



Rural Community of Hanwell

(RCH)

Recreation & Leisure Master Plan Review

July 2021

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SECTION 1

PURPOSE

The purpose of the 2021 Recreation & Leisure Master Plan Review is to review the original 2015 plan which was adopted by resolution (#05-11-2015) in 2015. The review will offer an analysis of the former plan to determine the key recommendations that have not been implemented. It will also address current issues relating to programs, events, facilities, services, and open natural spaces within the Rural Community of Hanwell (RCH) and offer recommendations on how to make better use of our resources. These recommendations will aid the municipal Council on recreational planning needs.

Although the original plan recommended that it be reviewed and updated every 5 years, there are three major reasons for reviewing the plan rather than doing a comprehensive update at this time. Firstly, the 2021 Census data will be available in 2022 which is less than a year away. While demographic data analysis is essential for recreational planning purposes and determining programming needs, the 2016 data is 5 years old and is therefore not current. It may be useful during this review, however, to present some of the 2016 data for contextual purposes. Secondly, the new Hanwell community school will be completed in 2022. The municipality will have a greater understanding of the programs that will be provided by the school at that time, as well as how much gym time will be available. Thirdly, this will put the municipality on track for updating the plan with the release of Statistics Canada data. A comprehensive review and updated plan will be undertaken in 2022 and reviewed every 2 years. An updated plan should be completed every year following the census.

INFLUENTIAL DEVELOPMENTS AND TRENDS

In 2015, an examination of the current and projected trends in recreation and leisure in Canada was undertaken. These are still current and are as follows:

Increased awareness of healthy lifestyles: This is largely due to concerns about increased obesity rates and high levels of physical inactivity due to participation in sedentary forms of leisure, such as, watching television and playing video games. Older adults are embracing an active living or wellness philosophy.

Increase in environmental awareness: Communities, neighbourhoods and individuals are becoming increasingly concerned with open space and green space allocation. There is also increased concern about decreasing our carbon footprint and using environmentally friendly products.

Increased desire for multi-use or multi-purpose facilities: Having several recreation and leisure activities or programs at one location is important for today's busy lifestyles. A multi-use facility which provides space for a wide range of programs that can be utilized during all seasons is increasingly beneficial. This would include such things as trails which can be used for walking, biking, cross-country skiing, and snowshoeing. It can also include open spaces which can be used for unorganized activities, such as frisbee and catch, and gathering spaces for picnicking and barbecues. A multipurpose hard surface to be used for basketball, pickleball and such in the summer and flooded in the winter for skating would also be included.

Increased emphasis on regional services: To decrease duplication of services and facilities, and minimize costs, a greater emphasis has been placed on partnerships. This would include such agreements as the Recreational Service Agreement for Arena Complexes with the City of Fredericton.

Increased awareness for inclusive recreation: There is an increased focus on recreation and leisure programs that reduce physical, financial, language and cultural barriers.

Decrease in volunteerism: Volunteerism is declining significantly. It is critical that volunteers have the recognition and support necessary to continue participation and for recruitment of new volunteers.

DEFINITIONS

Recreation: broadly defined as activities consisting of all sporting, fitness, and physical pursuits that a person or group pursues for the purposes of personal satisfaction and development, physical and mental health, or competition.

Leisure: a combination of all recreation, cultural, creative, intellectual, and social activities that a person or group pursues in their free time for the purposes of personal satisfaction and development.

Open Space: lands intended for preservation or conservation of the rural community's natural system, unprogrammed green spaces, or linkages for the movement of humans or animals.

Active Living: a holistic approach to personal wellbeing that combines physical activity with mental, spiritual, and social engagement into a wide range of passive and gentle active leisure pursuits (i.e., yoga, walking, and biking).

Older Adults: those generally 55 to 65 years of age who are expected to maintain their interest in more active forms of leisure, possibly with less intensity.

Seniors: those generally over 65 years of age who wish to maintain their interest in more active forms of leisure, possibly with less intensity.

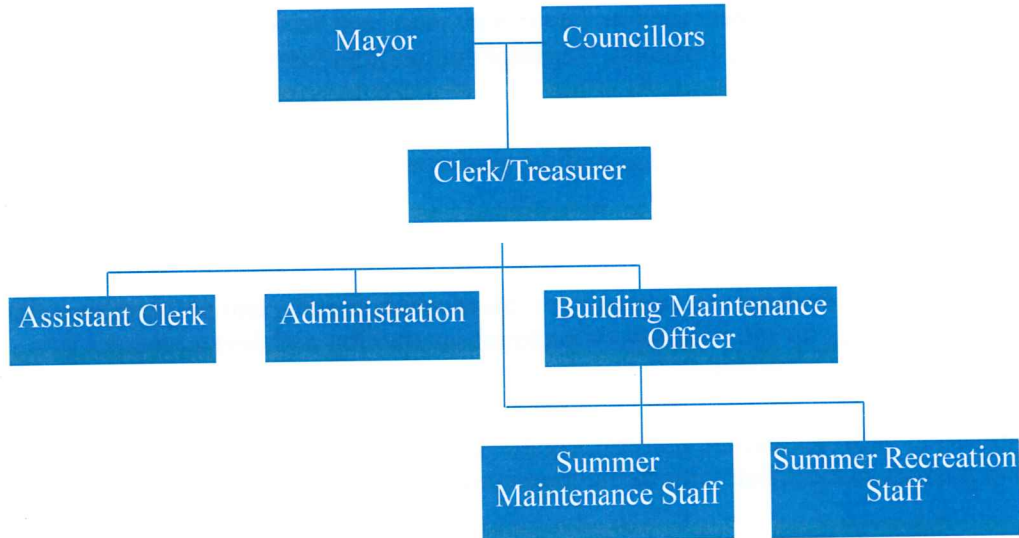
SECTION 2 – CURRENT STRUCTURES AND SERVICES

ADMINISTRATION

Recreation and leisure services within the RCH are overseen by members of the community's Parks & Recreation Committee which is comprised of councillors and staff. The day-to-day operation of recreation & leisure is the shared responsibility of the administrative staff and the Building Maintenance Officer. The rural community does not currently have a full-time recreation and leisure employee. The administration assistant assists the Parks and Recreation Committee with recreational programs. Summer students are also employed to assist with the implementation and monitoring of recreation and leisure programs and events. They also assist

with the upkeep of the playground and the Hanwell Recreation Park. The community also relies on dedicated volunteers who help make special event programming successful.

Figure 2 – Organizational Chart



DEMOGRAPHICS

Demographics play an important role in determining the needs for recreation services in a community. As was already stated, the 2016 statistics are 5 years out of date, and it is best to wait until 2022 for a comprehensive review of demographics, however, a cursory review is warranted. It is also important to note that the 2011 census information for Hanwell is recorded by Statistics Canada in two locations---Hanwell LSD and Starlight Village. The previous Recreation Master plan utilized data that was extracted from the overall data. Statistics Canada has not revised the 2011 numbers, therefore demographic information should be used with caution. The following data presented is from Statistics Canada 2016 data.¹ During the census period of 2011 to 2016 the population of the RCH grew by 9.07 percent; increasing from 4,266 (combined data---Hanwell LSD and Starlight Village) to 4,700 (revised data). The 2016 census profile shows Hanwell as growing by .2% based on a population of 4740,

¹ According to Statistics Canada, to ensure confidentiality, the values, including totals, are randomly rounded up or down to a multiple of ‘5’ or ‘10’. To understand this data, users must be aware each individual value is rounded. As a result, when this data is summed or grouped, the total value may not match the individual values since totals and sub-totals are independently rounded. Similarly, percentages, which are calculated on rounded data, may not add up to 100%.

Programs

Programs include activities that are provided by and/or directly partnered with the RCH, such as, Home Alone courses, the Baby and Me program, Moonlight Ski and Snowshoe Walks, etc...It can also include special events, such as Hanwell Days, Spookfest, etc...

Recommendation #17

Make better use of Hanwell Place by hosting recreation and leisure activities, such as, card parties, bingo, movie nights, coffee and conversation drop ins, etc... (Short and on-going)
Hosting small community events will attract more residents into the community center.

Recommendation #18

Increase number of programs and events hosted by the RCH. (on-going)

The RCH should increase the amount of leisure, recreation, sport, and wellness activities they provide.

SECTION 5 – MONITORING & CONCLUSIONS

Since the RCH was incorporated in 2014, substantial strides have been taken to promote community development through recreation and leisure services. The RCH has developed an amazing recreational infrastructure in a relatively short time. Hanwell Place, the Hanwell Recreation Park and the playground have been of great benefit to the community and have helped to build a stronger sense of community.

The rural community does however have challenges to overcome. Many recommendations that were adopted in the original Plan have not been implemented. These need to be prioritized and implemented as soon as possible. It is vital that a comprehensive update of the plan be conducted next year after the completion of the community's new school and the release of Census data. The plan should be reviewed every 2 years after that. This will allow for an opportunity to set priorities and update the direction and timing of long-term objectives.

Table 1.1--Age Cohort

Age Group	2016 Census Information	Percentage of population
0-4	250	5.32
5-9	345	7.34
10-14	320	6.81
15-19	340	7.23
20-24	235	5.0
25-29	180	3.83
30-34	225	4.79
35-39	320	6.81
40-44	360	7.66
45-49	415	8.83
50-54	445	9.47
55-59	395	8.40
60-64	325	6.91
65-69	255	5.43
70-74	175	3.72
75-79	85	1.81
80-84	45	.96
85 and over	20	.43

Source: Statistics Canada Census Profile, 2016 Census

however, that number has been revised to 4700 which would mean Hanwell is not growing. It is hoped that the 2021 census information will provide clearer information.

POPULATION AGE COHORT

The population age cohort information is important for recreation and leisure programming as age-based data influences the nature of demand. According to the 2016 Census, Hanwell's largest age demographic is among the 50–54-year age group, followed by 45-49, and 55-59. This age group constitutes 26.7% of our population. The next significant group is 40-44 (7.6%), then 5-9 (7.34%) and 15-19 (7.2%). The 20-29 age group is under-represented in Hanwell possibly due to exploring post education or career opportunities outside of the RCH. For planning purposes, it is important to note that those in the 55-59 age category may be retirees who have more time to enjoy recreation and leisure activities. It is also significant that Hanwell has only 3.17 percent of its population over age 75. This information is summarized in Table 1.1. The 2021 census data will clarify these percentages.

SELECTED FAMILY CHARACTERISTICS

In 2016, Statistics Canada recorded 1,485 census families within the RCH. The number of married couples within the RCH comprised for 78.4% of the total census families which is significantly higher than the provincial average of 66.3%. The number of lone-parent families comprised of 10.1% of the total census families which is lower than the provincial average (16.2%) and the number of common-law-couple families comprised 11.1% of the total census families in the RCH which is lower than the provincial average (17.4%).

The average number of persons within a census family in the RCH is 2.9. This is marginally higher than the provincial average of 2.7 per census family.

The average total income of economic families in 2015 in the RCH is \$118,687 compared to the province of New Brunswick's average total income of economic families in 2015 of \$87,048. The average total income of couple economic families with children in 2015 was \$149,034 compared to the province of New Brunswick's average total income of economic families with children in 2015 of \$111,901. This information is summarized in Table 1.2.

MIGRATION

Between 2011 and 2016, 75.9% of the RCH's population continued to live at the same address. Approximately 9.4% of the RCH's population moved but continued to live within the RCH. Between 2011 and 2016, the province of New Brunswick had 69.0% of the total population continue to live at the same address during this five-year period. About 16.4% of New Brunswick's total population moved but continued to live within the province. (See Table 1.3)

ETHNIC DIVERSITY

The number of the RCH residents self-identifying as from a visible minority group in the 2016 census was 2.5% of our total population. The province of New Brunswick has 3.3% of their population self-identifying as a visible minority. (See Table 1.4)

According to the 2016 census, approximately 89.6% of the residents in the RCH spoke English most often at home. About 7.8% of the residents within the RCH spoke French most often at home and approximately 0.6% of the population spoke English and French most often at home. Approximately, 1.0% of the residents in the RCH spoke a language other than English and French most often at home. (See Table 1.5)

In conclusion, Hanwell is a very affluent community and population growth was significant from 2011-2016. The 2016 data show population growth as being stagnant, however, the 2021 census data will need to be analyzed to determine if this trend will continue. Hanwell has a very low percentage of people in the 20-29 age group as well as in the 75+ age group. The largest age cohort is the 45-59 age group. Overall Hanwell is primarily comprised of young families and active adults. This was also reflected in the 2015 plan. Most families living in the RCH have continued to live at the same address over a five-year period. The RCH also has less visible self-identifying minorities on average in comparison to the rest of the province. The number of people speaking English at home in the RCH is higher on average than those who speak English at home in the rest of the province.

PROGRAMS AND SERVICES

Since it's incorporation in 2014, Hanwell has provided many recreation and leisure programs and events. Many of these have been provided through the municipality's recreational and leisure programming while others have been offered by community organizations and groups. Table 1.6 presents a wide range of programs that have been available to the community.

FACILITIES

Hanwell's recreational infrastructure has grown considerably since the adoption of the 2015 plan. The following is an overview of the RCH's facilities.

Hanwell Place – The new community center and municipal office which opened in April 2019 offers the following:

- **Community Hall:** The hall has a large modern space which is utilized for municipal events, such as, the Christmas open house, Hanwell Days, summer socials etc... It can also be rented for various events, such as, weddings, birthday parties, and business meetings. The community hall also has a Bluetooth sound system and a large projector. There are also two adjacent boardrooms that can be used for smaller meetings or gatherings. Each boardroom includes a large table and television with internet capability. There is also a large commercial kitchen which is fully equipped for functions.
- **Public Washrooms:** Two large wheelchair accessible public washrooms.
- **Natural Green Space:** Hanwell Place has a large natural green space that surrounds it, which is a perfect area to gather with friends and family and enjoy a day outdoors. It also includes a newly constructed outdoor gym.

Hanwell Recreation Park – Located behind Hanwell Place on approximately 80 hectares, the park is a natural woodland with walking trails and the Hanwell Playground. It is maintained year-round. It is comprised of:

- **Walking Trails:** There are three different loops: 2km, 3km, and 4.5km. A portion of the trails is available for off-leash walking for dogs and their owners. Furthermore, the 2km

trail system offers an outdoor classroom with several educational stations. There is a kiosk at the beginning of the trails with a detailed map and our Little Library. There is also a picnic shelter located at the fork of the first and second trail.

- **Hanwell Playground:** Constructed in 2018, it consists of a wooden play structure and swings, including an accessibility swing. It is designed for children aged 2-12.
- **Recreation Building:** The RCH purchased the historical Presbyterian church to be renovated as a recreational building for smaller gatherings.

SECTION 3 – STRENGTHS AND CHALLENGES

It is important to examine the strengths and challenges of the recreation and leisure landscape that have occurred since the adoption of the original plan.

General strengths of the rural community

- Hanwell Place
- Hanwell Recreation Park
- Hanwell playground
- Natural green space around Hanwell Place
- Financial support for projects from Council
- Successful grant applications
- Small carbon footprint
- Smaller recreation building

Challenges of the rural community

- Advertising of recreation and leisure events
- Volunteer and community involvement
- No land for future development
- Many recommendations from the original plan have not been implemented
- Other projects have taken priority or were not part of the plan
- Lost opportunities with grant applications

SECTION 4 – ANALYSIS AND RECOMMENDATIONS

Nineteen recommendations were adopted in the 2015 Recreation and Leisure Master Plan. Each of these were reviewed. It is important to note that 3 significant recommendations have been implemented. These were: development of the Hanwell Recreation Park, building a multifunctional community center and building a playground. Some recommendations are no longer necessary, such as, partnering with businesses to utilize their facilities for events and using council offices for events. Any others that have not been implemented have been carried over to this review unless they were not approved by Council. They have been organized according to infrastructure, operations, and programs.

Infrastructure

Considerable work has been done by the municipality to increase leisure, recreation, sport, and wellness infrastructure and equipment. Since 2015, Hanwell Place has been constructed and an Outdoor Classroom has been added to the Hanwell Recreation Park, as well as a playground. These were all part of the recommendations from the 2015 Master Plan. There are still infrastructure recommendations, however, from the 2015 that have not been accomplished or are ongoing. Recommendations 1-6 have been carried over from the previous plan. A short, medium or long, time frame has been added after each recommendation.

Recommendation #1

Continue to develop the Hanwell Recreation Park and acquire title if possible. The continued development of the trails in the park will provide year-round enjoyment for hiking, biking, cross-country skiing, snowshoeing, and other activities. (On-going)

The community has benefitted greatly from the Hanwell Recreation Park. It is imperative that there is continued maintenance and enhancement of the trail system. Summer students should continue to be hired as trail maintenance staff. Some of the outdoor classroom stations are currently in need of attention, such as, the amphitheatre area. The Park is currently on leased land and the municipality should acquire title if possible.

Recommendation #2

Acquire parcels of land in each subdivision to be used as neighborhood parks. This will give families a place to engage in physical activity with their children and a place to congregate and meet others in the community. (Long and on-going)

The RCH's Council is committed to acquiring parcels of land in various subdivisions throughout the community. This will allow for greater recreation and leisure opportunities, as well as build a stronger sense of community.

Recommendation #3

Build a multipurpose hard surface to be used year-round. (Long)

A multipurpose hard surface which can be used for such things as basketball in the summer and flooded in the winter for skating would be of great benefit to the community.

Recommendation #4

Acquire additional land throughout the community for the purpose of developing more leisure, recreation, sport, and wellness activities. (Long)

As our community grows, it is important to extend beyond our central location surrounding Hanwell Place. The purchase and development of new land throughout Hanwell will allow our residents more opportunities to get involved in leisure, recreation, sport, and wellness activities.

Recommendation #5

Build a multipurpose open green space (Hanwell Commons). (Long)

The community will benefit from a large open area for residents to gather for picnicking, throwing frisbees, etc...

Although there is a green space around Hanwell Place, picnic tables and better access would greatly enhance this space. A significantly larger green space will benefit the community.

Recommendation #6

Ideally a trail system connecting the ATV/snowmobile/walking/ hiking trails would be established. If possible, connectors would be set up between subdivisions. This would allow for an active transportation network. (Long)

Establishing an active transportation network would enhance life for residents and benefit the community.

Recommendation #7

Complete renovations to the little recreation building. (Short and medium)

Although not part of the original plan, the RCH has acquired the historical St. James Presbyterian Church to be utilized as a recreation building. The planning process should be completed as soon as possible, and renovations undertaken to utilize the building for additional recreational and leisure activities. The addition of public washrooms accessible from the outside would be a tremendous improvement to the Hanwell Recreation Park area.

Recommendation #8

Complete development of the accessibility trail. (Short)

Although not part of the original plan, this has been a project the municipality has been working on for over 2 years. It has become apparent that an accessibility trail would be of great benefit to the community especially for those residents with mobility issues. At the July 21st regular meeting of Council, Council voted to put crushed rock and crusher dust in the portion of the walking trail that is to be used for accessibility purposes. This is an expensive project, and the rubberized paving surface will only move forward if there is grant funding available.

Operations

Operations include such things as, communications, procedures, and service direction.

Recommendations 9-12 have been carried over from the previous plan.

Recommendation # 9

Continuation of grant research that could aid in the development and organization of events, programs, and services offered by the community. (On-going)

Grant research and the successful application for grants is a critical part of ensuring the rural community can acquire the appropriate resources for delivering events, programs, and services. Over the past 7 years, the RCH has been successful at obtaining grants, however, there have been lost opportunities as well. It is imperative that grant applications are actively researched, and applications are a priority.

Recommendation # 10

Promote health and wellness benefits of recreation and leisure through the Hanwell Herald, website and social media. (On-going)

It is critical to promote the benefits that recreation and leisure can have on our health and wellness as individuals and as a community. A stronger emphasis should be placed on marketing these initiatives.

Recommendation # 11

Communication with residents has been a major challenge. Communication can be enhanced by utilizing the website, electronic sign, Facebook, Hanwell Radio and the Hanwell Herald as the main promotional tools with regard to recreation and leisure services. (On-going)

This continues to be a challenge. Increased promotion and awareness of events and programs will ensure their success moving forward. The events calendar on the RC website must be continually updated. Events and programs should be created as an event on Facebook. Hanwell Radio may also be a good promotional tool.

Recommendation # 12

Promote and support volunteerism. (On-going)

This was identified in the 2014 Plan and continues to be a challenge. Volunteers are an integral part of recreation and leisure events, and they are vital to the continued operation and success of events. Although the rural community has a very loyal and committed volunteer base, it is the same volunteers at every event. An emphasis should be placed on attracting additional volunteers and on volunteer retention. A volunteer recognition event should be held yearly in April during National Volunteer Week.

Recommendation # 13

The Parks & Recreation Committee of Council should continue to assess recreation and leisure needs through online surveys. (On-going)

Although not part of the original plan, the municipality has had some success with the last online survey. On the wish list from the survey were such things as a community garden, a sledding hill, a BMX trail and a dog park. It is critical that the Parks & Recreation committee of Council continue to monitor our recreation and leisure needs through consistent community engagement. This could be done successfully through a yearly online community survey.

Recommendation 14

Build outside leisure, recreation, sport, and wellness partnerships with other stakeholders. (ongoing)

This was not part of the original plan, however, since the opening of Hanwell place, the municipality has partnered with community organizations, such as TLW Yoga, to provide leisure opportunities for residents. Increasing these partnerships, would be beneficial for residents.

Recommendation #15

Build a partnership with the new Hanwell School (K-8) set for completion in 2022. (Medium and ongoing)

A community use of school agreement will have a significant impact and enhance the leisure, recreation, sport, and wellness landscape within the RCH.

Recommendation # 16

The Recreation and Leisure Master Plan should be reviewed and updated in 2022. (Short and ongoing)

This will coincide with the opening of the Hanwell community school and the release of Census data. From then on it should be reviewed every 2 years.

Programs

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65-69	255	5.43
70-74	175	3.72
75-79	85	1.81
80-84	45	.96
85 and over	20	.43

Source: Statistics Canada Census Profile, 2016 Census

Table 1.2 – Selected Family & Household Characteristics

	RCH: Total	PNB: Total
Total – Census families	1,485	222,865
Total – Married-couple families	1,165	147,900
Total – Common-law couple families	165	38,780
Total – Lone-parent families	150	36,185
Total – Female lone-parent families	105	28,650
Total – Male lone-parent families	45	7,530
Average size of census families	2.9	2.7
Average family size of economic families	3.0	2.8
Average family size of couple economic families with children	3.9	3.8
Average family size of lone-parent economic families	2.6	2.6
Average total income of economic families in 2015 (\$)	118,687	87,048
Average total income of couple economic families without children or other relatives in 2015 (\$)	100,530	79,085
Average total income of couple economic families with children in 2015 (\$)	149,034	111,901
Average total income of lone-parent economic families in 2015 (\$)	62,945	51,119

Source: Statistics Canada Census Profile, 2016 Census

Table 1.3 – Mobility Status – Place of residence 5 years ago

	RCH: Total			PNB: Total		
	Total	Male	Female	Total	Male	Female
Total population – Place of residence 5 years ago	4,505	2,205	2,300	696,160	340,310	255,845
Total population – Non-movers	3,420	1,685	1,735	480,830	237,150	243,685
Total population – Movers – Non-migrants	425	225	200	113,835	53,935	59,900
Total population – Movers	660	290	370	101,490	49,215	52,275

Source: Statistics Canada Census Profile, 2016 Census

1.4– Visible Minority population characteristics

	RCH: Total			PNB: Total		
	Total	Male	Female	Total	Male	Female
Total visible minority	120	65	50	24,535	12,470	12,070
South Asian	10	10	10	2,535	1,385	1,150
Chinese	45	30	20	3,925	1,970	1,955
Black	35	10	25	7,000	3,540	3,460
Filipino	10	0	0	1,980	835	1,145
Latin American	15	0	0	1,285	650	635
Visible minority, n.i.e.*	0	10	0	305	135	175
Multiple visible minority	0	0	0	675	345	330
Not a visible minority	4,605	2,260	2,345	706,170	345,385	360,785

Source: Statistics Canada Census Profile, 2016 Census

Table 1.5– Language Spoken at Home

	RCH: Total			PNB: Total		
	Total	Male	Female	Total	Male	Female
English	4,260	2,110	2,150	505,935	247,610	258,325
French	370	185	185	206,315	100,900	105,415
Non-official language	50	25	25	12,690	6,515	6,175
English and French	30	15	15	7,275	3,370	3,905
English and non-official language	30	10	15	3,435	1,715	1,720

Source: Statistics Canada Census Profile, 2016 Census

Table 1.6 – Programs and Services in the RCH

Programs/Events	Years Operated	Facility Used
Canada 150	2017	Brookdale Recreation Park
Christmas Wreath Workshop	2017-19	Yoho, Prior Municipal Office & Hanwell Place
Christmas Tree Lighting	2016-19	Prior Municipal Office & Hanwell Place
Christmas Kids Crafts	2017-19	Prior Municipal Office
Christmas Craft Fair	2019	Hanwell Place
Grand Opening of Hanwell Place	2019	Hanwell Place
Grand Opening of Playground	2018	Hanwell Recreation Park
Hanwell Days	2015-19	Various
Remembrance Day	2015-19	Hosted by UKFD
Stargazing	2015-19	Hosted by Hanwell Astronomy Club
Spookfest	2017-19	Yoho Scout Lodge, Hanwell Place & Hanwell Recreation Park
Easter Eggstravaganza	2017-19	Prior Municipal Office
Mayor's Activity Awards	2017-2020	Online-In conjunction with Fredericton and New Maryland
Rebekah Jane Art	2020	Hanwell Place & Online
Ski & Snowshoe Programming	2017-2020	Hanwell Recreation Park
Hanwell Playground Program	2017-19	Brookdale Recreation Park & Hanwell Playground
Babysitting Course	2018	Hanwell Rural Community Office
First-Aid Course	2017	Hanwell Rural Community Office
Stay Safe at Home Course	2019	Hanwell Place
Socials (i.e. Blueberry, Ice Cream, Cake, Strawberry, hot dog, Corn, Boil, etc.)	2017-2020	Hanwell Recreation Park, Yoho Scout Lodge & Hanwell Place