

North Vancouver Recreation & Culture Commission 2014-2018 Strategic Plan

This plan does not list all that the North Vancouver Recreation & Culture Commission should continue to do, but focusses instead on what needs to change over the next five years to move us forward.

MANDATE

The North Vancouver Recreation & Culture Commission is an entity of the City and District of North Vancouver; created to fulfill the municipalities' responsibilities for recreation and culture. These responsibilities include the provision of quality recreation and culture experiences, operation of community recreation facilities, capacity building of relevant recreation and culture organizations, management of the public art programs and oversight of the community arts grants.

VISION

Recreation and Culture are vital to North Vancouver becoming the most vibrant, diverse, active, creative and connected community.

MISSION

The North Vancouver Recreation & Culture Commission improves the health and well-being of all North Vancouver individuals, families and communities and inspires residents through quality recreation and culture opportunities.

Recognizing that we are integral to the health and wellness solution, the North Vancouver Recreation & Culture Commission will work with other service providers to proactively and intentionally respond to indoor and outdoor recreation and culture needs, with a focus on those who would benefit most, including youth, those who are under-served, and those with barriers to accessing quality recreation and culture opportunities.

Public Recreation includes...

... all those activities in which an individual chooses to participate in their leisure time, and is not confined solely to sports or physical recreation programs, but includes artistic, creative, cultural, social and intellectual activities, and ... is a fundamental human need for individuals of all ages and interests and for both sexes and is essential to the psychological, social and physical wellbeing of each Canadian;

(Also,) ...recreation is an essential social service in the same way that health and education are considered as social services, and that recreation's purpose should be (a) to assist individual and community development, and (b) to improve the quality of life, and (c) to enhance social functioning.

Source: Adapted from the National Recreation Statement which was endorsed by all provincial, territorial and federal governments

VALUES

These values act as a moral compass; providing a lens through which all decisions are evaluated.

- We are **inclusive**
- We are **innovative, creative and bold**
- We strive for the **highest standards** of service and **stewardship of resources**
- We act with **integrity**, ensuring open, respectful relationships and supportive environments

STRATEGIC DIRECTIONS

These strategic directions provide focus and direction for improvements to what we do.

- A. **Optimize human, fiscal and physical resources and systems:** We will commit public resources in an efficient, responsible and sustainable manner that maximizes benefits to the communities we serve.
- B. **Proactively respond to recreation and culture needs:** We will understand and respond to citizen needs for public recreation and cultural services by being proactive, flexible and intentional and also ensure that we target the under-served.
- C. **Extend our effectiveness through collaboration:** We will build and utilize our ability to collaborate in order to maximize the reach and benefit of the public recreation and cultural services.
- D. **Enhance understanding of the scope and impacts of our services:** We will communicate and promote the true value of our services as a social service.

GOALS

These goals represent the ways we will respond to the strategic directions and the strongest Strategic Direction linkage, recognizing that most goals relate to more than one Direction. Achieving them measures our success in implementing this plan and moving forward over the next five years.

| Strategic Direction | Goal |
|---|---|
| Optimize Human, Fiscal and Physical Resources and Systems | Strategically align fiscal resources & administrative systems |
| | Revitalize facilities |
| | Enhance human resources & volunteerism |
| | Plan for staff succession |
| Proactively Respond to Recreation and Culture Needs | Integrate recreation and culture services and structures |
| | Target needs; especially the inactive and under-served |
| | Encourage and enable healthy living and sustainable choices |
| | Extend and enhance our service reach |
| | Connect people to nature |
| Extend our Effectiveness through Collaboration | Enhance and embrace our capacity to collaborate |
| | Build broader networks of collaboration |
| Enhance Understanding of the scope and Impacts of our Services | Create awareness of public good and breadth of services |
| | Affirm North Vancouver Recreation & Culture as integral in municipal planning & decision-making |