



Community Centre Highlights 2014



Background

The City has seven community centres and three seniors centres located in eight of the city's neighbourhoods.

Each centre provides recreational programming on behalf of the City as well as helps to meet the leisure and social needs of residents.



Performance Measures Framework

- New framework created by Council-approved Task Force in 2013
- Implemented for the first time for 2014 reporting period
- The report collects both quantitative data (numbers of programs, people served) and qualitative data (community development activities)
- Includes a leveraging formula to capture the City's investment and the community centres ability to add more value
- First year data collection identified missing definitions which created disparity in some of the data



2014 Quantitative Highlights

Registered programs	979
Drop in programs	865
Recreation programs	
Children	474
Youth	283
Adult	640
Seniors	210
Family	217
Other	20
Total	1844



2014 Quantitative Highlights

Licensed Childcare spaces	1021
Special events	185
Social support services	4489
Neighbourhood development programs	140



2014 Quantitative Highlights

Employment

Full time	107
Part time	207
Instructors	201

Volunteer Opportunities

All centres	2111
Total hours	65,409
Total value	\$1,410,457



2014 Quantitative Highlights

Direct City Investment (grants)	\$664,442
Indirect City Investment (maintenance, utilities)	\$1,269,067
Total City Investment	\$1,933,509
Community Centre Operating Budgets	\$8,996,958
Volunteer Valuation	\$1,410,457
Total Community Investment	\$10,407,415
Additional \$ value beyond City Investment	\$8,473,906
$\frac{\text{Total Community Investment}}{\text{Total City Investment}} = \text{Leverage}$	
Cumulative leverage	538% or \$5.38



Victoria Silver Threads



Partners in the community



James Bay New Horizons



Celebrating milestones



Cook St Village Activity Centre



Shadow Theatre

Stories by the Light of the Moon: An ICA Shadow Theatre Project for Seniors

Below are 6 edited shadow theatre vignettes that represent some of the work create seniors from the Victoria Chinese Seniors Association, the Victoria Chinese Cultural Association, Cook Street Activity Centre, James Bay New Horizons, and Gordon Heights Recreation Centre:



Socializing and learning together



Burnside Gorge Community Centre



Out of school care and
Adventure camps



James Bay Community Centre

Recreation programs
and games for all ages



Oaklands Community Centre



Gathering spaces
for community
events



Quadra Village Community Centre



Setting youth up for success



Fairfield Community Place



Growing community and building resilience



Fernwood Community Centre



Community education programs



Victoria West Community Centre



Community dinners



Areas for Improvement

Ongoing collaboration between the community centres and the City will improve future reporting

- Set of definitions
- Standardized methods for collecting data
- Understanding how data is used



Conclusion

“What is measured, improves”

Peter Drucker

- Community centres play a key role in delivering a wide variety of valuable services and programs beyond recreation
- The new reporting framework provides important data on recreation programs and community development
- The leveraging formula allows the calculation of leveraging influence of the City’s financial investment into these neighbourhood hubs



Recommendations

That Council direct staff to report annually in April on the performance measures for the community and seniors centres.

