

Analysis of Citizen's Needs and Expectations in Terms of Culture and Leisure

Assignment Objectives

The City of Beaconsfield wanted to have a complete picture of its population in relation to the offer in culture, sports, leisure, community life and healthy lifestyle habits. It mandated the firm Raymond Chabot Grant Thornton to produce an in-depth analysis with the following objectives:

- Draw up a detailed portrait of Beaconsfield's current population, its features and leisure habits;
- Define typical segments (personas) representing the different profiles found in the City, as well as their profile and recreational habits;
- Identify the population's needs, according to the various segments, in terms of sports, leisure, culture, community life and healthy living;
- Examine the current situation in terms of leisure offerings;
- Define the main directions for leisure development over the next ten years.

Methodology



Documentation analysis, including the City's existing policies and action plans, the performance of the current offer, usual infrastructure ratios, etc.



Workshops, with the Culture and Leisure department team and elected officials, to clearly define the portrait, validate the key findings and reflect on directions.



Online survey of the population, including a specific survey for teenagers. Nearly 1,250 people shared their perceptions and their needs.



Focus groups, with the population. Four groups brought together 45 participants to discuss their perception of the offer, their needs and their expectations.

Key Findings



Important fields of action for quality of life.

The City is well aware of how culture, sports, recreation and community life are essential to its citizens' quality of life. It has a significant portion of resources and infrastructure that it can use to develop these areas, but must identify clear priorities in order to better guide its actions.

Good satisfaction, but always room for improvement.

In general, citizens are satisfied with what is offered, but it doesn't fully meet their expectations. They like their City, but they frequently compare it to other neighbouring municipalities.



Infrastructure that requires significant repairs.

The Recreation Center must undergo major work on the arena and swimming pool. Centennial Hall has structural problems. The library has a deficit in terms of available space. Regular maintenance of infrastructure is also important to avoid deterioration of services.

Programming for everyone.

The activities attract a large number of participants. However, the offer seems mainly geared towards young families and retirees. The population also wants diversity in the type of activities and registration methods (structured activities, free practice, etc.)



A desire for innovation to be maintained.

The City must allow itself to innovate and must aim to modernize its facilities and programming. It is important to maintain agility in its activities, among other things, by monitoring performance and satisfaction with what is offered and by remaining on the lookout for new trends.

Collaboration and partnerships to be strengthened.

Collaborative work can make it possible to optimize the offer made to citizens. Several potential partnerships can be explored or optimized for infrastructure or programming: neighboring municipalities, schools in the area, etc. Associations are also important partners, but their offering is little known and they attract a high proportion of non-residents.



A very present community spirit.

The spirit of community is already present in several sectors, but opportunities must be created to allow everyone to develop it further. To improve neighborhood life, the City must create opportunities for gatherings: creation of outdoor gathering places, events, activities in neighborhoods, etc.

Guidelines, Directions and Strategies

Four Guidelines

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| Guideline 1 A high-quality offering | Guideline 2 An offering that connects citizens | Guideline 3 An accessible offering | Guideline 4 An offering based on collaboration |
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Two Key Directions for Development Over the Next Ten Years

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| Direction 1 Develop and maintain a network of infrastructures and facilities that effectively meet the needs of our citizens | Direction 2 Provide an innovative program of events and activities adapted for our entire community |
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Strategies:

- 1.1: Complete the major infrastructure renewal projects already underway.
- 1.2: Develop attractive public spaces that encourage gatherings and free practice activities.
- 1.3: Implement a regular maintenance program for existing infrastructure and equipment to ensure they remain in good repair over the long term.

Strategies:

- 2.1: Review our approach to programming.
- 2.2: Ensure that we serve all clientele.
- 2.3: Intensify collaboration with associations.
- 2.4: Identify partnership opportunities with other stakeholders to optimize citizen participation.

Four Conditions for Success



Ensure that everyone respects the guidelines



Define an annual monitoring tool



Strengthen ties with associations



Continue listening to the population