

## 4. OUR CITY PROJECT

**Officer responsible**  
Director Our City O-Tautahi

**Author:**  
Jenny May, Director Our City DDI 941-7461

The purpose of this report is to update the Committee on progress related to the Our City Project.

### EXHIBITIONS AND CAPITAL WORKS

We are still working on the exhibitions for the official opening on 23 August 2002 and are now in the final phase of progress. Preparations for the official opening are underway. Fletchers have completed installation of all interior fit-outs and are now completing the painting. The bluestone for the Worcester Boulevard entrance has finally arrived and weather permitting, laying will begin Monday 29 July 2002. Signage production has been finalised and we are awaiting Council Consent for this.

### FUNCTIONS

The former debating Chamber and Library are still being used on a regular basis for functions and meetings which have included in the past month:

- Events Industry Seminar,
- A and P Association AGM,
- Antartica New Zealand,
- The Green Party Launch,
- The Friends of the Robert McDougall,
- The Launch of the Hagley/Ferrymead Heritage Awards,
- ECAN Seminar,
- The Garden City Subcommittee and PHANZA (on a monthly basis),
- The library is in reasonably constant use by Community and Council organisations for seminars and short meetings.

### GENERAL

We have inherited the furniture from the Mayor's Lounge, which now means all first floor rooms are furnished.

The Victorian writing desk, originally situated in the ground floor of the Civic Offices which required a new home due to the upgrade of that area, has now been delivered to Our City and is installed in the former debating Chamber – it looks magnificent.

Approval to make the fixed term, part time appointment (20 hours per week for three months), for a Liaison Officer at Our City, a full time position, has been granted and was advertised on Thursday 25 July 2002.

Our City is to be responsible for the Environmental Awards for 2002. The first meeting with the Subcommittee has been held, the external judges appointed and the application forms are now ready to go to print.

Carter Group Heritage Week 2002 is also to be managed by Our City; this being the 10<sup>th</sup> Anniversary of Heritage Week.

Carter Group Heritage Week will run from Friday 18 October 2002 to Friday 25 October 2002. The theme for the Carter Group Heritage Week this year is 'More than Bricks and Mortar' and will focus on Christchurch's heritage buildings and sites, those saved and those lost, as well as our early Maori, social and environmental heritage.

The objectives of Heritage Week are:

- To increase public awareness of the value of Christchurch's built heritage, as a vital component of the unique identity of the City, through effective advertising and positive publicity.
- To create an annual celebration aimed at involving citizens in a series of social, cultural and educational events, which focus on the City's built heritage, buildings and sites.

- To promote the efforts community and commercial groups and organisations and profile their appropriate events and projects as part of Heritage Week. These will be evaluated on buildings and places chosen as venues, event content, target audience, promotional emphasis and budget.
- To highlight heritage successes and issues.

Carter Group Heritage Week is being coordinated by Tenth Dot Management Ltd reporting to the Director of Our City O-Tautahi.

Heritage Week is again being supported by a generous \$15,000 cash sponsorship from Carter Group for naming rights of the event. This is the final year of Carter Group's current sponsorship contract. A grant of \$7,500 has been secured from The Community Trust. The Community Trust grant in 2001 was \$10,000 but unfortunately their grant allocations have been reduced across the board for 2002. Two additional sponsorships proposals are currently being presented.

In June a letter was sent to 142 past & potential organisations inviting them to send in event and project proposals for 2002 Carter Group Heritage Week. Confirmed event proposals have been received from the following:

- Christchurch Tramway – Inner City Tours
- The Arts Centre – Wood, Stone, Iron and Glass
- Nurses Memorial Chapel – 75<sup>th</sup> Anniversary Celebration
- Historic Buildings of Sumner & Redcliffs
- Unanimity Masonic Lodge Lyttelton - Tour
- Elizabeth House Open Day
- Christchurch Cathedral
- Ngaio Marsh House – Guided Tour
- Lonsdale House – Clock and Art Museum
- Christchurch College of Education – 125<sup>th</sup> Jubilee Art Exhibition at CoCA
- Tiptree Cob Cottage
- Christchurch Cathedral – Tours
- Richard Greenaway – Spirited Cemetery Tours

Expressions of interest have also been received from Canterbury Breweries, Ferrymead Historic Park and Canterbury Museum. The event coordinators have met with many of the groups to discuss ideas and steer them in the right direction and we are awaiting their proposals. The closing date for events and projects to be considered for this year's Heritage Week programme is Friday 16 August 2002.

A Media Release inviting interested groups to send in event proposals was issued in early July 2002. The Marketing & Promotion Plan has been completed and details of Heritage Week have been listed, listing events locally and nationally. A Heritage Week advertisement was placed in The New Zealand Historic Places magazine August issue and will be supported in the next issue with an editorial.

Discussions have been held with The Press, The Star and the NZ Historic Places Trust Pouhere Taonga and indications received that they will commit significant editorial space to the events within Carter Group Heritage Week. A new format for the mass circulation programme has been developed with The Star and will provide a good cost saving and higher impact will a front of paper broadsheet supplement. A Limited Edition 10<sup>th</sup> Anniversary Carter Group Heritage Week programme is also being developed to provide a keepsake booklet to celebrate the 10<sup>th</sup> Anniversary. This will be available for the Heritage Week database, at Council offices, appropriate venues around the city and at Heritage Week events. Discussions are being held with the Christchurch City Council web team to update the link for the Heritage Week website to include this year's details.

Letters are being sent to groups and organisations who have submitted events acknowledging that their event proposals has been received and accepted.

Events currently being researched and developed are the Seminar Series, Sculpture Walk and Architecture Walks.

The Official Opening of Carter Group Heritage Week will be held at Our City O-Tautahi on Friday 18 October 2002. Potential speakers for the Official Opening are being researched and contacted.

Overall planning for Heritage Week is on target and within budget.

**Staff**

**Recommendation:** That the Committee receive the information.

**Chairman's**

**Recommendation:** That the information be received.