

5. CHILDREN'S DAY 2004

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PURPOSE OF REPORT

1. The purpose of this report is to inform the Shirley/Papanui Community Board as to the outcomes of the Children's Day at The Groynes 2004 community event, and make recommendations for future Children's Day community events.

EXECUTIVE SUMMARY

2. Christchurch City Council Community and Recreation Unit have coordinated Children's Day at The Groynes events for the last 5 years, with funding support and assistance from the Shirley/Papanui Community Board. "Children's Day" itself is a nationwide promotion, intended to promote the importance of children and strong families throughout the country, and Children's Day at The Groynes has always been planned to be as close to National Children's Day as possible (usually the last week of October).
3. Over the last five years attendances at Children's Day at The Groynes events have steadily increased, with the attendance on 31 October 2004 being 8000-9000 people. All feedback received from the general public and community groups involved in the event was very positive, with there being a clear demand for future Children's Day events.
4. A number of options exist for the future celebration of National Children's Day (a) status quo - large scale community event based at The Groynes; (b) different location - large scale community event at another park/reserve in Shirley/Papanui area; (c) funds set aside - to assist local groups to run their own Children's Day activities, independent of Council run activities. The preferred option of this report is a combination of options (b) and (c), i.e. that a large scale community event be staged in Shirley/Papanui (but not at The Groynes) and that funding also be set aside to support other local Children's Day events in Shirley/Papanui.
5. The most significant issue in basing this event at The Groynes is that of access - there is currently no public transport to The Groynes. Therefore it is only those families with their own transport who can readily access this event, which impacts most profoundly on low socio-economic communities. Attempts have been made to provide free transport from targeted Shirley/Papanui communities to The Groynes, with limited success. Over the next 5 years, housing and roading developments in the vicinity of The Groynes Reserve will have a significant impact, and should in the long term result in improved public transport to The Groynes Reserve. However in the short term, those communities who stand to benefit most from an event such as Children's Day, remain the least able to access it. Relocating Children's Day to a more central and accessible site would help to address this issue.
6. A number of possible sites exist in the Shirley/Papanui community for staging a large scale Children's Day event. These sites include St Albans Park, Redwood Park, Walter Park and Papanui Domain. There are a number of positive and negative aspects to each of these sites, which would need further analysis before a preferred location could be chosen. Should the Community Board support relocating the Children's Day event to another park, this analysis would be completed and presented to the Board before a final site was decided upon.
7. Another significant issue is that of community ownership and empowerment. Children's Day has been coordinated primarily by the Christchurch City Council Community and Recreation Unit, in a "service delivery" type model. Once established, this model has proven difficult to change, despite significant planning input and contributions from a wide range of local community groups. The establishment of a "Children's Day fund" to support local, 100% community owned and driven Children's Day activities, would help to address this issue. This fund would be set up to support activities which are completely independent from any Council organised events, and could be managed along similar lines, and possibly in conjunction with, Neighbourhood Week funds. It is suggested that \$2000 would need to be set aside to make a trial of this "Children's Day fund" worthwhile.

8. Management issues have emerged from the growing size of the Children's Day at The Groynes event. Historically the role of Event Coordinator has been taken up by the Shirley/Papanui Community Recreation Advisor (CRA). It is estimated that the current model and process for coordinating Children's Day at The Groynes takes a minimum of 200 hours, spread over a planning timeframe of 4 - 5 months. In addition to the work of the CRA, an Events Assistant has been employed to assist with planning and implementation (for approximately 100 hours, at \$12 per hour, totalling \$1200). It is envisaged that for the Children's Day 2005 event that a closer working relationship is established with Lincoln University community recreation students. The Children's Day 2005 event will be set up as a "practical work assignment" for a group of community recreation students, two of whom will be paid, with others expected to volunteer their time. This approach would require additional funding of \$3000 (based on two students, at \$12 per hour, times 250 hours). The funding previously utilised to employ an Events Assistant (approximately \$1200) would be used to meet rising event costs, and maintain the current level of activity provision. The Shirley/Papanui CRA would oversee this project, and remain the overall Event Coordinator.
9. Supporting this community event fits with both LTCCP outcomes and Shirley/Papanui Community Board objectives

FINANCIAL AND LEGAL CONSIDERATIONS

10. Currently the Shirley/Papanui Community Board sets aside \$12,000 from Project Funds for the Children's Day at The Groynes community event. The proposed relationship with Lincoln University community recreation students will require additional funding of \$3,000, bringing the total event budget to \$15,000.
11. If the preferred option above is adopted, additional funds of approximately \$2000 will need to be set aside to establish a "Children's Day fund".

STAFF RECOMMENDATIONS:

It is recommended that:

- (a) The Shirley/Papanui Community Board allocate \$15,000 from 2005/2006 Project Funds towards a Children's Day event in the Shirley/Papanui community.
- (b) The Shirley/Papanui Community Board allocate \$2000 from 2005/2006 Project Funds towards a Children's Day fund, to support independent and community-driven Children's Day activities in the Shirley/Papanui community.

CHAIRPERSON'S RECOMMENDATIONS:

- (a) That discussions take place with the Spreydon/Heathcote and Fendalton/Waimairi Community Boards regarding the possibility of funding the Children's Day event.
- (b) That the venue for Children's Day event continue to be held at the Groynes and that the Board allocate up to \$15,000 from the Board's 2005/06 project funds.
- (c) That any independent and community-driven Children's Day events be referred to Neighbourhood Week for funding.

BACKGROUND ON CHILDREN'S DAY 2004

12. The first Children's Day event was staged at The Groynes in 2000, and has been a successful community event from its inception. The Groynes is an excellent location from a family recreation perspective, allowing Children's Day to provide a diverse range of family recreation opportunities.
13. There is, however, a significant access issue, with there being no public transport to The Groynes. Therefore it is only those families with their own transport who can readily access this event, which impacts most profoundly on low socio-economic communities. Attempts have been made to provide free transport from targeted Shirley/Papanui communities to The Groynes, with limited success. Hence, those communities who stand to benefit most from an event such as Children's Day, remain the least able to access it. Relocating Children's Day to a more central and accessible site would help to address this issue.
14. Another significant issue is that of community ownership and empowerment. Children's Day has been coordinated primarily by the Christchurch City Council Community and Recreation Unit, in a "service delivery" type model. Once established, this model has proven difficult to change, despite significant planning input and contributions from a wide range of local community groups. The establishment of a "Children's Day fund" to support local, 100% community owned and driven Children's Day activities, would address this issue.

OPTIONS

15. (A) Status Quo: A large scale Children's Day community event to be staged at The Groynes, on 31 October 2005 (National Children's Day).
16. (B) Different Location: A large scale Children's Day community event to be staged at a more central and accessible location, particularly with regard to low socio-economic communities, on 31 October 2005 (National Children's Day).
17. (C) Children's Day fund: A funding round set up to support local 100% community driven and owned Children's Day activities, independent of Council run Children's Day events.
18. (D) A combination of options (B) and (C), whereby the two most significant issues relating to Children's Day are addressed.

PREFERRED OPTION

19. (D) - A combination of options (B) and (C), whereby the two most significant issues relating to Children's Day are addressed.

ASSESSMENT OF OPTIONS

The Preferred Option

19. Different location: A large scale Children’s Day community event to be staged at a more central and accessible location, particularly with regard to low socio-economic communities, on 31 October 2005 (National Children’s Day) and a Children’s Day fund: A funding round set up to support local, 100% community driven and owned Children’s Day activities, independent of Council run Children’s Day events.

	Benefits (current and future)	Costs (current and future)
Social	Children’s Day activities more accessible to low socio-economic communities. Greater empowerment of local communities to celebrate Children’s Day.	
Cultural		
Environmental	Other parks/reserves in the Shirley/Papanui area can be promoted as a family recreation location.	The promotion of The Groynes Reserve as a family recreation location via Children’s Day will be lost. No other site in Shirley/Papanui can offer the same range of family recreation opportunities as The Groynes.
Economic	Financially easier for local communities to organise their own Children’s Day activities, and take greater ownership of the Children’s Day message.	Funds will be set aside to establish a Children’s Day fund.
<p>Extent to which community outcomes are achieved: Primary alignment with community outcome a Cultural and Fun City. Also contributes to Healthy and Active People and Inclusive and Diverse Communities.</p> <p>Impact on Council’s capacity and responsibilities:</p> <p>Effects on Maori:</p> <p>Consistency with existing Council policies: Children’s Policy and Strategy, Recreation and Sport Policy, Community Policy.</p> <p>Views and preferences of persons affected or likely to have an interest:</p> <p>Other relevant matters:</p>		

Maintain The Status Quo (If Not Preferred Option)

20. A large scale Children's Day community event to be staged at The Groynes, on 31 October 2005 (National Children's Day)

	Benefits (current and future)	Costs (current and future)
Social	Well known community event with a strong following.	Access issues for low socio-economic communities. Lack of community empowerment and ownership.
Cultural		
Environmental	Promotion of The Groynes as a family recreation location.	
Economic		
<p>Extent to which community outcomes are achieved: Primary alignment with community outcome a Cultural and Fun City Also contributes to Healthy and Active People and Inclusive and Diverse Communities.</p> <p>Impact on Council's capacity and responsibilities:</p> <p>Effects on Maori:</p> <p>Consistency with existing Council policies:</p> <p>Views and preferences of persons affected or likely to have an interest:</p> <p>Other relevant matters:</p>		