

**Community Recreation and Sports Programmes of  
Leisure and Cultural Services Department**

**Purpose**

This paper outlines the existing community recreation and sports programmes provided by the Leisure & Cultural Services Department (LCSD) at district level and sets out the way forward in generating more interest for participation in sports through such programmes.

**Background**

2. Members discussed the overall planning strategies for the development of community sports programmes at the meeting held on 18 February. The provision of a wide variety of organized recreation and sports programmes through the district offices of LCSD is a key measure to promote sports to the community at large. These programmes serve the objectives of fostering a stronger sporting culture, arousing public awareness of the benefit of regular participation in physical activities, enhancing our quality of life as well as social solidarity.

3. LCSD places much emphasis in the provision of these community recreation and sports programmes. Despite the prevailing stringent financial situation, the Department has endeavored to deliver more programmes each year to serve a wider percentage of the population. The number of programmes organized has increased by 26% from 22,000 in 2000 to over 27,600 in 2003. The number of people served has also increased from over 1.25 million in 2000 to over 1.62 million in 2003, representing a 29% rise. A summary of the number of community recreation and sports programmes organized and people served in the years from 2000 to 2004 is at **Annex A**.

## **Planning Considerations of Community Recreation and Sport Programmes**

4. To promote recreation and sports to the community at large, the Department has been adopting the following guidelines in the formulation of district programme plans -

- (a) to promote 'Sport-for-All' by providing sufficient opportunities for a wide cross section of the community to participate in sports activities;
- (b) to organize a wide variety of community programmes ranging from elementary sports training courses to sports competitions, as well as recreational and fitness activities, to build up an active and healthy community;
- (c) to take into consideration the population profile of individual district;
- (d) to meet the expressed demand of the local community;
- (e) to meet the unique needs of specific target groups including students, elderly, youths at risk and people with a disability;
- (f) to work closely with local organizations such as District Councils, National Sports Associations, District Sports Associations, Non-government Organizations (NGOs), schools and other local bodies; and
- (g) to balance public demand for individual use of sporting facilities and the participation in organized recreation and sports programmes.

## **Characteristics of the Community Recreation and Sports Programmes in 2004**

5. Taking the above guidelines into consideration, LCSD plans to organize around 28,000 community recreation and sports programmes in 2004. These programmes are expected to serve a total of 1.65 million participants. Among these programmes, about 49% are sports related while the remaining 51% are recreational and fitness related. This reflects that the Department is equally concerned in promoting a strong sporting culture as well as building up an active and healthy community.

6. The 28,000 programmes to be provided at district level in 2004 can be categorized according to their nature, i.e. training courses, recreational activities and sports competitions. Training courses provide participants with basic skill and knowledge of the sports or activities. A majority of the programmes falls into this category, accounting for about 47% (13,200) and 30% (8,300) for sports training and fitness related training respectively.

7. Apart from training courses, LCSD also encourages community's participation in recreational activities such as hiking and carnival. About 21% of the programmes to be organized in 2004, i.e. about 6,000, are recreational activities.

8. Sports competitions enhance the skill of the players as well as the overall standard of the sports items concerned. In 2004, about 500 competitions of various sports items, representing about 2% of the total number of programmes, will be organized at the district level.

9. The 28,000 community recreation and sports programmes can also be categorized according to their target participants, i.e. the general public, students, and special groups. While the majority of the programmes are organized for the general public at large, i.e. 62%, another 23% of the programmes are organized for students. We are also sensitive to the needs of special groups including the elderly, youths at risk and people with a disability. About 15% of the total provision in 2004 will be organized for these special groups of people.

10. It is worth noting that the programmes to be organized specifically for the elderly will serve about 285,000 participants. As for the people with a disability, 58,000 participants will be served by our organized programmes.

11. The characteristics of the community recreation and sports programmes to be organized in 2004 are summarized in **Annex B**.

## **Way Forward**

12. The Sports Policy Review published by the Homes Affairs Bureau in 2002 recommended that we should accord a greater emphasis on local-level participation in sports. The ultimate aim is to broaden the base of sports participation and develop a stronger local sporting culture to support high performance sports as well as major sporting events.

13. In order to enable a larger percentage of our population to know and appreciate sports, we will further consolidate our district programmes. To achieve this, we will encourage and facilitate the delivery of recreational and fitness programmes through local bodies, such as setting up community tai chi clubs, so that more of our resources can be channeled to the provision of sports programmes. We will also restructure our sports training courses to provide progressive training at different levels to raise the standard of sports in the community. At the same time, we will continue to provide ample opportunities for the community to maintain a healthy lifestyle by organizing more practice classes to encourage lifelong participation in physical activities.

14. On the other hand, we will review the district programme plans from time to time to cope with changes in demand and the unique need of individual districts. We will continue to pay attention to the needs of the special groups in the organization of our programmes.

## **Advice Sought**

15. Members are invited to comment on the district recreation and sports programmes provided by the Department.

**Leisure and Cultural Services Department**

**28 May 2004**

**Summary on Community Recreation and Sports Programmes  
from 2000 to 2004**

Year	No. of Programmes	Percentage of Accumulated Increase	No. of Participants	Percentage of Accumulated Increase
2000	22,000	-	1,253,442	-
2001	24,170	10%	1,361,712	9%
2002	24,422	11%	1,450,837	16%
2003	27,642	26%	1,622,356	29%
2004	28,000	27%	1,650,000	32%

## Characteristics of the Community Recreation and Sports Programmes in 2004

### (A) Sports vs Recreational and Fitness Programmes

	<u>Project</u>	<u>Participants</u>	
Sports Programmes	13,700 ( 49% )	299,000	(18%)
Recreational and Fitness Programmes	14,300 ( 51% )	1,351,000	(82%)
<b>Total</b>	<b>28,000 ( 100% )</b>	<b>1,650,000</b>	<b>(100%)</b>

### (B) By Programme Nature

Sports Training Courses	13,200 ( 47% )	191,000	(12%)
Fitness and Other Training Courses	8,300 ( 30% )	212,000	(13%)
Recreation Activities (e.g. sports fun day, excursion, horse riding)	6,000 ( 21% )	1,139,000	(69%)
Sports Competitions	500 ( 2% )	108,000	(6%)
<b>Total</b>	<b>28,000 ( 100% )</b>	<b>1,650,000</b>	<b>(100%)</b>

### (C) By Target Group

General Public	17,300 ( 62% )	843,000	(51%)
Students	6,500 ( 23% )	450,000	(27%)
Special Groups (e.g. Senior Citizens, People with a Disability, Youths at Risk, etc)	4,200 ( 15% )	357,000	(22%)
<b>Total</b>	<b>28,000 ( 100% )</b>	<b>1,650,000</b>	<b>(100%)</b>