



Celebrating new ideas

2009 New Zealand Post Group
Local Government Excellence Awards

Project Submission Template

COMMUNITY RELATIONSHIPS

In2it

Youth Destinations Project

North Shore City Council

1. Brief Description of the Project

The Youth Destinations Project - in2it - was the result of a desire to understand and specifically address the active community needs of young people, to provide a plan to deliver this, set within the context of North Shore City Council's Sport and Recreation Framework.

The Youth Destinations Project is a collaborative multi agency approach to investing in the youth of North Shore. Throughout the development of the Youth Destinations Project, a key principle has been partnership within the area of Community Development. Community Liaison's brought together a team of key stakeholders from central and local government, community, business, youth and education sectors. They all brought a variety of skill sets to develop the Youth Destinations Project.

The model of development used by the North Shore City Council is a Multi Agency approach. Therefore the Governance group has representatives from central and local government, community sectors, education, commercial and sport and recreation leadership and provide the direction at the planning stage. Once the project was implemented this group became a steering group to provide the policy and management guidance.

This project has added solid links to the development of both physical and social structures within our city. The Youth Destinations Network Plan framework was adopted in 2003 and in 2008 has been reviewed and endorsed. The Network Plan is now providing the basis of which provides a series of Youth Destinations that are linked through our city. Many of these planning ideas have been adopted and incorporated into the Long Term City Council Planning for North Shore City Council.

The values associated with the In2it brand are about youth connecting with others, building self-confidence & fun activity in a safe and laid-back environment while at the same time having a keen sense of style.

To reinforce and raise the awareness of the In2it brand North Shore City Council through the Youth Destinations Project encourages, funds or organises a large number of community events and activities that add value to the economic, physical and social wellbeing of youth in the city. Friends, Fun and Music is the main theme we reinforce. The focus is also on communicating Social Marketing messages to the youth using channels that the youth of today use including - Web based technology, Text and Social Pages.



2. Organisations Involved

SPARC

North Shore City Council

Waitemata District Health Board

AUT

Local Business

North Shore City Schools

Harbour Sport

Regional Sports Organisations

Visual Propaganda

Urban Unity

New Zealand Police – North Shore region

Community Coordinators – across the city

Community houses

Youth Council

Youth Forum

Schools

Creative Arts Sector



3. Rationale for the Project and Expected Benefits

Sport and Recreation New Zealand (SPARC) invested into North Shore City Council's Youth Destinations Project for a three year period. The project's fundamental aim is to get more 10-15 year olds physically active in their unstructured leisure time, in the natural, built and social environments.

Whilst there will always be a place for one-day programmes, or the introduction by single organisations of 'fad' activities, ultimately success, and ongoing success, will be achieved through integration, added value, knowledge access and holistic approaches to providing activity-friendly environments.

Project Objectives

1. Form strategic partnerships that create sustainable quality physical activity opportunities for young people (aged 10-15 years).
2. Develop a social marketing plan to raise awareness of the Youth Destinations Project and physical activity opportunities available to young people in North Shore City.
3. Effectively monitor and evaluate the Youth Destinations Project.
4. Reduce the barriers faced by young people to be physically active in North Shore City.
5. Increase the physical activity levels of young people in North Shore City.

Three expected benefits of this project were

- Communities taking ownership of their future, by highlighting the areas of youth needs in the community, groups will be able to work together to find and implement solutions for the future. These groups can come from very diverse spectrums – Business, Community, Education, Sport and Recreation.
- Creating and fostering a community legacy. In2it is a brand that youth can identify with. It is a brand that can be used to create collaboration with groups and stakeholders in the community that promotes inclusiveness and positive outcomes for all those involved. In2it is a framework that can be used by many community groups to promote themselves and their activities in a new and innovative way that attracts participation and their engagement with the youth of the area.
- Sustainability. Having a plan that allows the project to continue and encourages the first two benefits. This community development framework provides the foundation for the involvement of many different groups to contribute to the community outcomes for youth. It also creates a funding model that will take into account the many changes we are experiencing in our communities at this present.

4. Linkage to Council's Strategic Direction

Several key objectives of the North Shore City Council LTCCP that are addressed within this project are

- **Physical Activity, Sport and Personal Health**

- *Our people have the opportunity to be active, fit and healthy.*

Outcome

- Provide a range of recreational opportunities and for healthy and active lifestyles.

- **Parks and Open Spaces**

- *Our parks and open spaces are attractive and meet the needs of the community*

Outcome

- Activities and facilities for young people in public spaces and beaches.

- **Our People**

- *Our people have a voice, their diversity is celebrated, and our youth are cherished and supported.*

Outcome

- Celebration and support for the city's youth
- Foster community development approaches that are empowering , progressive and encourage participation particularly for youth
- Provide and promote more facilities and events for young people

- **Personal Safety and Crime**

- *People feel safe and secure in their everyday lives*

Outcome

- Provide more local venues for youth activities and events to cater for the unstructured leisure time.

Infrastructure development

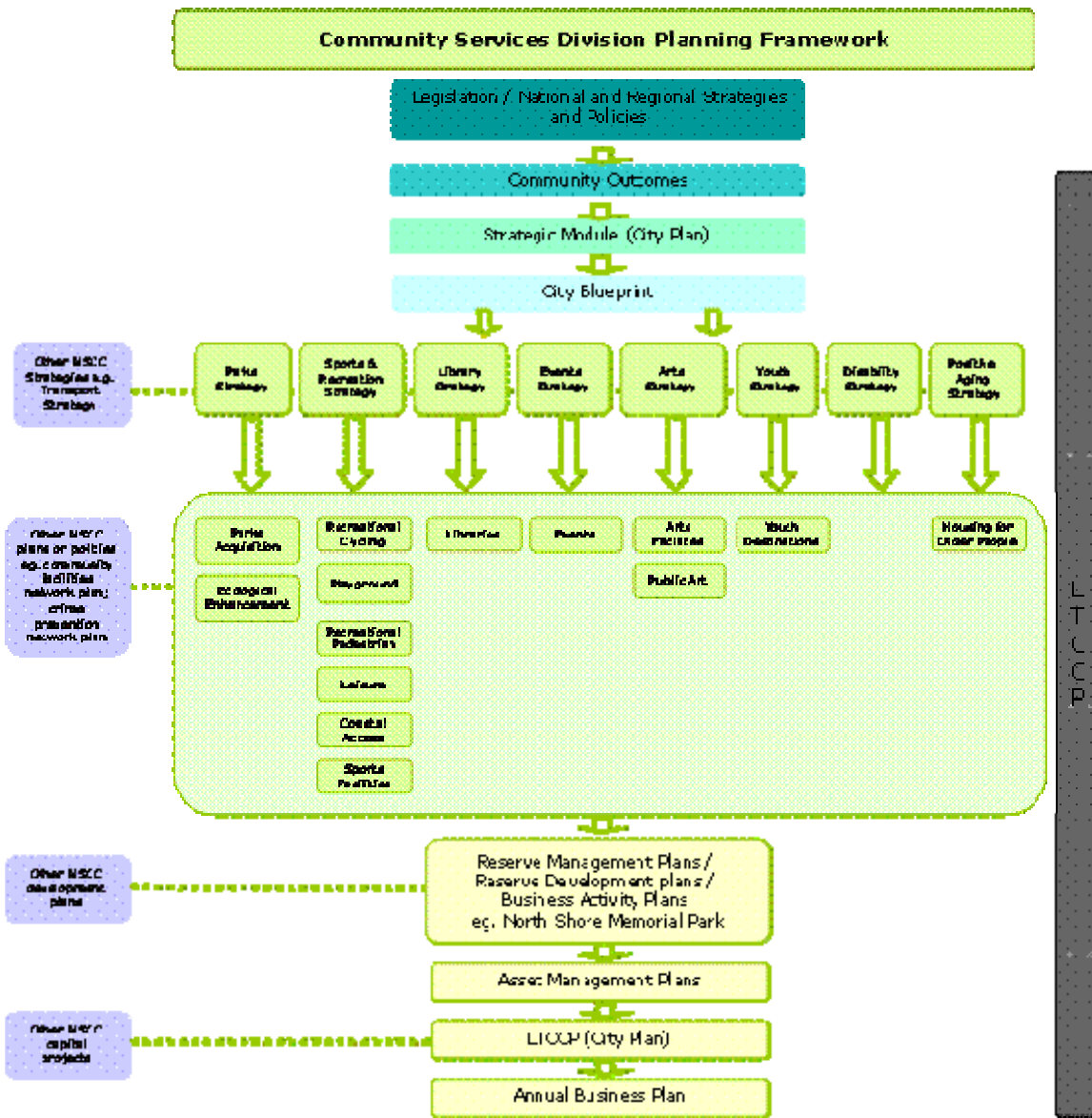
The YDNP is about making the North Shore a city in which youth have places and spaces that they can gather, socialise and recreate.

This network plan is about strategically shaping our current provision and planning our future provision to meet the needs of young people in our city. This may include development of some new spaces and facilities or providing new services within our existing spaces to meet both physical and social infrastructure.

Youth Destinations are about ensuring the city is designed and operated in a way that youth have valid, safe places they can socialise, recreate and access opportunities. This includes transport, urban design, facilities, integration, co-location and promotion.

The scope of this network plan is those service or venues in direct council control. This network plan does acknowledge the role of facilities, locations and events provided by private providers such as youth organisations, religious organisations and commercial ventures and have been working with these providers to achieve outcomes beneficial to the youth of North Shore.

Youth destinations play a large part in the social life of young people. These therefore are not suburb or even ward specific. Youth will travel to a destination not only for what that destination offers but also to meet with friends from other parts of the city. Accessibility by public transport and linkages to major shopping or other amenities such as beaches is key.



5. Project Planning

Business plan (strategy, tactics, methodology, 3 year plan, sustainability)

- Established a strong foundation of planning for the project.
- Working back from where we wanted to be at the conclusion of the 3 years.
- Then developed a plan to achieve this and monitoring it along the way.
- A key has been ensuring the plan is flexible and adaptable enough to take advantage of any new exciting opportunities/partnerships that present themselves.
- Provide a framework for financial sustainability

Recruitment (youth destinations team, coordinators)

When recruiting for the project it was important to get the right people delivering the project. These related to the outcomes we wanted

- the skill base
- someone that is self motivated, passionate about sport and recreation, a dynamic person,
- someone that can inspire and generate excitement,
- People that can be a key relationship builders.
- Active Youth Coordinators needed to lead the thinking around youth and physical activity.

Social marketing (direct marketing at target age group separate to NSCC, branding, technology based, fun, friends, music all common themes, looking to create behaviour change)

We needed a brand and message within the youth destinations project that we could use to market new activities and opportunities for youth to be physically active. The brand needed to reflect what appeals and motivates a young person to be physically active.

Events and Activities (Target group, activity, barriers)

Physical activity is always hard to market to a generic audience because physical activity means different things to different people. This meant that the activities needed to be unique to our target group.

We had to:

- Identify motivators and barriers
- Create solutions to fill these needs
- Find partners that had similar drivers/objectives as ourselves
- Find ways to create/ encourage sustainability



6. Project Management

The project management is important to provide a quality platform for the project to operate in. The project forms part of the Community Liaison team at NSCC and has the following internal structure.

Steering Group

- Supports the Youth Destinations Project.
- Promotes Youth Destinations within their own organisation/sector with effective and consistent internal communication.
- Reviews the overall progress with the implementation of the project.

Project Manager

- Provides the day to day management of the project.
- Co-ordinates steering group and project coordinator meetings.
- Maintains and develop relationships with key stakeholders.
- Manages communication and promotion of the project.
- Co-ordinates the monitoring and evaluation of the project and reporting to key stakeholders.

Project Active Youth Coordinators

- Map all existing community physical activity opportunities for the target market.
- Identify suitable sites for new programmes and activities.
- Add value to existing events by providing complementary activities for the target market.
- Establish new physical activity opportunities for the target market.

AUT Interns

These young students contribute to the operational needs of the project during their third year coop course. They also use the time to complete a research assignment that has practical implication to our forward planning to cater for the needs of our city.



7. Relationship / Stakeholder Management

Partnerships, networking and collaborations has been a key factor in determining the success of the project. Ensuring sustainability of the project and in2it activities means developing and fostering key relationships.

The Steering group consists of key stakeholders in the area of Youth Development who are able to give feedback from their sectors and provide guidance into the delivery of the project.

These include

- SPARC
- Council – Youth / Sport and Recreation/ Community Liaison Management
- Auckland University of Technology
- Education – Chairperson of the North Harbour Principals association
- Regional Sports Trust – Harbour Sport

The youth of the city have been also very instrumental in the establishment of the project particularly in the form of focus groups with support of their Community Coordinators and working as interns in the project. They are able to communicate through their needs and wants directly to the in2it team Active youth coordinators and via the Community Sector Development area of Council which includes the Youth Council. This was a very comprehensive information collecting exercise. One of the key questions was

"If you text a friend to meet you there..... what does there look like and what would you be doing"

The Project Manger also is a member of many working groups in the region including North Harbour Physical Activity Strategy, Project Interactive and HEHA Intersectoral group. He actively informs other community groups about in2it and gathers information that the project can use. Much collaboration is started through these channels.

The project has created excellent strong internal partnerships with other NSCC departments.

- The NSCC Parks Department,
- Events and Promotion and
- Transport
-

By collaboration and developing key partnerships we have targeted specific communities and develop pockets of In2it activity on the North Shore and ultimately look to create a behaviour change in youth that sees them getting active at more of our local parks, beaches and leisure facilities.

It has been important to foster key relationships and offer the ongoing support, advice and promotion to these groups. In many cases the structure to deliver In2it activities already exists with clubs, facilities, and community groups. The need has been for these groups to 'think outside square' in delivering an In2it activity aimed at getting more young people active.

The key position in the structure of the in2it project team and the relationship management is that of the Active Youth Coordinators. Their role includes:

- Assist in providing youth with the opportunity for ongoing activity, and providing ongoing support to the community group/organization involved. It may be a different level of service for different organizations/groups e.g. more hands on, just promotion etc
- Search for the best opportunities on the North Shore to get more youth active. Look to establish a series of In2it activity around communities/sports/schools/leisure facilities.
- Influence partner groups to think outside the square regarding youth and physical activity.
- Assist in establishing sustainable pockets of In2it initiatives around the region. Providing these groups with the skills and confidence to engage with young people – lending the In2it brand/promotions.
- Map existing community opportunities for the target market and identify suitable sites for 'In2it' programmes and activities
- Add value to existing events by providing complementary activities for the target market and work with communities to develop new 'In2it' physical activity opportunities.
- The Youth Destinations Project has a series of tools to offer

This project reflects several of the key aspects of the City's key principles in its relationship with the community.

In the area of Health and well being

- The application of effective community development approaches and programmes is important to improve the quality of life and opportunities for people to meet particular challenges or issues that arise in communities

In the area of Community involvement

- Information on issues, options and proposals should be available to affected and interested people and their active participation encouraged both to enable communities to develop approaches that best suit their needs and to develop responsibility towards development of the community.



8. Innovation and Originality

The Need

The physical activity levels of youth are on a downward trend and sedentary behaviour is becoming more common. This may largely be due to the current provision of sport and recreation services and in their varying quality which can potentially impact negatively on youth participation. On many occasions it is because the organisations in the sport and recreation area do not know how to engage with 10 – 15 year olds. This includes understanding their needs and wants. Research that was conducted by 18 Limited, has found that youth want different experiences in sport and recreation to what has historically been provided.

The researcher of this study is a sitting member of our steering group.

Young people are looking for experiences that:*

Create opportunities for social interaction

Promote inclusiveness

Facilitate a healthy lifestyle

Let them test themselves and their physical limits

Encourage ongoing participation

Provide support to learn and develop

Provide opportunities to engage in social or non-competitive sport and recreation

Does not take up too much of their time

Is respectful of their needs and interests and things that matter to them

*Data derived from Sport and Recreation NZ (SPARC)

Sport and physical activity lets kids hang out with friends and team mates and allows them to meet new people, Physical activity can promote inclusiveness - interest in and the enthusiasm for being active can increase if the competitive dimension is taken out and everyone has equal opportunities in being active. Interacting with others is important and with the right social ingredients kids can find happiness in being physically active. Kids having the option to experience a wide range of physical activity opportunities are seen as extremely desirable. Not being forced to play traditional sports (e.g. rugby, netball) is another potential way to encourage participation. And most of all youth want to be able to take part regardless of ability level.



Our Challenge

To create a framework that would encourage the community to work together to provide the solution

Key design principles of Youth Destinations Project

The over-arching principle was to develop positive youth spaces and offer programmes designed specifically for the youth market within a citywide activity friendly environment. To achieve these following principles had to be established:

- *Social and physical infrastructures are balanced* - It was a strong belief that the most effective development of physical infrastructure would require the development of social infrastructure to support it.
- *Gender equity is addressed* – there was a strong desire to provide environments that recognised and encouraged the participation of young women.
- *Flexibility and adaptability* – within youth spaces and any associated programmes, flexibility is needed to choose from a range of products and programmes so that there is an ability to lift out certain combinations from a palette to suit the needs of the youth community or the local geography.
- *Education* – A single, common goal across all council divisions to recognise the importance of physical activity policies and actions indeed to embrace the “Principles of an active youth community”
- *Branding Palette*- keeping with our principles of flexibility and adaptability - developing a brand that allows us to use combinations of imagery for posters, signage, and communications from a branding palette.
- *Uniqueness* – that there is stiff competition when vying for the leisure time of young people.
- *Localisation* – to encourage use of destinations and services, they have to be delivered locally so that young people were able to access

We needed a brand within the Youth Destinations Project that we could use to market new activities and opportunities for youth to be physically active. The brand needed to reflect what appeals and motivates a young person to be physically active. This was the foundation of the in2it brand

In2it also has a focus on technology (internet, mobile phones) these are all important in a young person’s life. The project realised there was a need to offer a range of aspects to get youth engaged. Activity alone won’t do it. A music component was also included on the website and at activities. Being active was promoted as a mix of music, friend and technology (mobile phones etc). This middle group of kids we talk about spend the majority of leisure time in a week downloading/listening to music, hanging with friends, on the internet and doing homework. We needed to provide a package that met this needed but also promoted being active.

Hanging out with their friends: This is an integral part of becoming an adult. Building and maintaining friendships during the teenage years can be defined as good or bad depending on how successful you are at maintaining a good social environment.

Music: Forever teenagers have been defined by the music they listen to. Today is no different except that music is more available, there are more genres and in a lot of instances can be obtained for free. If these activities make up a huge part of a teenager’s life and are too important to sacrifice for sport and physical activity, we then embraced these in our efforts to attract participation in sport and physical activity.

It is these integral components that are taken into account when planning new physical activity experiences that we and our community partners take to the youth of the North Shore.

During the course of the last two years we have had some outstanding results. Each event or activity includes all of the key indicators the youth identified ***Friends, Fun and Music.***

Examples include

- To continue the success of the successful Skating theme, Activzone was engaged in a partnership with Cheapskates to provide an inside skating venue for the winter months. This was run on Friday nights over a three month period. This continually attracted in excess of 90 – 100 skaters each night. With the introduction of daylight savings we reintroduced the Killarney St Car Park Skate Jams. This is the return of a very successful series that ran last summer and is also well supported.
- BMX open day at North Harbour BMX Club. This too was an event that was highly successful earlier in the year. A very good turn out of new and experienced riders. The pleasing result was the number of parents that were there encouraging their children to give it a go. During the course of the afternoon about 50 children were involved. During the time we have been involved they have recruited many new members as a direct result of our involvement.
- With the support of a Creative New Zealand Grant and in partnership with the Takapuna Community Coordinator, an eight week Circus Arts programme was put in place. This was the first time this has been run. It was very successful in reaching a very different type of youth. We averaged 30 people a night including a particular night which involved a group of 20 disabled youth. This event series included juggling, balancing, unicycling, agility and other body movements. It was an exercise that tested the mental and physical capabilities of many of the participants. This will now be replicated in Devonport and Meadowood areas.
- We are continuing our support for the Beach Series even with Quantum Events. This is a run, swim and paddle event run at Takapuna Beach. The youth grades continue to be supported. An opportunity is arising for us as many of the spectators are youth in our target age group. Over the last summer they have recorded a total of 1100 youth entries. That is an average of around 110 per night. Since we have been involved over the last two seasons this has been a total of 1987 entries.
- Amazing Race was conducted over a 4 hour period on a Saturday afternoon. We had forty people involved making up ten groups with four people to a team. This included one group made up of Mum, Dad and their two children. The teams raced around three North Shore Parks to complete set tasks. A simple set of rules applied, however they had to use the existing bus service. Through the support of NZ Buses, we received 60 bus passes for the competitors to use. The positive feedback means that this will now become an annual event with a focus on other Youth Destinations.
- Wicked Wickets. Completed in partnership with East Coast Bays Cricket and the Auckland Hearts. We had a successful day at North cross intermediate. 70 girls participated in the morning. It consisted of music, fun games and exposure to cricket as a social sport that can be fun. This school and activity is the focus of Women's Cricket development for Auckland Cricket.
- Another successful year of Beach Cricket with Auckland Cricket. Played on Public holidays over the summer. A very family orientated activity. Highlight was 150 participants at Takapuna Beach on Auckland Anniversary Day.
- Hip Hop Dance sessions at local reserves and beaches. Taking the activity to the suburbs. We have found many of these are successful when they are in built up areas such as Candess Loop – Northcote. 200 participants.
- The implementation of the JUMPin2it programme at Northcote Intermediate. This has been created to evaluate the Value of Physical activity in a community. Held every Tuesday night from 3pm to 4.30pm. We are averaging 40 students a session. This is being run and evaluated by our AUT interns. Provides the opportunity to engage the community groups in this space.
- In school promotions. This is to promote ourselves and physical activity. Once a week currently. We visit with one of our radio partners and representatives from an RSO. We engage with the kids through play. Promotes our upcoming events. The numbers involved with this vary depending on school rolls. We can have between 170 to 400 students involved at each session.

- We have also been successful in promoting and providing New Zealand's longest outdoor slide. This was over summer at Stafford Park. This has developed into a great family fun afternoon. This year we will look at working more with the Northcote Community Coordinator to increase its popularity. Largest number at one session over the series was 150 participants.

9. Evaluation Framework

The research and evaluation component has been used for continuous improvement of the project (translational research). The research tools have been developed to look for behaviour change in youth (is what we are doing making a difference) and to measure what activities youth want to be involved with, also gathering information on the specific youth destinations and parks we have in our region – what would make these more appealing, what don't they like about them, how do youth get to these parks etc This will add value to NSCC infrastructure development in the longer term.

Through the research and evaluation AUT has been able to make recommendations to improve the project. It has been important to have experts in their field providing evaluation for the project and developing a close relationship with this organisation so it's not just baseline data at the beginning of the project and a report at the end. AUT have had a real opportunity to provide quality information that can improve outcomes of the project. They are viewed as another valued partner in the project. We have developed our own expertise in the area of evaluation through the relationship we have developed with AUT.

Methods included

- Evaluation Forms at events
- Youth Destination Evaluations – Conducted by AUT
- Electronic survey – Conducted by AUT
- Coordinator feedback

Results from our evaluations have been very valuable in our assessment of youth needs in the city and where required create new opportunities withy our community partners.

Examples include the following

1. Reason for visiting the target destination

This gave an insight into the motivation for the choice of destination that participants visited. All destinations seemed to include skateboarding as one of the primary reasons to visit the locality apart from the Birkenhead Leisure Centre where kids indicated that parents dropped them off whilst they were working..

2. Mode of transport

The most common mode of transport used was the car with 45% of the kids being dropped off by their parents, followed by 16% each skateboarding and walking. Using a scooter, public transport or bike were the three least favoured options to get to the park/leisure centre.

3. Would you come to the park/beach if we had any of the following?

Participants could choose from a list of activity options including 31 suggestions for activities that would be fun to join in the park or at the beach. Based on the gathered answers, the most wanted activities were skateboarding workshops and competitions, followed by go karting and BMXing. Pillow fights, mud wrestling, parcour workshops, and slip 'n slide, dodgeball, hip hop workshops, and street/beach soccer competitions were also in the top ten.

10. Outcomes for Council

- An increase in physical activity participation in Youth Destinations
- An improved understanding by stakeholders of this age groups needs
- The implementation of Sport and Recreation activity that links closely to the regions community development needs
- A practical model to demonstrate the ability for council groups to work together.
- Demonstrate to the community that the council is aware of Youth issues and are working with the youth to find solutions.
- We have shown that there are many possibilities to combine diverse areas to create a sustainable activity – for example Sport and Creative arts combining to produce Circus arts workshops.
- The creation of a sustainable delivery model that is encouraging many different sectors to become involved in our communities.
- A long term plan that will embed the concept and philosophy in the future of the region. This includes the legacy of a brand and following by the youth of the region.
- The development of in2it champions

11. Benefits to Other Parties

Benefits to other parties being involved with in2it are various. Examples include

- The provision of after school activity in disadvantaged areas (Jumpin2it and Circus arts/Community Coordinators)
- The promotion of club benefits to girls (Auckland Cricket and East Coast Bays Cricket Club)
- Have a Go activities (Auckland Cricket and East Coast Bays Cricket Club)
- Promoting free play as physical activity opportunity (SPARC)
- Promotion of sports opportunity in a new format.(Harbour Rugby)
- Have a youth focused group to help with youth issues (NSCC Parks)
- Providers of alternative activity (Schools)
- Promotion of our great parks and reserves(NSCC Parks)
- Membership drives(Harbour BMX)
- Promoting Healthy Eating and Healthy Activity(HEHA Waitemata District Health Board)
- Prompting and provision of activity that promote diversity(Ki O Rahi event \ Harbour Sport)
- Groups that work with the project have experienced increase in Youth Engagement
- They are learning to utilise their organisational strengths in other contexts
- Many are now collaborating with new partners
- There have also been many examples of cross sector collaborations including Sport sector and Creative Arts / Schools and Community groups/ Business and Community
- The sustainability of their activities because of the new approach to youth engagement has made them accessible to new funders and participants

12. Results

Our results have been very rewarding and quite significant. We have proven we are able to create activity based initiatives that have produced positive results in communities that are seen as inactive. This can be seen clearly through the increase in participation numbers over the last two years. These have risen from 3500 in 2007 to 7580 in 2008 over 60 activity sessions. We are predicting 10,000 in 2009 over 140 activity sessions.

We have successfully engaged with over 70 groups that include educational institutions, local businesses, national and regional sport organisations, local and central government departments and services. Many of these groups have worked with us on more than one occasion.

- Youth are now involved on a regular basis in planning to meet their needs
- The project has increased the need for Youth concepts to be included in Council Planning
- New community stakeholders are now involved in the Youth area
- Evaluation of the project is allowing the planning of activity to be in the right areas at the right time.
- The increase of in2it champions that are encouraging the uptake of the in2it philosophy.

In2it is now a sustainable development model that will be moving into the next stage of its life from January 2010. It has very sound structures and processes and a following that is continuing to grow from strength to strength.

Contact/s for further information

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