

Shipyards Project Proposal: *North Shore Sports*

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Prepared for:

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Introduction

The programmed event is North Shore Sports. The proposed event would take place in the newly built waterpark / ice rink in the Shipyards development. It is intended to operate weekly in accordance with the already set schedule of the City of North Vancouver's programming in that space. It's focus consumers would be parents and their children who live in or around the Shipyards area. North Shore Sports plans to offer weekly sport programs following seasonality while also working with secondary school students, Capilano University student athletes, human kinesiology students, and those in the early childcare program. The program is planned to operate 1 day a week, specifically on Thursdays during the first 3 months of the school year (September to first week of December). The day of Thursday was chosen to ensure that there would not be an overlap with the *Shipyards Night Market* event that is advertised as a weekly occurrence on Fridays until late September.

This program will motivate young children to enjoy and continue to play outdoors rather than stay glued to the screens in front of them. More and more children and parents are forgetting to spend time outside and even to learn new skills. Outdoor activities promote a healthy lifestyle and instill lifelong values and lessons of teams work to a young person's life.

This program would request funding from the City of North Vancouver, ParticipACTION and the Heart and Stroke foundation, as well as, apply for Canadian government grants as these organizations believe in the implementation and possibilities to better the quality of life for healthy and happy kids.

Deliverables

The North Shore Sports program will provide after school care from 3:30-5:00 pm each Thursday for twelve sessions from September to December and January to April. The weekly program will work with the North Vancouver School District to provide a safe and fun environment for children, ages five to nine. Advertising will be done in pamphlets and will be distributed to elementary schools for children to take home to their parents. Sports will include soccer, basketball, and volleyball for a duration of four weeks for each sport. The program will be available to students in grades one to three, for a cost of \$120. Not only will the youth learn fundamental skills in each sport, they will also be mentored by a secondary or university students. The program is to take place outdoors in the same area as the waterpark and ice rink.

Mission Statement

North Shore Sports is dedicated to encouraging youth to participate in physical activity, while obtaining necessary skills in both sports and everyday life. We enable youth to live healthy and active lifestyles by providing after school care weekly during the school year.

Vision Statement

North Shore Sports aims to provide an after school experience like no other. We envision to promote the youth's intellectual, creative, and healthy development through providing sessions to enhance their skills and capabilities. We aspire to integrate and knit together North Vancouver's public and private educational and after-school programs in a seamless way that avoids duplication and fragmentation and supports every youth to the city's fullest capacity.

Objectives

North Shore Sports believes in the power of youth participation, as after-school activities on a consistent basis will benefit them socially, emotionally, physically and academically. We encourage daily physical education amongst everyone and like to portray the importance of living a healthy lifestyle early on, especially in grade school. Our objectives include obtaining awareness through word-of-mouth and signage, while also maintaining a high registration rate to ensure the longevity of the program. Another objective involves ensuring the children are happy and having a fun time. When young people have easy access to a wide variety of fulfilling activities and the opportunity to build meaningful relationships with peers and adults, they are more likely to attend school, get good grades, have a positive self-image, avoid harmful behaviour. In encouraging this healthy lifestyle, it's a priority to ensure self-love and positive behaviour in this active environment. North Shore Sports also plans to maximize its class potential of thirty children.

Background Information

After a century of being a hub for industrial activity, the City of North Vancouver's waterfront is being reborn as its premier public gathering space. There are a number of places and activities that are designed to use the Shipyards, as both commercial and community amenity space. Over 84,000 square feet of which includes a boutique waterfront hotel, in addition to the public ice surface and water play area.

Some strengths of the Shipyards are the richness in culture and heritage, and that there is no other community space like it. Located by the waterfront, the breath-taking views are easily accessible through transit. Some weaknesses include the lack of awareness of the Shipyards, this leads to community disengagement and advertisement expenses wasted. Another disadvantage is that there is rarely any parking available and that the area may look sketchy at night, as it is not well lit. Opportunities include utilizing the space for more events to gather the community, and this can be done through the correct advertisements like signage in the neighbourhood and on social media or the newspaper. Although not quite finished with its

renovations, Shipyards has a large potential in gaining popularity. Threats include competitors outside of the area, such as, other hotels, restaurants, and gathering spaces like parks. Another potential threat could be the poor weather conditions, as parts of the Shipyards is not under a covered area. Other threats include vandalism and arson to the space.

Apart from that, there are also various events at the Shipyards that involve the community to participate and engage. One of the popular ones happening at the Shipyards Shipbuilders' Square is the *Shipyards Friday Night Markets*, where more than 120+ vendors sell fresh food and locally made products. At this event there is a band, dancing, food trucks, artisan vendors and a beer garden. Admission is free and the venue is open to folk of all ages. Another event named *Pride at the Pier* which is LGBTQ friendly and supports folk dancing event where you can expect to see a small number of participants dressed in colorful drag. There are kids with their families, and people of all ages, backgrounds and sexual orientations.

There is an 8,000 square foot water play area that is used as a water park during the summer months and outdoor skating rink during the winters (Quay Property Management, n.d.). North Shore Sports will take place in the waterpark/skating rink area. It is a weekly after school sports program for children aged between five to nine years old. This weekly program will cost \$120 for twelve weeks on Thursdays at 3:30-5:00pm from mid-September to December. Sports will include soccer, basketball, and volleyball; each sport for a duration of four weeks.

North Shore Sports organized this event during the school year, as to not coincide with the activities of the waterpark in the summers. Moreover, this program fits quite well with the existing events as it caters to both kids and their parents in the community. While kids are learning the basic skills in physical activities and games like soccer, basketball, and volleyball; parents, on the other hand, while waiting for their kids, can spend some time taking a walk at the waterfront and engage with other people/parents in the community (if they do not have errands to run). This will add value to the place and reconnect the community with the North Shore that the Shipyards development project is aiming towards (Quay Property Management, n.d.). For the working parents, it is an accessible area as it is located near areas like Downtown Vancouver. The after school school-year-round program will be a mix of both fun and learning for kids, as it will promote the importance of physical activities and many intangibles like communication and teamwork skills. Moreover, it is mentored by older students in secondary and post-secondary school, as part of their volunteer work; fulfilling one of the objectives of the community engagement in the Shipyards.

Furthermore, the design of the public space provides an attractive, dynamic and multifunctional public realm, rooted in its North Shore setting, and at once integrated with and complementary to the proposed architecture. Above all, by organizing a kids sports program, it will attract people whether they are gathering, talking, eating, walking, skating, or shopping, are the universal element in great public space (Quay Property Management, n.d.).

Rationale

The Shipyards goal is for the area to be a “people place” (Quay Property Management, n.d.). Having this as the main objective adds value to our idea of the North Shore Sports program. The Shipyards development caters to a wide range of age groups, however the current events at the Shipyards cater towards an older demographic, such as the Friday Night Markets. This is the perfect opportunity for the North Shore Sports program, as it reaches another demographic year-round: children, and especially parents.

North Shore Sports is a weekly afterschool sports program that elementary students can participate in at a cost of \$120 for twelve weeks on Thursdays at 3:30-5pm from September to December. Sports will include soccer, basketball, and volleyball; each sport for a duration of four weeks. The program will be available to students in grades one to three, ages five to nine. The sports provided will teach the children the fundamentals of the activity and will be taught by secondary school and university student athletes, as well as, students from the human kinesiology department and those from the early childhood care field as part of their community service work. It will be located outdoors in the same area of the waterpark.

Being a reasonably-priced program, all families of varying incomes will be able to enrol their child at North Shore Sports. It's important that everyone feels included and welcomed at North Shore Sports, as well as, the Shipyards.

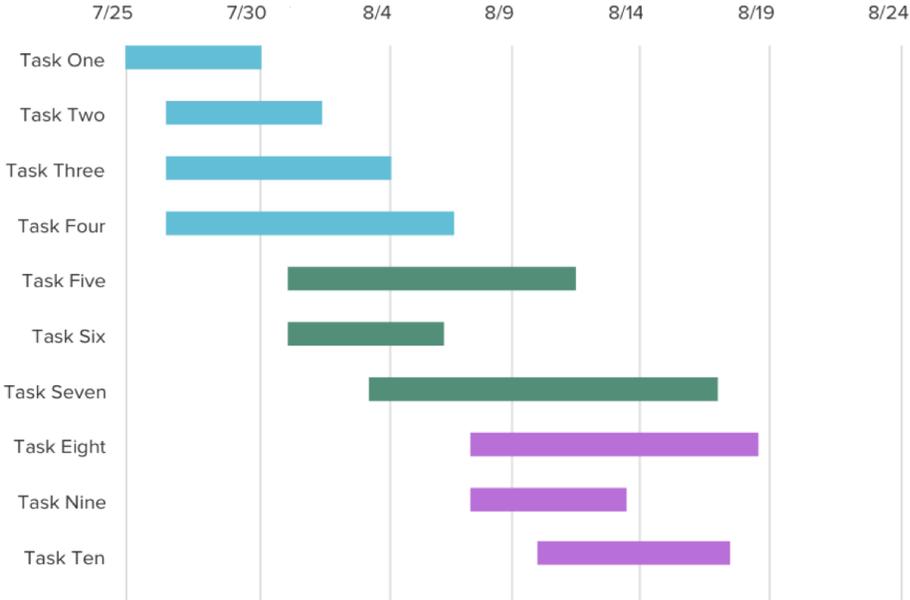
The program would take place in the same area as the waterpark. This will make use of it in the off seasons when it is too cold to use the waterpark. Not only does this program fill the space, but it will also help add to the “community feeling” the Shipyards is trying to build. The program will teach kids basic skills in sports, but also in general, such as teamwork, cooperation, engagement, social interaction, and communication skills. The program also promotes living healthy lifestyles, and encourages children to get their daily physical activity of at least one hour daily (Government of Canada, n.d.). The benefits from this program will encourage youth to continuously stay active, which will further develop their body coordination and skills, as well as, reduce any potential diseases and health issues.

Having an afterschool program at the Shipyards would benefit many parents and schools. With multiple elementary schools within a ten kilometer radius (maximum 15 minute drive), parents have the convenience of dropping off their kids in an easy and efficient manner. Depending on the location of the school, parents would also be able to walk their children down to the Shipyards; showcasing how close and convenient a program like the North Shore Sports program is.

Being able to have an afterschool program at the Shipyards will also promote how culturally rich the area is. With the awareness of the Shipyards local art, heritage, and culture, youth will be exposed to the historical, economic and social culture of the space from the past through the integration of the modern reconstruction. Through this exposure, both parents and children can learn more about North Vancouver' waterfront and its rich history of shipbuilding.

Having students from Capilano University and various local secondary schools, especially athletes, to help mentor the youth while they are learning the sport is essential to the after school program. The community service provided will give good publicity but ultimately, give back to the community. A set time of the student athletes' schedule will be reserved to help the program, very similar to how there are set times for their practices; this will ensure that the students work around this schedule when registering for courses or making plans with friends and family.

Timeline



Task One - Program/Event Licensing Approval

Task Two - Grant Approval

Task Three- Acquiring of Equipment

Task Four- Formulating Services and Programs

Task Five - Meeting with Potential Employees/Volunteers

Task Six- Effectively train employees/volunteers

Task Seven- Create advertising and grow public interest in program

Task Eight- Sift through all possibilities for error and ensure success

Task Nine- Draft program

Task Ten- Finalize program requirements

Budget

After consulting with stakeholder Shawn Gabriel, he states that the total gear costs to supply the program would be approximately \$500. This number comes from prices of the required balls, netting and cones that would be used throughout the program. All items would be purchased through a sports wholesaler for a cheaper price for a larger quantity of items.

Stakeholder, Ms. Coughlan also mentioned how it's important to invest in safety equipment like first aid kits. Common first aid kits can cost as little as \$20 for a complete set with all the necessities for injuries that occur during this sport program.

Another stakeholder, Grace Shin mentioned the importance of advertising, and recommends to post signage in the area to help promote, as well as, create brochures for schools to distribute to its students. This advertising expense can range depending on the amount of flyers/pamphlets are made, thus North Shore Sports would allocate \$100 to its advertising expenses.

North Shore Sports would be looking to hire a few employees to ensure the program runs smoothly. The pay would be minimum wage and hours are part-time at around 15 hours each week. With the varying hours, wage expense can range from \$200-\$650 each week. Student helpers and mentors are on a volunteer-basis and are not included in this expense. (This number was estimated on the basis of comparing Indeed advertisements and finding the average working hours)

North Shore Sports will be pricing its program at \$120 for the twelve sessions and is looking to accommodate approximately thirty students. The money earned here will help with returns of the program, and its ability to run for another term.

North Shore Sports will be seeking out grants from the government of British Columbia as this program is for the health and wellness of the children in the North Vancouver community. North Shore Sports will also be asking organizations, Heart and Stroke Foundation and ParticipACTION, as they believe in the benefits of daily physical activity. North Shore Sports will also be asking City of North Vancouver for assistance in providing funds for equipment needed for the safety of the children and sports gear. If grants are denied, North Shore Sports will need to reevaluate its program and attempt another time with other organizations.

Stakeholder Analysis

The individuals interviewed were all locals who reside in North Vancouver and have put, or are currently putting their children through the schooling system in this city. With that being said, the individuals who were interviewed also share unique points of views for the future of an after school program that would run out of Shipyards. A top priority was to interview stakeholders who would have a background of interest in the proposed program, such as, parents, teachers, health educators and future child care workers.

Conclusion

Again, the proposed program is North Shore Sports. The proposed occasion would happen in the recently manufactured waterpark/ice arena in the Shipyards location. It is proposed to work week by week as per the effectively set calendar of the City of North Vancouver's customization in that space. It targets customers would be that of parents and their youngsters who live in or around the Shipyards location. North Shore Sports intends to work with high school students, Capilano University, human kinesiology and/or early childhood care education students. The program is intended to take place once per week explicitly on Thursdays during the initial 3 months of the school year (September to first seven day stretch of December). The day of Thursday was picked to guarantee that there would not be any sort of overlap with the Shipyards Night Market event that is publicized as a week by week event on Fridays until late September.

This program will inspire little youngsters to appreciate the outdoors and to keep on playing outside as opposed to remaining stuck to their screens. An ever increasing number of kids and guardians are neglecting to invest energy outside and even to adapt to new aptitudes. Open air exercises advance a sound of way of life and ingrain long lasting qualities and experiences of rewarding group work to a young childs' life.

This program would request subsidizing or sponsorship from the Government of British Columbia, City of North Vancouver, ParticipACTION and the Heart and Stroke establishment.

References

Government of Canada. (n.d.). *Children and physical activity*. Retrieved from <https://www.canada.ca/en/public-health/services/being-active/children-physical-activity.html>

Outdoor Play Canada. (n.d.) *About >> Outdoor Play Canada*. Retrieved from <https://www.outdoorplaycanada.ca/about/>

Quay Property Management. (n.d.). *The Shipyards - Lot 5 Development*. PDF file. Retrieved from https://elearn.capu.ca/pluginfile.php?file=%2F1461719%2Fmod_resource%2Fcontent%2F0%2FThe%20Shipyards%20Lot%205%20Development%20Information%20Package%20April%205.pdf

Appendices

Appendix A - Stakeholder Report

Shawn Gabriel -

- Father of a kindergarten student in North Vancouver.
- Lives 2 blocks away from Shipyards
- Talked about reasonable price range and desirable time frames for a working class parent
- Also mentioned costs for the program

Ms. Jalop -

- **NEW** Teacher in a North Vancouver Elementary School
- Mother of 2
- Lives within a 10 minute drive from Shipyards
- Talked about activities, time frames and desirable attributes of an after school program.

Grace Shin -

- ECCE Student at CapU
- Talked about the necessities for an after school program that would attract parents

Ms. Coughlan -

- Physical education elementary-aged students
- Talked about the importance of physical education in young children
- Vouched for the positive outcome and life lessons that are learned with team sports.
- Mentioned how first aid kits are needed for safety reasons

Appendix B - Interview Guide

Questions to ask:

1. What are your thoughts on having an after school program at the Shipyards?
2. What interests come to mind for after school programs that you would like to enroll your child in?
3. Are there any red flags when it comes to after school programs geared towards younger children?
4. What are some things that you believe are essential in an after school program for children ages 5-9?
5. What is a reasonable price for an after school program?
 - a. How much are you willing to pay for after school programming for your child(ren)?

Appendix C - Stakeholder Gratitude

Figure 1: Shawn Gabriel, local resident and parent

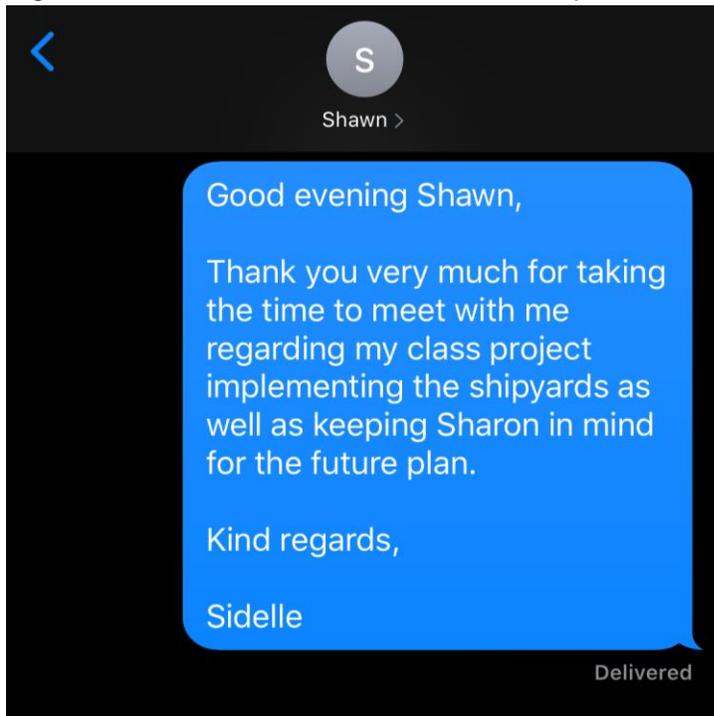


Figure 2: Ms. Jenny Jalop, teacher, parent, and local resident

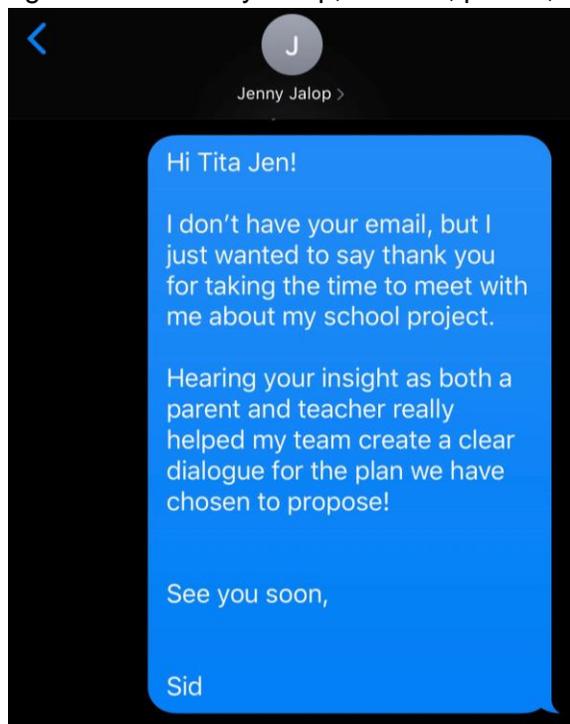


Figure 3: Grace Shin, ECCE student at Capilano University

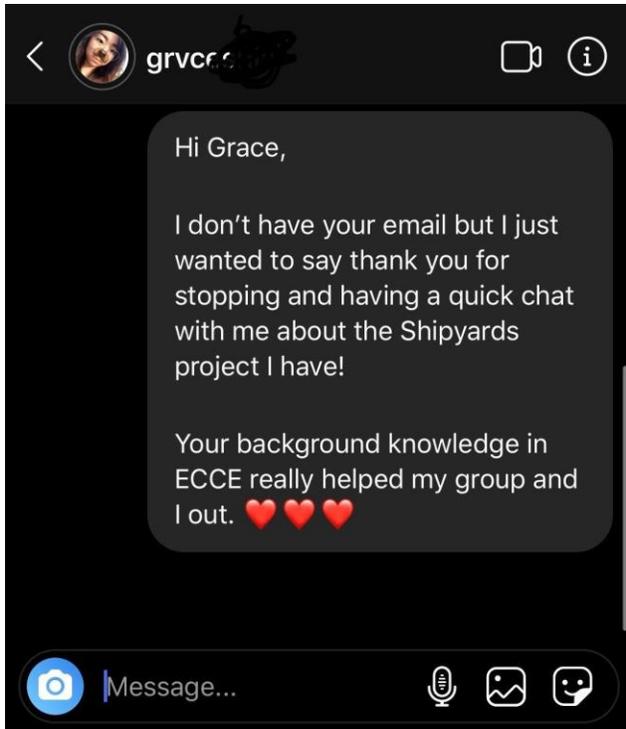


Figure 4: Ms. Ang Coughlan, teacher

Thank you!

 Sidelle
Fri 11/29/2019 3:32 AM
angcoughlan@spev.ca

Dear Mrs.C,

Thank you for taking the time to meet with me in regards to my project and proposal centred upon the health and wellness benefits of sports programs for children.

In addition, thank you for mentioning the Heart and Stroke Foundation as a potential sponsor for this project.

Kind regards,

Sidelle Javelosa

Appendix D - Timeline of Program

Months	Sports
Mid-September to Mid-October	Soccer
Mid-October to Mid-November	Volleyball
Mid-November to First Week of December	Basketball

Appendix E - SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">- Rich culture and history- Super unique- Waterfront views- Easily accessible	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">- Not well-known; needs to use the right type of advertising- No parking- Not well lit at night
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">- Utilize space with more community-based events- Potential popularity- Advertise more	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">- Competitors in Upper Lonsdale- Poor weather conditions- Vandalism & arson