



Meeting Date: August 6, 2025

Prepared By: Sam Cormier, Recreation Coordinator

Submitted by: Scott Mairs, Director of Community Services

Report No: CMS-07-2025

Subject: Recreation Program Survey Results

Recommendation:

THAT Report CMS-07-2025 re: Recreation Program Survey Results be received for information.

Purpose:

The purpose of this report is to provide Council with an overview of the survey results received in the Recreation Program Survey 2025, as well as to provide insight on how staff will use these results when planning future recreation programs.

Background:

Middlesex Centre's Community Services Department is dedicated to developing and delivering recreation programs that meet the diverse needs of our residents. Recognizing that community interests and needs evolve over time, the department regularly seeks public input to ensure that its programs remain relevant, effective, and responsive.

To support this goal, a Recreation Program Survey was conducted in the spring of 2025 to gather feedback from residents across all age groups and demographics. The purpose of the survey was to better understand current participation trends, identify barriers to access, assess satisfaction with existing offerings, and explore interest in new or expanded programs. The insights gained through this process will play a key role in informing future planning, enhancing service delivery, and aligning development with the priorities and preferences of Middlesex Centre residents.

Analysis:

The 2025 Recreation Program Survey was conducted from March 18 to April 15, 2025, and received a total of 292 responses from residents across all five wards and surrounding municipalities. The survey included eleven questions designed to gather input on residents' recreation program preferences and to identify opportunities for improvement. Participants were asked to share what types of programs they would like to see offered and how existing services could be enhanced.

Overall, the feedback was positive, with many residents expressing appreciation for the current range of programs and a desire to see the offerings expanded. Frequently mentioned suggestions included adding more fitness programs, introducing new activities for children and youth, and increasing the availability of pickleball playing times. Other recurring themes included the need for an indoor sports facility in the north end of the municipality, adjusting program schedules to better suit varied routines, increasing access to equipment, and improving communication. Residents indicated that they often miss out on programs simply because they are not aware they are being offered.

In alignment with Middlesex Centre's Dementia Friendly Community efforts, two survey questions focused specifically on accessibility for individuals living with dementia. While most respondents felt the facilities were welcoming, some suggested improvements such as clearer signage, quieter spaces, and the presence of support staff on-site. These recommendations will be shared with Alzheimer Society Southwest Partners for consideration in future planning.

Recreation program planning must also consider several operational constraints. Currently, the Bryanston and Ilderton Community Centres are not suitable for hosting sports programs due to space and facility limitations. Municipal facilities are shared spaces, used not only for recreation programs but also for private rentals and community events, which can limit the availability of space and affect when and how often programs can be offered. Another challenge involves instructor availability, which has a direct impact on the scheduling and variety of programs. There is an ongoing need to recruit more qualified instructors to expand the program offerings.

To support this need, the municipality has introduced an open-ended instructor recruitment opportunity. Anyone interested in becoming a program instructor with Middlesex Centre can apply through the Recreation Programs page on the municipal website. Staff will also continue to explore partnerships with external organizations to deliver high-quality, specialized programs. Moving forward, efforts will focus on optimizing facility use, improving program promotion, and enhancing communication to ensure residents are informed about available opportunities.

Financial Implications:

All recreational programs offered by the Municipality of Middlesex Centre operate on a cost-recovery model. This means programs are provided only if they generate enough revenue to cover their costs or if they can be subsidized through grant funding. This approach ensures that tax dollars are not used directly to fund these programs.

Recently, Middlesex Centre was awarded two grants from the Government of Ontario: the Seniors Community Grant 2025–2026 and the Seniors Active Living Centre Grant 2025–2026. Together, these grants total over \$75,000 and will support seniors-focused recreation programs in Middlesex Centre.

Strategic Plan:

This matter aligns with following strategic priorities:

- Engaged Community
- Responsive Municipal Government

Attachments:

A1 – Recreation Survey Results