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## 12.0 SUMMARY

An indicator report hopes to bring quantitative analysis to answer qualitative questions about well being of its residents. It seeks to track data over time to tell a story of where the community has been or uncover underlying issues that can predict where a community is going.

# ABOUT THIS REPORT

In the past several years, many cities across the North America have conducted self-assessments to prepare community indicator reports. These reports inform the community of conditions with key statistics defining the quality of life and social well-being. Some reports go much further to rank or rate the community on each statistic then make suggestions at what can be done to make their community a better place.

This 2009 Community Profile of the Brantford•Brant CMA is an introductory indicator report on quality of life. The initial report will help our community to get to know itself through demographics. The data has been presented at the neighbourhood level not at a higher aggregate level which can mask important variations. Even so, unavoidable gaps in the reported data exist.

The 2009 Brantford•Brant Community Profile Report began with three questions – What makes a great community, are we there yet and what ideas, programs or services will get us there? If you now have answers based on what you have learned, care to comment and / or make suggestions for both indicators and report ideas, please send these to us at [socialplanning@brantford.ca](mailto:socialplanning@brantford.ca). Questions on the statistics included in this document should be referred to the source – Statistics Canada.

To plan for the future indicator reports on well-being or quality of life in our community, our intent is to:

- take this report out into the broader community to seek improvements to the indicators;
- develop a strategy to standardize the data and make it comprehensive to the community;
- map the indicators into the strategic plans of the communities in the Brantford•Brant CMA
- track and trend the demographic information in this report;
- publish specialized reports by request on social well-being and quality of life indicators from time to time.

A Social Planning Working Group has been meeting since April of 2009. We have developed a mission statement of what we do:

**The Social Planning Working Group promotes a safe, healthy and growing community by advocating a “high quality of life” for all residents. Essential community and social supports will be identified and measured through sustainability indicators.**

Our objectives to achieve on behalf of this community are:

1. To gather and manage comprehensive information on community needs and human services in the City of Brantford and the County of Brant;
2. To prepare and distribute information in meaningful and accessible ways to the community;
3. To collaborate with others in developing a community which offers a desirable quality of life for all its citizens;
4. To serve as a foundation for responding to social issues;
5. To engage community partners in monitoring and assessing the impact of demographic, social, health, and economic changes on services provided to residents;
6. To identify, prioritize and plan for current and future social needs of the County and the City;
7. To guide the development of policies to address community and social issues;
8. To strengthen the City's and the County's commitment to integrated planning for all human services.

During the meetings, we identified and catalogued the various reports and fact sheets that each organization produces. We have these reports linked to the indicators chosen and listed in section 1.

A fantastic group of people has provided assistance and advice in preparing this report. Our thanks for both their time and effort go to staff from the Brant County Public Health Unit, City of Brantford Public Library and City of Brantford - Planning, Environmental Services, Tourism, Public Health, Safety and Social Services.

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Much of the data from Statistics Canada was sourced from:

Source: Statistics Canada. 2007. 2006 Community Profiles. 2006 Census.  
Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13 2007.  
<http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>

Please refer to the Statistics Canada website for definitions.

Airport • Burford Area • Mt. Pleasant/Jerseyville • North Paris • Onondaga • Six Nations  
• South Dumfries • South Paris • St. George/Governor's Road • Arrowdale (Colborne to Henry) • Ava Heights • Brantwood Park • Downtown • Eagle Place • East Ward • Echo  
Place 1 Mohawk Place • Echo Place 2 Cainsville • Greenbrier & Fairview • Henderson  
• Holmedale • Industrial Braneida / Garden Ave. • Mayfair • North Brier Park • North  
Ward • South Brier Park • South Lynden Hills • Terrace Hill • West Brant • Bishopsgate  
• Brantford • Burford • Burtch • Cainsville • Cathcart • East Oakland • Etonia •  
Fairfield • Falkland • Glen Morris • Gobles • Harley • Harrisburg • Hatchley • Langford  
• Lockie • Maple Grove • Middleport • Mount Pleasant • Mount Vernon • New Durham  
• Newport • Northfield • Northfield Centre • Oakland • Onondaga •  
Osborne Corners • Paris • Scotland • St.



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• Cathcart • Etonia • Falkland • Falkland • Glen Morris • Gobles •  
Harley • Harrisburg • Hatchley • Langford • Lockie • Maple Grove • Middleport •  
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