

Officer responsible Leisure Unit Manager	Author Lesley Symington, Recreation and Arts Team Leader
Corporate Plan Output: Special Events	

The purpose of this report is to inform Community Board members of details of the “Park to Pier Bike Ride” event which is being staged on 31 October 1999.

BACKGROUND

As part of a longer term promotion programme, the Cycling Development Programme of the Council’s City Streets Unit is working with the Leisure Unit to stage a massed bike ride from Hagley Park to the New Brighton Pier on Sunday 31 October 1999.

The objectives of the bike ride are:

1. To create an annual, large cycling event which will encourage Christchurch people to experience the enjoyment of cycling in a safe environment.
2. To raise the profile of cycling in Christchurch and strengthen Christchurch’s image as a “cycling city”.
3. To encourage more Christchurch people to use cycling as their primary means of transport.

THE EVENT

A large, fun, cycle event is an ideal spring activity and will be staged at a time of the year which has few scheduled events and activities. It is also hoped that by finishing the event at the New Brighton Pier, the Brighton area will receive positive promotion from the event.

While the main target group for this event is families, it will appeal to anyone who enjoys cycling or who is looking for the impetus to take up cycling as a healthy, leisure activity.

The cycle ride will follow a picturesque, leisurely route from Hagley Park to the New Brighton Pier, with fun elements included such as old-time bikes, personalities, etc.

The ride will finish with the awarding of spot prizes and a presentation of the major prizes. All bike ride participants will be eligible to win.

After the event there will be a Gala Day in the New Brighton Mall, with entertainers, music, demonstrations, children's activities, food vendors, and various "beach" theme activities such as a beach volleyball competition and kite-powered beach buggies.

CONCLUSION

If the event is successful, it is intended to make it an annual fixture and to develop it each year into a well-recognised and well-patronised Christchurch "happening".

Chairperson's

Recommendation: That the information be received.