6. EXTERNAL FUNDRAISING – PRIORITISING OF APPLICATIONS

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The purpose of this report is to propose a process for prioritising funding applications made to external funding agencies, in particular The Community Trust and The New Zealand Lottery Grants Board. This report relates to applications made to funding agencies and does not deal with commercial or other sponsorship.

The process we propose will ensure that Councillors are aware of the range of applications being put forward and that the funding agency can be assured that the Council supports the applications and the associated rankings.

BACKGROUND

This year The Community Trust advised that all applications for grants by the Council, with the exception of those grants for festivals, need to be received by them no later than 20 September while those grants for festivals need to be received no later than 20 April. This is a departure from earlier years when there was a number of different dates according to the sector in which the grant fell. They have also advised that:

"Where the Council is putting forward a series of applications in the one year, the Council's preferences for the different projects are clearly prioritised."

For this round of applications they are prepared to receive the Council's preferences following the October round of Committee and Council meetings.

Fundraising applications are now co-ordinated through the Corporate Services Unit which has been tasked with reviewing the procedures to be used by Council units and ensuring that a method for prioritising fundraising applications is put in place.

1. Framework for a Policy

Enquiries of other councils around New Zealand have shown that very little has been put in place elsewhere in terms of a policy with regard to seeking grants from other agencies. We would recommend that the Council adopt such a policy which should apply to applications for grants from significant agencies which could be regarded as a generic source of funds. That is, the policy would not apply to applications for grants where the criteria for the grant are narrowly and specifically defined.

There have been an increasing number of examples of Council units seeking grant support for what could generally be regarded as their mainstream or core business. We would suggest that applications should not be made for grants to support Council core service delivery areas as this may mean that more significant and deserving applications by the Council miss out. An exception might be for major capital projects clearly of a non-routine nature.

The following criteria are suggested as the basis of a Council policy:

That the City Council will consider approaching other organisations for grant or similar support where one or more of the following criteria apply:

Essential Criteria:

(a) The project must provide significant social, economic and/or environmental benefit.

(b) The project sits substantially outside normal City Council service delivery activities.

Optional Criteria (one or all of the following may apply):

(c) The benefits of the project extend significantly beyond the boundaries of Christchurch City.

(d) The project addresses a need or opportunity in an area where the City Council is not traditionally the lead agency in service provision.

(e) The project relates to traditional Council service delivery areas but is a capital project of a nature which would normally only be implemented "once in a generation".

(f) The project (whether capital or operational) has been developed in partnership with other agencies which will also commit resources to its implementation (optional criterion).

To give an example of how such a policy might work, we would not seek external grant support for a new Council library, for a community centre, or for a significant park development scheme. On the other hand we might seek support for such "one off" projects as a regionally focused sporting facility; information centres or kiosks to make ICT technology available to households who are not otherwise "connected"; projects aimed at reducing energy use, solid waste, or air emissions in the city.

2. Discussion

The significant feature of the above policy framework is that it would exclude grant applications for traditional Council service delivery areas. This view is not supported by some Council units. The Parks Unit comments, *"we are concerned that the Financial Plan simply does not cover all our funding requirements and does not specify which projects require external funding, eg, Bottle Lake Forest Park - the visitors' centre is near completion but we have no provision in the Annual Plan or Budget for interpretation panels and information programmes, hence the need for a funding application."*

Nonetheless it should be noted the Canterbury Community Trust has requested that the extent to which a project will be funded by either central or local government needs to be specifically identified in an application and the New Zealand Lottery Board normally excludes projects which are considered the responsibility of local authorities, central government or some other funding body.

It is the view of the City Manager and the Director of Finance that the practice of including core Council service projects in the Financial Plan with a reduced cost to Council on the assumption that grants will be secured for such projects from outside agencies is procedurally wrong.

3. Process

It is recommended that a draft policy framework along the lines set out above is adopted for consultation with the major grant funding agencies and that discussions are then held with these agencies and a further report then brought to the City Council.

4. Current Applications

The Corporate Services Manager has prepared the rest of this report regarding the City Council bid for applications in the current year to the Community Trust. The second part of this paper lists the specific projects and assesses them against the criteria in the above-mentioned policy.

5. Application to Community Trust (Miscellaneous section)

(i)	**Name of Application**	Graham Bennett – Sculpture for New Art Gallery (RMAG)		
	Amount Requested	$150,000		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery		✓	
	Optional Criteria			
	(c) Benefit extends beyond Christchurch		✓	
	(d) Opportunity where CCC not normally lead agency			✓
	(e) Capital "once in a generation" type project		✓	
	(f) Developed in partnership with others		✓	
	Number of complying optional criteria		3	

(ii)	**Name of Application**	Bottle Lake Forest Park (Parks) · Interpretative displays in the new visitors centre · Extension of the accessible track · Bicycle dirt trails under construction with the bikers · Covered mountain bike repair and wash down area · First aid post · Conversion of old office into a changing room		
	Amount Requested	$40,000		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery		✓	
	Optional Criteria			
	(c) Benefit extends beyond Christchurch		✓	
	(d) Opportunity where CCC not normally lead agency			✓
	(e) Capital "once in a generation" type project		✓	
	(f) Developed in partnership with others		✓	
	Number of complying optional criteria		3	

(iii)	**Name of Application**	Horseshoe Lake Reserve (Parks) · Development of board walks and upgrading tracks		
	Amount Requested	$141,500		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery			✓
	Optional Criteria			
	(c) Benefit extends beyond Christchurch			✓
	(d) Opportunity where CCC not normally lead agency			✓
	(e) Capital "once in a generation" type project		✓	
	(f) Developed in partnership with others		✓	
	Number of complying optional criteria		2	

(iv)	**Name of Application**	Drayton Reserve (Parks) · Viewing platform		
	Amount Requested	$40,000		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery			✓
	Optional Criteria			
	(c) Benefit extends beyond Christchurch			✓
	(d) Opportunity where CCC not normally lead agency			✓
	(e) Capital "once in a generation" type project		✓	
	(f) Developed in partnership with others		✓	
	Number of complying optional criteria		2	

(v)	**Name of Application**	Yaldhurst Bush Reserve (Parks) · Revegetation and construct lake or pond with access to water		
	Amount Requested	$76,500		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery			✓
	Optional Criteria			
	(c) Benefit extends beyond Christchurch		✓	
	(d) Opportunity where CCC not normally lead agency			✓
	(e) Capital "once in a generation" type project		✓	
	(f) Developed in partnership with others		✓	
	Number of complying optional criteria		3	

(vi)	**Name of Application**	Cave Rock Reserve (Parks) · Development of Beach Park		
	Amount Requested	$60,000		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery			✓
	Optional Criteria			
	(c) Benefit extends beyond Christchurch		✓	
	(d) Opportunity where CCC not normally lead agency			✓
	(e) Capital "once in a generation" type project		✓	
	(f) Developed in partnership with others			✓
	Number of complying optional criteria		2	

(vii)	**Name of Application**	New Brighton Beach Park (Parks) · Stage I of Promenade		
	Amount Requested	$242,000		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery			✓
	Optional Criteria			
	(c) Benefit extends beyond Christchurch		✓	
	(d) Opportunity where CCC not normally lead agency			✓
	(e) Capital "once in a generation" type project		✓	
	(f) Developed in partnership with others			✓
	Number of complying optional criteria		2	

(viii)	**Name of Application**	Hornby Multicultural Centre (Sockburn Service Centre)		
	Amount Requested	$37,750		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery		✓	
	Optional Criteria			
	(c) Benefit extends beyond Christchurch			✓
	(d) Opportunity where CCC not normally lead agency		✓	
	(e) Capital "once in a generation" type project		✓	
	(f) Developed in partnership with others		✓	
	Number of complying optional criteria		3	

(ix)	**Name of Application**	Our City – Past, Present & Future Facility (EPPU) · To establish a facility that will be a public information and education centre whereby people can present and exchange ideas and knowledge about the City and important development, planning and environmental issues.		
	Amount Requested	$80,000		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery		✓	
	Optional Criteria			
	(c) Benefit extends beyond Christchurch		✓	
	(d) Opportunity where CCC not normally lead agency		✓	
	(e) Capital "once in a generation" type project			✓
	(f) Developed in partnership with others		✓	
	Number of complying optional criteria		3	

(x)	**Name of Application**	Books for Babies (Library) · To distribute 5,000 *Books for Babies* packs to new parents and their babies in Christchurch during the 2001/02 financial year.		
	Amount Requested	$6,500		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery			✓
	Optional Criteria			
	(c) Benefit extends beyond Christchurch			✓
	(d) Opportunity where CCC not normally lead agency			✓
	(e) Capital "once in a generation" type project			✓
	(f) Developed in partnership with others		✓	
	Number of complying optional criteria		1	

6. Applications to Community Trust (Special Projects Section)

This application was the subject of a report to the Community Services Committee on Monday 9 October and was supported by the Committee.

(i)	**Name of Application**	Christchurch on Line (Library)		
	Library Manager's comment	This project will provide a one-stop shop for access to information about and for Christchurch and the community. Using the Internet as the medium of access *Christchurch on Line* will be a resource bank of new information and a gateway to information already on the Web that has been organised and maintained by others. It will also provide improved and new points of access within the community and schools. It consists of five modules: Community Information, Christchurch.Net, Community Access, Schools Access and Kiosk Access.		
	Amount Requested	$378,600		
	Criteria		**Yes**	**No**
	Essential Criteria			
	(a) Significant social/economic and/or environmental benefit		✓	
	(b) Substantially outside current Council Service Delivery		✓	
	Optional Criteria			
	(c) Benefit extends beyond Christchurch		✓	
	(d) Opportunity where CCC not normally lead agency			✓
	(e) Capital "once in a generation" type project		✓	
	(f) Developed in partnership with others		✓	
	Number of complying optional criteria		3	

7. Summary of all Applications

Application	Complies with both Essential Criteria	Complying Optional Criteria
Graham Bennett – Sculpture for New Art Gallery (RMAG)	Yes	3
Bottle Lake Forest Park (Parks)	Yes	3
Yaldhurst Bush Reserve (Parks)	No	3
Hornby Multicultural Centre (Sockburn Service Centre)	Yes	3
Our City – Past, Present & Future Facility (EPPU)	Yes	3
Christchurch on Line (Library)	Yes	3
Horseshoe Lake Reserve (Parks)	No	2
Drayton Reserve (Parks)	No	2
Cave Rock Reserve (Parks)	No	2
New Brighton Beach Park (Parks)	No	2
Books for Babies (Library)	No	1

8. In addition to the projects noted in 4 and 5 above, the Central Plains Water Enhancement Steering Committee is making a separate application to the Community Trust for funding that will assist it to complete Stage 2 of its current feasibility studies on irrigation possibilities in the central plains area. The application will be made following discussions between the Steering Committee Chairman and the Community Trust and is being treated separately from other Council submissions noted above.

Recommendation:

1. That the Council support the adoption of the six criteria noted in section one of the report as a draft policy framework for consultation with the major grant funding agencies.

2. That a further report be brought to the Strategy and Resources Committee following discussion with the major grant funding agencies.

3. That the Council withdraw the applications listed above which do not comply with the essential criteria.

4. That the Council support the following applications:

   - Graham Bennett – Sculpture for New Art Gallery
   - Bottle Lake Forest Park
   - Hornby Multi-Cultural Centre
   - Our City – Past, Present and Future Facility
   - Christchurch on Line

5. That the Central Plains Water Enhancement Steering Committee be asked to consult with the Council on its proposed application.

The Chairman comments:

> I consider that the criteria set out in the report will assist all units in considering what projects should be the subject of applications to outside funding bodies. It may be that components within some projects would meet the criteria even though the project as a whole would not.

Chairman's Recommendation: That the above recommendation be adopted.