

6. CHILDREN AND FAMILY FUN DAY

General Manager responsible:	HR Manager and Acting Manager Community Services
Officer responsible:	Unit Manager Recreation and Sport Unit
Author:	Helen Miles, Community Recreation Adviser DDI 941-5409

PURPOSE OF REPORT

1. The purpose of this report is to inform the Board of the outcomes of the Children and Family Fun Day held at the Groynes 2006, and make recommendations for future Children and Family Fun Day community events.

EXECUTIVE SUMMARY

2. Christchurch City Council Recreation and Sports Unit has co-ordinated this community event at the Groynes for the last six years, with funding support and assistance from the Shirley/Papanui Community Board. The event had a name change last year from "Children's Day" to "Children and Family Fun Day at the Groynes". This was due to the event no longer being aligned to the National Children's Day which is now being held in March. This name change had no significant impact on visitor numbers. Children and Family Fun Day itself is a community promotion, intended to promote the importance of children and strong families throughout the Shirley/Papanui area.
3. The process of organising Children and Family Fun Day at the Groynes 2006 was very similar to previous years, with the Community Recreation Adviser taking the role of Event Co-ordinator, and one Lincoln Community Recreation student being employed to assist with all aspects of the event organisation. A number of planning meetings were held prior to the event, involving local Community Board members, community groups and agencies.
4. The crowd attendance of approximately 8,000 people at Children and Family Fun Day 2006 was a big increase from last year but similar to years before 2005. All informal and formal feedback received from participants was very positive. The presence of a wide variety of old and new stall holders, entertainers and activities were well received.
5. There were a number of suggestions made to improve future Children and Family Fun Day events. The five main suggestions were:
 - (i) Having an information stall on both sides of the park
 - (ii) Informing people that there are activities on both sides of the park
 - (iii) To provide more rubbish bins
 - (iv) Better signage in regards to traffic management
 - (v) More activities.
6. Children and Family Fun Day 2006 received \$15,000 of funding from the Shirley/Papanui Board's Project Fund for the operation of the Children and Family Fun Day 2006 event. Due to the size and nature of the event it went over budget by \$1,515. The event struggled to receive additional funding and sponsorship. This was due to a number of factors including timing, resources, and the event being a local not a New Zealand-wide event. Next year the cost to run a similar event will once again increase due to the costs of contractors and providers. If the funding is not increased then the event would need to be scaled down.
7. Currently officers are receiving a significant number of enquiries from community groups, government agencies and the general public wondering if Children's Day at the Groynes is happening this year in March. Enquirers have been informed about Children and Family Fun Day and have been referred onto the Showcase Halswell Community event.

FINANCIAL AND LEGAL CONSIDERATIONS

8. There are no legal or financial considerations

STAFF RECOMMENDATION

It is recommended that the Board receive the information and increase its support of the Children and Family Fun Day at the Groynes to \$18,000 when considering bids for funding from its 2007/08 Project Fund.

CHAIRPERSON'S RECOMMENDATION

That the staff recommendation be supported and a sponsor be sought for this event.

OPTIONS

11. In relation to this application the Board could choose to:
 - a) Status quo – continue to run the annual Children and Family Fun Day at The Groynes community event with funding support of \$15,000 from the Shirley/Papanui Community Board. Due to increased event size and prices of services and equipment, the event will be scaled down and have fewer activities
 - b) Increase funding support - To maintain the scale of the event increased Board funding is required.

PREFERRED OPTION

12. That the Board agrees to increase funding support for Children and Family Fun Day 2007 to \$18,000 to maintain the scale of the event.