

7. SUMMER EVENTS REPORT 2002

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Corporate Plan Output: Recreation Programmes and Promotion	

The purpose of this report is to inform the Community Board of the summer events delivered by the Christchurch City Council Leisure Recreation and Arts Team in the Shirley/Papanui Board area over the summer period, October 2001 - April 2002.

BENEFITS OF COMMUNITY EVENTS

Community events bring residents together in a safe environment for a free, enjoyable experience. Events can create a sense of belonging to and celebration of the local community, and may develop a sense of pride in the community. Local community groups often have an opportunity to promote themselves, and local residents who attend these events may learn more about their local community.

SUMMARY OF PROGRAMMES

Members will recall that the planned Children's Day at the Groynes event was cancelled due to adverse weather conditions. Later in the summer the weather stayed dry for the four events delivered by the Christchurch City Council Leisure Recreation and Arts Team. Three of these were funded primarily by the Community Board, with contribution and assistance from local community groups, and event planning and management undertaken by the Community Recreation Advisor. One was funded by Christchurch City Council Youth Entertainment Project. A total of approximately 2200 people attended the events.

The events were:

- Brooklands Summer Gala – Saturday 26 January 2002 – Brooklands Domain.
- Art @ Abberley – Sunday February 24 – Abberley Park, St Albans.
- Macfarlane Magic March Market – Saturday March 9 – Macfarlane Park, Shirley.
- Belfast Rocks – Saturday 13 April – Sheldon Park, Belfast.

BROOKLANDS SUMMER GALA

The support of the Brooklands community resulted in an event that was free and full of variety with a local flavour. Approximately 600-800 people attended. Pony rides, a classic car display, and a gumbot throwing contest set the event apart from other community events. Market stalls involved many local people selling their crafts, and local organisations raising money. Donations of equipment, and the huge volunteer effort of the organising committee kept the costs low and built a great sense of teamwork. A generous donation of giveaways and prizes came from Mainland Food Products and Bluebird Foods. A survey taken showed that 98% of respondents rated the event "excellent" or "good". Participants came from all over Christchurch, and most came with their families. Some favourable comments included "Great day for all ages", "Great because it's not overcrowded", and "Many thanks for the great day".

Community Board Project Funds (Community Events) provided \$4565 toward this event. The event costs can be broken down as follows:

Promotion: \$581
Entertainment and activities: \$2,592
Equipment and materials: \$1,352
Staffing: \$40
TOTAL: \$4,565

ART @ ABBERLEY

This free event was planned in conjunction with the St Albans Community Facilitator, local artist Shaughn Briggs, and the Christchurch City Council Arts Advisor. It was advertised locally and through schools as a “hands on” event for children and families, and was attended by at least 600 people. Art activities that were offered included a variety of workshops for children including bead designing, card making, and making kites. Stalls dotted the park with arts and crafts for sale. A bouncy castle held the interest of the younger children, while jazz music on the small stage provided a pleasant atmosphere. Costs were kept low by volunteer staffing from the St Albans Residents Association and the St Albans Community Resource Centre. A survey was taken, with 100% of the respondents saying the location was either “good” or “excellent”, and 95% of the respondents saying the activities were either “good” or “excellent”. The majority (75%) of attendees were from St Albans. Some favourable comments received included “Relaxing event for parents and fun for children”, “Nice to hear the word “free” every now and again!”, “We’re visiting back from London. Christchurch is wonderful having special events like this one – my three-year old wants to live here now!”.

The total cost of the event was \$4,695, provided by Board Project Funds (Community Events). Event costs can be broken down as follows:

Promotion: \$547

Entertainers and Activities: \$2,903

Equipment and materials: \$997

Staffing: \$248

TOTAL: \$4,695

MACFARLANE MAGIC MARCH MARKET

Planned in consultation with the Shirley Community Trust with input from local Elected Members and the Parks and Waterways Advocate, this free event brought fun and laughter to the often troubled Macfarlane Park. Approximately 600 people came to the event, mostly from the local Shirley area. A local band played, DJ music was continuous, and local children performed on the stage. The magic atmosphere was reinforced by two magic shows and a “Flying Circus” act. Other activities that proved popular were the “Noddy Train” and the “Human Fly”. Local residents and organisations raised funds at various stalls. Despite prior concern there were no incidents to report. The assistance in terms of staffing, set-up and graffiti busting from the Shirley Community Trust helped make the event so successful. The event was a great example of teamwork with the Police, CCC officers, and the local community all working together. Local residents expressed their gratitude, and many requested that more events happen in “their” park. Several people commented “This is the best thing that has happened in the neighbourhood in a long time”.

Cost breakdown:

Promotion: \$300

Entertainers and Activities: \$2,790

Equipment and Supplies: \$1,696

Staffing: \$514

TOTAL : \$5,480

BELFAST ROCKS

Planned as part of the “RAPID” Youth Festival, this event was held during the April school holidays at Sheldon Park, Belfast. Funded by 4YP, the Christchurch City Council Youth Entertainment programme, the event was advertised through local schools and the Belfast Community Co-ordinator. Three bands and two DJ’s played music to suit the tastes of the local youth, while craft activities, stone carving, Nintendo and air hockey provided activities for all ages to partake in. The Belfast Community Network provided a free sausage sizzle. The total cost of the event was \$7,480 and it was attended by approximately 400 people.

Staff

Recommendation: That the information be received.

Chairperson’s

Recommendation: That the officer’s recommendation be adopted.