

## 10. FENDALTON/WAIMAIRI HERITAGE AWARD FUNDING 2010/11

<b>General Manager responsible:</b>	General Manager, Community Services, DDI 941-8534
<b>Officer responsible:</b>	Unit Manager
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### PURPOSE OF REPORT

1. The purpose of this report is to provide information to the Fendalton/Waimairi Community Board as requested in the resolution passed at the special Strengthening Communities Funding decision meeting on Thursday 15 July 2010. The resolution states:

*“The Board resolved that this allocation of \$8,000 lie on the table until a report back to the next meeting by staff encompassing implications of managing the event in house, the criteria against which success will be measured and costing of project with the objective of reducing cost in future years.”*

### EXECUTIVE SUMMARY

2. All the Fendalton/Waimairi Community Board Awards help facilitate activities that strengthen cohesion in the various communities within the Ward and acknowledge those whose dedication contributes to the wellbeing and resilience of the wider community. Recognition by way of certificates to winners is a meaningful way to demonstrate this acknowledgement. The ceremonies that take place at the end of the award programmes are an opportunity for elected members to connect with nominators, applicants and winners in a way that would not otherwise occur. Part of the value of these events is then of a qualitative nature and difficult to quantify.
3. The Heritage Awards were delivered for the first time in Fendalton/Waimairi in 2009. Heritage Awards differ from other Community Board awards in that they require consideration of the academic knowledge base, philosophies, international best practice, and Council's direction for heritage. In other words there is a need for a professional rather than an administrative approach.
4. Furthermore, establishing a new event requires a professional who knows what is required to first launch, and then grow it. This requires the right combination of resources, event management expertise, good contacts in the industry, dedicated time and the knowledge on how to build on the success of what has occurred previously.
5. Contracting Karen Hamilton of 360 Degrees Events to plan and deliver the Heritage Awards in 2009 brought together all of the above capabilities. This package of heritage professionalism, event management expertise, and dedicated time does not currently exist in-house at the Ward level. This was the primary driver for the decision to contract out the delivery of the Heritage Award programme at the outset as it is deemed important for it to be successful and sustainable over the forthcoming years. It is also the main reason that the Heritage Team (Civic) contract out the delivery of Heritage Week.

### DELIVERY

6. It was envisaged at the outset that the delivery of the Heritage Awards would be carried out by a professional contractor with all the required skills and resources, including dedicated time. Bringing the delivery of the Heritage Awards programme in-house (Fendalton Service Centre staff) introduces a high risk of compromising what was regarded as so successful in its inaugural year, and reducing it to an administrative process.
7. Considerable time efficiencies can be made when all other resources and skills are present. In 2009 Karen Hamilton estimated the whole programme of activities took about 40 hours to complete. This contrasts with the delivery of Heritage Awards in the Shirley/Papanui ward last year; the staff estimated it took about 100 hours to carry out the required activities.

## MEASURES OF SUCCESS

8. For the 2010 year the RBA measures of success are (i) % of award nominators new to the Awards (i.e. a reflection of the growth of awareness and interest in the community), and (ii) % of winners and nominators attending the ceremony (i.e. an indicator of the value people place on the Awards). Growing the community around these Awards will help build the energy and momentum which should reduce the need for aggressive promotion (e.g. advertising, targeted mail outs, mail drops for properties identified as potential applicants) each year as community members themselves start to 'spread the word'.
9. To date, the Board has not indicated any specific goals or measures of success. It would be opportune to do this as part of a full review carried out following the 2010 Awards when there will be data other than that from the inaugural year on which to base decisions.
10. Applicant numbers from other Wards have ranged from 6 to 24 (Tables 1 and 2 below).
11. A blunt calculation of 'value for money' might be 'Dollars allocated to Nominations received'. For the inaugural year in Fendalton/Waimairi this figure was \$667 (i.e. \$8,000/12).
12. For the Shirley/Papanui Heritage Awards this figure ranged from \$389 last year to \$1,000 in 2004/05 and 2007/08 (Table 1). Note the highest number of nominations received since 2002 is 13.

**Table 1. Shirley Papanui Heritage Award funding and nominations.**

Year	\$ Allocated	No. nominations	Dollars/Nominations
2002/2003	\$ 5,000	11	\$455
2003/2004	\$ 5,000	11	\$455
2004/2005	\$ 5,000	13	\$385
2005/2006	\$ 6,000	6	\$1000
2006/2007	\$ 4,000	9	\$444
2007/2008	\$ 6,000	12	\$500
2008/2009	\$ 7,000	7	\$1000
2009/2010	\$ 3,500	9	\$389

13. For Hagley/Ferrymead Heritage Awards this figure ranged from \$147 in 2003/04 to \$625 in 2008/09 (Table 2). Note the highest number of nominations received is 24.

**Table 2. Hagley Ferrymead Heritage Award funding and nominations.**

Year	\$ Allocated	No. nominations	Dollars/Nominations
2001/2002	\$2,500	14	\$179
2002/2003	\$2,500	12	\$208
2003/2004	\$2,500	17	\$147
2004/2005	\$5,000	24	\$208
2005/2006	\$5,000	12	\$417
2006/2007	\$5,000	11	\$455
2007/2008	\$5,000	17	\$294
2008/2009	\$5,000	8	\$625

## COSTING OF PROJECT

14. Expenses for the Fendalton/Waimairi Heritage Awards in 2009 were heavily focused on the ceremony, being the inaugural event; it included a tour of Hinton's private car collection, a one-off event. The plan for 2010 is to shift some of the ceremony costs to upfront marketing and promotion. This will be particularly important given the need for targeted as well as general promotion and also to ensure there is no confusion with the launch of the new Christchurch Heritage Awards, the ceremony for which will occur in October.

15. Table 3 below indicates the shift of expenses for 2010 and 2011 with a reduction considered in the latter as the need for aggressive promotion can be expected to reduce. Venue costs might be expected to reduce as the relationship with the venue owners (Hinton's) is more established or a different venue is found. At the time of the review each item of the expenses can be explored for potential savings whilst ensuring the programme of events retains the standard desired.

**Table 3. Actual and estimated expenses 2009 – 2011.**

<b>Activity</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Marketing	\$ 824	\$ 1,450	\$1,000
Venue (includes catering & audio visual costs)	\$ 1,935	\$ 1,400	\$1,150
Other (e.g. judging, admin, gifts, photography, MC)	\$ 1,467	\$ 1,400	\$1,100
Contractor	\$ 3,774	\$ 3,750	\$3,750
<b>TOTAL</b>	<b>\$ 8,000</b>	<b>\$ 8,000</b>	<b>\$7,000</b>

#### **FINANCIAL IMPLICATIONS**

16. \$8,000 from the Strengthening Communities Fund 2010/2011.

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

17. Yes, the Strengthening Community Fund, p182 - 184

#### **LEGAL CONSIDERATIONS**

18. None.

#### **ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS**

19. Yes.  
 (a) 2009 – 2019 LTCCP  
 City Planning and Development: Heritage Protection, page 192-195  
 (b) Activity Management Plan, Activity 1.4: Heritage Protection

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

20. Yes.

#### **ALIGNMENT WITH STRATEGIES**

#### **Do the recommendations align with the Council's strategies?**

21. Yes.
- Strengthening Communities Strategy 2007
  - Heritage Conservation Policy 1999

#### **CONSULTATION FULFILMENT**

22. Consultation with:
- Amanda Ohs, Council's Heritage Team
  - Lee-Mor Reichman, Events Team
  - Karen Hamilton, 360 Degrees Ltd
  - Community Engagement Advisers and Administration Support Officers, Shirley/Papanui and Hagley Ferrymead.

**STAFF RECOMMENDATION**

That the Community Board allocate \$8,000 for Heritage Awards 2010 to enable the contracting out of the delivery and accept the RBA measures of success as set out in the 2010 Matrix.