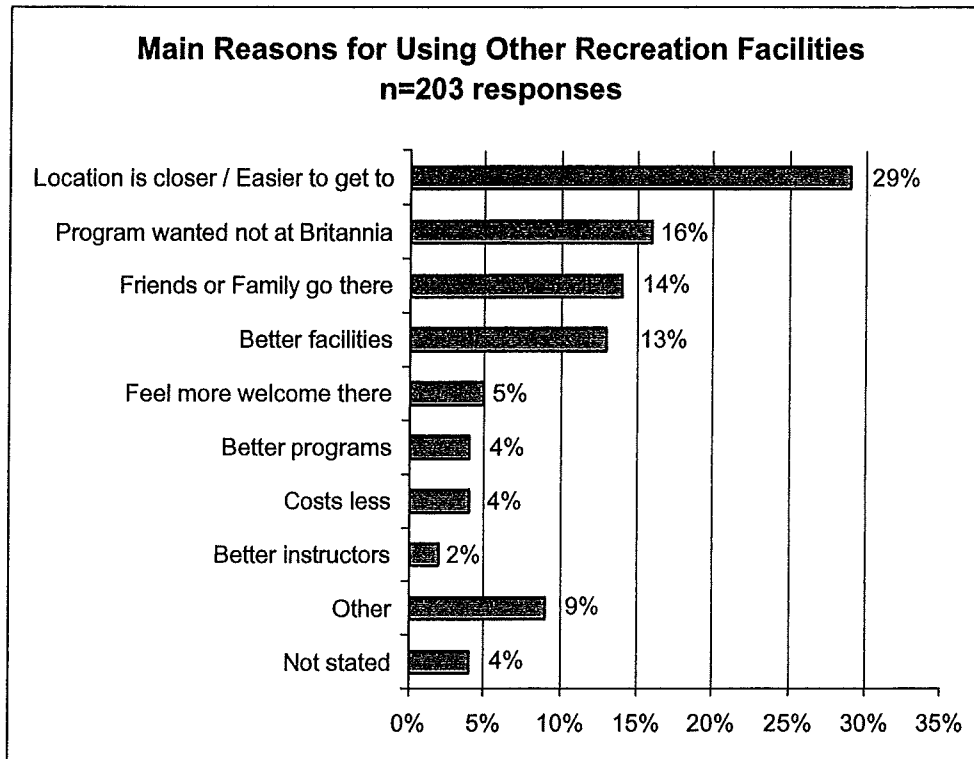


Reasons for Using Other Facilities or Programs

What are the main reasons for using other public or private recreation facilities or programs in the past three years?

The main reasons for using other facilities and programs are convenient locations, to participate in a program that is not available at Britannia, because friends or relatives go there, and because the facilities are regarded as better. Strathcona Community Centre was frequently mentioned as close by and convenient. Templeton Pool was also mentioned quite often as having a convenient location.

Respondents' comments about their reasons have been listed in Appendix C, starting on page 3.



Ways of Getting Information About Britannia

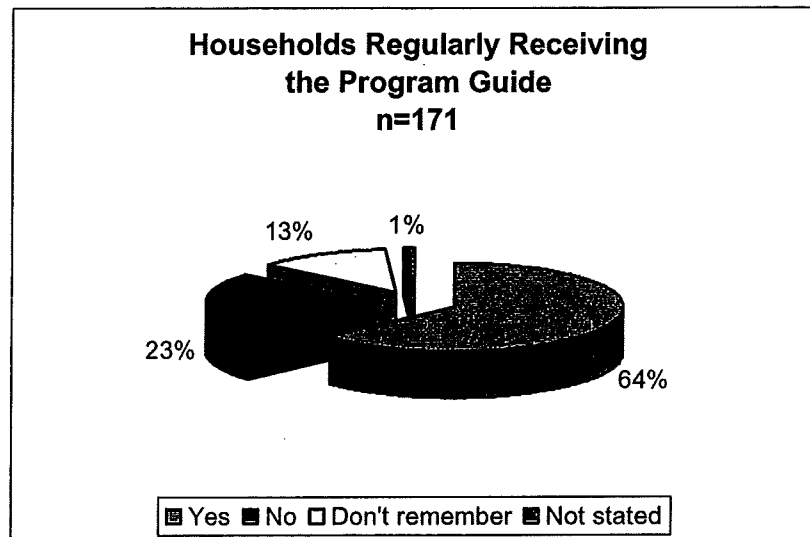
The Britannia Program Guide is distributed to all households three times a year in the Spring, Fall and Winter. Do you regularly receive the Program Guide at your home?

About two-thirds of surveyed residents who were aware of Britannia say they regularly receive the Britannia Program Guide at their home.

- Britannia users are more likely to receive the Guide. 77% say they regularly receive the Guide.

Less likely to receive or to be aware they receive the Guide are non-users. 38% say they do not receive the Guide, and 27% do not remember if they receive it.

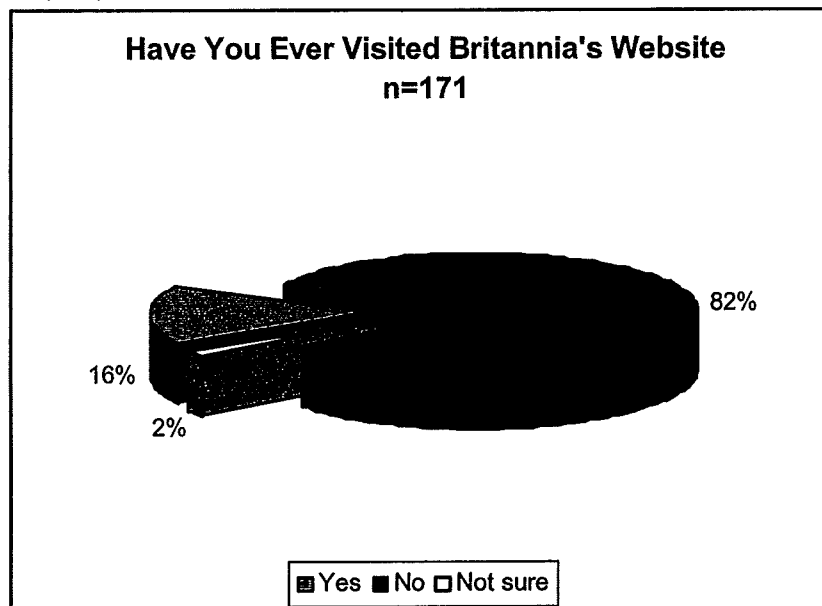
- Residents of Strathcona are less likely to say they receive the Guide (23%) than residents of Grandview-Woodlands (78%), and are more likely to say they do not remember if they receive it – 25% of Strathcona residents and 9% of Grandview-Woodlands residents.



Have you ever visited Britannia's website at www.britanniacentre.org?

Only 16% of surveyed residents who were aware of Britannia have visited Britannia's website.

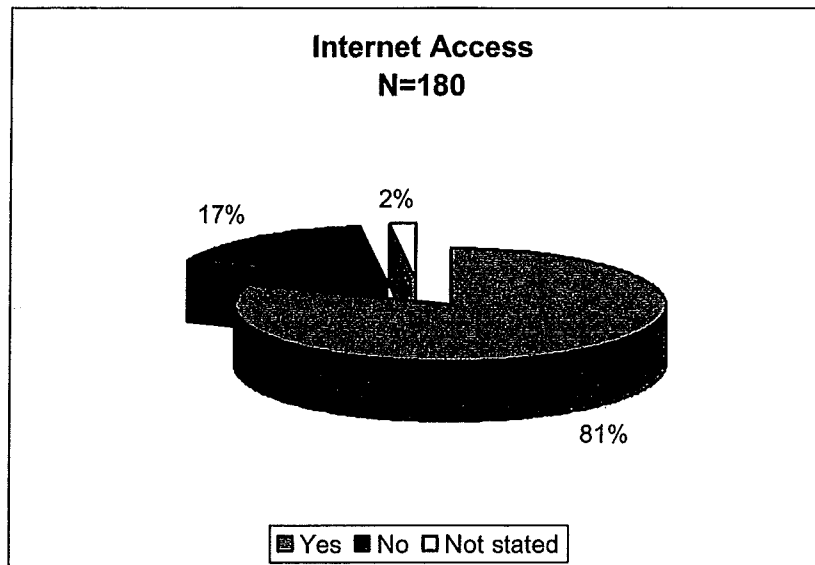
- Website visitors include 19% of users and 11% of non-users. None of the past users said they had visited the website.
- Residents of Grandview-Woodlands (20%) were more likely than Strathcona residents (5%) to have visited the website.



Do you have access to the Internet from a computer at home, work or elsewhere?

Eight in ten of surveyed residents have internet access at home, work or elsewhere.

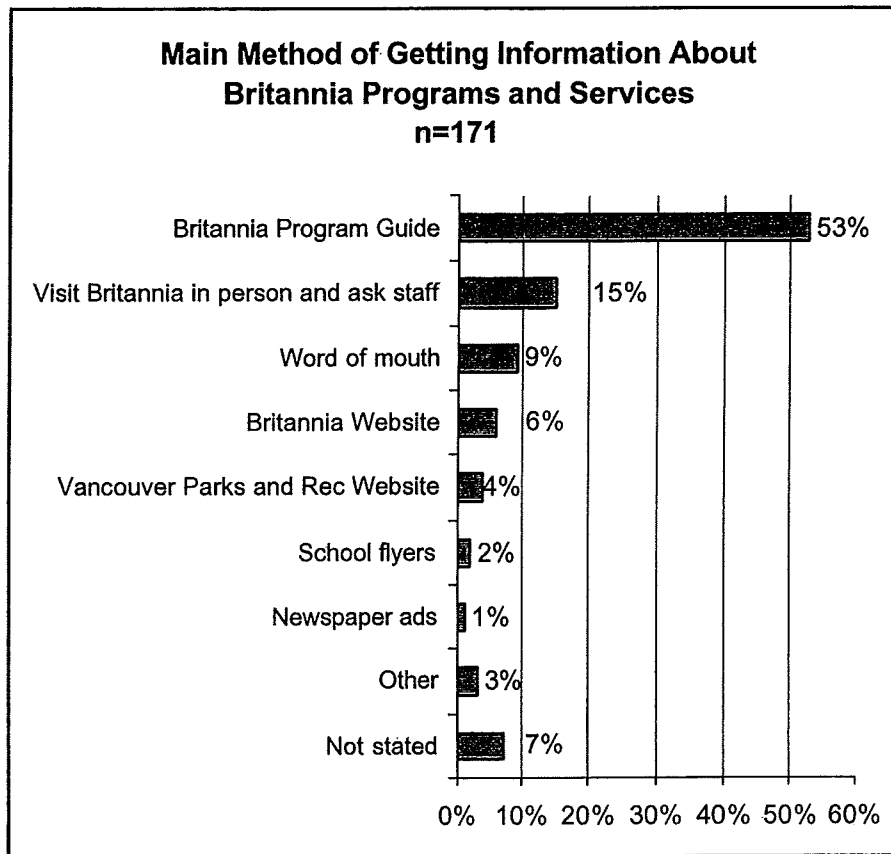
- 85% of users have internet access, 94% of past users, but only 67% of non-users have internet access.
- While 95% of households with annual incomes of \$45,000 or more have internet access, only 65% of households with annual incomes below \$45,000 have internet access.



What is your main way of getting information about programs and services offered at Britannia?

The Program Guide is the main way of getting information for over half of the residents surveyed who were aware of Britannia. In-person visits are the main method for 15%, and another 9% rely on word of mouth. One in ten rely on either the Britannia or the Vancouver Parks and Recreation web site.

- The Program Guide is the main method for 61% of users, while 18% visit in person and talk to staff, 9% rely on word of mouth, and the Britannia website is the main method for 7% of users.
- Strathcona residents are less likely than Grandview-Woodlands residents to depend on the Program Guide as their main method and more likely to rely on word of mouth. 39% of Strathcona residents and 58% of Grandview-Woodlands residents say the Program Guide is their main method, and 16% of Strathcona residents and 7% of Grandview-Woodlands residents say word of mouth is their main method.



Feeling Informed About Britannia

How informed do you feel about the programs and facilities available at Britannia?

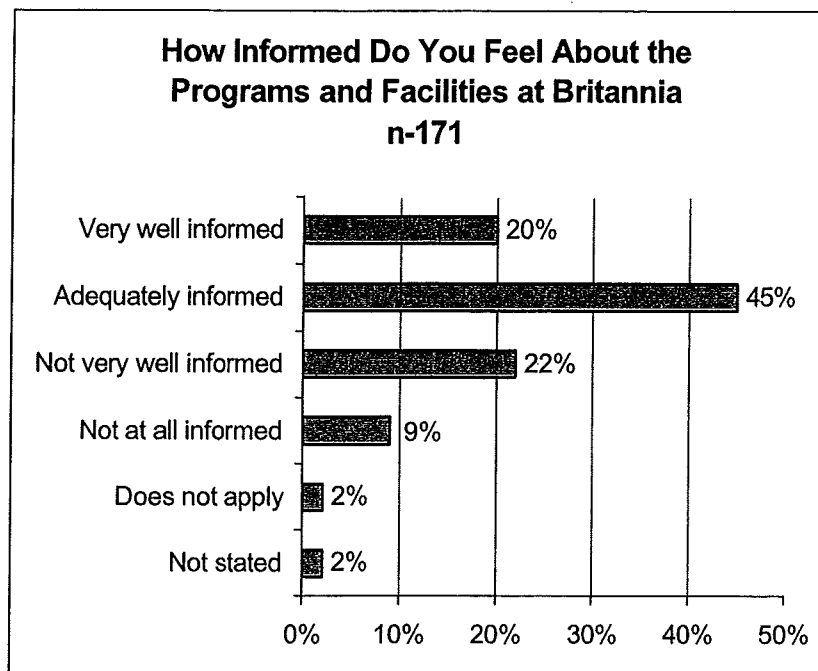
Two-thirds (65%) of surveyed residents say they feel very well or adequately informed, and about a third (31%) feel insufficiently informed.

- 82% of users feel at least adequately informed, while 18% feel that information is lacking.

Among past users, 35% feel at least adequately informed, and 53% feel that information is lacking.

Among non-users, 30% feel at least adequately informed, and 57% feel that information is lacking.

- Strathcona residents (52%) are more likely than Grandview–Woodlands residents (24%) to feel insufficiently informed.



Satisfaction with the Quality of Britannia Programs and Services

Are you and your household satisfied or dissatisfied with the quality of programs and services at Britannia?

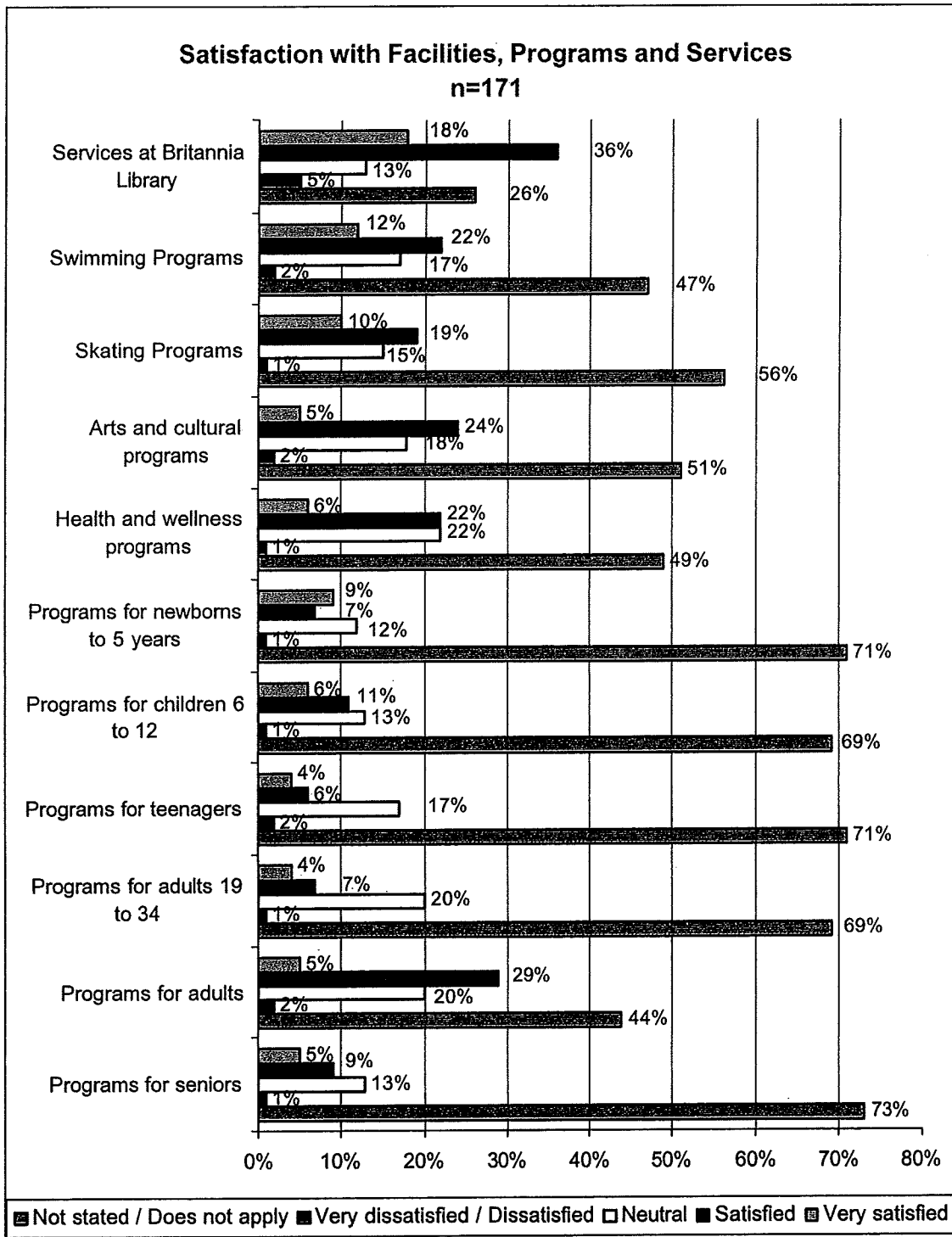
The average (mean) ratings ranges from 2.1 to 2.6, and the percentages of very satisfied responses ranged from 40% to 11%. Although the percentages of dissatisfied ratings were small, the percentages of very satisfied users were also quite small due to a tendency of raters to choose satisfied over very satisfied or a neutral response.

The largest percentage of very satisfied ratings given by users who gave a substantive rating ("not stated" and doesn't apply" responses were netted out of this analysis) was given to programs and services for newborns to children up to five years of age (40% very satisfied).

The largest percentages of either very satisfied or satisfied ratings were given to library services (80%), skating programs (73%), programs and services for newborns to children up to five years of age (71%), and swimming programs (70%).

Please note that the order of results on the next chart is the percent of respondents who are very satisfied, the percent who are satisfied, the percent who are neutral, the percent who are either very dissatisfied or dissatisfied, and the percent who did not provide an answer or ticked "does not apply". Thus the results for services at Britannia library are: 18% were very satisfied, 36% were satisfied, 13% were neutral, 5% were either very dissatisfied or dissatisfied, and 26% did not provide a satisfaction rating.

**Satisfaction Ratings:
Including Does Not Apply and Not Stated Responses**



Average ratings for each of the program and service types were better than the mid-point of the 5-place scale.

- The best average (mean) ratings were given to library services and skating programs, while the worst were given to programs and services for teenagers and programs and services for young adults 19 to 34 years.

**Satisfaction Ratings:
Excluding Does Not Apply and Not Stated Responses**

	Average (Mean) Rating	Very Satisfied	Combined Satisfaction	Combined Dissatisfaction
Library services (information, books, programs)	2.1	27%	80%	7%
Skating programs	2.1	27%	73%	0%
Programs and services for newborns to children up to 5 years of age	2.2	40%	71%	0%
Swimming programs	2.2	27%	70%	3%
Programs and services for children 6 to 12 years of age	2.2	27%	66%	0%
Arts and cultural programs	2.3	13%	65%	3%
Health and wellness programs	2.3	14%	61%	1%
Programs and services for adults	2.3	11%	68%	3%
Programs and services for seniors	2.4	19%	58%	3%
Programs and services for teenagers	2.6	19%	46%	3%
Programs and services for young adults 19 to 34 years of age	2.6	14%	39%	5%

Note: The lower the number, the better the average (mean) rating.

Suggestions for Improving Programs and Services

Do you have any suggestions for improving programs and services at Britannia?

All of the suggestions of respondents for improved programs at Britannia are listed in Appendix C, beginning on page 7. No particular common themes could be identified in the variety of comments.

Role of Britannia in the Community

If you think that Britannia plays an important role on fostering a sense of community, please explain why.

Sixty-three survey respondents, or 35%, wrote comments on their questionnaire explaining why they think Britannia plays an important role in fostering a sense of community.

Common themes included: Britannia is the hub of the community, brings people together, is a place to meet people, is used by a diversity of people, has something for all ages, and is centrally located. All of the comments have been listed in Appendix C, starting on page 10, and a sampling is listed below.

A healthy community needs a Britannia Centre.

Yes, it's the hub of the community.

Britannia is a pretty friendly and welcoming place for all.

Brings people of great diversity together.

Safe, friendly place to meet neighbours and friends, like the village square. They try to be a part of the community, they reach out.

It gathers a variety of people together with its programs that may have never met otherwise.

So, so, so important for bringing families and other moms together.

It's important to have a Community Centre to foster community spirit and to provide positive programs for mind and body.

They have a lot of facilities for community use, covers a lot. Everything is together.

Gathering place, focal point for events, community development.

It's a place that people can go to meet each other and socialize. Older people can meet there.

It's a hub and landmark for the neighbourhood.

APPENDIX A

Objectives and Methodology

OBJECTIVES AND METHODOLOGY

Background and Objectives

A community survey was undertaken as a component of a Program Needs Analysis for Britannia Community Services Centre. Wilson & June Consultants was contracted to conduct the Needs Analysis, and Points of View Research & Consulting carried out the survey. The main purpose of the survey was to provide up-to-date information on use of and satisfaction with Britannia Centre recreation programs and services. This information will help inform the overall goal of the Program Needs Analysis of *positioning Britannia to successfully serve its local community into the future* (Wilson & June proposal, *Positioning Britannia to Effectively Serve its Vibrant and Changing Community*, June 1, 2004).

The objectives of the survey were to:

- measure the level of awareness of Britannia Centre,
- determine the usage patterns for Britannia by adults, seniors, and children in three age groups,
- measure the frequency of household use,
- measure the level of use of other public and private facilities and programs and determine the reasons for use,
- identify any barriers to using Britannia,
- identify the main sources of information about Britannia,
- measure awareness of and applying for Britannia's financial subsidy for attending programs,
- measure user satisfaction with the quality of programs and services at Britannia,
- obtain any suggestions for improving programs, and
- determine public perceptions of Britannia's role in the community.

Survey Design and Procedures

Survey design. The survey design was a self-administered survey dropped off at randomly selected residences and either picked up or brought by the respondent to Britannia's information centre, pool or library. The field team consisted of five experienced, trained interviewers, including two who spoke Cantonese and Mandarin.

Fieldwork procedures. The majority of the fieldwork activities took place on weekends in October 2004. The procedure at the door consisted of ringing the doorbell or knocking at each selected home and informing the resident of the survey, its importance to the community, and of the prize draw coupon. If no one answered the door the survey package was left in a dry, visible place such as on top of the mailbox or propped against

the front door. In multi-family buildings with a manager, the manager was buzzed and informed of the survey. This usually resulted in the manager coming to the front door or letting the survey team member enter the building. If the building had no manager or the manager was not at home, residents were buzzed until someone answered and let the team member into the building. Alternatively, a resident entering the building was intercepted and asked for assistance in gaining entry to the building or for cooperation in placing a survey package at the door of the unit(s) selected for the survey.

The survey team returned to all residences to pick up completed questionnaires from one to five times. Sometimes on these return visits, replacement survey packages had to be left, because someone in the household had misplaced or recycled the first package. Quite a few respondents elected to drop off their completed questionnaires to the Centre and a few completed questionnaires were mailed to Britannia. (Completed questionnaires directly returned to Britannia Centre were not counted, but 50 would be an estimate.)

During the early drop-off activities in Strathcona, a high refusal rate among residents of Chinese background was observed. To ensure representation of this large ethnic group in the survey sample, the Chinese-speaking members of the survey team suggested interviewing in person when they had the opportunity. About a dozen respondents administered the questionnaire by the survey team, and all but two of these were interviewed in a Chinese language. In addition, nine randomly selected respondents living in the area north of Franklin were interviewed by telephone. The survey team ran out of time, questionnaires, and coupons before getting to this last northernmost area of Grandview-Woodlands.

Incentives to participate. To encourage participation in the survey, coupons for a prize draw were included in the survey package, and the letter and questionnaire were translated into Chinese (traditional form). To encourage representation of other first language speakers, a telephone information line was established to answer questions from the public and provide assistance with the survey in English, Chinese, Spanish and Vietnamese.

Distribution area. The distribution area was the neighborhoods of Strathcona and Grandview-Woodlands as defined by the City of Vancouver Social Planning Department. Strathcona is FSA V6A and is bounded on the north by Hastings, on the south by Great Northern Way, on the west by Quebec and on the east by Clarke. Grandview-Woodlands is FSA V5L and the northern part of V5N and is bounded on the north by Burrard Inlet, on the south by Broadway, on the west by Clarke and on the East by Nanaimo.

In all, 533 households received the survey package, 123 in Strathcona and 410 in Grandview-Woodlands. After culling returned questionnaires with skipped pages or substantially incomplete data, 180 usable questionnaires were identified, 50 from Strathcona residents, 129 from Grandview-Woodlands residents, and one whose area was unknown.

Return rate and reliability of results. The overall return rate was 34%, or 41% for Strathcona and 31% for Grandview-Woodlands. This distribution of the sample between the two neighborhoods exactly reflects the population distribution of 28.5% Strathcona and 71.5% Grandview-Woodlands.

The results from the total sample of 180 can be expected to be accurate at least plus or minus 7.3 percentage points, 19 times out of 20.

The results from an area sample of 50 Strathcona residents can be expected to be accurate at least plus or minus 13.8 percentage points, and the results from an area sample of 129 Grandview-Woodlands residents can be expected to be accurate at least plus or minus 8.6 percentage points, 19 times out of 20.

Survey Package and Questionnaire

The survey package consisted of a cover letter on Britannia letterhead, the questionnaire, a coupon for the prize draw and envelope addressed to Britannia Centre. The cover letter informed the reader of the purpose of the survey, the prize draw and the survey information line. The English cover letter had a few key phrases written in Chinese, Spanish and Vietnamese instructing readers of those languages to have the letter translated and informing them of the information line and its phone number, where assistance with the questionnaire was available in English, Chinese, Spanish and Vietnamese. The letter and questionnaire were translated by MOSAIC translation services into Chinese (traditional form).

An initial questionnaire and cover letter were prepared by a senior consultant of Points of View Research and revised through several drafts with input provided by members of the consulting team and a sub-committee of the larger committee overseeing the Program Needs Analysis. The Executive Director reviewed and commented on the penultimate draft. The final English version of the questionnaire and letter may be found in Appendix B of this report.

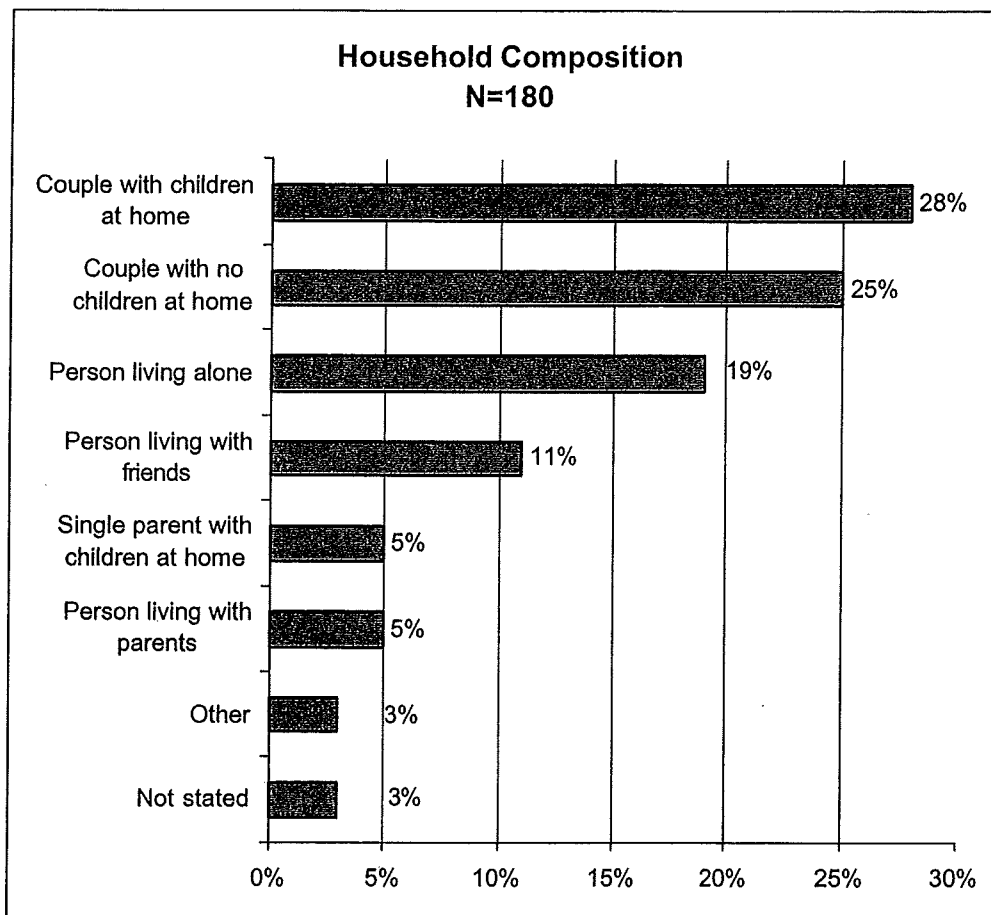
Data Coding and Analysis

The responses to open-ended questions were listed, and thematic or classification categories were determined by a experienced researcher, who then coded the responses for quantitative analysis. Uncategorized and verbatim responses may be found in Appendix C. Throughout this report, the findings reported opposite bullets (•) signify statistically significant differences between sub-groups in the responses to specific questions.

Sample Characteristics

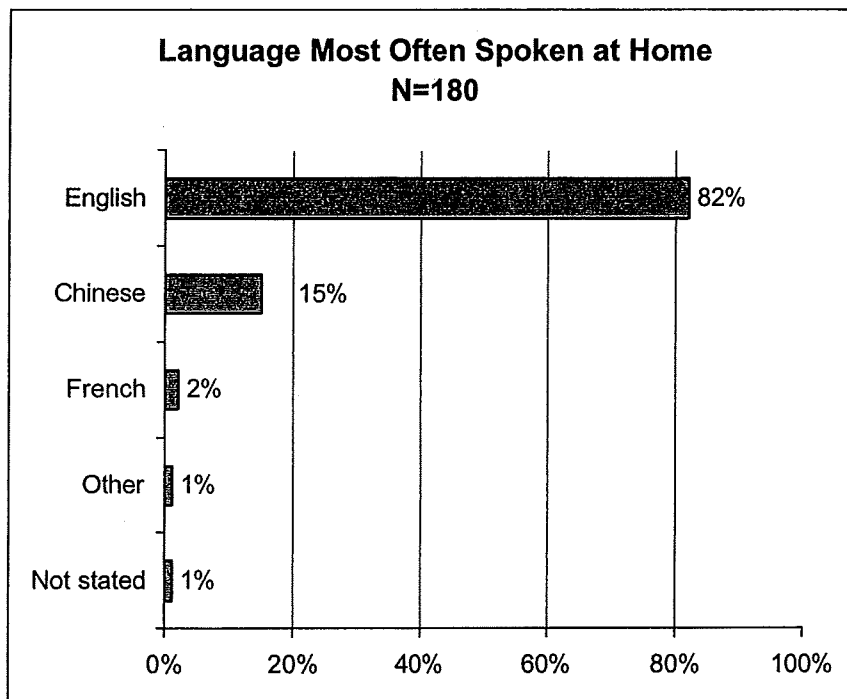
Which best describes your family situation at present?

A third of the sample had dependant children living at home. Single parent households and one-person households are under-represented in the sample.



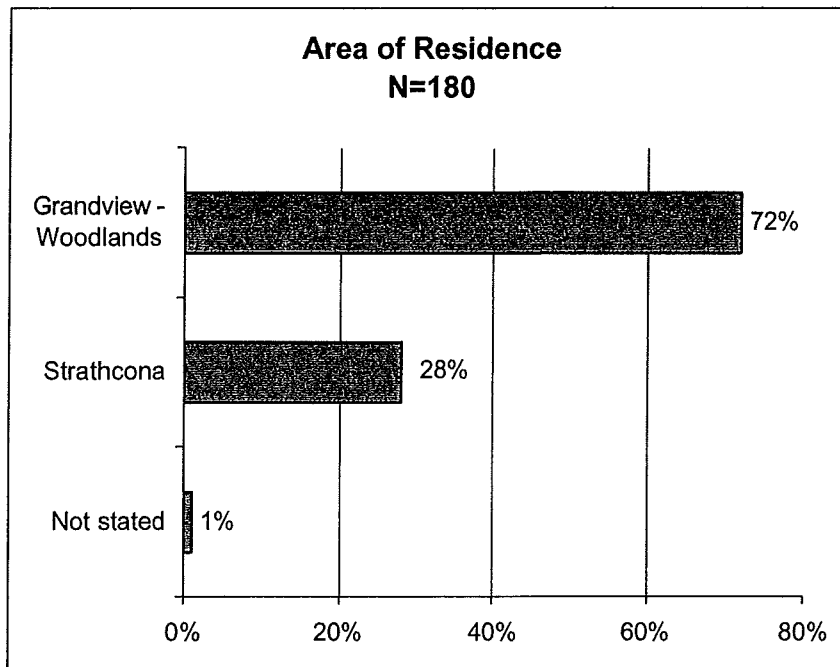
What language do you speak most often at home?

Four in ten survey respondents said that English is the language spoken most often at home. Although first language and language spoken at home can be different, it is likely that Chinese and other non-English language speakers are under-represented in the sample.



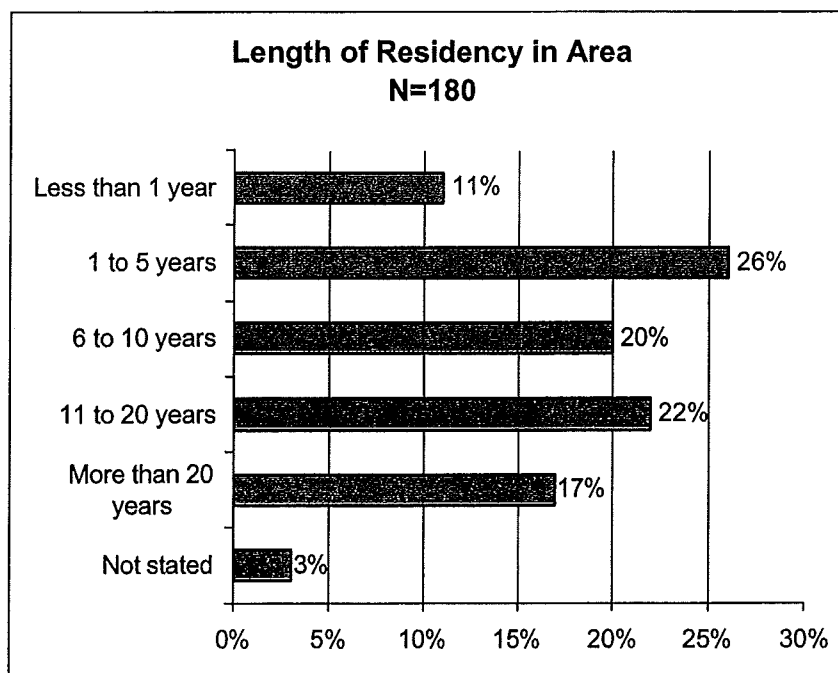
Which area do you live in?

The sample reflects the distribution of the population in Britannia's two catchment neighborhoods of East Vancouver.



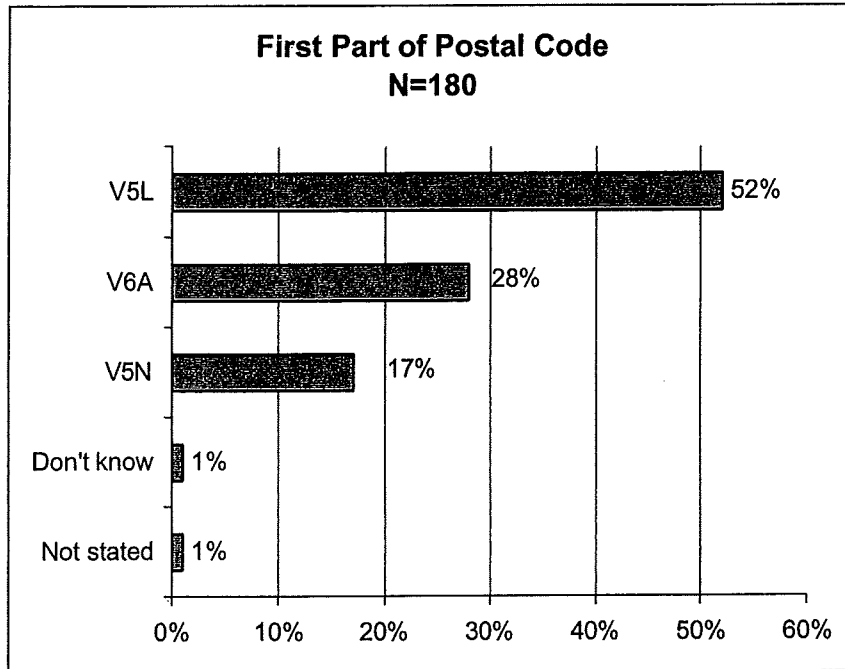
How long have you lived in the Strathcona or Grandview-Woodlands area?

Short, medium and long-term residents are well represented in the sample.

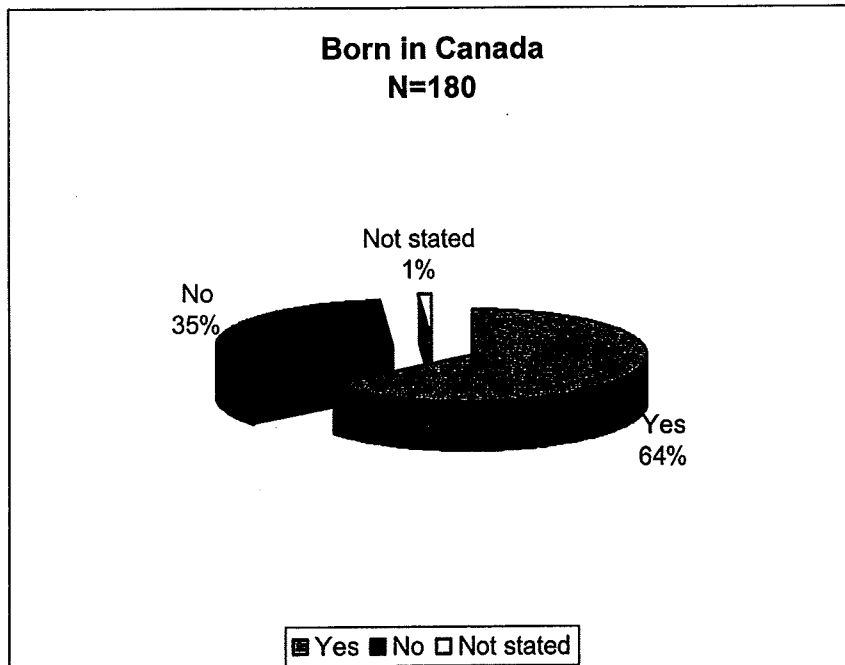


What is the first part of your postal code?

Slightly more than half of the sample resides in the Grandview-Woodlands FSA V5L.

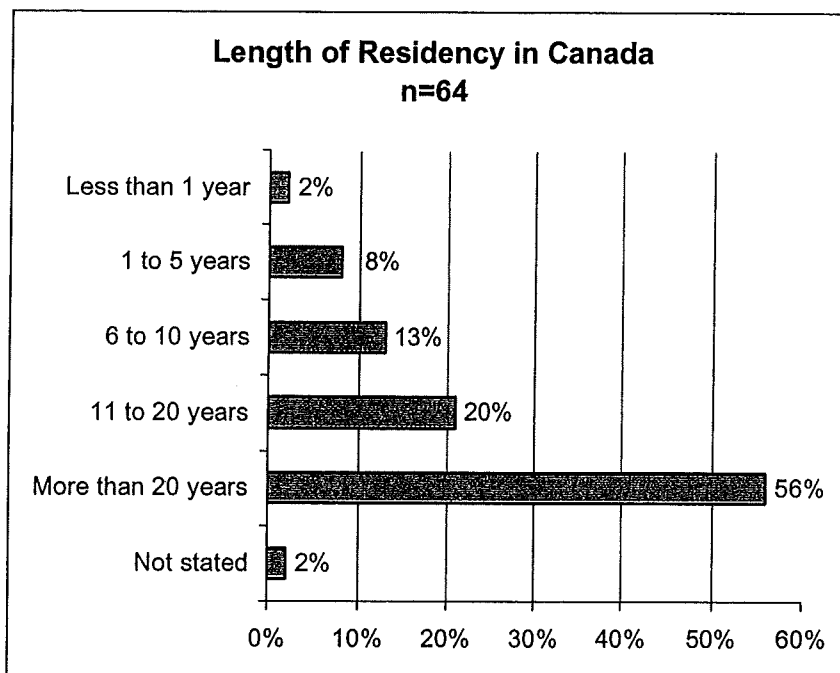
**Were you born in Canada?**

Over a third of the sample was not born in Canada.



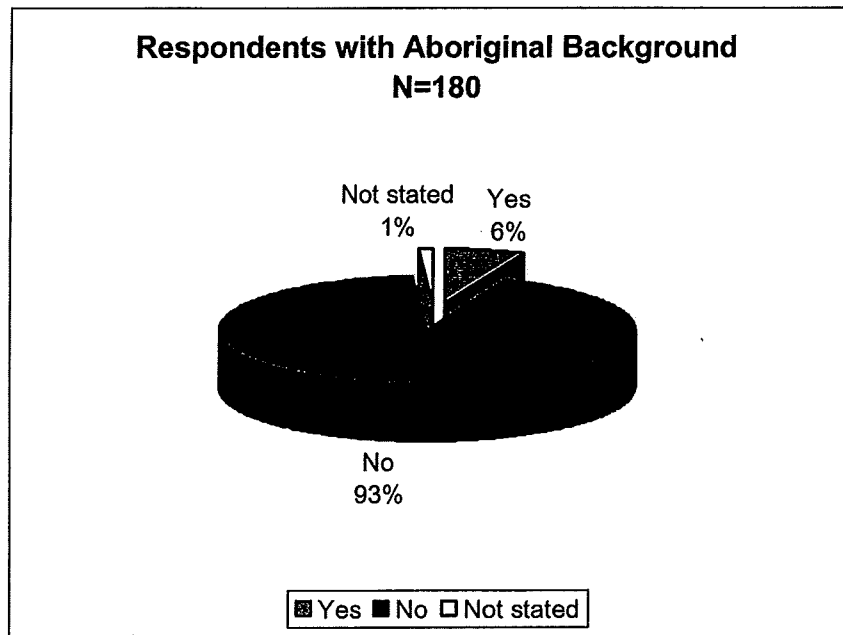
How long have you lived in Canada?

The majority of those who were not born in Canada have lived in this country longer than 10 years. One in ten are shorter-term residents of Canada of five years or less.



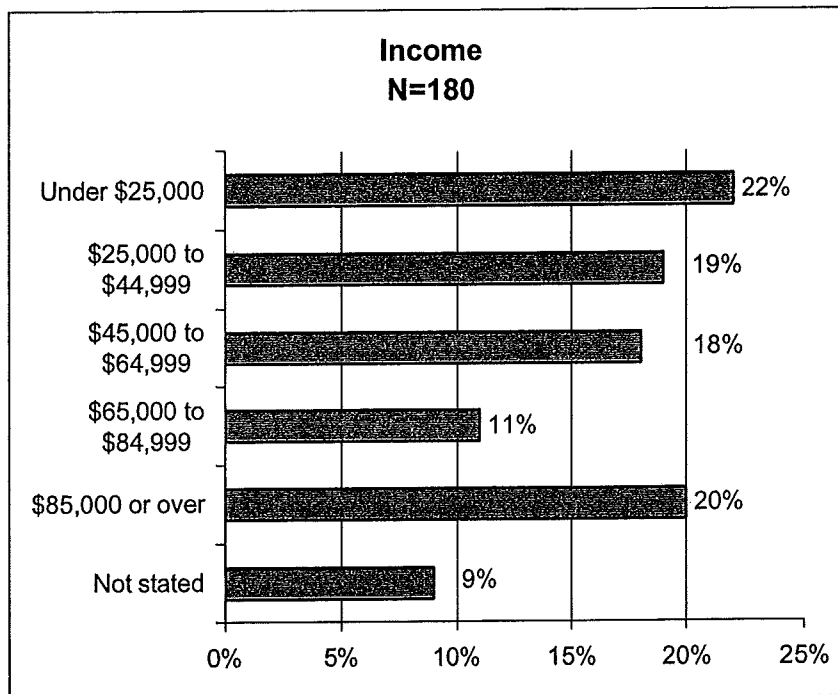
Are you or any member of your household an aboriginal person, that is, a North American Indian, a Metis or Inuit?

Aboriginal residents are well represented in the sample.



What is your total annual household income before taxes?

Half of the sample lives in households with annual incomes under \$45,000. About one in five lives in low-income households of under \$25,000, and one in five lives in high-income households of \$85,000 and over.



APPENDIX B

Letter and Questionnaire

這是十分重要，請找人翻譯。

Dear Neighbour,

September, 2004

LET US KNOW, Britannia Community Services Centre wants to hear from you! To continue meeting the needs of this community, we are conducting a survey and hosting several informal chat sessions to hear your ideas and suggestions. Your feedback will form the basis for our programming in the future.

You are one of only several hundred lucky people who have randomly been selected to receive this survey. Please take a few minutes now to answer the survey questions. Your answers will be kept confidential by the independent research firm, Points of View Research & Consulting Ltd. You are not asked to give your name or any information on the survey that would allow you to be identified.

After you have finished the survey, you can drop it off at Britannia Community Services Centre at 1661 Napier Street off Commercial Drive. There are collection boxes marked "Let Us Know Survey" in the library, pool and information centre.

Or you can leave your completed questionnaire at your front door for us to collect the weekend of October 9th and 10th, 2004. Be sure you leave it in an easy to see, covered area (in case it rains).

Don't forget to drop off your coupon at the Centre when you bring in your questionnaire. Or leave your coupon with your questionnaire for us to pick up at your door. That way you can be entered in the draw to win one of the many prizes.

如希望收到本信及問卷的中文版本，請電 604-515-2500，留下姓名及電話號碼。

If you have any questions or require assistance in completing the questionnaire in a language other than English, please call 604-515-2500, and leave your name and telephone number and the language you would like assistance in. You may want to talk to us about becoming a volunteer too!

Thank you for making our community an even better place to live!

Sincerely yours,

Jenn McGinn
President
Britannia Community Services Centre Society

Let Us Know Survey

Please check (v) the appropriate box to indicate your answer. Feel free to make any comments you wish.

Britannia Community Services Centre is located on Napier Street and Commercial Drive. Britannia Centre has two schools, a library, a swimming pool, an ice skating arena, a fitness centre, a family place, a child care centre, a teen centre, a senior's centre, several gyms and offers a variety of programs for people of all ages.

1. Had you heard of Britannia Centre before today?

Yes

No Go to Question 11a

2. Have you or any member of your household participated in any programs or activities at Britannia Centre in the past three years?

Yes Go to Question 5

No

3. Did you or any member of your household participate in programs or activities at Britannia prior to three years ago?

Yes, participated more than three years ago

No, have never participated in programs or activities at Britannia

4a. If you and other household members have not used Britannia's programs in the past three years or have never used the programs, what are the most important reasons? Check up to 3 answers

₁ No interest in programs offered

₂ Transportation difficulties

₃ English language difficulties

₄ Have to care for older family members

₅ Tried to register but programs are full

₆ Scheduling of programs not convenient

₇ Programs don't reflect my culture

₈ Don't feel welcome

₉ Lack of time

₁₀ Too expensive

₁₁ Health problems

₁₂ Lack of childcare

₁₃ Lack of information about programs offered

₁₄ I don't feel safe

₁₅ I don't like facilities

₁₆ Other (please explain) _____

4b. Please explain your answers to question 4a _____

Go to Question 11a if no one in your household has participated in programs and activities at Britannia in the past three years, or no one in your household has ever participated in programs and activities at Britannia.

5. Who in your household has participated in programs or activities at Britannia in the past three years? Check as many as apply

₁ Myself

₂ Teen 13 to 19

₅ Other adult How many? _____

How many? _____

- ₃ Child 6 to 12 How many? _____
₄ Child under 6 How many? _____

6. **Have you or any adult in your household participated in any of the following programs or activities at Britannia Centre in the past three years? Answer for all adults in your household including yourself.**

**Myself and any other
adults in my household**

	Yes	No
Used public library	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Visited art gallery	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Used ESL Learning Centre	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Attended Hastings Education Centre	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Attended Vancouver School Board Saturday programs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Ice skating lessons or rink use requiring registration	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Public skating	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Team use of ice rink	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Swimming lessons	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Public swim at the pool	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Fitness Centre	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Seniors' drop-in programs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Seniors' programs requiring registration	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Sports programs - indoors	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Outdoors activities (running, soccer, tennis)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Eastside Family Place	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Special seasonal events (Parade of Lost Souls, Canada Day, Craft Fair, etc.)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Any adult arts and cultural programs (music, visual arts, drama, dance, etc.)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Any adult fitness and health programs (Tai Chi, martial arts, core stability, etc.)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
CAP (Computer Access Program)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Literacy (HIPPI, Early Literacy, Family Literacy)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Other (infant massage, hiking trips, etc.)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂

7. **If there are children in your household, do any of your children attend Britannia Secondary School or any of these elementary schools: Britannia, Grandview, Queen Victoria, Nelson, MacDonald, Strathcona or Seymour Elementary? Check yes if you have at least one child in one of these schools**

₁ Yes ₂ No **Go to Question 9**

8. **Do your children use the facilities and programs at Britannia after school or weekends (in addition to their school use)?**

₁ Yes ₂ No

- 9a. Have any children in your household, up to 5 years, participated in any of these programs or activities at Britannia Centre in the past three years? Answer for all children in your household who are in this age group.
- 9b. Have any children in your household, 6 to 12 years, participated in any of these programs or activities at Britannia Centre in the past three years? Answer for all children in your household who are in this age group.
- 9c. Have any youth in your household, 13 to 19 years, participated in any of these programs or activities at Britannia Centre in the past three years? Answer for all children in your household who are in this age group.

	Child up to 5 years of age		Child 6 to 12 years		Child 13 to 19 years	
	Yes	No	Yes	No	Yes	No
Used public library	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Visited art gallery	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Used ESL Learning Centre	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Attended Hastings Education Centre	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Attended Vancouver School Board Saturday programs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Ice skating lessons or rink use requiring registration	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Public skating	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Team use of ice rink	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Swimming lessons	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Public swim at the pool	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Swim Club	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Fitness Centre	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Teen Centre drop-in	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Teen programs and activities requiring registration	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Sports programs - indoors	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Outdoors activities (running, soccer, tennis, etc.)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Pre-school or daycare	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Eastside Family Place	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Special seasonal events (Canada Day, Craft Fair, Halloween Carnival, Parade of Lost Souls, etc.)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Day camps, spring break or summer day camps	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Any arts and cultural programs including music, visual arts, drama, dance, etc.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Any fitness and health programs including martial arts, etc.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
CAP (Computer Access Program)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Literacy (HIPYPY, Early or Family Literacy)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
Other (infant massage, library story time)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂

10. About how many visits to Britannia Centre did all the members of your household (including you) make in the past year (summer 2003 to summer 2004)? Give your answer as the number of visits per week, per month, or for the entire year, whichever is easiest.

On average, _____ visits per week _____ visits per month _____ visits per year

11a. In the past three years have you or other members of your household used other recreation facilities or programs?

Public community centres and facilities ₁ Yes ₂ No **Go to Q. 12**
 Private recreation clubs or fitness centres ₁ Yes ₂ No **Go to Q. 12**

11b. Which ones were used in the past three years? As many as apply

₁ Strathcona Community Centre ₆ Templeton Community Centre
₂ Ray-Cam Community Centre ₇ YMCA
₃ Hastings Community Centre ₈ Other private or public facility (please
₄ Trout Lake Community Centre specify) _____
₅ Renfrew Community Centre

11c. What are the main reasons for using other public or private recreation facilities or programs in the past three years? Check up to 3 answers

₁ Location is closer, easier to get to ₆ Costs less
₂ My friends or family go there ₇ Better instructors
₃ Better facilities ₈ Feel more welcome there
₄ Better programs ₉ Other (please explain) _____
₅ Program wanted is not offered at Britannia

11d. Please explain your reasons. _____

If you have not heard of Britannia before today, go to Question 20.

12. The Britannia Program Guide is distributed to all households three times a year in the Spring, Fall and Winter. Do you regularly receive the Program Guide at your home?

₁ Yes ₂ No ₃ Do not remember

13. Have you ever visited Britannia's website at www.britanniacentre.org?

₁ Yes ₂ No ₃ Not sure

14. What is your main way of getting information about programs and services offered at Britannia?

₁ Britannia Program Guide ₅ Visit Britannia in person and ask staff
₂ Britannia Website ₆ Newspaper ads
₃ Vancouver Parks and Rec website ₇ School fliers
₄ Word of mouth (a friend or relative) ₈ Other (please specify) _____

15. How informed do you feel about the programs and facilities available at Britannia?

₁ Very well informed ₄ Not at all informed
₂ Adequately informed ₅ Does not apply
₃ Not very well informed

16. Were you aware that Britannia can reduce the cost of attending programs for some residents who fill out a Request for Subsidy form?

₁ Yes ₂ No

17. Are you and your household satisfied or dissatisfied with the quality of programs and services at Britannia? Please indicate your degree of satisfaction with each listed below.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Doesn't apply
a. the services (information, books, programs) at Britannia Library	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
b. swimming programs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
c. skating programs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
d. arts and cultural programs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
e. health and wellness programs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
f. programs and services for newborns to children up to 5 years of age	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
g. programs and services for children 6 to 12 years of age	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
h. programs and services for teenagers	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
i. programs and services for young adults 19 to 34 years of age	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
j. programs and services for adults	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
k. programs and services for seniors	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

18. Do you have any suggestions for improving programs and services at Britannia?

For children _____

For youth/teens _____

For seniors _____

For other adults _____

19. If you think that Britannia plays an important role on fostering a sense of community, please explain why. _____

Please provide the following information so that your answers can be grouped for analysis.

20. Including you, how many people live at your home/current address? ____

- 21a. Including you, how many adults live in your household? ____

- 21b. How old are the adults in your household including yourself? *As many as apply*

<input type="checkbox"/> ₁ 19 - 24 years	How many? ____	<input type="checkbox"/> ₄ 45 - 54	How many? ____
<input type="checkbox"/> ₂ 25 - 34	How many? ____	<input type="checkbox"/> ₅ 55 - 64	How many? ____
<input type="checkbox"/> ₃ 35 - 44	How many? ____	<input type="checkbox"/> ₆ 65 or older	How many? ____

22. Do you have children up living in your household who are aged:

- 13 to 19 years? ₁ Yes How many? _____ ₂ No
 6 to 12 years? ₁ Yes How many? _____ ₂ No
 under 6 years? ₁ Yes How many? _____ ₂ No

23. Which best describes your family situation at present?

- ₁ Husband and wife or common law with no children living at home
₂ Husband and wife or common law with children at home
₃ Person living alone
₄ Person living with friends ₆ Single parent with children at home
₅ Person living with parents ₇ Other (please describe) _____

24. What language do you speak most often at home?

- ₁ English ₃ French ₅ Kurdish ₇ Vietnamese
₂ Chinese ₄ Italian ₆ Spanish ₈ Other _____

25. Which area do you live in? ₁ Strathcona ₂ Grandview-Woodlands

26. How long have you lived in the Strathcona or Grandview-Woodlands area?

- ₁ Less than 1 year ₃ 6 to 10 years
₂ 1 to 5 years ₄ 11 to 20 years ₅ More than 20 years

27. What is the first part of your postal code?

- ₁ V5L ₂ V6A ₃ V5N ₄ Don't know

28a. Were you born in Canada? ₁ Yes **Go to Q.29** ₂ No

28b. How long have you lived in Canada?

- ₁ Less than 1 year ₃ 6 to 10 years
₂ 1 to 5 years ₄ 11 to 20 years ₅ More than 20 years

29. Are you or any member of your household an aboriginal person, that is, a North America Indian, a Metis or Inuit?

- ₁ Yes ₂ No

30. Do you have access to the internet from a computer at home, work or elsewhere?

- ₁ Yes ₂ No

31. What is your total annual household income before taxes?

- ₁ Under \$25,000 ₃ \$45,000 to \$64,999
₂ \$25,000 to \$44,999 ₄ \$65,000 to \$84,999 ₅ \$85,000 or over

Please return your completed questionnaire and prize draw coupon to the library, pool or information centre of Britannia Community Services Centre at 1661 Napier Street off Commercial Drive, or leave it at your door for pick-up on Saturday and Sunday, October 9th and 10th, 2004.

If you would like to hear more about our informal chat sessions to discuss the needs of our community, please phone 604-515-2500 and leave your name and phone number, or write your first name and phone number here, so we can contact you. First name: _____ Phone number: _____

APPENDIX C

Uncoded Other Specify Responses and Comments

Q.4a If you and other household members have not used Britannia's programs in the past three years or have never used the programs, what are the most important reasons? (Other specify / Please explain)

No Squash.

Procrastination.

We went to Strathcona instead.

Closer to another facility.

Q.4b Please explain your answer to Q.4a

I have been by once to check out programs, but not joined yet.

Work and volunteering and family obligations.

Too far, used to go to different community centre.

I've recently moved to the neighbourhood and haven't had time to participate in any of the programs.

We only moved here last summer and haven't done any programs yet.

I feel unsafe walking to the Community Centre during evening hours.

Personally, no time. And with time it's not too late in evening, so therefore unsafe.

There is work and other things to do during most of the day.

I'd like to play Squash regularly instead of Raquetball. Converting a court would be great.

Have not received a program brochure, which would be helpful. If they were delivered with the newspaper.

I should make time for it.

No car to drive to Britannia.

Not aware of the programs offered, we get a Strathcona Centre flyer, but we don't see anything from Britannia.

I am 83 years old.

Children older and too busy working. I used to use the gym and pool, but got a subscription to YMCA, where I meet friends and where there are more machines available.

I was not in the neighbourhood.

Recently moved here.

Involved with other activities not available at Britannia.

Too busy with renovations.

I don't know where I can find the information about the project, also, what's the meaning of the project?

Very busy.

Long hours of work leave me too exhausted to participate.

Work all shifts, moved to other locations.

No interest.

I travel a lot, so I have no set schedule. Work incessantly.

I'm waiting for the library to open. New in town and a little shy to use the pool.

I just moved to the area April 04, and had a baby May 04.

Lived out of town and recently moved back to the neighbourhood and family home to care for aged parents.

I don't have much time as I was renovating my house, travelled to Europe and took a couple of vacations to Hawaii over the last few years.

I took a Night school course and didn't like the area.

Just moved into this neighbourhood.

Don't get flyers or junk mail for letter boxes.

Closer to another location. Just haven't signed up for anything.

No reason.

I don't know too much about Britannia.

Too busy working.

Q.11b Which ones were used in the past three years? (Please specify)

Just Ladies Fitness

Waterfront Hotel Fitness Centre

Roundhouse, Cambrian Hall

Momentum Fitness, Kits Rec Centre.

Willington in Burnaby

Vancouver Public Library

2nd Beach pool, Kitsilano pool.

Richmond Aquatic and Rec.

Riley Park

Fitness Express

Gathering Place, Carnegie Centre

Pilates

Spartacus, Wandering Yogi

Arts Umbrella

Second beach and New Brighton Outdoor Pool

Harry Jerome, Cambie C.C., Spartacus

McGill, Fitness World

Granville Island

Spartacus, Van Tech, Yoga Studios

Mt.Pleasant Kindergym

Burnaby Community Centres

Waterfront Gym

Kits pool, Downtown Library, Spartacus

Yoga studios and Dance Express

Private Gym

Fit City

Gathering Place

Libraries and rec centres

Kensington Pool

Bridgeport Sports club. Kitsilano C.C.

Q.11c What are the main reasons for using other public or private recreation facilities or programs in the past three years? (Please specify)

Concern with safety in area.

Birthday parties.

Extended hours.

Professional Pilates instructors.

Outdoor swimming pool not at Britannia.

Volleyball Leagues/Fitness.

Farmers market.

Better program times.

No Squash courts.

Swim time more convenient.

Cleaner, less people bothering me.

Between home and work.

Program specific to women.

When pool closes for repairs.

More accessible for the time.

High quality facility, women only.

Already full.

Curves circuit training.

Bigger and less busy.

Just someplace different.

Q.11d Please explain your reasons.

For short time need workout facilities, and Strathcona is 'slightly' closer than Britannia and less crowded.

Gay programs in the West End Community Centre.

Smaller facilities and easier parking.

Not too many people. Computer access is available.

Intermediate Yoga with Wende Davis is not offered at Britannia Community Centre.

Convenient, and they have the programs I like.

We knew about their programs, not Britannia's.

Mostly with friends and go to Strathcona, because we get the Guide.

Too close to drive to Strathcona Community Centre but unsafe to walk there.

Close to home.

Close to home, don't need to use transit.

We know some of the staff there.

It's across the street.

Strathcona is 100m away. It is between my house and my bus stop.

Need more information about Britannia.

Close to house, good service.

Strathcona is on the way home from work and Templeton B-Day party.

Outdoor pools.

I live a block away from Templeton, so it is much easier to use the pool there.

Close to work, and I participate in its marine programs.

Break dancing at Riley Park not offered at Britannia. Skating at Trout Lake close to my daughter's school.

Friendlier instruction.

Please clean needles in parking lot.

I had to wait for weight machines at Britannia.

Strathcona is very close to us. Trout Lake had Wen-do. Roundhouse had Intro Pilates, plus Kickstart.

I wanted to use squash courts, it turned out the location was not convenient.

Renfrew offered gymnastics, and my two teenage girls competed for 3 years.

Professional Pilates instructors.

Hastings Community Centre is just down the street.

Specific programs - Power Yoga/Boot camp. Pay 20 dollars at Spartacus for unlimited use.

Teaching at Arts Umbrella has been consistently exceptional. Templeton pool is closer than Britannia.

Volleyball Leagues/Fitness.

We live in Strathcona.

Swimming program offered at a more convenient time - after my work and the kids after-school program.

There is advance studio at the Roundhouse. My roommate goes to Spartacus.

The dog training courses at Trout Lake were more convenient for our schedule.

When I go to Britannia, I am often hassled by other patrons. Teens at school intimidate me.

Massage and drawing courses weren't offered at Britannia. Teen Centre is not appealing or needed for us. Feels grungy. Would visit a friend instead.

The fitness centre at Britannia not always the most friendly. A bit too many aggressive jocks.

I lived one block away.

We were closer to YMCA where we lived. Now back in the Drive area and looking for facilities.

Gym is bigger and not so crowded.

Courses not available. Lived in a different neighbourhood. Went to program with friends.

Spartacus equipment, programs, etc, meet my fitness needs.

Trout Lake is closer, Daily Pool flexibility is better, larger and cleaner. Lockers at Britannia frequently broken and don't get fixed. Hairdryers are the same. Steam room is all dirty, and showers are often dirty too.

If I am going to spend money on myself, I like going to a nice studio.

My son's preschool was at Ray-cam.

West End because sometimes there are too many kids at Britannia - but children are the future.

Gym lines.

Street hockey league at Renfrew, not Britannia. Pool at Templeton closer to us.

We're close to Britannia and Templeton.

Private Gym - Women only with convenient location and hours. Trout Lake offered wood carving class.

For Fit City, it is a high quality facility for women only. For Templeton, it's closer to me.

Night parking difficult, program quality varies at Britannia.

My daughter took Life Guard lessons there.

Same facilities always busy or undesirable atmosphere at the Gym.

Curves circuit training.

The area, the proximity.

My cousin lives close by and we go together.

Table tennis.

They also have convenient parking and less youth - gang - socializing.

Closer to work. Cycling coach runs the spinning classes.

Q.14 What is your main way of getting information about programs and services offered at Britannia? (Other specify)

None

I don't look

Notes around Britannia

Library flyer

Don't know much about it

Q.18 Do you have any suggestions for improving programs and services at Britannia for children?

More programs for children 6 to 12, more creativity. Provide a summer camp for a week.

More computer time, 30 minutes is not fair when adults get 60 minutes.

More variety, e.g., we went to Riley Park for a breakdancing course, because it wasn't offered at Britannia.

Promote website use. Use email to distribute 'program updates' on an occasional basis. Use 'targeted' distribution to notify swimming lesson parents.

I need programs for after 5pm weeknights.

I love the library sing-a-long.

Swimming for infants during weekdays.

Hold more events to promote the Centre.

Childcare for Pilates/Core strength.

I wish there was daycare for infants 6 months to 3 years.

Increased upkeep and cleanliness at the pool.

Get a better musician/storyteller for Library story time.

Decrease pot smoking surrounding the area.

Keep pool open all day.

A fun Ice Hockey drop-in. Family stick and puck is taken over by Fathers, and kids don't get to play.

Programs are great.

Program opportunities that take them out of the neighbourhood to experience new areas of the City and introduce them to wealth of experiences outside the neighbourhood – enabling.

Q.18 Do you have any suggestions for improving programs and services at Britannia for youth / teens?

Safety issues are a concern, as well as the open use of drugs in the perimeter of the Community Centre. Needs of children seem less important than the needs of the drug using community.

Is there a darkroom? More choices, flexibility of times for classes.

Work out sessions for teen girls.

Promote website use. Use email to distribute 'program updates' on an occasional basis. Use 'targeted' distribution to notify swimming lesson parents.

Introduce First Nations language classes.

I would like to take a class with my daughter or family member.

The swim change rooms seem unclean. Change lighting to seem more appealing in swimming pool.

Hold more events to promote the Centre.

Increased upkeep and cleanliness at the pool.

Provide more resources for troubled teens.

Keep pool open all day.

A fun Ice Hockey drop-in. Family stick and puck is taken over by Fathers, and kids don't get to play.

Program opportunities that take them out of the neighbourhood to experience new areas of the City and introduce them to wealth of experiences outside the neighbourhood – enabling.

More programs, useful exploration.

Q.18 Do you have any suggestions for improving programs and services at Britannia for seniors?

More arts, physical activities and intellectual programs.

Promote website use. Use email to distribute 'program updates' on an occasional basis.

Payment of programs and services available at Britannia Information Centre instead of at the swimming pool desk.

Hold more events to promote the Centre.

Increased upkeep and cleanliness at the pool.

Keep pool open all day.

Program opportunities that take them out of the neighbourhood to experience new areas of the City and introduce them to wealth of experiences outside the neighbourhood – enabling.

A Cantonese speaking program.

Rental fee for courts too expensive.

<p>Q.18 Do you have any suggestions for improving programs and services at Britannia for other adults?</p>

The early morning length swim needs to be for length swimmers and not a senior floater class!

Costly issue, change pool from chlorine to ozonation.

The dog obedience classes should be given in a quiet room, which is large enough to hold the class and not be moved during the 8 sessions.

Britannia Program Guide to be distributed to home regularly.

More sports programs for adults in the weekends and evenings, e.g., badminton, table tennis. 2-3 times a week like other Community Centres.

I simply don't know much about what is offered.

Squash courts.

Are there any 24 Hour gyms in the City?

Increase cardio equipment in the gym.

More fitness programs - aerobics - no more step. More dance please.

More Art classes.

More programs in the daytime - I work at night and can't attend a lot of things I want to.

Is there a darkroom? More choices, flexibility of times for classes.

More books / selection at the library. Prefer Hastings.

Promote website use. Use email to distribute 'program updates' on an occasional basis. Use 'targeted' distribution to notify swimming lesson parents.

More lane swims at the pool.

Add squash courts, more gardening programs.

Exercise classes for plus size people.

Financial restrictions are my reason for not participating.

First aid, sign language, Spanish.

Hikes for adults in the 55-64 age range. Hikes which are not too strenuous, yet more challenging than walks and nature strolls.

For all – better selection of contemporary fiction in library. Softer lighting in library.

Hold more events to promote the Centre.

Pool facilities need renovation.

Increased upkeep and cleanliness at the pool.

More single mom/family night gym night.

Keep pool open all day.

Program opportunities that take them out of the neighbourhood to experience new areas of the City and introduce them to wealth of experiences outside the neighbourhood – enabling.

More for adults. Some of the activities for the children the adults would do as well.

Q.19 If you think that Britannia plays an important role on fostering a sense of community, please explain why.

Yes - no further information.

Britannia offers services, facilities, programs and activities for all ages.

Yes, its location, and because it integrates physical fitness, intellectual stimulation - via the library - and is near a school. Should act as a hub for the community.

Yes, programs that will bring in community.

It's important because it helps us a lot.

In some areas such as certain programs that takes place.

Yes, it allows a place for people to get to know each other.

Community gathering point, offers programs for everyone.

A healthy community needs a Britannia Centre.

It brings people together, but more could be done so low income families have more access.

Central location on Commercial Drive helps a lot.

Very good in the Arts and in making its services accessible to all.

Great place to meet people, share common interests.

Just by the number of people attending and the range in ages of those who take part.

I know I could go and will go to Britannia when I retire.

Yes, it's the hub of the community.

Connected to the school, lots of short events like cross-country skiing.

Yes, it is a great place to meet friendly people.

It's a social hub, you can access programs even if currently you aren't using one. All ages programs.

It shows how much the community can provide for the residents.

So many services for a community that has historically been neglected.

Location in the heart of Commercial Drive, Grandview area.

Access for family recreation that is affordable.

Special events bring the community together.

Yes, it's the hub and offers diversity.

It is the centre of the Drive, especially Eastside Family Place.

Britannia is a pretty friendly and welcoming place for all.

Brings people of great diversity together.

Safe, friendly place to meet neighbours and friends, like the village square.

Yes, it gives the opportunity to connect with other people in the community.

It gathers a variety of people together with its programs that may have never met otherwise.

It is a resource for the community and is active in local events and runs most of the local programs.

Real melting pot, diverse users.

It's a hub and landmark for the neighbourhood.

Staff is well informed.

Track is inclusive for dog walkers, runners, soccer, rink is welcoming for any age. Cheap. Can join events and meet people. We also vote there.

I'm new to the province. It's a great place to meet others.

So many resources together, lots of things offered.

Believe all Community Centres need to do this.

Most definitely, it's diverse and friendly. The staff are very professional. Keep up the good work.

I just had my son 3 months ago. I have created a network of Moms through Britannia.

It's important to have a Community Centre to foster community spirit and to provide positive programs for mind and body.

So, so, so important for bringing families and other moms together.

There's something for everyone and most interests.

Brings community members together, any place like that has a place in the community.

Yes, subsidy, cool staff - not uptight.

Good cultural and community events.

Good programs and events, nice facilities / environment, thoughtful staff.

Yes, ongoing community meetings.

Visibility and diversity of programming, accessibility.

Many programs, facilities, family groups.

It's a Community Centre.

Wide ranging programs and services meet needs of people who don't often venture out of neighbourhood.

Incorporates activities for all age groups.

Central East End location - including school, good sports facilities.

I think it provides all kind of positive programs for all sorts of people.

It's good for people.

They try to be a part of the community, they reach out.

It's a place that people can go to meet each other and socialize. Older people can meet there.

It's always good to have a Community Centre.

They have a lot of facilities for community use, covers a lot. Everything is together.

It's a good central location, good access.

Gathering place, focal point for events, community development.

Q.23 Which best describes your family situation at present? (Please describe)

Group home

Person living with relatives

Couple living with adult children

Sisters living together

Room mates with children

Couple with adult children

Q.24 Other main language.

Indian

Japanese

11. Appendix II - Detailed Focus Group Notes



Wilson & June Consultants

Innovative solutions for creating vibrant communities



Swimming and Skating - Needs Analysis Community Meetings

Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	
1. How important is the Britannia Community Services Centre to you and your family?	Value placed on the Centre	Heart of the neighbourhood Good place for youth
<p>In terms of programs and services for SWIMMING and SKATING</p> <p>2. What do you like about them?</p> <p>3. What do you dislike ?</p> <p>4. What would you change ?</p>	Current level of satisfaction	<p>RINK (Pro) lots of lessons, good place to learn a skill, fun, after 50 yrs you can still learn something new, social, physically fit and a healthy choice (Con) lessons start too late in the season - start 1st week in Sept., incr. number of public skate sessions, uninviting front entrance, little / no signage and that which is shown is of poor quality, little / no communication, no staff on hand to answer questions or provide direction, no men's figure skates provided, large groups (ESL adults) arrive during public sessions and are not observing the rules and supervision needs to increase</p> <p>POOL (Pro) must use goggles, good lesson offering social and self-directed (Con) not enough lessons and difficult to access, no swim goals for adult learners , public are not showering prior to entering pool, cleanliness is an issue, put in turn styles re. entering the pool, signage on showers ??, no perfume, \$\$\$ to look at ways to improve services, safety and security in change room lockers, regular checks done by staff in washrooms and change rooms, standardize people in swimming pool lanes, better usage of wading pool, bigger pool, pool divider to block off deep end, aquafit classes on T/Th/F/S are ok, but Mon & Wed there is only 15 minutes to swim - need more time (1/2 hr).</p> <p>FITNESS CENTRE (Pro) good upgrade & equipment selection, young users, qualified staff who are knowledgeable, supportive and friendly , volunteer program is working and good, good communication & support between users, good signage, older equipment is being replaced within 6 weeks, back area will be covered in the future and will become a more useful space, good area for youth, no animosity between male/female users, equipment and timeslot is good, good opportunity to introduce new users (female) to space (Con) poor / no air circulation, fans too noisy hrs of operation too short and needs to be improved, back room stinks, some equipment is anatomically incorrect and needs replacing, seniors need more care and attention, why is there a women's only time ?</p>
<p>5. In terms of SWIMMING and SKATING what's gotten better, if anything, at Britannia in the last few years?</p> <p>6. What, if anything has gotten worse?</p>	Program and Service Trends	<p>The renovations in the facilities are good in particular the art (painting) of the building, gym C.</p> <p>The rink has no presence and is unwelcoming to visitors, no staff presence to direct patrons or answer questions</p> <p>Pool is welcoming and busy, staff are friendly, supportive, knowledgeable. People budge through lines and at times some feel invisible</p>
7. Why do you/your children participate in SWIMMING and SKATING programs	Outcomes/ Benefits	Value is good for the services provided. Investment in future for our children. Staff

Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	
and services at Britannia – i.e. personal growth (learn something new, something to do), make new friends (social aspect), health reasons (physical, mental)	and Sense of Belonging	who care. Customized attention.
8. Do you feel welcome when you come to the Pool or Arena (Library, Pool, Fitness Centre/ Arena, Community Centre etc ? Why? 9. Is there anything that could be done to make you feel more welcome?	Sense of Belonging	Better direction, ie: improve signage, put up a kiosk in the rink and staff it. Hire staff who reflect the community, ie: cultural, age approp. And ethnic. At the start of the season, have a buddy system for users to bring a friend and enter the facilities for free or ½ cost. This person will orient the friend.
10. Are there any aspects that make it more difficult for you to participate in programs and services (probe lack of information, location, costs, variety of programs, day care, schedule of activities doesn't match when you have spare time, safety, transportation, parking, lighting, image of the Centre, quality of facility) 11. Any suggestions for how these barriers could be removed	Barriers	Pricing same on East side of the city as West, yet the economics do not reflect this. We need to be more sensitive to our community's needs. Financial assistance program is not widely known and should be. Cost at gym (fitness centre) is too high for youth
12. Do you take (insert name of focus group) programs and services similar to those offered at Britannia elsewhere (private club, another community centre, library)? 13. Why is that?	Competitors and Critical Success Factors	RINK adult hockey users must travel due to ice availability, but costs are better at Britannia rink POOL convenience, travel, have a different experience, cooler water, longer pool at UBC or aquatic centre, also UBC has an outdoor pool during the summer season FITNESS CENTRE open longer hours and on weekends, enjoy dry sauna, lots & larger secure lockers, larger and brighter facilities, interesting mix of participants, more women and seniors, volunteer welcome committee whereby vol. orient new members to the facility
14. Do you use the Library? If not, why not?	Library uses	
15. If you were going to tell the staff and the Board one thing about how to keep you as a customer, what would that be	Loyalty and Indicators of Success	Genuine friendliness, monitor the pool better, improve signage, ie: move along in pool lanes, sauna /showers /change rooms need to be cleaned on a more frequent basis and regular maintenance schedule, larger sauna and showers, hole in rubber mat in the rink, faster turnaround time required on maintenance and repairs

Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	
16. What determines what activity you end up doing?	Critical Success Factors	Interest, price, time and day, healthy choice, no pain no gain (self improvement), and feeling better
17. <i>Assure Britannia is an extremely successful centre. What would that look like?</i>	Indicators of Success	<i>RINK Services are not too expensive, fun, activities you can do with friends, social and cultural areas.</i> <i>POOL easy on joints & body, don't get tired, healthy and fun, provides for a mental break</i> <i>FITNESS CENTRE Nothing to report</i>
18. What do you think are the top 3 things that Britannia needs to focus on in the next 5 year ?	Priority Focus Area	Cleanliness, safety, quicker turn-over of maintenance issues, and program costs
19. <i>What changes are happening in your community that Britannia needs to be aware of when they are planning services?</i>	Local Trends	



“Let Us Know” Community Meeting – Fitness and Health Programs and Services

Questions	Rationale for Question	Comments
<p>1. How important is the Britannia Community Services Centre to you and your family?</p> <p>2. Why is that?</p>	<p>Value placed on the Centre</p>	<ul style="list-style-type: none"> -kids get to do outside sports -love community centre -use many of the facilities -centre is close to where they live -Centre makes the area a community -through the years, have used the Centre in many different ways -gives a focal point to the community - a hub see your friends here-it's all here -synergy
<p>In terms of programs and services for THOSE INTERESTED IN FITNESS AND HEALTH</p> <p>3. What activities do you participate in?</p> <p>4. In general, what do you like about these activities?</p> <p>5. What do you dislike?</p> <p>6. What would you change?</p>	<p>Current level of satisfaction</p>	<p>3. Participate in:</p> <ul style="list-style-type: none"> -yoga, library, ski fit, membership events, basketball, men's ball hockey, aerobics, skating, waterfit, fitness centre, core stability, fitness classes, pool, PAC, food safe courses, Brit Neighbours (volunteer), dragon boat, camping trips, <p>4. Like about:</p> <ul style="list-style-type: none"> -energy of instructor and of group pulling for you -kids come back because had fun last year -continuity of having same teacher year after year -consistency of instructors -developing a relationship/friendship with leaders/instructors -in my neighbourhood -sense of intention about this place -took lots of volunteers/staff to create this place -offers almost anything you can think of -has a more community feel to it than Fitness world -people are friendly -meet lots of different kinds of people

Questions	Rationale for Question	Comments
		<p>-socialize outside of classes</p> <p>-sense of community</p> <p>5. Dislike:</p> <p>-not fair to blend age groups</p> <p>-aerobics classes of 55 minutes are not quite long enough</p> <p>-aerobics classes start late (too casual)</p> <p>-no place to wait inside at the CFEC and no place to hang/store coats, shoes</p> <p>-5:30 pm aerobics classes are too early</p> <p>-5:30 pm classes are good – can eat afterwards and come straight from work</p> <p>-waterfit classes are later (positive)</p> <p>-7:30 am or 7:30 pm classes are good for parents</p> <p>-there are no aerobics classes on Fridays</p> <p>-lots of programs for 3-12 yrs and adults but there is a gap for teen programs</p> <p>-older kids come to hang out at the Teen Centre and drink after it closes. Feel scared walking past drinking kids (safety issue)</p> <p>-would like more drop-in programs (has an erratic schedule)</p> <p>-there are too many registered programs – many of them cost too much</p> <p>-too much step in aerobics program</p> <p>-not enough step in aerobics program</p> <p>-more homeless people in this community these days – does the Centre reach out to them? Could it provide public showers, laundry facilities, etc</p> <p>-there is too much focus on organized hockey. There should be more drop-in times at better times of the day</p> <p>-offer daytime yoga classes</p> <p>-offer nutrition courses</p> <p>-Teen cooking classes on days other than Tues 5-7 pm</p>

Questions	Rationale for Question	Comments
		<ul style="list-style-type: none"> -don't like cancelled classes -Teen Centre won't help drunk teens -homeless person was moved aside – off site -patrol/clean Fitness Centre washrooms more often rather than close them
<p>7. In terms of programs and services for THOSE INTERESTED IN FITNESS AND HEALTH what's gotten better, if anything, at Britannia in the last few years?</p> <p>8. What, if anything has gotten worse?</p>	<p>Program and Service Trends</p>	
<p>9. Why do you participate in FITNESS AND HEALTH programs and services at Britannia – i.e. personal growth (learn something new, something to do), make new friends (social aspect), health reasons (physical, mental)</p>	<p>Outcomes/Benefits and Sense of Belonging</p>	
<p>10. Do you feel welcome when you come to the Centre. Why?</p> <p>11. Is there anything that could be done to make you feel more welcome?</p>	<p>Sense of Belonging</p>	<ul style="list-style-type: none"> -sometimes -other kids make fun of you -teens drinking -Teen Centre staff are fair but strict -adults look at teens in a weird way -same aerobics , library, childcare staff for many years (feels welcome because of consistent staff) -Fitness Centre can be intimidating. The staff are good. Have another women-only time slot. The Fitness Centre orientation was a bit too quick -intimidated in the rink, basketball with other teens -Info Centre layout – not easy to get information (put a sign on the door “Go to Pool to register” -have only one kind of registration – one time

Questions	Rationale for Question	Comments
		<ul style="list-style-type: none"> -how to get subsidies is not always clear -could have an introductory aerobics class for step classes to teach vocabulary and equipment useage
<p>12. Are there any aspects that make it more difficult for THOSE INTERESTED IN FITNESS AND HEALTH to participate in programs and services (lack of information, location, costs, variety of programs, day care, schedule of activities doesn't match when you have spare time, safety, transportation, parking, lighting, image of the Centre, quality of facility)</p> <p>13. Any suggestions for how these barriers could be removed?</p>	Barriers	<ul style="list-style-type: none"> -friends not participating in the Teen centre because they think it's boring -many teens don't come because they don't think it's safe (esp on Fri and Sat night) -issue for parents as well about safety of area (ie dances) -not as many classes happening on site -- maybe makes it less safe? -kids coming drunk to Night Hoops -cheaper to go to Curves -- open 6 days a week and is a woman only environment -more women only times in the Fitness Centre -for children's Capoiara and Fit chip -- pay for one season as opposed to each month
<p>14. Do you take FITNESS AND HEALTH programs and services similar to those offered at Britannia elsewhere (private club, another community centre, library)?</p> <p>15. Why is that?</p>	Competitors and Critical Success Factors	<ul style="list-style-type: none"> -too crowded at Brit -go to Eileen Daily-- floor is better than Gym D for ball hockey -Hastings CC-- fitness classes are offered later and has core strengthening -participant's work has bought employees staff passes to the Y (at the Y, fees are steep and hours are geared to corporation employees) -goes to the Roundhouse CC for Claudia's classes -to Templeton because of time scheduling and types of classes -Kits pool -- to be outdoors Hastings CC-- has racquetball -factors for going to other Centres are schedules, cost, type of programs
16. <i>Do you use the Library? If not, why not?</i>	Library non-users	<i>For those who don't uses the Library-- would you be willing to come to another meeting to talk specifically about the library</i>

Questions	Rationale for Question	Comments
<p>17. If you were going to tell the staff and the Board one thing about how to keep you as a customer, what would that be</p>	<p>Loyalty</p>	<ul style="list-style-type: none"> -quality of instruction -value for money -location -scheduling -make swim times longer. Teen couldn't get on rope when he wanted -appreciates the senior's rate -doesn't like the Gym D floor (is also a safety issue) invest in paying really good instructors -open more times in rink for drop-in hockey -flexibility of hours / registered and drop-in programs -offer popular courses at more times -have support services for single parents – drop-in childcare -keep Claudia (the yoga instructor) -likes the 5:30 am yoga class. -quality of instructor -flexibility and cost -more youth programs -better bike racks -info organized better on the web – by course, by instructor so it is more integrated -more options, better facilities
<p>18. What determines what activity you end up doing?</p>	<p>Critical Success Factors</p>	<p>Why do you participate:</p> <ul style="list-style-type: none"> -to feel good -to have a good time -medical -job is sedentary, need exercise -social side comes in as well

Questions	Rationale for Question	Comments
		-health – the rest is a perk
19. <i>Assume Britannia is an extremely successful centre. What would that look like?</i>	Indicators of Success	
20. What do you think are the top 3 things that Britannia needs to focus on in the next 5 years relating to FITNESS AND HEALTH?	Priority Focus Area	-more daytime programs for baby boomers who will be retiring soon
21. <i>What changes are happening in your community that Britannia needs to be aware of when they are planning services?</i>	Local Trends	Trends: <ul style="list-style-type: none"> -more arts -bigger difference between incomes -more homeless -multicultural neighbourhood – but this group doesn't represent it -baby boomers retiring – shift in fitness, nutrition -very little for younger seniors -lots of people opting for early retirement -seniors more fit these days -have classes for people with injuries -yoga – have a low level 1 where you don't have to advance -people do Tai Chi who are recovering from injuries -issue of safety – who needs help



“Let Us Know” Community Meeting – Seniors Programs and Services

Questions	Rationale for Question	Comments
<p>1. How important is the Britannia Community Services Centre to you and your family?</p> <p>2. What do you think of the term “Seniors”</p>	<p>Value placed on the Centre</p>	<ul style="list-style-type: none"> ▪ Very ▪ Involved in other places too ▪ Neighbourhood house ▪ Library/ swimming pool ▪ Grateful ▪ Variety of activities at the centre - computers ▪ You grow into it ▪ Acceptable term
<p>In terms of programs and services for THOSE INTERESTED PEOPLE OVER 55+</p> <p>3. What do you like about them?</p> <p>4. What do you dislike ?</p> <p>5. What would you change ?</p>	<p>Current level of satisfaction</p>	<ul style="list-style-type: none"> ▪ Like to learn ▪ Companionship ▪ Computers ▪ Trips ▪ Social time – lunch ▪ Economic cost ▪ Swimming/lunch combined ▪ Affordable ▪ Preferred time; seniors only <p><i>What things do you like?</i></p> <ul style="list-style-type: none"> ▪ People notice if someone is not around ▪ Get information ▪ Pleasurable place to spend time ▪ Isolation issue ▪ Sense of belonging ▪ The gap between younger and older group <p><i>What things would you like to change?</i></p> <ul style="list-style-type: none"> ▪ More space ▪ Hours of operation (evenings and weekends) ▪ 55+?? Philosophy to create something for the younger group ▪ “Rolling Stone Seniors” ▪ Utilize night time ▪ Trans-generational <p><i>Why do younger seniors not attend?</i></p> <ul style="list-style-type: none"> ▪ Hours of operation; need evenings and weekends ▪ Space is limited in the AML ▪ Different information meetings ▪ Britannia specific to recreation <p><i>Neighbourhood house – more information (issues)</i></p>

Questions	Rationale for Question	Comments
		<i>important to seniors)</i> <ul style="list-style-type: none"> ▪ People know what they want to do ▪ Go to various senior's centres ▪ Exposure – reason to do it ▪ Younger seniors (55-65) mentor computer for older seniors ▪ Literacy
<p>6. In terms of programs and services what's gotten better, if anything, at Britannia in the last few years?</p> <p>7. What, if anything has gotten worse?</p>	<p>Program and Service Trends</p>	<p><i>What things would you like to change?</i></p> <ul style="list-style-type: none"> a) More space b) Hours of operation (evenings and weekends) c) 55 +?? Philosophy to create something for the younger group d) "Rolling Stone Seniors" e) Utilize night time f) Trans-generational
<p>8. Why do you participate in programs and services at Britannia – i.e. personal growth (learn something new, something to do), make new friends (social aspect), health reasons (physical, mental)</p>	<p>Outcomes/Benefits and Sense of Belonging</p>	<p><i>How do we reach out to other communities?</i></p> <ul style="list-style-type: none"> ▪ Welcome invitation supper ▪ Volunteering opportunities for younger group ▪ Exercise space ▪ Dance ▪ Space outside AML not available
<p>9. Do you feel welcome when you come to the Centre. Why?</p> <p>10. Is there anything that could be done to make you feel more welcome?</p>	<p>Sense of Belonging</p>	<p><i>Do you feel welcome?</i></p> <ul style="list-style-type: none"> ▪ Canoeing out-trips, attitude about seniors ▪ Hesitant about adult programs, feel intimidated
<p>11. Are there any aspects that make it more difficult for you to participate in programs and services (lack of information, location, costs, variety of programs, day care, schedule of activities doesn't match when you have spare time, safety, transportation, parking, lighting, image of the Centre, quality of facility)</p> <p>12. Any suggestions for how these barriers could be removed?</p>	<p>Barriers</p>	<p><i>Ideas</i></p> <ul style="list-style-type: none"> ▪ Dinner Club ▪ Safe gathering place (AML) ▪ Social Club ▪ Food <p><i>Any facility or type of activity where you don't feel welcome?</i></p> <p><i>Anything staff could do to make it better?</i></p> <ul style="list-style-type: none"> ▪ Bounced on phone until you get the right person ▪ Registration <p><i>Barriers to services?</i></p> <ul style="list-style-type: none"> ▪ Language – Italian Ladies ▪ Transportation <p><i>How do you find out information about the programs?</i></p> <ul style="list-style-type: none"> ▪ Brochures

Questions	Rationale for Question	Comments
		<ul style="list-style-type: none"> ▪ Internet ▪ Webtronic magazine service, need Parks web/Brit web (Vietnamese group not so much interested in computers)
<p>13. Do you take programs and services similar to those offered at Britannia elsewhere (private club, another community centre, library)?</p> <p>14. Why is that?</p>	Competitors and Critical Success Factors	<p><i>Where else do you go? What do you do?</i></p> <ul style="list-style-type: none"> ▪ Senior's Advisory Committee (city) ▪ Volunteer a lot - Housing, health, isolation - how do we pass info on ▪ Kiwassa - Teddy Bear Project ▪ Sports - curling 4 to 5 times per week, volunteer there on weekends ▪ Cooking - School Board ▪ Caregiving twice a week ▪ Dance Club - Music, Dancing ▪ Hiking Club ▪ Gym workout <p><i>Physical Issues</i></p> <ul style="list-style-type: none"> ▪ Lacking in these programs ▪ Recreational buddy ▪ Need a motivator/training buddy
15. Do you use the Library? If not, why not?	Library non-users	
16. If you were going to tell the staff and the Board one thing about how to keep you as a customer, what would that be	Loyalty	<p><i>Tell the Staff/Board one thing that would keep/attract you here</i></p> <ul style="list-style-type: none"> ▪ Membership fee ▪ Subsidies ▪ Affordability ▪ Front office helpful ▪ Remember your name, make you feel welcome ▪ Have the Board establish a committee to have Commercial Drive a free pot smoking zone ▪ Britannia "Heart of the Community" ▪ More specific recreation for Vietnamese (language barrier) ▪ Ideas - Mixing - blending
17. What determines what activity you end up doing?	Critical Success Factors	
18. Assume Britannia is an extremely successful centre. What would that look like?	Indicators of Success	
19. What do you think are the top 3 things that Britannia needs to focus on for	Priority Focus Area	<p><i>Top three things for seniors</i></p> <ol style="list-style-type: none"> 1. Space 2. More evening/weekend

Questions	Rationale for Question	Comments
Seniors		operational hours - AML "seniors specific" 3. Intergenerational age gap
20. <i>What changes are happening in your community that Britannia needs to be aware of when they are planning services?</i>	Local Trends	



“Let Us Know” Community Meeting – Preschool and Children Programs and Services

Questions	Rationale for Question	Comments
<p>1. How important is the Britannia Community Services Centre to you and your family?</p> <p>2. Why is that?</p>	<p>Value placed on the Centre</p>	<p>Very important</p> <p>Very grateful</p> <p>Critical part of support system for families</p> <p>Single parent purposely moved into the area specifically to be close to Britannia and Britannia programs, school etc.</p> <p>Go to Preschool, Library, Dance, Kindergym, Eastside FamilyPlace, Tumbling Tots</p> <p>With people who are accepting of diverse family situations and socio-economic backgrounds</p> <p>Like full spectrum of services</p>
<p>In terms of programs and services for NEWBORNS TO PRE-SCHOOL AGED CHILDREN</p> <p>3. What do you like about them?</p> <p>4. What do you dislike ?</p> <p>5. What would you change ?</p>	<p>Current level of satisfaction</p>	<p>Need more programs for preschoolers under 3 yrs old including parents on mat leave</p> <p>Kindergym: Need more challenging apparatus</p> <p>Need for early evening preschool/childrens programs</p> <p>Need Infant Care Program</p> <p>Need Toddler Care Program</p> <p>Need 18mon-3yrs active program</p> <p>Need to fill the gap for 13 year olds – out of childcare but also too young to be a teen</p> <p>Variety of programs on weekends/early evenings</p> <p>Toys not appropriate or relevant</p> <p>More family programming i.e. family yoga</p> <p>Need for Parental Information Sharing workshop (Eg. Informative Workshop to include letting parents know they have to register for Preschool at least 1 year in advance)</p> <p>Weekend Programming (Tumbling Tots) not the best time to offer programs, early evening, weekday morning and afternoon programs would be welcome</p> <p>Keep expanding mainstream preteen/youth program</p> <p>Need for organized activity for 12, 13, 14 year olds in summer (camp trips during the week)</p> <p>Daytime summer activities for preteens</p> <p>Out trips shouldn't be only on weekends in the summer</p> <p>Summer programs a horrible expense because need more care</p> <p>Girl's Night out Program in Broadway Skytrain Station area (a lot of teen girls hanging out in the area)</p> <p>Concern preteens after school hanging around Grandview Park when parents think they are being supervised.</p> <p>Offer children and youth programs at the same time as an adult program</p>

Questions	Rationale for Question	Comments
		<p>Offer more daytime programs in the Canucks Room Don't like noon time on Sunday and then nothing else Don't like aquatics registration process, lack of consistency in aquatics programming and not appropriate communication for kids</p> <p>Likes - feel less guarded because with people who are accepting; quality of instruction; affordable</p> <p>Brings a feeling of togetherness</p> <p>Like to see more art programs</p> <p>Like the fact that parents get to know each other and know who children are socializing with</p> <p>Like opportunity to bring in friends from other communities</p>
<p>6. In terms of programs and services for NEWBORNS TO PRE-SCHOOL AGED CHILDREN what's gotten better, if anything, at Britannia in the last few years?</p> <p>7. What, if anything has gotten worse?</p>	<p>Program and Service Trends</p>	<p>Excellent Music Programs: World Music Program - keep up the good work. Some improved art programs for children-keep offering Need to draw on local artists as instructors for children and youth art programs Offer more activity choices: look at Kits guide for reference.</p>
<p>8. Why do your CHILDREN from NEWBORNS TO PRE-SCHOOL AGED participate in programs and services at Britannia - i.e. personal growth (learn something new, something to do), make new friends (social aspect), health reasons (physical, mental)</p>	<p>Outcomes/Benefits and Sense of Belonging</p>	<p>Socialization- comfortable setting when parents know parents, kids know kids, opportunity to meet other neat kids and parents, then word of mouth about the program happens. Kids develop new skills: Gross motor activity Life building skills</p>
<p>9. Do your CHILDREN feel welcome when you come to the Centre. Why?</p> <p>10. Is there anything that could be done to make your CHILDREN feel more welcome?</p>	<p>Sense of Belonging</p>	<p>Yes, generally children feel inclusive at Brit. Differing socioeconomic levels are not factored in or felt once child is in a program</p>
<p>11. Are there any aspects that make it more difficult for your CHILDREN to participate in programs and services (lack of information, location, costs,</p>	<p>Barriers</p>	<p>Affordability-keep cost of programs low to ensure all can participate. Allow all to access through Brit subsidy policy. Ensure programs are inclusive to all socioeconomic income levels Brochure did not get to home in the Britannia area</p>

Questions	Rationale for Question	Comments
<p>variety of programs, day care, schedule of activities doesn't match when you have spare time, safety, transportation, parking, lighting, image of the Centre, quality of facility)</p> <p>12. Any suggestions for how these barriers could be removed?</p>		<p>Improve marketing: Advertise in local papers, get Brit's name and face out there. Think big! Chase other neighbourhoods too, bring them here too! Use banner signage onsite to advertise events... make more signs Advertise early and often. Roll out seasons like a business launch</p> <p>Get entertainers and sponsors</p> <p>Getting participants who live south of 1st Avenue using Brit facilities</p> <p>Offer programs at different times: weekday morning, afternoon, early evenings, not just on weekends</p> <p>Coordinate swim/pool maintenance closures-swim lesson wait list long!</p> <p>When is the kids pool opened?</p> <p>Families have lost child care subsidy and can't access after school care – but children still need supervision. Parents assume if hang out at community centre they are being supervised</p> <p>Not knowing how far in advance you need to make arrangements for children</p> <p>Working parents can't do after care and transports their children to team sports locations therefore children are missing out – need transportation service for children after school</p>
<p>13. Do you take NEWBORNS TO PRE-SCHOOL AGED CHILDREN programs and services similar to those offered at Britannia elsewhere (private club, another community centre, library?)</p> <p>14. Why is that?</p>	<p>Competitors and Critical Success Factors</p>	<p>Aquaventures: perceived to be great program of skill set progressions; continual progressions. Instructors are consistent and great skill builders/developers, small class size, personal service, warm pool but program is expensive.</p> <p>Kitsilano CC: Music with Marnie: Great Instructor, many people from Grandview Woodland go to this program.</p> <p>Arts Umbrella – great programs and instructors but expensive. We can offer the same standard of program with local artists!</p> <p>Trout Lake – Art class</p>
<p>15. If you were going to tell the staff and the Board one thing about how to keep you as a customer, what would that be</p>	<p>Loyalty</p>	<p>Always have the Childcare Program available</p> <p>Have childcare programs available for all ages</p> <p>Keep programs affordable, make programs inclusive</p> <p>Early evening programming for children</p> <p>Keep Brit as social "HUB" of the Community</p> <p>Use computers to communicate. Update website, use email to get the info out!</p> <p>Sponsor block parties</p> <p>Keep mailing brochure</p> <p>Flyers in Schools</p>

Questions	Rationale for Question	Comments
		Improve marketing
16. What determines what activity you end up doing?	Critical Success Factors	Fits with child's needs and interest, time offered, and cost
17. <i>Assume Britannia is an extremely successful centre. What would that look like?</i>	Indicators of Success	<i>See above</i>
18. What do you think are the top 3 things that Britannia needs to focus on in the next 5 year for NEWBORNS TO PRE-SCHOOL AGED CHILDREN ?	Priority Focus Area	<p>Reduce gaps (have a continuum of service including for those on mat leave, provide appropriate programs for 13 year olds), teenage girls, etc</p> <p>Increase variety and keep freshness</p> <p>Childcare</p> <p>Availability of Programs (time and day) and flexibility</p> <p>Figure out a way to let new parents know when they need to register their newborns</p> <p>Food a priority – kids should not be deprived either provide low cost or awareness of subsidy program</p> <p>Balance between low cost with high quality image to attract wealthier customers</p>
19. <i>What changes are happening in your community that Britannia needs to be aware of when they are planning services?</i>	Local Trends	<p>Older kids to be out of day care</p> <ul style="list-style-type: none"> - Impacts young kids – not feeling comfortable in play ground - More 13+ without supervision <p>Increase of poverty and especially the number of poor single family mothers</p> <p>High income families</p>



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Needs Analysis Focus Groups - Partnership

Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	
<p><u>Community Context</u></p> <p>1. How important is Britannia Community Services Centre to the local community</p>	<p>Value placed on the Centre</p>	<ul style="list-style-type: none"> - want to do more things with teens - want to skate faster the best place to go - turn to Britannia allot - user of space, indispensable - heart of the neighbourhood - meeting places of many services, broad group of people - meeting place for forms - biggest infra structure - steady stream of people to participate, pool, rink, Library - first point of contact in the local community - access to services, volunteer opportunities - new world to many clients - very important
<p>1. What trends are you seeing in the local community that impacts programs and services? i.e. what is needed and what will make them successful</p>	<p>Trends</p>	<ul style="list-style-type: none"> - decision made at local board - integration of services - staffing - you may leave but you always come back - turn over of staff low - strong leadership brings stability - makes you feel part of the community - integration of services - sense of belonging in community, living in the community, working in the community - responsive to community needs, not always so, "was a famous enterprise became self satisfied" - 4 executive directors in 6 years - pockets of community do not know about Britannia - some people do not know about Britannia - Britannia needs to do more outreach - perception of middle class centre - Britannia in personal life fantastic, as

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Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	
		director of Arts Centre difficult to communicate "14 - 19 years, students at Templeton responded to special student performance Britannia did not - does have a leadership role, does not exercise its leadership role - last five years things have gone out of the window - fringe left drive because of Britannia
<u>Individuals</u> 2. How important is Britannia Community Services Centre to the people you serve?	Importance to Partners Clients	- heart of the neighbourhood - meeting places of many services, broad group of people - meeting place for forms - biggest infra structure - steady stream of people to participate, pool, rink, Library - first point of contact in the local community - access to services, volunteer opportunities - new world to many clients - very important
3. Who do you primarily serve/work with?	Client Profile	- students, citizens of Grandview Woodlands, Raycam, artists, multi-cultural organizations, youth training, community police, health department
4. How satisfied do you think your clients/people you serve are with programs and services offered at Brit	Satisfaction	- pool / rink strength - childcare good - day to day programs not aware - Library (school uses it)
5. What does Britannia do well? 6. Who's needs are being met? Who's needs aren't being met? Why	Strengths Weaknesses	Multi-cultural resouces, have lots of resources, we are spoon feeding, people do not take advantage of the services - comunity activity - Britannia plays roles in many organizations NEVEDCO ? NETWORK 2 - as a community we are reactive not proactive, money is never enough - Britannia has the opportunity to do cross promotion of agencies, marketing

Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	
<p>7. What does Britannia need to improve?</p>		<ul style="list-style-type: none"> - cross working promotion - with so much time and resources, how can we be strategic - would like to communicate similar programs - G.W.A.S.T. meeting last Tuesday of each month 11:00 - 1:00 pm - leverage existing form of communication - problem direct result of Provincial government cuts and social policies - Brit Board spent to much time focusing on Daycare at the Board meeting 1 ½ of 3 hours on daycare. - people living in poverty not being engaged - people east of 1st and Victoria - Level of L.A.C. Cards (Leisure Access Cards - people from Britannia should come to talk to agencies and people re: subsidy, L.A.C. - Britannia has a role in providing services to youth who steal cars, work better together solving problems - M.C.F. infrastructure families being cut, taking away infrastructure is Britannia replacing the services and are we connecting children and families to other services - were are at risk kids going? If lights going out where can kids go? - why duplicate service and grab the same dollars, look to other agencies in the community overlapping
<p>7. How have your clients/people you serve benefited from the programs and services offered through your partnership/ working relationship with Britannia? (Outcomes being sought) – i.e. personal growth (learn something new, something to do), make new friends (social aspect), health reasons (physical, mental)</p>	<p>Outcomes/Benefits and Sense of Belonging</p>	<ul style="list-style-type: none"> - using swimming pool, rink, library, some programs,

Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	
8. Is there anything more that Britannia can do to attract, keep or better serve their community	Opportunities - Critical Success Factors - Barriers	- bring the Fringe Festival back to the drive
9. <u>Organization</u> How important is Britannia to your organization i.e. does it help you to achieve your mandate?	Importance to Organization	- great resource - integration of services - first point of contact of the community & services
10. How does it help you do that? 11. What is the nature of your relationship with Britannia (i.e. how does the partnership work)	Role of Brit	- access to services - volunteer opportunities - provides meeting space
12. What is working well? 13. What is working less well? i.e. is there anything that makes it challenging for the partnership to work	Strengths - Partner Weakness - Partner	- governance model brings sense of ownership
14. What aspects do you value ? i.e. what is it that makes the partnership possible 15. What would the ideal partnership/working relationship with Britannia look like?	Indicators of Success	- meeting place of many services - meeting place of many cultures - strong leadership brings stability
16. Overall, how satisfied are you with your partnership/relationship with Brit	Satisfaction	-decisions made at the local level - could do more - feels good
17. What would be the top 3 things you would recommend that Britannia focus on in terms of partnership development?	Priorities	- do one thing and do it well - pick up the torch and make it work well - centre as festival for arts weekend, centralized ideas - leaky heaven enhance the arts 2004? - 12 million Britannia take leadership in getting \$

Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	
		from the Government
18. Are there new partnership opportunities that Britannia should be looking at?	Opportunities	<p>organization have meeting</p> <ul style="list-style-type: none"> - need feedback to groups - 4 - 6 months sample back to Britannia, what are we doing about sessions - link back to partners



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Needs Analysis Focus Groups - Non-User (Community Wide)

Questions	Notes
1. How important is your spare time to you?	<ul style="list-style-type: none">√ Very important√ Young adult participants: Lots of spare time as just moved from Ontario, uses library and use computer for Internet√ Older adults: Participated in adult education but didn't pan out, used to have children enrolled in programs but now that kids are grown up no reason to go to Brit
2. What do you like to do in your spare time? 3. Why does this activity appeal to you?	<ul style="list-style-type: none">√ Young adults: Trying to feel a sense of belonging to their new community and find affordable things to do. Like library and would like to swim, cook, listen to music, see theatre, meet people, see local artists, see plays√ Older adults: networking and discussion groups with other people who like doing the same
4. Do you take programs and services similar to those offered at Britannia elsewhere (private club, another community centre, library)? 5. Why is that?	<ul style="list-style-type: none">√ No
6. Why don't you wish to participate in programs and services here (not feeling welcome, location, costs, variety of programs, day care, schedule of activities, safety, transportation, parking, lighting, image of the Centre, quality of facility)?	<ul style="list-style-type: none">√ Young Adults: cost, lack of awareness, not feeling comfortable with fitting in (teens too young and adults too old), don't want long term commitment, nothing reflecting my interest (music, art, vegan cooking, low cost cooking, plays, etc)√ Older adult: services don't fit interest around networking and discussion clubs. Lots of negativity by Brit patrons on their life circumstance.
7. What would Britannia have to change in order for	<ul style="list-style-type: none">√ want to try before they buy, programs that don't require long time commitments, cooking and

Questions	Notes
you to participate ?	<p>education programs/clubs that reflect a healthy vegan and low cost lifestyle, special events relating to the arts that bring community members together, events that showcase local talent, intimate settings for live music which don't involved alcohol (i.e. under aged), put posters in local business windows and on telephone poles, partner with local businesses i.e. healthy cooking classes, tap into the Internet computers to promote upcoming events for specific interests and ages</p>
8. Other	<ul style="list-style-type: none"> √ Britannia is very valuable to young and old and place to help create a sense of community. √ Rest of extended family and their friends use Brit for everything √ Would like Brit to provide forums to learn about local issues without them being politicized



Wilson & June Consultants

Innovative solutions for creating vibrant communities



Needs Analysis Focus Groups - Non-User (Teens)

Questions	Notes
1. How important is your spare time to you?	√ Very important
2. What do you like to do in your spare time? 3. Why does this activity appeal to you?	√ Exercise, listen to music, t.v, computer, sleep, writing, social times, learning planetarium, museum, playing instruments
4. Do you take programs and services similar to those offered at Britannia elsewhere (private club, another community centre, library)? 5. Why is that?	√ Yes, closer to home, Strathcona for Dragonboating
6. Why don't you wish to participate in programs and services here (not feeling welcome, location, costs, variety of programs, day care, schedule of activities, safety, transportation, parking, lighting, image of the Centre, quality of facility)? 7. Do you use the Library, Skating rink, Fitness Centre, Teen Centre, Swimming Pool, Gyms? If not, why not?	√ Too much to do after school, not enough programs, not enough teen time, too busy, changing rooms are too public √ Fitness centre: long waits on equipment, more weights needed, too busy on rainy days, weekends and after school √ Library: only a couple of teens don't use it √ Pool : changing rooms are too public, not enough teen swim time √ Ice rink: cold and can't skate, not enough programs skaters at different levels : speed skaters and little kids on ice and safety is a concern, set times for teens √ Teen centre: no-one from youth council uses, not very clean, don't know about it. Suggestion: have different clubs meeting in it (hiking, cooking, fitness)
8. What would Britannia have to change in order for you to participate ?	√ More teen time, clubs, send speakers to schools to let them know about events, socials, learning to play instruments, and dancing for teens only

Questions	Notes
	<p>Program suggestions:</p> <ul style="list-style-type: none"> √ Dancing- swing, salsa, b-boy, ballroom dancing on evenings, after school.(teens only) √ Guitar program, music programs, rock star drumming lessons <p>Suggestions to advertise:</p> <ul style="list-style-type: none"> √ Send speakers to school, club day (to sign-up), announcements through the P.A. √ Best times to program for youth activities are right after school 4-8pm and on weekends



“Let Us Know” Community Meeting – Library Programs and Services

Questions	Comments
1. How important is the Britannia Community Services Centre to you and your family? 2. Why is that?	Britannia is very important and creates a sense of community
In terms of programs and services offered in the Library 3. What programs and services do you use? 4. In general, what do you like about the library programs and services? 5. What do you dislike ? 6. What would you change ?	3. borrowing books, children's programs. 4. You feel like you are shopping – you are getting lots of new stuff but don't have to put out money, likes programs where parent and child can participate together, service is quick and efficient, pleasant knowledgeable staff, very efficient staff that are able to move people through, like “please disturb” sign, escapist reading, something for everybody, feel safe, books that reflect different local interests (i.e. lesbian, arts, travel) 5. long wait lists for popular titles, no book slot, seeming randomness of opening hours, don't know when and why the library closes, lack of handicapped parking, impersonal feeling of such a large library, sometimes staff don't seem to be available to check out books, noisy kids, lack of manners, intimidated by the computers (used to be more easy to find books), intimidated by youth, don't know how to use, hate to ask all the time, building looks too private, kids monopolize Internet 6. poor signage, more handicapped parking, better accessibility, ie some areas crowded by tables, button for auto entrance awkwardly located, more books on subjects of interest, better signage, Monday closure in summer confusing, takes too long to get new books, continuity of hours both at Brit and across the system, an orientation programs for the library
7. In terms of programs and services offered in the Library what's gotten better, if anything, in the last few years? 8. What, if anything has gotten worse?	7. Sunday opening, buying more Lesbian books, “please disturb” sign on Information desk, seem to be more books 8. Concern about centralized ordering which would mean less able to respond to local interests, decrease in number of free reserves, hold lists
9. Why do you participate in LIBRARY programs and services at Britannia – i.e. personal growth (learn something new, something to do), make new friends (social aspect), health reasons (physical, mental)	9. to learn something and to broaden experiences by borrowing books and getting information

Questions	Comments
<p>10. Do you feel welcome when you come to the Centre. Why?</p> <p>11. Is there anything that could be done to make you feel more welcome?</p>	<p>10. yes they feel safe</p> <p>11. No</p>
<p>12. Are there any aspects that make it more difficult for THOSE WANTING TO participate in LIBRARY programs and services (lack of information, location, costs, variety of programs, day care, schedule of activities doesn't match when you have spare time, safety, transportation, parking, lighting, image of the Centre, quality of facility)</p> <p>13. Any suggestions for how these barriers could be removed?</p>	<p>12. handicapped parking and the crowded nature of some of our shelves which make it difficult to browse. Feel safe at the Centre, Library looks private and not that welcoming, not getting enough new books in a timely manner,</p>
<p>14. Do you take programs and services similar to those offered at Britannia elsewhere at another library?</p> <p>15. Why is that?</p>	<p>14. all seemed to use more than one library</p> <p>15. proximity to home, better video collection at Hastings, attraction to Carnegie. People are mobile these days and drop in to library wherever they happen to be.</p>
<p>16. If you were going to tell the staff and the Board one thing about how to keep you as a customer, what would that be</p>	<p>16. Keep updating the collection and have new books available in a timely manner</p>
<p>17. What do you think are the top 3 things that Britannia Library needs to focus on in the next 5 years?</p>	<p>17. - keep collections current and purchased locally not centrally, longer more consistent hours, better handicapped parking, rethink the policy on holds (i.e. restrict the number of holds per request rather than in total)</p>
<p>18. What changes are happening in your community that Britannia needs to be aware of when they are planning services?</p>	<p>18. emphasis on computers and technology at the expense of books, aging population, diversity..that's why they love this community, cocooning ie buy lots of home décor, gardening, cooking books. Assumption that the library is well aware of trends and keeps up because of questions people ask.</p>



“Let Us Know” Community Meeting – Arts and Culture Programs and Services

Questions	Rationale for Question	Comments
1. How important is the Britannia Community Services Centre to you and your family? 2. Why is that?	Value placed on the Centre	a) my family practically “lives” here and accesses almost every community service b) Britannia is part of the neighbourhood c) we use everything we can at Britannia
In terms of programs and services for THOSE INTERESTED IN ARTS & CULTURE 3. What do you like about them? 4. What do you dislike ? 5. What would you change ?	Current level of satisfaction	Like a) committed individuals working and in the community b) Commercial Dr. has a real sense of community, it is a real community c) Classes in close proximity to living d) Likes events: the large community event “Parade of Lost Souls” e) World music program unlike anything in the city or Canada for that matter, very unique opportunity— it is affordable, high quality instruction f) Connects to the world music community who live in this area like recent immigrants who would like to share their culture g) Likes the library, the diverse people who take classes Dislikes a) difficult to develop partnerships with Britannia and the arts community— it like “pulling teeth”. b) Library does not serve all needs— for students especially for students at college level c) The bureaucracy around finding space for the arts
6. In terms of programs and services what’s gotten better, if anything, at Britannia in the last few years? 7. What, if anything has gotten worse?	Program and Service Trends	a) alternative schools arts fair (better) b) facility development (worse) c) woefully unresponsive to the arts in general d) community engagement/workshops (worse) e) flowing out of information (publicity) (worse) f) website (worse) g) building needed for arts specifically h) better profile and placement in

Questions	Rationale for Question	Comments
		<p>the brochure</p> <ul style="list-style-type: none"> i) needs profile in community papers like "Courier" j) publicity needs to be better for arts
<p>8. Why do you participate in programs and services at Britannia – i.e. personal growth (learn something new, something to do), make new friends (social aspect), health reasons (physical, mental)</p>	<p>Outcomes/Benefits and Sense of Belonging</p>	<ul style="list-style-type: none"> a) arts courses run by passion b) community cultural development committee c) knitting collective d) craft collective e) the art gallery (given its limitations) works well— but has potential not to be such a "side-show" f) artist in residence g) Britannia is a microcosm of the world— a mini-world that shows disregard for the arts through lack of facility and support, inequality with other services provided here
<p>9. Do you feel welcome when you come to the Centre. Why?</p> <p>10. Is there anything that could be done to make you feel more welcome?</p>	<p>Sense of Belonging</p>	<ul style="list-style-type: none"> a) no street presence, or publicity, not inviting b) inappropriate spaces for arts activities c) no reaching out to potential arts partners d) arts community is the Britannia community for which it must serve e) tapping into the artistic resources f) drawing out the community g) not as an inviting, staff/spaces etc... unlike place where arts matters like Roundhouse <ul style="list-style-type: none"> a) Britannia's focus is family— get more families involved ie: banner project b) Getting artists involved c) Running parallel programs in partnership ie: family care with arts d) Community based events— more integration with arts programs e) Have less of a schizophrenic environment for the arts between centre and school f) More interconnection of programs
<p>11. Are there any aspects that make it more difficult for you to participate in</p>	<p>Barriers</p>	<ul style="list-style-type: none"> a) classes get cancelled due to space

Questions	Rationale for Question	Comments
<p>programs and services (lack of information, location, costs, variety of programs, day care, schedule of activities doesn't match when you have spare time, safety, transportation, parking, lighting, image of the Centre, quality of facility)</p> <p>12. Any suggestions for how these barriers could be removed?</p>		<p>conflicts without consideration of participants</p> <p>b) brochure is not enough to publicize</p> <p>c) strategy needs to be implemented between artists/instructors for advertising</p> <p>d) targeted advertising— clear to artists what their responsibility is for advertising and facilitate where they could advertise</p> <p>e) artists feel they have been let down</p> <p>f) no increase in arts department</p> <p>g) no dedicated space whatsoever for the arts— unlike gyms, pool, rink for recreation</p> <p>h) crappy pottery facilities</p> <p>i) information flow is a definite stumbling block</p> <p>j) getting to spaces like auditorium for an event is very difficult— like a maze-no easy street access</p> <p>Barriers Removed</p> <p>a) interesting courses</p> <p>b) time of day (afterschool programs for kids)</p> <p>c) day of week for childrens programs— not just Saturdays</p> <p>d) innovative programming</p> <p>e) free programs</p> <p>f) one-off programs</p> <p>g) putting more money and value into arts</p> <p>h) “arts is dead” needs to be vivified, not welcoming, more animation at Britannia</p>
<p>13. Do you take programs and services similar to those offered at Britannia elsewhere (private club, another community centre, library)?</p> <p>14. Why is that?</p>	<p>Competitors and Critical Success Factors</p>	<p>a) dance classes elsewhere, no mirrors or proper floors</p> <p>b) not welcoming here would rather go to an arts friendly centre</p>
<p>15. Do you use the Library? If not, why not?</p>	<p>Library non-users</p>	

Questions	Rationale for Question	Comments
16. If you were going to tell the staff and the Board one thing about how to keep you as a customer, what would that be	Loyalty	<ul style="list-style-type: none"> a) dedicated building and space for the arts b) develop the arts appropriately to community demand c) more support and effort put into facilitating arts activities d) accommodation for the arts e) direction for classes— “where is the class?” f) hard to find way around g) need a someone to coordinate ways to get involved (volunteer recruiter) h) more presence— advertising/ communication i) not invited!
17. What determines what activity you end up doing?	Critical Success Factors	
18. <i>Assure Britannia is an extremely successful centre. What would that look like?</i>	Indicators of Success	
19. What do you think are the top 3 things that Britannia needs to focus on in the next 5 years for THOSE INTERESTED IN ARTS & CULTURE ?	Priority Focus Area	<ul style="list-style-type: none"> a) space for arts activities— dedicated space b) more support, financial, and effort put into developing community involvement for the arts c) education, using the arts as a medium for human understanding— that it is a part of the “fabric of life” not a separate “category” <p>SEPARATE NOTES DROPPED OFF FROM CAROL BUCHANAN— NIGHT SCHOOL COORDINATOR You can reach her at: (she was unable to attend the focus group) topaz7@shaw.ca</p> <ul style="list-style-type: none"> 1) The highschool where programs take place is a maze— people get locked out and lost even though signage is provided. 2) Adult classes are spread out over the highschool and the Britannia site— not great for community building. 3) The highschool displaces any class when they need the classroom or

Questions	Rationale for Question	Comments
		<p>auditorium. The bellydancers are usually sent to a classroom when the auditorium is needed. Sometimes the notice is "last minute".</p> <ol style="list-style-type: none"> 4) The auditoriums is cold and the floor is always dirty. One portable mirror for 15-18 dancers. 5) Room 111 needs a wood floor. It has new mirrors, carpet and curtains and cables for lighting— an under utilized room. 6) Other dance classes take part in the cafeteria. It is smelly and tables have to be moved. 7) The ceramics class shares the kilns with the high school and sometimes things get broken or are not fired. 8) Storage issues are a major issue. 9) Some classes participate in a physical warm-up and move desks and leaning resources in order to do so. 10) Classes held in portable have <u>no</u> toilets or sinks. 11) No place to store music stands.
<p>20. <i>What changes are happening in your community that Britannia needs to be aware of when they are planning services?</i></p>	<p>Local Trends</p>	

If you are interested in attending the Library Focus Group please provide your name and phone number below

Any comments are welcome ☺



“Let Us Know” Community Meeting – Adults

Questions	Rationale for Question	Comments
<p>1. How important is the Britannia Community Services Centre to you and your family?</p> <p>2. Why is that?</p>	<p>Value placed on the Centre</p>	<ul style="list-style-type: none"> - Moved here to be close to Britannia - Live and work in the community - Came to Canada 9 months ago, Latin worker who helped a lot - Prefer Britannia opportunities for young people - 5 y.o. child part of the Hippy program - Live, work and on the Britannia Board - To come to be helped - Many cultures - Lots of programs for all ages
<p>In terms of programs and services for ADULTS</p> <p>3. What do you like about them?</p> <p>4. What do you dislike ?</p> <p>5. What would you change ?</p> <p>How can we get the message out:</p>	<p>Current level of satisfaction</p>	<ul style="list-style-type: none"> - Gym, pool, music - Staff very courteous - Pool very nice - Gym and Fitness Centre - Good campus, lots of activities - Taught Salsa, can be a participant and an instructor - Want to take programs; time issue, interested in Art Therapy, Yoga - A rude staff person/he was late, could not participate - Needs to be treated with respect, had a bad experience in the pool and Fitness Centre, now goes to Fitness Express - More advertising, letter to staff working here - Sometimes scheduling of programs is difficult - Teen Centre closed sometimes, how late are facilities open - Earlier morning, late at night weekends - Children’s programs at the same time as adult programs - Due to lack of time would like the heads up - More flyers, more joint advertising in

Questions	Rationale for Question	Comments
		school flyers
<p>6. In terms of programs and services for ADULTS what's gotten better, if anything, at Britannia in the last few years?</p> <p>7. What, if anything has gotten worse?</p>	Program and Service Trends	<ul style="list-style-type: none"> - Diversity of programs - Diversity of people - Reflects the people and community - Resources available to make people more comfortable
<p>8. Why do you participate in ADULT programs and services at Britannia – i.e. personal growth (learn something new, something to do), make new friends (social aspect), health reasons (physical, mental)</p>	Outcomes/Benefits and Sense of Belonging	<ul style="list-style-type: none"> - To improve fitness - Personal growth - Positive outlet - To meet people - To improve our skills - To get to know staff/others/to network - To meet like-minded people - To gain skills -
<p>9. Do you feel welcome when you come to the Centre. Why?</p> <p>10. Is there anything that could be done to make you feel more welcome?</p>	Sense of Belonging	<ul style="list-style-type: none"> - Very welcome - Customer service in some areas need improvement: Information Centre, Library, Pool - Supervising staff need to be able to hear concerns - Wait for you class, lobby, people who arrive early have nowhere to go - Tell Tai Chi instructors reasons why people cannot hang around licensed child care
<p>11. Are there any aspects that make it more difficult for you to participate in programs and services (lack of information, location, costs, variety of programs, day care, schedule of activities doesn't match when you have spare time, safety, transportation, parking, lighting, image of the Centre, quality of facility)</p> <p>12. Any suggestions for how these barriers could be removed?</p>	Barriers	<ul style="list-style-type: none"> - Parking - Directions around the site - A lot of single parents
<p>13. Do you take ADULT programs and services similar to those offered at Britannia elsewhere (private club, another community centre, library)?</p> <p>14. Why is that?</p>	Competitors and Critical Success Factors	<ul style="list-style-type: none"> - Trout Lake with a friend like Britannia - Riley Park Fitness – not enough machines, long waitlist

Questions	Rationale for Question	Comments
15. Do you use the Library? If not, why not?	Library non-users	<p><i>For those who don't use the Library - would you be willing to come to another meeting to talk specifically about the library</i></p> <ul style="list-style-type: none"> - Like the renovation, comfortable place to read books - Computer access (also at Info Centre) - Cannot find books - Waiting for service - Small library is comfortable - Librarians are helpful
16. If you were going to tell the staff and the Board one thing about how to keep you as a customer, what would that be	Loyalty	<ul style="list-style-type: none"> - Improve customer service/courtesy - Need to feel respect at Info Centre - Need to have knowledge and make it a positive experience - Offer programs free first night
17. What determines what activity you end up doing?	Critical Success Factors	<ul style="list-style-type: none"> - What you are interested in - Art Therapy - Do survey with special events of peoples, interest - New activities to try out - Health programs to improve skills - What he likes; programs that go on in the park - Do not receive brochure, have them available in other areas - Apartment dwellers do not always receive brochures - Special events in the park, more outreach
18. Assume Britannia is an extremely successful centre. What would that look like, feel like, operate like for you?	Indicators of Success	<ul style="list-style-type: none"> - Things not easy to find, people get lost on site - Britannia school does not have enough instruments for all people to use
19. What do you think are the top 3 things that Britannia needs to focus on in the next 5 year?	Priority Focus Area	<ul style="list-style-type: none"> - Need to focus on young people - Single moms need programs to include children - Improve promotion - Need to deal with community issues - Improve courtesy -
20. What changes are happening in your community that Britannia needs to be aware of when they are planning services?	Local Trends	<ul style="list-style-type: none"> - Site needs to help families feel comfortable i.e. concerns about people sleeping in the park, around the site.



“Let Us Know” Community Meeting – Youth Programs and Services

Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	Age related - Youth
1. Is this a safe and comfortable place for you?	Critical Success Factors Sense of Belonging	Majority- Yes Some, not at night, specifically after 8pm, by themselves
2. How are you treated when you enter the building, register for a program, participate in a program or ask a question	Sense of Belonging	Staff are nice, and generally treat you well. Some staff, that aren't, don't smile, and are not friendly. Generally feel welcome by all all, including the public, except sometimes by the patrons at the pool Some young people don't get treated well because of maturity levels and because of stereotypes/first impressions.
3. When do you have free time? 4. During a spare? 5. After school? 6. On a week nite? 7. On Friday or Saturday nite? 8. On the weekends?	Programming Information	After school and evenings. Not too much offered on weekends.
9. What determines what activity you end up doing	Critical Success Factor	How it affects their future- university prep What their interests are. Cost- cannot be that expensive. Drop-in programs are preferred, mixed with some registered programs. Variety. Needs to be unlimited spots. If people want to participate (more out trip specific) there shouldn't be

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Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	Age related - Youth
		<p>need a place to learn how to dance for Grad.</p> <p>Cultural exchange programs, with food, dancing and activities. Youth could lead and educate. Get people to get to know each other.</p>
15. When you think about participating in programs and services for youth, what are the benefits you are looking for? i.e. personal growth (learn something new, something to do), make new friends (social aspect), health reasons (physical, mental)	Benefits	
<p>16. Do you use the Library? If not, why not?</p> <p>17. Do you use the Rink? If not, why not?</p> <p>18. Do you use the Pool? If not, why not?</p>	Library non-users	<p>About one-third do.</p> <p>Use it for doing homework, games, internet, and projects.</p> <p>Don't use it because- not fun, boring, have computer at home, so they don't need the library (both for computer use, and can do research online at home)</p> <p>Library should have more computers.</p> <p>About half are users, with usage between sometimes and all the time.</p> <p>Non users say it is too pricey and that there is only one free time available to them.</p> <p>About half are users.</p> <p>Reasons for not using include, afraid of water, poor lockers and don't want their stuff to get stolen, too crowded, can't swim, chlorine is too strong, no privacy, no stalls for changing in.</p>

Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	Age related - Youth
<p>19. Do you use the fitness centre? If not, why not?</p> <p>20. Do you use the gym? If not, why not?</p>		<p>About one-quarter are users.</p> <p>Non-users indicate it is too expensive, not big enough, and they don't have a leisure access card.</p> <p>It would help if there was more instruction available to them.</p> <p>Yes, most do.</p> <p>Problem is that the balls get stuck at the top of the divider and there is no way to get them back.</p>
<p>21. Why are some youth not getting involved?</p>	<p>Marketing</p>	<p>Lack of publicity- no posters in the school</p> <p>Some people just aren't interested.</p> <p>Tell people about the program, face to face. Both staff and youth need to do this.</p> <p>E-mail schedules and calendars out.</p> <p>Do PA announcements.</p> <p>Brochure? No one looks at it, and many don't get it at home.</p> <p>Why should I attend if there is not benefit to me? I.e certificates, something materialistic</p> <p>Get a big name celebrity to help promote.</p>
<p>22. What do you think are the top 3 things that Britannia needs to focus on in the next 5 year to better serve</p>	<p>Priority Focus Area</p>	<p>Staff are important. Youth are close to the staff so change is hard, especially if all the staff left.</p>

Draft Questions (remember these questions will be administered verbally versus in written form)	Rationale for Question	Age related - Youth
youth ?		<p>The 'Pole'!!! and door handle. Get rid of them.</p> <p>Not closing during cooking or out trips. There is no where else for them to go.</p> <p>More books at the Library. Update them and have more Shakespeare.</p> <p>More internet access and computers.</p> <p>Better pool lockers.</p> <p>Co-ed dance programs and Girls-only dance programs. More than just a workshop or 2 sessions.</p> <p>Teen Centre has too much stuff. With pool tables, foosball, table tennis, it looks too busy.</p> <p>Get new furniture at the Teen Centre.</p> <p>Teen Centre is too dark. Not welcoming. Improve lighting.</p> <p>Teen Centre needs to be updated and re-organised.</p>
23. What changes are happening that might affect Youth activities ?	Local Trends	