



PIERREFONDS ROXBORO

Local leisure
development plan
2023–2027



Message from the Mayor



Dear fellow citizens,

I am proud and excited to present the **Pierrefonds-Roxboro Five-Year Leisure Plan**, a first in our Borough.

Guided by three principles: **accessibility, proximity and diversity**, this plan is the result of a concerted effort to meet specific intergenerational and intercultural needs, notably by improving our cultural and social offerings.

It will allow us to address the social, economic and environmental issues that directly affect your quality of life, with physical and mental wellness at the forefront of my priorities.

We aim to surpass ourselves in order to be at the cutting-edge of people-centred development. Our goal is to promote an active lifestyle as we believe that the physical and mental wellness of our citizens is an integral factor in continuous societal progress. In all seasons and in the four corners of Pierrefonds-Roxboro, we promise you full enjoyment at all our recreational and sports facilities, indoors or outdoors!

As our track record indicates, our political vision will remain steadfastly true to the inclusive and unifying values of our community. We will always listen to you! A thorough, lengthy, and concerted effort was channelled into the production of this plan. I would like to acknowledge the exemplary and creative work of all our teams who were dedicated to excellence while bringing this plan to light.

I warmly thank the residents who have come forward to express their needs and concerns, and I wish everyone the same degree of pleasure in reading this document as we had in conceiving, creating, and proposing it.



Dimitrios (Jim) Beis



A VERY FIRST PLAN IN LEISURE

for the community of Pierrefonds-Roxboro!

The Culture, Sports, Leisure, and Social Development Department (CSLSD) of the Pierrefonds-Roxboro Borough is proud to reveal its very first local leisure plan.

This plan aims to bring together our partners, the citizens, and our colleagues in the borough's administration around a common vision for the development of leisure.

A complete diagnosis of current leisure activities within the territory was first carried out by our teams. Subsequently, through an in-depth survey of residents and partners, an analysis of existing studies, a survey of trends, and numerous workshops, we feel confident in stating that we've succeeded in perfecting our knowledge of the realm of leisure throughout the borough.

Through this brand-new plan, we aim to meet the needs of all residents of Pierrefonds-Roxboro by ensuring accessibility to all activities. We hope that this proposal will have a positive impact on our community.

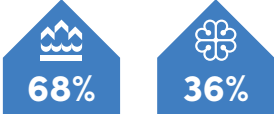
**ON YOUR MARKS, GET SET,
LET'S GO FOR MORE LEISURE!**



Territorial and socio-demographic context

Montreal’s westernmost borough, Pierrefonds-Roxboro extends over a length of 27.1 kilometres and a width of one to two kilometres. Its territory is distinguished by some 650 hectares of parks and green spaces, as well as countless accesses to our riverbanks. This sector of Montreal is mainly residential; it is naturally divided into three parts: the East, Centre, and West Sectors.

According to the last census, conducted in 2021, our borough housed 70,372 residents.

SOME DATA			
 There was a population growth of 8.2% between 2006 and 2021.	40,9 years old average age The average age of the population is 40.9 years old, compared to 40.6 across the city of Montreal.	 Young people aged 0 to 24 represent 30% of our population, as do the 25 to 49-year-olds. 40% of our fellow citizens are aged 50 and over.	 Our borough is 19,515 families-strong, with an average of 1.8 children per household.
 English is the most common language spoken at home (46%), compared to 22% throughout the city of Montreal.	 There is an average of 2.7 people per household in Pierrefonds-Roxboro, compared to 2.1 for the city as a whole.	 68% of residents are homeowners, compared to 36% for the entire of the city of Montreal.	 Average household income: there are variations between our borough’s three sectors: \$95,500 for the East, \$96,800 for the Centre, and \$118,000 for the West.
 Low-income households are more numerous in the Eastern Sector (13%), than in the Centre (11%) or in the West (8%), a figure however lower than that of 17% for the whole city of Montreal.	 Our borough boasts a mosaic of citizens, 41% of whom have an immigrant background; they embody 33% of the entire city of Montreal’s population. Among the countries of origin noted in Pierrefonds-Roxboro, Egypt is the most highly represented, followed by the Philippines, India, China, and Haiti.	 The car is used at 82% as the main mode of transport for commuting, compared to 57% for the entire city.	



The Contexts of Leisure

LEISURE, A RICH CONCEPT

There are several definitions to leisure, from which we discern the following concepts:

- Related to free time
- With or without structure
- Variety of activities
- Individual or collective

Several types of leisure are possible:



Definitions inspired by the Conseil québécois du loisir but are adapted to our reality.



The Contexts of Leisure (next)

In leisure, different types of practices are recognized:

Free practice

Requires little guidance, supervision, or time constraints, or does not require any of these aspects at all. Allows everyone to indulge in an activity at their own whims.

Example: going to the library, walking, or playing in a park, etc.



Free-yet-structured

Includes activities held on a schedule and with a limited structure (supervision, use of equipment), but which users can attend as they wish, during a targeted period.

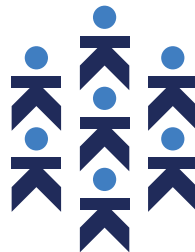
Example: Récré-o-bus, free skating, free badminton, activities without registration, etc.



Organised

Includes a framework pertaining to schedule, duration, desired participation, and supervision. Oftentimes, there is a fee for participation.

Example: private lessons, activities with a coach or guide, prior registration, conferences, etc.



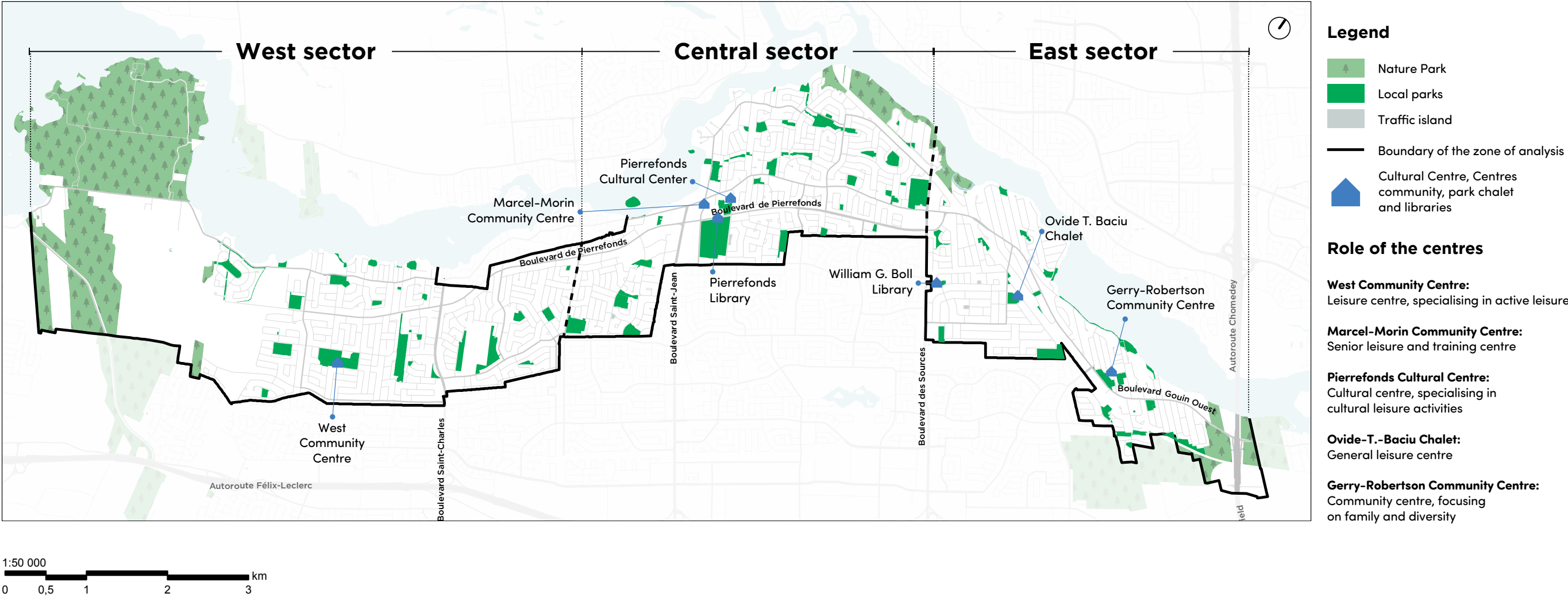


The Contexts of Leisure (next)

Listed below are some diagnostic elements which describe the leisure programming offered in our borough between 2019 and 2022:

- Activities organised by different agents: the Borough, community organisations, and private groups.
- Although limited, community organisations provide almost half of leisure within the borough (in organised or free-yet-structured practices).
- Compared to other boroughs, our recreational activities are hardly numerous. However, Pierrefonds-Roxboro offers activities in all types of leisure, active and outdoor interests accounting for over 45%.
- Several actions undertaken by the Borough support accessibility, for example: free access to certain activities, the Récré-o-bus made available in several parks, or the reduction of day camp fees for families in need.
- Leisure activities mainly target youth, families, and seniors.
- Seven buildings (identified on a map on the next page) are fit to host recreational activities, which they already do for the most part. The same goes for the borough's dozens of parks and green spaces.

Cartography



TRENDS

Group practice

Outdoor activities are practised mostly in groups (with family, friends, or various groups).

Partnerships

An opportunity to offer a range of specialised or niched activities with heightened accessibility. Municipalities are nowadays called upon to work closely with private and community organisations.

Healthy ageing

The sharp growth of our citizens in their golden years leads to changes in our programming (more daytime recreation, more free time to devote to recreation, adaptation of activities to the realities of seniors).

Free practice

The physical activities most practised by Quebecers are those with low costs and beyond the confines of organised environments.

A return to public local spaces

As a reaction to the pandemic lockdowns, citizens have reappropriated local parks and green spaces.

A unique signature

To attract visitors and new residents and to retain their local populations, cities are called upon to develop an innovative leisure offer, one which could enhance their distinctive character.

Multi-purpose facilities

In order to take full advantage of public spaces and buildings and to promote their utmost utilisation, new spaces must be provided with multi-purpose equipment useful to various groups of users, meeting multiple needs all year round.

Sustainable development rears its head into the realm of leisure management

Several sound practices are known to allow the foundation of sustainable facilities and the operation of sustainable activities.

Programming driven by equity, diversity, and inclusion

Many cities and organisations have adopted principles of equity, diversity, and inclusion to develop their programming of leisure activities.

Local events and the «micro» trend

With the pandemic, we have noticed the advancement of a certain trend, i.e., the organisation of events more restricted, autonomous, brought back to a human scale and promoting local expertise.



Strengths, findings, and levers for development

STRENGTHS

- Proximity to the riverbanks; several municipal and nature parks.
- A strongly involved and dedicated community.
- Several action plans developed in recent years.
- A dedicated team, which collaborates with other sectors of the Direction and of the Borough, ensuring increased value for citizens (intersection of social development, culture, public works, land-use planning, and communications departments).
- A new policy which recognizes organisations, reserving for the first time budgets for the support of sports and recreation associations.

- An outspread territory made up of three distinct sectors.
- A diverse population, with a variety of needs.
- A fairly limited leisure offer.
- A leisure offer that is largely unknown by the citizens.
- Underutilised infrastructures and equipment.
- Few partners dedicated to leisure.

One can define universal accessibility as “an inclusive approach that considers the different needs and living conditions of individuals. In particular, it strives for an equitable use of the built environment. Thus, it allows anyone to carry out activities autonomously, obtaining equivalent results.” Source: research conducted by Groupe DÉFI Accessibilité (GDA) for Montreal community organisations. Langevin J, Rocque S, Chalhouni H, Ghorayeb A. Rapport de recherche pour les milieux associatifs de Montréal – Accessibilité universelle et designs contributifs (version 5.3). Québec : Université de Montréal; 2011.

From these observations, two development levers become apparent:

1. Accessibility to be developed in all forms; the current leisure offer confronts a few challenges pertaining to accessibility, such as:
 - A. Accessibility throughout the territory
 - B. Financial accessibility
 - C. Universal accessibility
2. An organisational model to improve.
 - A. The Borough must better define the roles it wishes to play in terms of development and supervision of the leisure offer. To be expected are a honed description of the Borough’s actions, of the resources assigned to this commitment, and of the main lines marking its relationship to its partners.

FINDINGS

DEVELOPMENT LEVERS



Vision



Contribute to the well-being of the entire population by establishing a diversified and accessible leisure offer in Pierrefonds-Roxboro.

Guiding Principles



Leisure lives up to our needs

The leisure offer is constantly improving, as it considers the concrete needs of citizens. Varied in terms of leisure practice and leisure interests, said offer is innovative, allowing citizens to discover new activities.



Leisure for all

The leisure offer is accessible to all citizens. Despite particular financial situations or limitations, everyone, without distinction, has access to a local leisure offer. Mechanisms are put into action to ensure accessibility, regardless of the provider of the offer.



Leisure for and by the community

The leisure offer is developed with citizens and community partners. Services are mainly delivered by partners working closely with the Borough.

Orientations and strategies

1. TO DEVELOP AN EXPANDED AND ACCESSIBLE LEISURE OFFER

Overseeing the leisure offer in order to ensure its development, in accordance with stated guiding principles. This first orientation affects the content of the programming and guarantees widespread awareness and participation.

- 1.1 To ensure a recreational programming that's varied and of value
- 1.2 To continuously improve the leisure offer, in accordance with new trends and with the needs of the population
- 1.3 To better share information on the offer of leisure services
- 1.4 To facilitate widespread participation in leisure activities, owing to an inclusive and accessible offer



2. TO FULLY EXPLOIT THE POTENTIAL OF INFRASTRUCTURES

This second orientation relates to the various public places of leisure practice. Several infrastructures and equipments are currently underutilised; this should be reversed, by:

- 2.1 Creating activity poles with a high concentration of leisure activities

Did you know that the CSLSDD has already identified leisure centres and that it is working on a program of leisure activities? See details on page 8.

- 2.2 Organising an offer for local parks and places
- 2.3 Maximising the use of current infrastructures and equipments



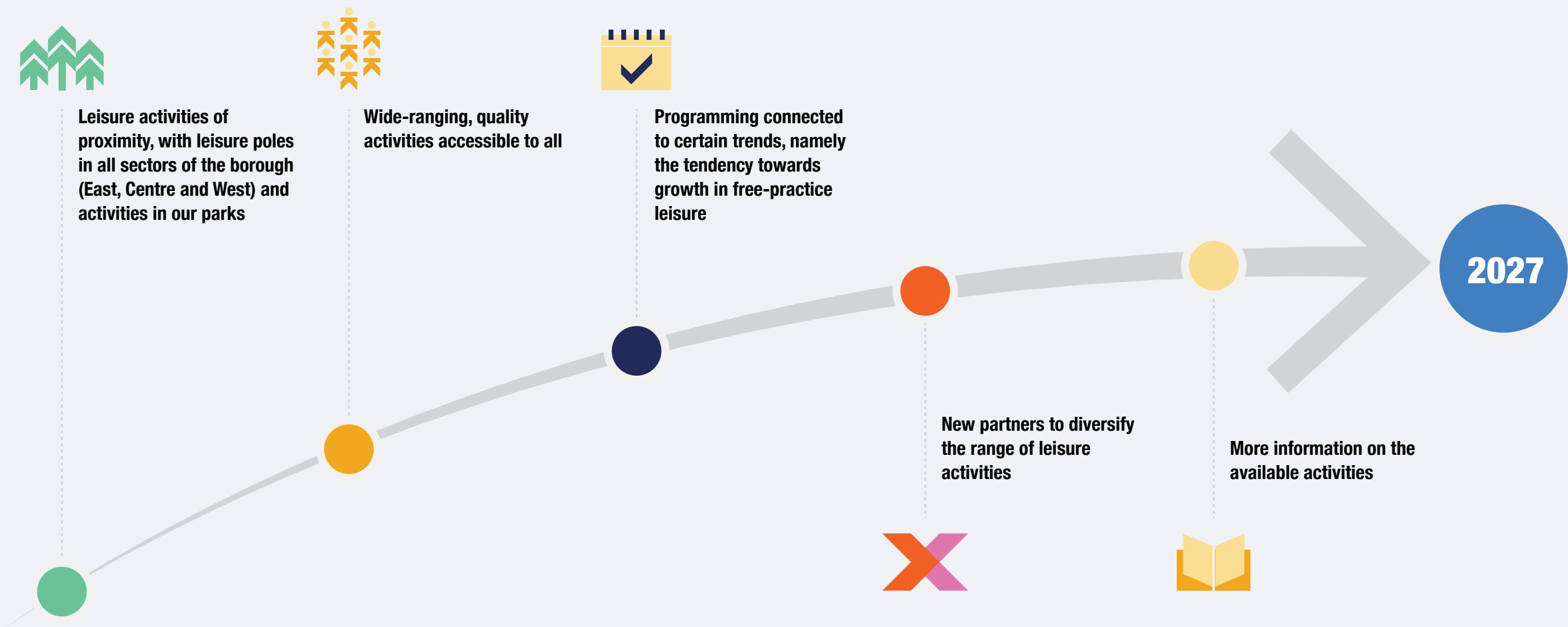
3. TO OPTIMISE LEISURE MANAGEMENT BY DEVELOPING PARTNERSHIPS

This third orientation has more to do with the way in which the leisure offer will be offered throughout the borough. It emphasises the importance of our partners as the main suppliers of the leisure offer by:

- 3.1 Developing partnership agreements that would enrich the leisure offer
- 3.2 Consolidating relations with neighbouring boroughs and cities
- 3.3 Ensuring that leisure is taken into account in all borough departments



Projected accomplishments over the next 5 years





Acknowledgments and Credits

This document is the result of a process that took place over several months. We would like to thank everyone who took part in its completion: citizens, organisations, the monitoring committee, and our colleagues at the Borough.

We also thank the professional services firm Raymond Chabot Grant Thornton for its support in the conception and drafting of this leisure plan.

PIERREFONDS  ROXBORO