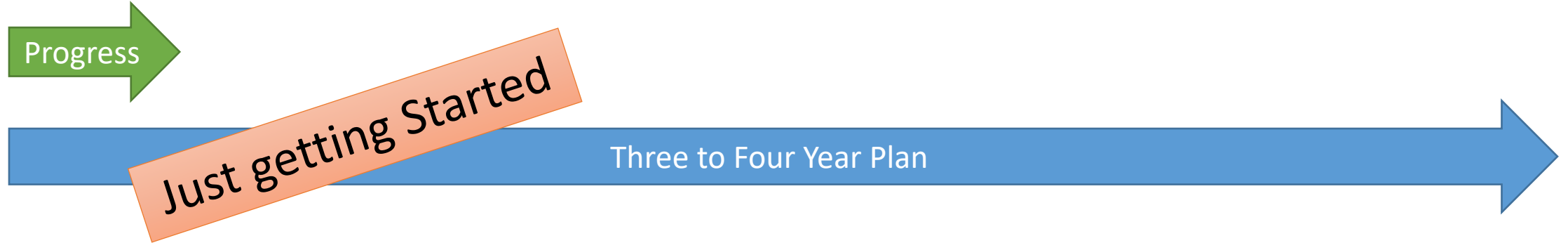


# NEXT50 - Thought Starters

**Beechwood Park** Homes Association  
Making Memories Since 1968

**AS OF: June 2020**

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# Dominant Survey Themes

- There is **universal support** for **upgrading & renovating** the BPHA Rec Centre.
- Many suggested **year-round adult programming, more sports on the courts**, and a **'gathering place'** for local activities.
- Members are aware of the **financial challenges** of upgrading the facility.
- BPHA is **much loved** for
  - **managing the Rec Centre** – and for
  - **being a springboard** for activities like the Produce Stand, sponsoring a refugee family, Clare Lake rehab, tree planting, playground construction, butterfly hatching and the newsletter.
- There is **huge support and optimism** for the **NEXT50** project.



# BPHA Was, Is and Desired

Our collective task is to understand our origins; how we are seen now; and to create our future. This image grid is taking shape.

Original	Now	Desired
Leading Association	Leading Association	Leading Association?
for <b>homes</b> built by Major Holdings (mostly young families, then) (under covenant)	“for young families” (broad mix of households now) (no covenant)	Something for everyone?
<b>Homes</b> Association	?	Community Association?
Private, Exclusive	Voluntary	?
Volunteer run	Volunteer run	?
Major Holdings focused	Local/Associate based	?

# Stakeholder Perceptions of BPHA

Only 4% of non-members took the time to go online and complete our survey – indicating **low relevance**.

What the BPHA currently provides doesn't resonate with non-members.

Once children 'age out' of the summer programming many Local and Associate families end their membership.

**Our challenge and opportunity is to enlarge our offering to attract more members.**

Local Members ~ 120	Associate Members ~ 40	Non-members ~ 250
Summer Pool Programing 'for young families'	Summer Pool Programing 'for young families'	'for young families' Not/no longer Relevant
Tennis	?	
Local adult parties	?	
Produce Stand	Produce Stand	Produce Stand

# Next Steps

1. Community Discussion Sessions – June to Aug
  - More information to follow by mid-June
2. We will be developing a Vision and 3 possible site renewal and programming **concepts for testing in 2021.**
  - Uwaterloo Plan 309 course in the Planning School will be working in teams to come up with *'fresh thinking, illustrations, and visions'* for our consideration.
3. Go to [www.bpha.ca](http://www.bpha.ca) click **NEXT50** and add **your ideas.**