

**20. APPLICATION TO THE HAGLEY/FERRYMEAD COMMUNITY BOARD 2009/10 DISCRETIONARY RESPONSE FUND – LINWOOD YOUTH FESTIVAL EXPERIENCE**

<b>General Manager responsible:</b>	General Manager Community Services, DDI 941 8607
<b>Officer responsible:</b>	Recreation and Sports Unit Manager
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**PURPOSE OF REPORT**

1. The purpose of this report is to seek approval for an application for funding from the Hagley/Ferrymead Community Board's 2009/10 Discretionary Response Fund for the Linwood Youth Festival Experience.

**EXECUTIVE SUMMARY**

**LYFE (LINWOOD YOUTH FESTIVAL EXPERIENCE)**

2. The Linwood Youth Festival Experience (LYFE) was initiated in 1998 as a result of young people and community agencies coming to the Board to seek support for a project that would profile Linwood and the youth in a positive way and build a sense of pride. This need is still considered a priority for the Linwood community and LYFE is still regarded as a significant means for contributing to positive youth and community wellbeing and development.
3. The Board has maintained a constant level of support that provides a foundation for the project to be viable. The project is an opportunity for youth to develop event management and leadership skills, participate in the arts, sport and recreation and develop ongoing positive links with community clubs and organisations. Many groups, clubs and organisations for community, sport and recreation, health, education and careers are involved in LYFE through the running of activities and providing information. LYFE brings the Linwood and wider community together to experience and enjoy what is on offer, promote healthy lifestyle choices, and enhance and develop social connections, community pride and a sense of belonging.
4. The process of involving young people in all aspects of planning the five hour festival is the most significant feature of the project. It takes a coordinator and the LYFE Advisory Group nine months on a part time basis to facilitate young people through this process. Contracting a suitable coordinator and providing administrative support to help the coordinator and team of young people plan the event, is vital to the project's success. Other essential event costs that require funding include promotions (web site development and maintenance, posters, signage, advertisements), venue costs (staging, marquees, sound, power, toilets, security), activity and entertainment costs. The timeline and date for the next LYFE will be determined by the LYFE Advisory group in consultation with young people.
5. LYFE is managed by a dedicated Advisory Group including representatives from Linwood Resource Centre, White Elephant Trust, Sport Canterbury, Youth and Cultural Development, Linwood Ave Community Corner Trust, Phillipstown Community Centre, CHART, 24/7 Youth Workers, Linwood Youth Development Worker and the Hagley/Ferrymead Community Recreation Adviser. Interested community members are also welcome to be part of the advisory group as are representatives from local intermediate and secondary schools. In recent years Avebury House has been the umbrella organisation responsible for finances and the LYFE coordinator has been based at the Linwood Resource Centre. This year, the Linwood Resource Centre has agreed to be the organisation that provides the financial umbrella required for managing finances. Linwood Resource Centre has an established relationship in place with the Hagley/Ferrymead Community Board and has robust management and financial systems in place. There are sound systems in place for the delivery of the project and these are reviewed on an annual basis by the LYFE Advisory Group in consultation with Council staff.

6. LYFE is considered, by many, to be the most popular youth event in the city. Numbers have steadily increased over the years with an estimated attendance of over 7,000 in March 2010. The festival includes a diverse mix of quality cultural, music and dance performances, a wide range of interactive sport, recreation and art activities and over 50 organisations promoting their services. It provides an affordable, fun filled, informative day for the local community and surrounding suburbs on the eastern side of Christchurch, which have a high proportion of families on low incomes and a higher than average Maori and Pacific population. It also attracts young people from across the city which is positive promotion for Linwood and Linwood youth.
7. There has been widespread and positive coverage of LYFE including newspaper, television, radio and social media. LYFE '10 may also feature in a documentary on youth culture. Another major outcome of the project is capacity building which is evident through ongoing networking, information sharing and youth initiatives that take place throughout the year between community groups and organisations that have been involved in LYFE.
8. LYFE meets expressed youth and community needs and is supported by informal and formal feedback and local research including participant surveys, Hagley/Ferrymead Leisure Parks and Waterways Study 2003 and Evaluation of LYFE - Linwood Youth Festival Experience (Wylie, 2004) which reinforces that the process of LYFE is as important as the event with youth gaining valuable skills and acknowledges important contribution that the Board makes to ensure viability.

#### **FINANCIAL IMPLICATIONS**

9. The Board has supported the LYFE project with a grant of \$15,000 since inception. The project costs for LYFE is expected to increase from \$30,000 to \$32,000 as a result of maximising the use of the website [www.lyfe.co.nz](http://www.lyfe.co.nz) throughout the year, more effective promotions and additional health and safety services required to meet the increasing numbers attending the event. Consequently, \$17,000 is being requested towards the overall costs of the project.

<b>Projected Expenditure</b>	<b>Cost(\$)</b>
LYFE Co-ordinator	10,000
Administration Expenses	1,500
Promotions	6,500
Activities/entertainment costs	8,000
Venue, Health and Safety	6,000
<b>TOTAL</b>	<b>32,000</b>

10. The LYFE 2010 project was completed at the end of April 2010 and the LYFE 2011 project is expected to begin in June 2010. Given the timing of the project, funding is being sought from the Hagley/Ferrymead Community Board's Discretionary Response Fund. In future, the Board may wish to consider how the project may possibly be aligned to the Strengthening Communities Fund.
11. Other funding bodies and supporters with a sound history of supporting LYFE will also be approached to meet budget requirements in funding or kind. This may include but is not exclusive to NZ Lottery Community Grants Board, Meridian Energy, Deflux, Eastgate Shopping Centre, Tahu FM, MAINZ, Phantom and Frequency Advertising plus the possibility of site fees for stall holders.
12. All project objectives have been met for LYFE 2010 which is consistent with previous years. Robust accountability, management and delivery systems are in place with an experienced advisory group from youth focused organisations working in partnership to manage the LYFE project. Linwood Resource Centre has agreed to act as an umbrella organisation to manage the finances.

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

13. Yes. There is currently \$44,326 in the Discretionary Response Fund.

**LEGAL CONSIDERATIONS**

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

14. There are no legal implications in regards to this application.

**ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS**

15. Aligns with Council Activities and Services, Community Support, Community Grants and Grants, pages 176 and 184, in the 2009-19 LTCCP.

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

16. Yes. As above.

**ALIGNMENT WITH STRATEGIES**

17. Application aligns with the Council's Youth Strategy, Physical Recreation and Sports Strategy and local Community Board objectives.

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

18. Yes. As above.

**CONSULTATION FULFILMENT**

19. Not applicable.

**STAFF RECOMMENDATION**

It is recommended that the Hagley/Ferrymead Community Board approve the application and allocate \$17,000 from the Board's 2009/10 Discretionary Response Fund as a contribution towards the LYFE '11 (Linwood Youth Festival Experience) project.

**CHAIRPERSON'S RECOMMENDATION**

That the staff recommendation be adopted.