

FACILITY TOOLKIT

Swimming Canada March 2025



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Foreword: Suzanne Paulins, CEO Swimming Canada

Welcome to the Pool Facilities Toolkit, your strategic resource for understanding, managing, and maximizing the impact of pool facilities in communities across the country. Pools are more than just a place for recreational enjoyment; they are vital community assets that offer a myriad of social, economic and public health benefits extending beyond the water's surface.

Supporting Communities through Water Safety and Recreation

Pools serve as essential hubs for water safety education, offering a controlled environment for swimming lessons and life-saving skills. By promoting water safety, communities can significantly reduce the incidence of drowning and water-related accidents, making pools a crucial element of public health and safety strategies.

Economic Impact and Community Well-Being

Beyond their immediate recreational value, pools contribute to the local economy. They attract residents and visitors, stimulate local businesses, and provide employment opportunities. In addition to these economic benefits, pools foster social interaction and inclusivity, creating spaces where people of all ages and backgrounds can come together. In fostering these connections, pools enhance the overall well-being and cohesiveness of our communities.

Fostering Competitive Aquatic Sports

Pools also play a pivotal role in the realm of competitive aquatic sports. From swimming and diving to artistic swimming and water polo, these sports offer substantial value to communities:

- **Swimming**: As one of the most accessible and widely practiced sports, competitive swimming promotes physical fitness, discipline, and perseverance. Local and regional swim meets can boost community engagement and pride.
- **Diving**: Competitive diving challenges athletes to combine athleticism with artistry. Pools provide a safe environment for divers to practice and compete, contributing to the development of precision and creativity.
- **Artistic Swimming**: Formerly known as synchronized swimming, this sport blends athletic prowess with artistic expression. Artistic swimming competitions and practices encourage creativity, teamwork, and dedication.
- Water Polo: This high-energy team sport enhances cardiovascular health, strategy, and teamwork. Hosting water polo games and tournaments can draw spectators and foster a sense of community spirit.
- Lifesaving Sport: A unique blend of athletic competition and life-saving skills, this sport cultivates strength, agility, and rapid decision-making. It reinforces water safety awareness, fosters leadership, and builds a pathway for future lifeguards and first

- responders. Lifesaving sport not only enhances individual resilience but also strengthens community safety initiatives.
- Masters Sport: Designed for adults (18+) who wish to stay "active for life" in sports. Masters' programs foster lifelong participation, fitness, and community. With structured age categories and opportunities for both competition and recreation, Masters athletes range from former elites to newcomers seeking personal growth and engagement.

Long-Term Health Benefits for an Aging Population

As our population ages, the health benefits of pools become even more pronounced. Aquatic exercise is known for its low-impact nature, making it ideal for older adults seeking to maintain mobility, strength, and overall well-being. Pools offer a safe environment for physical activity that can help manage chronic conditions, improve cardiovascular health, and enhance quality of life for our aging population.

Maximizing Value through Strategic Management

Investing in pool facilities is not only a matter of immediate benefit but also long-term savings. Well-maintained pools can lead to significant cost savings in healthcare by promoting preventive health measures and reducing the strain on public health resources. Moreover, strategic management and efficient operation of pool facilities can enhance their longevity, ensuring that these community assets remain functional and beneficial for years to come.

This toolkit is designed to provide you with the knowledge and resources needed to harness the full potential of pool facilities in your community. From water safety protocols and economic considerations to health benefits and competitive aquatic sports, we aim to support you in creating and maintaining pool facilities that serve as invaluable resources for current and future generations.

Dive in and explore how you can make the most of your pool facilities, ensuring they continue to deliver exceptional value and support for your community

Purpose

Swimming Canada knows the positive impact swimming has on individuals and communities and would like to ensure that these benefits are felt by the greatest number of Canadians as possible.

With a growing membership of over 50,000 competitive swimmers, and with swimming being Canada's most practiced sporting activity, Swimming Canada believes that it is imperative to invest in swimming pool facilities.

The purpose of this toolkit is to empower communities and organizations across Canada to invest in the development of swimming pool facilities. Swimming pool facilities create many social and health benefits for communities. Additionally, investment in swimming pool facilities would also increase the capacity of communities to host competitions and promote aquatic sports, and more specifically competitive swimming across Canada. This toolkit aims to inform organizations on why they should invest in these facilities, and how to prepare for building swimming pool facilities.



Statistics

Pools

- As of 2020, there were 5060 publicly owned aquatic facilities across Canada- both indoors and outdoors, 25m, 50m or leisure pools. Many of these facilities are in Quebec (34.8%) or Ontario (32.2%). 74% of all aquatic facilities are accessible
 - o 601 of these are indoor 25m pools, 70 are indoor 50m pools
 - 340 or 56.6% of 25m pools were built before 2000
 - 37 or 52.8% of 50m pools were built before 2000
- The average useful life for NEW publicly owned:
 - o 25m indoor pools, is 46 years
 - o 50m + indoor pools, is 40 years
 - Given that these lifespans are for newly built facilities (with updated tech, infrastructure, etc.) as of 2020, it would be reasonable to assume that many facilities built before 2000 are now nearing the end of their lifespan.
- Only 49.5% of 25m pools across Canada are rated in good or very good physical condition
- 55% of 50m pools across Canada are rated in good or very good physical condition

Swimming

- Swimming Canada represents over 50,000 competitive swimmers registered in more than 350 clubs across the country
- Swimming is Canada's most popular sporting activity by participation numbers and the benefits of swimming are felt by people of all ages and abilities.
- Masters Swimmers, whether training for fun, fitness, or to compete, make up a large portion of Swimming Canada's membership. In the 2022-2023 season, Swimming Canada had over 9000 Masters Swimmers registered in clubs across the country.
- Amongst youth with disabilities, swimming is the sport most often participated in and has a higher participation rate compared to youth without disabilities.
- 17% of students surveyed through Jumpstart listed they want to try swimming, and swimming was one of the most desirable sports according to youth of colour.

There are

601

25m indoor pools across Canada

ONLY

56.6% 46§

of **25m** indoor pools

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Data from Statistics and Infrastructure Canada, 2022 and Statistics Canada, 2023

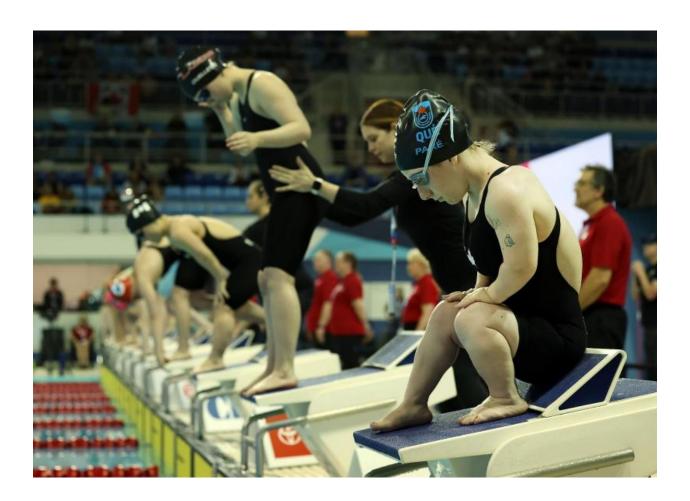
Why Invest in Pools?

Access to pools and participating in swimming can be beneficial to Canadians. The positive impact of swimming pools can be divided into three broad categories- community and social impact, health benefits and sport-specific benefits.

Community Impact and Social Benefits of Pools

Swimming pools positively impact communities and provide social benefits for community members in several ways, including:

- Promoting social cohesion and connections by bringing together like-minded people from diverse backgrounds
- Creating an environment for fun and fitness
- Creating a space to promote water safety and education
- Provides employment and volunteer opportunities
- Provides a space for swimmers to develop life skills



Health Benefits of Swimming

Mental Health and Wellbeing

As swimmers progress throughout the athlete development stages, they not only improve their physical capacity, but also gain mental and life skills.

Swimming can improve mental health and promote wellbeing as it can:

- Reduce loneliness
- Release endorphins, boost dopamine and serotonin levels
- Relieve tension and stress
- Promote higher self-esteem

Swimming Canada recognizes that athlete development and human development are intertwined, and the <u>Appropriate Athlete Development document</u> and Athlete Development Matrix can help understand this relationship and progression. Examples of how athletes gain mental skills from swimming include: motivation, goal setting and emotion identification and regulation.



"Swimming is not only about elite performance, but also about the role pools play in the overall mental and physical health of individuals. The opportunity to be in the water provides a unique space for stress relief and emotional balance, especially during challenging times."

Physical Health

Swimming is considered a low-impact exercise that can help build endurance, muscle strength and cardiovascular fitness and can promote better quality sleep

Swimming as a Life Skill for Drowning Prevention

Although not every Canadian may become a competitive swimmer, Swimming Canada recognizes the importance of swimming as a life skill for drowning prevention.

- ➤ More than 400 Canadians lose their lives in water-related incidents each year.
- > 19% of fatal drowning victims did not intend to end up in the water.
- Less than 1% of fatal drownings occur in a lifeguard supervised setting.
- Newcomers to Canada are a higher risk of drowning in comparison to Canadian born citizens.

Swimming Canada encourages all Canadians to learn to swim or at least learn to swim to survive to lower the rate of drowning across the country. In fact, Swimming Canada has partnered with the Lifesaving Society to provide water safety training to those who may not otherwise have access.

Canadians can also work together to lower the national drowning rate by following regional swimming guidelines and by swimming in lifeguard supervised areas. Even the national

swim team trains and competes under lifeguard supervision!

Sport Specific Benefits

Aside from social, physical and mental health benefits, investing in swimming pool facilities can benefit the sport of competitive swimming, as well as other aquatic sports and athletes.

Tourism: Hosting Events and Competitions

- Did you know that sport tourism is one of the fastest growing types of tourism?
- Hosting sporting events, such as swim meets, requires a high level of collaboration and many resources that brings economic activity to communities.
- Economic activity is generated by both the event organizers and event participants, such
 as athletes and spectators. Examples of revenue sources could include facility rental,
 hotels and operating expenses.
- Communities that may be interested in hosting such events should ensure their <u>facilities</u> <u>support event hosting</u>. Features that support aquatic sport events could include spectator seating, movable pool floors, adequate changerooms, large pool decks or equipment such as starting blocks.
- By investing in proper swimming pool facilities, communities can bid to host top swimming events in Canada. Swimming Canada hosts 6-7 high profile competitions annually in which qualified cities are invited to bid for.
- In addition to these national swim meets, clubs across the nation require swimming pool
 facilities to host competitions and events of various levels. Competitive swimming, diving,
 water polo and artistic swimming all require facilities and communities with the capacity
 to host competitions. While each sport has different facility requirements, adaptable or
 adjustable features can help accommodate different needs. For example, a moveable
 pool floor can accommodate the need for different pool depths required for the different
 aquatic sports.

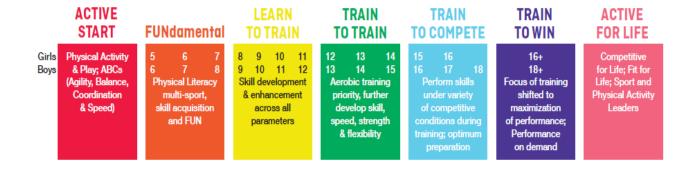
Promoting Participation: Making Sport More Geographically Accessible

- Studies have found positive trends between the proximity of sport facilities within communities (nearby households and workplaces) and physical activity participation numbers for adults and youth alike.
- Swimming pool facilities are no different. Research demonstrates that access to swimming pools increases participation not only for water-based activities but may also increase participation in other sports as well.
- Swimming is the top sport among youth with disabilities and is a sport many youth of
 colour want to try. Additionally, newcomers to Canada would like more access to
 swimming lessons. By constructing swimming pool facilities, communities are making
 sport accessible to marginalized populations.

Athlete Development

- Appropriate swimming pool facilities can help athletes achieve their full potential, and develop their physical capacities, technical skills, mental skills and life skills.
- Swimming Canada currently offers programming out of three High Performance Centres (HPC) in Vancouver, Toronto and Montreal. Each HPC offers an environment for top swimmers to develop their skills in and out of the water through training, competition, support services and education.
- These facilities not only serve as an ideal environment to further develop top swimming talent and also allow local athletes to advance their performance at the regional level.
- By investing in swimming pool facilities, communities can help expand these programs and opportunities beyond our existing high performance centres.

Investing in swimming pool facilities aligns with our Strategic Plan 2021-2028 and beyond. By investing in pools, organizations and communities can help Swimming Canada achieve these goals.



Assessing Demand

Prior to committing to renovating or constructing a pool facility, it is recommended that organizations assess demand to understand the need for a pool facility. This section will aim to provide a broad overview of what assessing demand for swimming pool facilities may look like and the benefits of doing so. Swimming Canada encourages anyone using this toolkit to consult professionals in assessing or measuring demand.

Feasibility Studies

In addition to assessing demand, organizations may be interested in conducting a feasibility study to evaluate whether a project plan could be successful. Many communities across Canada have recently completed feasibility studies, including Regina, Saskatchewan which officially opened the new. Recent feasibility studies from various regions have been linked below:

- Alberni-Clayoquot, British Columbia 2024
- Comox Valley, British Columbia 2023
- Moncton, New Brunswick- 2023
- Winnipeg, Manitoba- 2023
- Regina, Saskatchewan- 2022
- Town of Aurora, Ontario 2020
- Vernon, British Columbia 2020
- Fredericton, New Brunswick- 2020
- Sainte-Adèle, Québec- 2018
- Yartmouth, Nova Scotia- 2017
- Saugeen Shores, Ontario- 2017
- Town of Golden, Columbia Shuswap, British Columbia 2020
- Yellowknife Aquatic Centre, Northwest Territories 2020

Market Research

Conducting market research has several purposes and benefits. It can help inform timely and educated decisions as well as help understand key demographics of the target market. Market research also provides insight into the need for a swimming pool facility and helps us understand competition. It can also assist in understanding internal and external factors that could impact demand and usage.

There are several types of research techniques that can be utilized- exploratory, descriptive and explanatory. There are also two data sources that can be used to collect information-primary, in which the researcher collects data themselves, or secondary, in which the researchers use data that was collected for another purpose.

In general, the market research process has six steps as follows:

- 1. Define the market issue
- 2. Set research objectives and budget



- 3. Select research techniques and data source
- 4. Collect data
- 5. Organize and analyze the data
- 6. Prepare and present findings

Factors Impacting Demand and Consumption

In addition to conducting market research, it is also important to understand factors that may influence demand and consumption habits of users. Factors such as socioeconomics, psychological and psychographic influences, geography and demographics can impact consumption patterns. Other aspects such as internal beliefs, external influences and situational factors can impact one's personal consumption habits.

Questions to Consider

Are there other swimming pool facilities in the surrounding area? How far is the nearest swimming pool facility?

- What year was the facility constructed? When was it last renovated?
- Is this facility able to meet the demands of the community? Or is it frequently meeting bather capacity limits?
- Who is the primary user group of the facility
- What are the predominant activities taking place in the pool facility?
- What are the limitations of this facility?

Why is this swimming pool facility being built?

- Is it to meet the needs of the local community?
- Is it for a college, university or sport event?
 - o If so- can it benefit communities beyond the school or event?

Are there other organizations in the surrounding area that may be interested in a swimming pool facility?

- Do they have the capacity to assist in funding, investments, expenses and costs?
- What are their needs?

Who would the primary user groups be for this facility?

- Do they have the capacity to assist in funding, investments, expenses and costs?
- What features do they require within the swimming pool, deck or changing rooms?
- What are their needs outside of the swimming pool and throughout the rest of the facility?

Are there any swimming pool facilities nearby with the capacity to host aquatic competitions and events?

- Would a new facility help create economic activity in the area?
 - Are there local businesses nearby that could provide goods and services to sports competitions or events hosted at this new facility?
- Would a new facility help increase sport tourism in the area?

Will this facility create employment opportunities?

• Are there enough people available to work at this facility?

How will people travel to this swimming pool facility?



Sustainability Initiatives

In making swimming pool facilities sustainable, there are many ways to reduce the environmental impact and increase the longevity of facilities. An example of these elements coming together to promote sustainability is the Paris 2024 Aquatics Centre.

Environmental

Swimming pool facilities can introduce initiatives to promote environmental sustainability. Upgrading and maintaining equipment can help reduce energy consumption and improve energy efficiency. Strategically selecting specific building designs or construction materials can also reduce the carbon footprint of swimming pool facilities.

Lighting

LED light bulbs use less energy and have a longer lifespan than traditional incandescent or fluorescent lighting. In addition to being more energy efficient, LED bulbs generate less heat. This can help reduce facility temperatures and reduce cooling costs.

When possible and safe to do so, utilize natural light and ventilation by following solar and wind orientation and installing windows or skylights. Please note that sunlight could cause a glare on water surfaces and distort lifeguard vision creating a dangerous situation for swimmers.

Water Pumps, Heaters and Filtration Systems

Investing in quality energy efficient equipment can help reduce the carbon footprint of swimming pool facilities. Energy Star offers a variety of certified products that can reduce energy usage in comparison to standard equipment. For example, an Energy Star certified in-ground pool pump can use up to 65% less energy than alternative models.

Renewable Energy

In addition to utilizing natural light and ventilation, organizations should take advantage of the space around swimming pool facilities. An example of this can be turning the roof of swimming pool facilities into solar farms, and using the energy generated to power the facility or surrounding areas. Similarly, pool water can be preheated using solar water heating. To reduce heat loss as well as water loss from evaporation, pool covers can be installed in both indoor and outdoor swimming pool facilities. Greywater from the facility can be used in other areas of the facility, such as toilets. An example of using renewable energy to promote sustainability is the University of British Columbia's Aquatic Centre, which is an LEED certified building.

Facility Materials

When selecting materials to build a swimming pool facility, opt for durable and quality materials. When possible, choose locally sourced material to reduce emissions. Utilize recycled materials, such as tiles, where possible.

Transportation

Ensuring that swimming pool facilities are accessible by public or active transportation methods can reduce the carbon footprint of users, broaden the user base, and limit the need for parking infrastructure. Access to nearby public transportation, such as bus or train, can encourage users to visit the swimming pool facility. Likewise, installing active transportation infrastructure, such as sidewalks, protected bike lanes, bike racks and stroller storage promotes an active lifestyle to users. By offering a variety of transportation methods, this encourages the participation of users who may not have access to a personal vehicle. As a result, there is less demand for parking infrastructure and this space can be used for other purposes.

Facility Longevity

In addition to environmental sustainability initiatives, organizations can help extend the lifespan of facilities by taking into account the demand for and purpose of swimming pool facilities.

Creating Multi-Purpose Spaces

By addressing the needs of multiple user groups, this will allow the swimming pool facility to be used by the greatest number of people possible. Implementing features such as accessible stalls, universal change rooms, ramps, staircases and mobility hoists will allow people of all ages and abilities to use the facility and may even be required in your region. Other features, such as movable pool floors or leisure pools, can help accommodate a variety of activities that require different pool depths and temperatures, such as swimming lessons or aquatic sports. To understand the needs of all user groups, consult and involve them during the planning phase.

In addition to making the swimming pool accessible to multiple user groups, ensure the surrounding facility can accommodate their needs as well. For example, swim teams and meets not only require a swimming pool, but may also require the following: rooms for meetings and doping control, space for hospitality, storage and registration, spectator seating, and a separate swimming pool for athletes to warm-up and cool down during events.

If constructing a swimming pool facility for games infrastructure, such as the Pan American Games, designing the facility for future users ensures that the facility will continue to be used following the conclusion of the games. In this case, the facility should cater to not only elite sport, but also grassroots sport and community groups.

Assessing Demand

Prior to constructing or renovating a swimming pool facility, it is important to take into consideration the demand for existing facility upgrades, or the construction of a new facility. This ensures the swimming pool facility will be used, appreciated and valued by community members for years to come.

Facility Rules and Guidelines

To ensure the benefits of swimming are felt by the greatest number of Canadians as possible, there are facility rules and guidelines in place. In addition to the rules and guidelines in place by Swimming Canada and World Aquatics for training and competition environments, organizations renovating or constructing swimming pool facilities should educate themselves on all regional regulations.

The <u>Facility Rules and Guidelines</u> of Swimming Canada document should be referred to when investing in swimming pool facilities. This document is updated as required and provides information pertaining to water depth and temperature; pool length and availability, starting blocks, backstroke ledges, lane width and lane ropes, and more.

Potential Funding Sources

Renovating or constructing swimming pool facilities comes at a high cost to communities and organizations. Swimming Canada has compiled a list of potential funding sources below that may assist in offsetting the costs and expenses associated with building swimming pool facilities. It is important to note that while there may not be obvious funding opportunities for a specific project, collaboration and partnership with other organizations could lead to financial support. For example, a swim team interested in using a newly built facility may be able to fund starting blocks or lane ropes. Inclusive recreation organizations may be interested in funding specialty equipment.

Please note that the requirements needed to be considered for funding from the below sources are not at the discretion of Swimming Canada. Organizations investing in swimming pool facilities are encouraged to apply for funding from sources listed below if eligible, in addition to other sources that may be available to them. Applying to receive funding does not guarantee that an organization will receive funding. Some of the potential funding sources listed below may have set timelines that are no longer relevant at the time of referring to this toolkit- there may be similar opportunities available.

National Level

- Government of Canada- Legacy Fund
- Government of Canada- Infrastructure in your community
- Jumpstart- Community Development Grants

Provincial/Territorial Specific

British Columbia

- Recreation Foundation BC- Grant Program
- Government of British Columbia Funding for Capital Projects
- Northern Development- Recreation Infrastructure

Yukon

- Government of Yukon- Community Recreation Assistance Grant
- Government of Yukon- Funding to Improve Community Recreation Facilities
- Yukon Foundation- Ryan Downing Grant

Alberta

- Government of Alberta- Active Communities Initiative
- Government of Alberta- Major Sport Event Grant Program
- Government of Alberta- Community Facility Enhancement Program (Small)
- Government of Alberta- Community Facility Enhancement Program (Large)

Saskatchewan

- Saskatchewan Parks and Recreation Association Our Grants
- Sask Lotteries- Trust Funds and Grants

Northwest Territories

- Government of Northwest Territories Youth Centres Initiative
- Government of Northwest Territories- Community Tourism Infrastructure Contribution <u>Program</u>

Manitoba

- Government of Manitoba- Arts, Culture and Sport in Community Fund
- Government of Manitoba- From the Ground Up- Safe Healthy Communities for ALL Program
- FCC- AgriSpirit Fund
- Manitoba Liquor & Lotteries- Small Capital Sponsorship Program

Nunavut

- Government of Nunavut- Sport and Recreation Grants and Contribution Program
- Government of Canada-Investing in Canada Infrastructure Program

Ontario

- Government of Ontario- Community Sport and Recreation Infrastructure Fund
- Government of Ontario- Community Infrastructure Fund
- Infrastructure Ontario- Infrastructure Lending
- Ontario Trillium Foundation- Capital Grant
- Communities in Bloom- Capital Grants

Québec

• Gouvernement du Québec- Programme d'aide financière aux infrastructures récréatives, sportives et de plein air

New Brunswick

• Government of New Brunswick- Regional Grant Program- Inclusive Community Recreation Infrastructure Fund

Nova Scotia

- Government of Nova Scotia- Recreation Facility Development Grant
- Government of Nova Scotia- Recreation Community Development Grant
- Government of Nova Scotia- Planning Assistance Program
- Nova Scotia Federation of Municipalities Funding Database:

Prince Edward Island

- United Way PEI- Community Grant
- Government of PEI- Sport Hosting Program
- Government of PEI- Amateur Sport Funding Program
- Government of PEI- Rural Growth Initiative
- Government of PEI- Community Building Fund

Newfoundland and Labrador

- Government of Newfoundland and Labrador- Active NL
- Recreation NL- Funding Opportunities
- Government of Newfoundland and Labrador- Capital Works (Municipal and Multi-Year)

Municipal

Investment in swimming pool facilities may be of interest to municipal governments as their residents may benefit. Some municipalities offer funding for sport programming or infrastructure in which organizations renovating or constructing swimming pool facilities may be eligible to apply for. Municipalities can also be great partners in owning or operating swimming pool facilities. Swimming Canada encourages organizations preparing to invest in swimming pool facilities to reach out to their local government.

Are you looking to build a new facility?

Anyone looking to build a new aquatic facility should reach out to the relevant provincial swimming office here -> Swimming Canada - Provincial Partners. It is vital that the relevant provincial office is contacted early in the process so they can collaborate with the municipality and architects to ensure the facility meets community needs and supports aquatic sport development.

Additional Resources

The below resources may provide additional support and information regarding the construction of and need for swimming pool facilities.

- Building More Aquatic Centres in Ontario
 - Ontario Aquatic Sports Council developed a white paper designed to support government and industry stakeholders in planning for Ontario's future sport and community infrastructure
- Aquatic Sport Facility Infrastructure Report 2023, Ontario
- Swimming Canada Facility Series
 - Swimming Canada released a series of webinars surrounding swimming pool facilities in 2020, presented by Myrtha pools. The five webinars discuss how to build sport ready community swimming pools.
- <u>Swimming Canada Athlete Development</u> and <u>#SwimExpert Athlete Development Pillars</u> Video Series
 - The Appropriate Athlete Development document and the Athlete Development Matrix outlines four pillars of skills and that progress throughout a swimmer's development.

Facility Rules and Guidelines of Swimming Canada

Jumpstart State of Play Youth Report 2024

Statistics Canada- Diving into the data: Sports participation in Canada

Statistics Canada- Canada's Core Public Infrastructure Survey: Culture, recreations and sports facilities, and public social and affordable housing, 2020

Lifesaving Society- National Drowning Report 2024

Aquatics Coalition

Royal Lifesaving Australia - Value of the Aquatic Industry

Canadian Parks and Recreation Association

Measuring the Impact of Sport, Physical Activity and Recreation in Canada

Regina Aquatics Economic Impact Analysis