

Feel Free to Feel Fit Healthy Community Maps

Community Services Committee
March 26, 2012



Overview



Feel Free to Feel Fit Swimming Initiative
Leisure Services Strategic Plan
Social Services Strategic Plan
Other Supporting Documents
Healthy Community Maps
Next Steps

Feel Free to Feel Fit Swimming Initiative



What: Free public swims and bus tickets

Where: All 5 municipal pools

When: Weekly (Jan-June, Sept-Dec)

Why: Encourage universal access to physical fitness and reduce income disparities

Who: Social Services and Leisure Services

How: Social Assistance Restructuring Fund (SAR)
(annual 100% Provincial)

Timeline



May 2009: initiative brought forward to the Priorities Committee as a pilot project – the Committee requested a September start date with transportation included

August 2009: Council approved the pilot project for 22 weeks

February 2010: extension approved until the end of December 2010 – questioned if other free opportunities are possible

December 2010: extension approved from January 2011 to December 2011

December 2011: program extended as long as funds are available through SAR

Results



2010: 9,744 free swimmers

2011: 9,462 free swimmers

Total Bus tickets: 650

➤ Average annual attendance before the program: 4,000

Leisure Services Strategic Plan

Goal #4: Advance communication
with citizens, user groups and partners

Planned Action: Market leisure services
through multiple modalities



Social Services Strategic Plan



Goal #3: Improve and enhance the social indicators of health of at risk individuals

Planned Action: Explore partnerships within CGS to offer more opportunities for clients.

Performance Indicator: Increased partnerships and collaboration with CGS partners and external partners

Project partnerships: Leisure Services, GIS, IT

Other Supporting Documents

- ✓ Healthy Community Initiative
- ✓ Human Services Strategy
- ✓ Community Strategy to Reduce Poverty
- ✓ Parks and Recreation Ontario Action Plan
- ✓ Canadian Parks and Recreation Association Policy on Access to Recreation for Low Income Families



Healthy Community Maps

- visual snapshot of sport and leisure facilities available in neighbourhoods
- bus icons provide proximity to affordable transportation
- quarterly updates
- marketing website
- available online

www.greatersudbury.ca/fit/, www.grandsudbury.ca/enforme

- [Leisure Services website updates](#)



Next Steps

Distribution?



