

15. BURWOOD/PEGASUS DISCRETIONARY RESPONSE FUND 2010/11 – APPLICATION – NEW BRIGHTON PROJECT, MANAAKI SOUNDS TRUST, LINFIELD CULTURAL RECREATIONAL SPORTS CLUB INC AND NEW BRIGHTON SURF LIFE SAVING CLUB

General Manager responsible:	General Manager Community Services, DDI 941- 8607
Officer responsible:	Unit Manager Recreation and Sport
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PURPOSE OF REPORT

1. The purpose of this report is for the Burwood/Pegasus Community Board to consider four applications for funding from its 2010/11 Discretionary Response Fund. The applications are from:
 - Linfield Cultural Recreational Sports Club Inc – Kiwisport Co-ordinator, \$15,000;
 - Manaaki Sounds Trust – Matariki at the Marae 2011, \$10,000;
 - New Brighton Project – Eco Market New Brighton, \$5,000;
 - New Brighton Surf Life Saving Club - New Brighton Surf Lifesaving Centenary Project, \$6,422.

EXECUTIVE SUMMARY

2. In 2010/11, the total pool available for allocation for the Burwood/Pegasus Discretionary Response Fund is \$51,197. The Discretionary Response Fund opens each year on 1 July and closes on 30 June the following year, or when all funds are expended.
3. The purpose of the fund is to assist community groups where the project and funding request falls outside other council funding criteria and/or closing dates. This fund is also for emergency funding for unforeseen situations.
4. At the Council meeting of 22 April 2010, the Council resolved to change the criteria and delegations around the local Discretionary Response Fund.
5. The change in criteria limited the items that the local Discretionary Response Fund does not cover to only:
 - (a) Legal challenges or Environment Court challenges against the Council, Council Controlled Organisations or Community Boards decisions;
 - (b) Projects or initiatives that change the scope of a Council project; and
 - (c) Projects or initiatives that will lead to ongoing operational costs to the Council.

The Council also made a note that: *"Community Boards can recommend to the Council for consideration grants under (b) and (c)."*
6. Based on this criteria, the applications received are eligible for funding.
7. Detailed information on the applications and staff comments are included in the attached Decision Matrix.

BACKGROUND

Application from Linfield Cultural Recreational Sports Club Inc

8. As this group is located on the boundary between Hagley/Ferrymead and Burwood/Pegasus they have been working with Community Recreation from both wards. Therefore this application is split proportionately between these wards. Staff have been working with this group since March 2010, liaising with Sport Canterbury staff and outlining Council funding options. Refer to staff comments in the following Matrix for more information.

Application from Manaaki Sounds Trust

9. The Hagley/Ferrymead and Burwood/Pegasus Community Boards have both supported this initiative in the past and indicated that this event should submit an application to the Council's Festivals and Events Fund.
10. As such, Manaaki Sounds Trust submitted an application to the Metropolitan Community Event category of this fund in March 2010. They were unsuccessful in receiving this fund as the event does not currently meet the criteria for this fund, which is: *Events which add value to the city's image and support other Council community outcomes, by attracting at least 8,000 people per day, maximising community outcomes and reaching a strategic target market ie Classical Sports and the Chinese Lantern Festival*.
11. For the application to be successful in the future the Events Development team will work with the planning committee to meet the criteria which includes the above and a three year business plan. It is envisaged that it will take two to three years to achieve this.
12. The Council's marketing and communications team help 'spread the word' about the variety of Matariki activities and events occurring at the Marae as part of the citywide Matariki Celebration, other activities are held across the Library network, Our City Otautahi and the Christchurch Art Gallery.
13. Matariki at the Marae provides informative, engaging daytime programmes for preschool and primary school aged children from Monday to Thursday and community programmes on Tuesday and Thursday evenings. For the duration of the event the Marae is lit up in the evening. A series of weekend workshops were also offered in 2009
14. During the daytime programme learning about Matariki and the Marae is done in many age appropriate ways. Waiata is important and each year an original waiata has been written for Matariki which the children learn and sing together when they farewell and thank the Marae. Healthy kai is also promoted as is exercise and the learning of a new art and craft. Computer and storytelling is used to learn about Matariki.
15. Matariki at the Marae has been recognised nationally by other Marae and it is being used as an example of best practice to develop other events around the country.

Application from New Brighton Project

16. The proposed New Brighton Eco Market will operate between the hours of 10am to 2pm on Sundays. It will sell environmentally friendly products and consumables as well as offer workshops and educational activities regarding sustainable living. It will be family and community centred, offering a place to relax and enjoy light music, as well as promoting other attractions in New Brighton.
17. The objectives of the market are to:
 - Promote community development in New Brighton, offering the opportunity to socialize and build friendships in a relaxed environment.
 - Provide educational opportunities regarding sustainability and making responsible consumer decisions
 - Enhance economic development, both for stallholders and New Brighton shops.
 - Enhance the position of Central New Brighton School in the community.
 - Promote New Brighton as a destination for recreational activities
 - Provide the opportunity to buy locally and/or environmentally friendly grown food and products which fit the detailed eco-criteria required by the market.
 - Increase environmental awareness via workshops/information by stallholders.
 - Support local/Christchurch artisans and organic growers/producers.
 - Showcase local music.
 - Support the New Brighton Project in achieving its aims for community, economic and environmental development in the area.

18. The purpose of the Eco Market is to foster economic and community development as well as environmental awareness in the greater New Brighton area. The market will be held weekly from 10am to 2pm using environmentally friendly practises and products as it s core value. It is anticipated to attract upwards of 1000 people to New Brighton each week and host a minimum of 30 stalls building up to 80 stall holders.
19. To provide a model planning in an environmentally friendly way. There will be mandatory 'eco-transparency', where all products are required to state point of origin, ingredients, processing methods. Promotions encouraging and rewarding customers for acting in an environmentally friendly way. Fresh, wholesome food will be the main focus, mainly organic where possible, preferably locally grown, fruit, veggies, bread, cheese, meat, fish etc. Specialty foods like spices, tea, coffee, preserves, oils, juices and wine. Also consumables such as skin care and cleaning products. Arts and crafts will be sold at the monthly market in the mall, this market will be reviewed in 2011 with options to merge with the Eco Market or to retain as a monthly market. Entertainment will also be a focus for this market with space to sit and have a picnic. The Eco Market team also wish to have an area at the market or close by for presentations or workshops with 'eco' theme. The New Brighton Project will have a table promoting the activities and events which it organises as well as the 'The Wave' monthly newsletter.
20. The Committee have talked to several markets in Christchurch specifically the Farmers Markets and the Lyttelton Farmers Markets to seek advice, and best practice. They have also talked to several markets run throughout New Zealand including the Central Otago Farmers market (largest Farmers market in the South Island).
21. The community support and need for this project was received by the New Brighton project co-ordinator informally and through a form brainstorming meeting facilitated by the New Brighton Project in 2008 which focused on activities/services for the New Brighton area. The forum was attended by 30 New Brighton area residents, 'participants favoured the establishment of a regular market or farmers market '.
22. The anticipated number of people who the market will attract to New Brighton is estimated given the research and consultation with other similar markets that the Committee has completed. The Lyttelton market has a high attendance of 3000 on market day, however wet weather minimises this.
23. Other sources of funding for this project currently - \$2,000 Environment Canterbury Sustainability grant to be used for the launch event for the Eco Market and workshops. Anticipated Income: stall holders weekly fees between \$20 to \$35 per stall (\$50,000 per annum).
24. Anticipated Expenses i.e. resource consent process, marketing and promotion, venue hire, equipment costs, volunteers, co-ordinator wages \$29,000, Admin \$6,400, Accommodation/Rent \$9,850 (to be confirmed),
25. The market will have a market manager who will oversee the market operation on the day. The manager will be helped by four to 10 volunteer staff. These staff will be required to oversee the operation of the market and maintain health and safety, and will be present at all times during the market hours of operation.
26. It is anticipated that the Eco Market will begin with smaller number of stallholders that will increase over time. Initial numbers are expected to be 30 to 40, with total stall numbers peaking at a maximum of 80. The projected physical arrangement of stalls allows for these stall numbers to be easily accommodated within the space and still allow effective pedestrian flow, both to and from the market itself and also within the market.

Application from New Brighton Surf Life Saving Club

- 27 Please refer to the staff comments in the matrix

FINANCIAL IMPLICATIONS

28. The Board has \$39,697 available for allocation in its 2010/11 Discretionary Response Fund. Should the Board grant the recommended amounts will leave a fund balance of \$18,697 for allocation to 30 June 2011.

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

29. Yes, see page 184 of the LTCCP regarding community grants schemes including Board funding.

LEGAL CONSIDERATIONS

30. There are no legal issues to be considered.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

31. Aligns with LTCCP and Activity Management Plans, page 172 and 176.

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

32. Yes, see LTCCP pages 176 and 177 regarding community grants schemes, including Board funding.

ALIGNMENT WITH STRATEGIES

33. Strengthening Communities Strategy, Children's Policy, Older Adults Policy, Youth Strategy, Out of School Programmes Policy and Sport and Recreation Strategy as detailed in the attached funding decision matrix.

CONSULTATION FULFILMENT

34. Not applicable.

STAFF RECOMMENDATION

It is recommended that the Burwood/Pegasus Community Board approve the:

- (a) Making of a grant of \$5,000 from its 2010/11 Discretionary Response Fund to the Linfield Cultural Recreational Sports Club Inc for the costs associated with the co-ordination and delivery of the KiwiSport programme.
- (b) Making of a grant of \$10,000 from its 2010/11 Discretionary Response Fund to the Manaaki Sounds Trust towards the Matariki at the Marae 2011 event.
- (c) Making of a grant of \$5,000 from its 2010/11 Discretionary Response Fund to the New Brighton Project towards the Eco Market New Brighton.
- (d) Making of a grant of \$1,000 from its 2010/11 Discretionary Response Fund to the New Brighton Surf Life Saving towards the Centenary Celebration book.