

11. APPLICATION TO THE RICCARTON/WIGRAM 2009/10 DISCRETIONARY RESPONSE FUND - HORNBY YOUTH WEBSITE

PURPOSE OF REPORT

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PURPOSE OF REPORT

1. The purpose of this report is to seek the Committee's recommendation to the Board on a request for funding from the Community Development Network Trust (CDN) on behalf of the Hornby Youth Committee, to the Riccarton/Wigram 2009/10 Discretionary Response Fund.
2. The request is for \$5,940 towards the cost of designing and setting up a website for the young people of Hornby. Additionally, CDN are contributing one hour per week of the Hornby Youth Worker's time towards this project. Over two years this amounts to a total of \$2,100.
3. The purpose of the website is to provide young people in Hornby with information related to what is happening in their local area regarding recreational and social activities, relevant services, local music/bands, information and support. This website will also have the future potential to be linked with other websites that are useful for youth.
4. At the time of writing this report there is an unallocated balance of \$26,000 remaining in the Board's 2009/10 Discretionary Response Fund.

EXECUTIVE SUMMARY

5. In 2006, Child Youth and Family held a forum for parents, professionals and community people associated with young people aged 13-17 years. Fifty people attended, representing a wide range of youth services, organisations and government departments. As a result of this meeting several working parties and committees were established to address the on-going needs of youth around specific issues identified at the forum.
6. One issue identified was the need for a Youth Health Centre in Hornby. The Committee which was established to follow up this particular issue also took on the role of considering other concerns related to youth in the Hornby area. On 5 November 2008 the Committee met and discussed a number of gaps related to services for youth in the Hornby area.
7. A gap identified was that of young people being able to access information about what is happening in their local community. The youth workers suggested setting up a youth friendly website. On 27 May 2009 the Committee decided to go ahead with the website project and approach professional web designers to establish the cost of setting one up as well as the maintenance for one year.
8. Youth Workers, James Harris (from CDN) and Mitch Shaw (from the South West Christchurch Youth Trust), received positive feedback from 48 young people, via a survey, about the Hornby Youth Website. The survey also identified what the young people wanted on the website – which included music from local bands, information about upcoming local events, photos of youth group, and camps scored the highest.
9. The Hornby Youth Committee is not a legal entity and therefore not eligible to apply to the Community Board or other funding organisations for financial assistance to develop the website.
10. As a result, the Committee have asked CDN to apply on their behalf for a one off seeding grant from the Community Board to cover the costs related to the setting up of the website. CDN have also been asked to umbrella the project for two years.
11. CDN have agreed to this request and have also offered to support the project further by contributing their Youth Worker's time (approximately one hour per week) for the purpose of overseeing particular aspects of the running of the website. The cost to CDN for their contribution towards the project comes to \$2,100 over two years.

12. It is anticipated that other ongoing costs of the website will be covered by funding from local businesses or by applying to the Council's Small Grants Fund in the future.
13. The Committee, have identified and assessed a number of options (**Attachment 1**) in regard to developing the website:

Option	Provider	Cost	Advantages	Disadvantages
1.	Zoomroom	\$8,050	<ul style="list-style-type: none"> Professional and customised. Dynamic visually. Happy to work with Hornby High Design School. 	<ul style="list-style-type: none"> Cost (this includes setting up and website maintenance for one year. Not as youth-friendly as Option 3.
2.	Heurisko	\$3,580	<ul style="list-style-type: none"> Value for money (price includes setting up and website management for one year). Happy to work with Hornby High Design School. 	<ul style="list-style-type: none"> The design work is not very dynamic. Not as youth friendly as Option 3.
3.	Greg Brown	\$5,940	<ul style="list-style-type: none"> Value for money. Compared with Option Two the example websites are more dynamic, easier to navigate and fun to look at. Youth-friendly and flexible in design and management. Professional. Able to capture the feel of the project from examples of his work. 	<ul style="list-style-type: none"> More expensive than Option 2.

14. The Committee's preferred option is Option Three. The examples of the designer's work are professional, flexible, innovative and his website has the potential for more input
15. In assessing this application, staff, including the Metropolitan Youth Adviser, have explored further options for providing a similar service through alternative means. However, the Committee do not believe that any of the suggested options are suitable.
16. Below are the alternative options, along with the response from the applicant group as to their suitability are detailed below:

- www.trumba.com - A calendar product, ongoing cost of \$99 per month to operate.

Comment: Limited as only a calendar based product, also ongoing costs.

- www.hostme.co.nz - A very low cost way of registering a domain name (such as Hornbyyouth.co.nz) and hosting the site if it was to be built by the applicant group themselves.
- www.wordpress.com - A fantastic way to build a free website for any use, with just about any look and features.

Comment: The applicant group felt that the downside to this option is the time involved in putting it together and it would be difficult to set up and integrate different administrators at different access levels

- Facebook and Twitter – these are both social networking sites. Facebook and Twitter send out e-mails to all of the page/site friends or subscribers, meaning that young people are contacted whenever information is changed or updated - rather than relying on young people to constantly check back and see if the site has been updated. They are also both cheap (free), quick and easy.

Comment: The applicant group feel that Facebook is a useful website which CDN does use. However it is extremely limited and would not be feasible for use by more than one organisation per page. The beauty of a dedicated website is the bringing together of many services. It is also felt that Twitter is a dying fad and as such is very unlikely to be used.

17. Staff believe that due to the number of these other available options which have yet to be trialed, it would be difficult to recommend that the Board agree to fund this initiative, at the amount requested at this stage.

FINANCIAL IMPLICATIONS

18. As previously outlined, the Community Development Network Trust (CDN) is acting as the legal umbrella on behalf of the Hornby Youth Committee. The Hornby Youth Committee has no previous funding history with the Council. However, CDN has a long established record and funding history with the Council.
19. At the time of writing this report there is an unallocated balance of \$26,000 remaining in the Board's 2009/10 Discretionary Response Fund.

Do the Recommendations of this Report Align with 2009-19 LTCCP budgets?

20. Yes.

LEGAL CONSIDERATIONS

Have you considered the legal implications of the issue under consideration?

21. Yes.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

22. Aligns with Strengthening Communities and Community Grants Activity Management Plans.

Do the recommendations of this report support a level of service or project in the 2009-19 LTCCP?

23. As above.

ALIGNMENT WITH STRATEGIES

24. This application meets the following Council Community Grants Funding Outcomes:

- Enhance community and neighbourhood safety.
- Helping build and sustain a sense of local community.
- Increasing participation in community recreation and sport programmes and events.

It also helps to meet the following Community Board objectives:

- The Board advocates to make the Riccarton/Wigram Ward a safer place for all residents.
- Encourage participation of all people by promoting and supporting community based recreation programmes.

DO THE RECOMMENDATIONS ALIGN WITH THE COUNCIL

25. Strengthening Communities Strategy.

CONSULTATION FULFILMENT

26. Not applicable.

STAFF RECOMMENDATION

It is recommended that the Committee recommends to the Board to decline the funding application from the Community Development Network Trust to establish a Hornby Youth Website on behalf of the Hornby Youth Committee.