



**RECREATION AND CULTURE SERVICES  
MEMORANDUM**

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**TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL**

**FROM: K. DATEMA, MANAGER, RECREATION AND CULTURE FACILITIES**  
**K. ELLIS, MANAGER, RECREATION AND CULTURE PROGRAMS AND SPECIAL EVENTS**

**WARD: ALL**

**NOTED: D.BELL, DIRECTOR, RECREATION AND CULTURE SERVICES**  
**D. MCALPINE, GENERAL MANAGER, COMMUNITY AND CORPORATE SERVICES**  
**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: UNIFORM UPDATE**

**DATE: NOVEMBER 6, 2024**

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The purpose of this Memorandum is to provide members of Council with an update concerning Recreation and Culture Services uniforms.

Since 2018, recreational staff have been wearing red uniforms in the Programming, Client Services, and Facility branches. Prior to red, the department wore a combination of black and blue uniforms and outerwear.

As the inventory of current red uniforms was reaching the point of requiring a resupply, Recreation and Culture Services, in collaboration with the Purchasing Branch of Finance, issued an RFP to establish a standing agreement for a uniform supplier. Department management identified an opportunity to update the uniforms issued to staff based on the following considerations:

- Updating the department name to reflect Recreation and Culture Services;
- Adoption of the International Life Saving Federation colour scheme for Aquatics staff;
- Alignment with the majority of municipalities which use blue or black as predominant uniform colours.

#### Department Name Update

In November 2019, the cultural branch of the former Creative Economy department was brought into the Recreation Services department resulting in a renaming of the department as Recreation and Culture Services. Currently, staff uniforms display only the former department name of Recreation Services. The new uniforms now include the full departmental designation of Recreation and Culture Services; a more inclusive identifier for all staff in the department

#### International Life Saving Federation Colour Scheme

The International Life Saving Federation (ILS), is the global federation composed of national aquatic lifesaving organizations around the world. It recommends a colour scheme of yellow with red accents. These colours were selected for their effectiveness in aquatic environments. The Lifesaving Society of Canada uses only this colour scheme for uniforms it provides for lifeguards. The City of Barrie's aquatics team has adopted these colours, which improve visibility on the pool deck and at the beach. Changing to the international colours enhances the safety of our lifeguards as they are more highly visible when submerged.

Alignment with other Municipalities

A survey of similar-sized municipalities in Ontario indicated that most of them use blue, black, or a combination of these colours to identify recreation staff within their facilities. This change aligns Barrie using a colour scheme that is widely used in the industry. The new blue colour also reflects the blue-theme contained within the City of Barrie logo.

Implementation Plan

A bulk order of navy blue uniforms and outerwear was received in early October and staff are in the process of transitioning to navy blue uniforms. Staff in Programming (except Aquatics), Facilities, Client Services, and Special Events are transitioning to the blue uniforms.

One exception to the new blue uniforms is the staff at the City's theatre venues. Staff in these facilities will continue wearing black in an effort to not be seen while working a production back of house so they do not interfere or distract from the show when executing their technical duties for curtain, lights and sound.

Staff at the Barrie Community Sport Complex will continue wearing red uniforms. This step is being taken as a cost avoidance measure and to deplete the small amount of remaining red uniforms.

All new uniforms will display the City of Barrie logo, the updated department name and the HIGH FIVE logo as a way of easily identifying staff within our facilities. HIGH FIVE is Canada's only quality assurance program for recreation and sport programs for children 4-12 years of age. The City of Barrie, through the dedicated effort of Recreation & Culture Services staff, is a HIGH FIVE Accredited municipality and this designation is proudly displayed through the logo on uniform garments.

**Uniform Examples:**

Lifeguards:

(Note that Aquatics Supervisors have a reverse colour scheme for easier identification)



Programs, Facilities, Client Services and the Special Events teams:

