



Supporting Physical Activity & Youth through No Fee Ice Rentals

Town of Amherst



@TownofAmherstNS



@AmherstRecreationDepartment

Overview

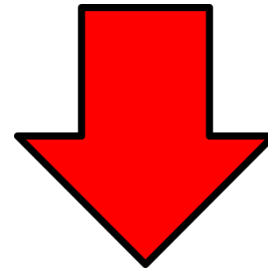
- * Current Situation
 - * Amherst Recreation Department
 - * Current Trends
 - * Recent Studies
- * Pilot Project: No Fee Ice Time for Youth Programs
- * Pilot Project Benefits
- * How to Evaluate Pilot Project Success
- * Questions?

Town of Amherst Recreation



#seewhyweloveit

Problem



Low number of
registrants

Healthy Living and Recreation Studies

- Town of Amherst Recreation Master Plan (2016)
- Shared Strategy for Advancing Recreation in Nova Scotia (2015)
- Breaking the Bank: Study of Minor Hockey Becoming too Expensive for Many Canadian Families (2015)
- The Biggest Risks in Keeping Kids Indoors (2015)
- Nova Scotia Health Profile (2015)
- Trends and Issues in Canada and in Sport (2010)
- Amherst Physical Activity Strategy (2012)
- The High Five Canadian Recreation and Sport Opportunities Standard
- CHB Health Plan and Strategy
- Moving toward a Tobacco-Free Nova Scotia

No Fee Ice Time for Youth Programs

- * Pilot Project - 2016-17 ice season
- * Anticipated to create a positive community influence in relation to healthy living and recreation
- * Direct result: Reduced registration fees for participants
- * Supports Physical Activity & Youth in Amherst & surrounding areas
 - * “Game Changer” for Cumberland County

“An enhanced effort to champion physical activity and healthy lifestyles, physical health and well-being”



Pilot Benefits



- * Direct financial benefit to the user
 - * \$75-350 anticipated savings depending on participant and program
- * Affordability of program and increased accessibility for user
- * Increased utilization of the Stadium Ice
 - * use of non-traditional ice times to practice & for program development)
- * Encouraging Physical Activity in Youth

Pilot Benefits (Cont'd)

- * Increased enrolment numbers in programs
- * Increased program interest
- * Increased number of participants, fans, tourists, users & visitors to Amherst Stadium, local shops and community
- * Raise Town profile and return on local economy



Evaluation Piece



Questions



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