

8. L.Y.F.E. (LINWOOD YOUTH FESTIVAL EXPERIENCE) 2002

Officer responsible Leisure Manager	Author Diana Saxton, Community Recreation Adviser, 941 6628
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PURPOSE OF THIS REPORT

The purpose of this report is to update the Board on L.Y.F.E. (Linwood Youth Festival Experience) 2002 held at Linwood Park on Sunday, 3 November 2002. The L.Y.F.E programme is attached. A presentation by members of the L.Y.F.E. crew and advisory group will be given at the Board meeting (refer clause 25.1).

CONTEXT (PROCESS AND FINANCIAL) OF REPORT

The Board is the principal funding agency for L.Y.F.E. and this report is part of the accountability process. Funding was given to the L.Y.F.E. Advisory Group under the umbrella of Avebury House Community Trust.

RELEVANT CURRENT POLICY

L.Y.F.E. supports the Board objectives and Council Policies as follows:

Outcome: An Active Community.

Performance Measure: Fund and support a youth festival and gain feedback on effectiveness.

Sport and Recreation Policy

Youth Policy

L.Y.F.E. 2002

Background

L.Y.F.E. is a unique community event where youth are provided the opportunity to gain life-long skills and have the opportunity to promote themselves in a positive manner. L.Y.F.E. was the brainchild of the Linwood Liaison Group to address the negative perception of youth in the area and has been running since 1998. Local schools, community groups/organisations, police and local businesses support the festival.

Kaupapa

To develop pride and build strong, positive relationships between Linwood youth and community by profiling local youth achievements and providing opportunities for information sharing

Objectives

1. To develop pride in Linwood youth by:
Celebrating youth achievement in Linwood
Encouraging as many young people as possible to take part in L.Y.F.E.
Profiling the diversity of Linwood youth and their achievements to the general community
2. To create and develop links in the community between youth and other community providers by providing an event that provides an opportunity for information sharing

SUMMARY OF 2002 EVENT

L.Y.F.E celebrated its 5th birthday this year and was considered very successful by the L.Y.F.E. Advisory Group, L.Y.F.E. youth crew, performers, festival vendors and members of the public. Dry weather, holding the event on a Sunday instead of a Saturday, great local youth talent, a good selection of activities, sufficient supervisors and good communication on the day were considered contributing factors. A friendly, well-behaved crowd of an estimated 6,000 throughout the day attended the event. This created a highly supportive and relaxed atmosphere, which prevailed throughout the day.

About 25 youth on the L.Y.F.E. crew were involved in the entire event management process over a period of 6 months. This gave the youth the opportunity to experience a wide variety of event management skills including appointing the coordinator, programme planning and coordination, health and safety planning, design and creation of promotional material, TV and radio interviews, sponsorship and on the day event management.

Numerous local school and community groups were involved throughout the process, having the opportunity to either perform at L.Y.F.E., provide an activity, have a stall to promote them and/or fundraise (see attached programme). Local businesses also supported the event by contributing goods, services and prizes. The event received good coverage by local newspapers including *The Press*.

Evaluation results from a cross section of those attending the event showed that word of mouth (50%) and radio (32%) were the most successful ways of promoting the event with the predominant age group being 10 – 25 year olds. All of those interviewed were Christchurch residents with 63% coming from Linwood and surrounding suburbs. 95% felt the quality of the event was good or excellent. Suggestions for new activities emphasised a desire for more interactive art and sport experiences including competitions and have-a-go opportunities.

BUDGET 2002

Expenditure		Income	
Contract Coordinator	7650.00	Balance brought forward - 2001	1821.28
Service & Equipment Charges	6281.55	Grants, Donations, Sponsorship Hagley/Ferrymead Community Board	15000.00
Entertainment & Activities	3193.17	NZ Community Trust (Publicity)	4507.88
Publicity & Promotion	3352.25	4YP	1000.00
Refreshments	1008.33	Eastgate Shopping Centre	500.00
Administration	1013.56	Other	640.00
Refund NZ Community Trust	1576.41	Fundraising/ Sales on day	962.60
Contingency for 2003	481.12	Interest, cheque duty refund, transfer	124.63
Total Expenses	\$24556.39	Total Income	\$24556.39

Notes:

1. Sponsorship of goods and prizes to the value of \$3,484.25 was donated by 14 businesses but is not included in above expenditure and income figures.
2. The value of the volunteer input has not been analysed but amounts to many hours of planning and effort of which all those involved can be proud. L.Y.F.E. crew members were presented with certificates at the Volunteering Canterbury Youth Awards.

L.Y.F.E MANAGEMENT STRUCTURE

A strong and dedicated L.Y.F.E. Advisory Committee comprising of the Principal of Linwood Intermediate School, a Community Worker from the Linwood Resource Centre, a volunteer from Linwood Community Resource Centre, a Community Worker from the Linwood Community Art Centre, the Community Worker from Avebury House Community Trust, two Youth Initiative Facilitators, the 4YP coordinator, a representative from the Board and the Hagley/Ferrymead Community Recreation Adviser supported the L.Y.F.E. crew and coordinator manage the event. The Community Worker from the Linwood Community Resource Centre provided supervision to the L.Y.F.E Co-ordinator who is employed on contract and Avebury House Community Trust acted as an umbrella organisation for the accounts.

CONCLUSIONS

L.Y.F.E. 2002 was extremely successful and continues to provide local youth with an outstanding opportunity to display their talents and achievements to the community. It is also a useful medium for agencies to cooperate with each other and youth, sharing information, skills and resources in support of youth. This makes L.Y.F.E. a unique festival where process of planning the event is as important as the success of the day itself. The event is significant to Linwood youth and the community. It is important that L.Y.F.E. continues to be supported by the Council, other community organisations, schools and businesses. The L.Y.F.E. Advisory Group management structure worked extremely well supporting the youth crew and coordinator and this enthusiastic group has already begun planning for L.Y.F.E. 2003.

Staff

Recommendation: That the information be received.

Chairperson's

Recommendation: That the information be received and the Community Recreation Adviser be thanked for her report.