

Playbook 2030: Social Wellbeing

About: This document is part of a collection of learning briefs, each with their own thematic area, focused on key findings from the ActiveCITY Playbook 2030. This learning brief is focused on the impact of the Active Economy on social wellbeing.

About the Playbook

The goal of the ActiveCITY Playbook 2030 was to listen to the diverse voices of Calgarians. Over the past 18 months, the ActiveCITY Collective proactively engaged a diverse group of over **23,000 citizens** since March 2019 - the largest public engagement exercises in the city's history.

The Playbook will evolve as our community evolves. The long-term plan must maintain a sustained commitment to ongoing community engagement over the length of the Playbook - this plan is only successful if all **4,000 active economy enterprises** and **1.5 million citizens** own it - every single day.

What is an Active economy?

In short, an active economy is defined as a group of organisations that are focused on improving both citizens and communities through the **delivery of physical activity including sports and recreation.**

What is the impact of the Active Economy on social wellbeing?

Calgary's regional active economy is committed to improving the physical and mental health and wellbeing of our community by enabling citizens to live active lives at home and work.

Calgary has long been recognized as community-led by a high level of volunteering. Playbook 2030 estimates that regional active volunteering adds a minimum of **\$400 million** to the regional gross domestic product (GDP) - that's nearly half a billion dollars being contributed to Calgary's vibrant economy!

Calgary has a network of 150 community associations that provides a conduit to build social and structural capital at a local community level.

DID YOU KNOW?

111,000 

CALGARIANS VOLUNTEER

THAT'S OVER **14M**

A YEAR TO OUR REGIONAL ACTIVE ECONOMY



Community Gardens
are associated with increased social engagement

Well-designed community sport programme can

REDUCE YOUTH CRIME



Case Study: The Shaw Charity Classic

The Shaw Charity Classic is one of Calgary's most successful annual high-performance sporting events and stands out as an example of how professional sports can impact the community.

The tournament is highly focused on helping Alberta Kids' Charities and supports over 200 participating organizations across the province. In the early stages of developing the tournament, a Patron Group was founded as the host organization in order to plan the event.

The group, which is currently led by Jim Riddell, pledged to underwrite any losses, and donate any of the profits to charity.

The very root of the creation of the Shaw Charity Classic was to **support the community** and now it has a significant platform to raise money for various types of children's charities.

The 2018 and 2019 editions of the Shaw Charity Classic alone recorded an **economic impact of \$70M**. Additionally, the Shaw Birdies for Kids program also matches up to 50 per cent of individual donations and the funds go directly to the donator's desired charity.

The Shaw Charity Classic is a clear representation of how much impact professional sporting events can have on **the city's active economy** and **the broader community**.

Calgary has the capacity to host large, international sporting events that draw in professional athletes on an annual basis.

Also, Calgary can learn from the Shaw Charity Classic on engaging the rich talent pool that exists among its athletes with the opportunity to play in front of their hometown crowd.

GOALS:

By 2030, the Calgary region leads Canada in indicators of social cohesion.
By 2030, Calgary's regional active economy leads Canada in representative governance.



Benefits to individuals and community

Reduced isolation

The evidence of the active economy's impact on community prosperity is overwhelming. Increase sense of belonging reduced isolation creates for happier communities.

Reduced anti-social behaviour

Eight separate studies found that community gardens increase community cohesion, and reduce littering, graffiti and violence.

Greater social cohesion

Research has shown sport contributes to building local skills, knowledge, and resources, facilitating structures and mechanisms for positive community dialog, leadership development and encouraging civic participation.

How can you help?



Participation in a sports club – research has proven that it can improve life satisfaction and make people happier and less lonely!

Walking in green spaces for at least 30 mins once a week has been shown to reduce depression (by up to 70 per cent) and high blood pressure (by up to 9 per cent).

What should be prioritised?

Calgary's regional active economy is committed to improving the physical and mental health and wellbeing of our community by enabling citizens to live active lives at home and work. Targeted investment is needed to generate positive impact on citizens.

We will do this by advocating:

1. For urban design and integrated planning that promotes parks and open spaces (including building and maintaining parks and open spaces.)
2. Four-season integrated active transportation network and wellbeing through active living.
3. More community gardens and;
4. Improving access for all!

References: [1] Calgary Foundation. (2019). Calgary's Vital Signs. [2] City of Burlington. (2017). Active Aging Plan. [3] Armstrong, D. (2000). A survey of community gardens in upstate New York: Implications for health promotion and community development. *Health & Place*, 6(4), 319-327. [4] Edwards, M. (2015). The role of sport in community capacity building: An examination of sport for development research and practice. *Sport Management Review*, 18(1), 6-19.