

## 5. CATHEDRAL SQUARE AND CITY MALL – EVENTS BOOKING AND MONITORING

RR 9199

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The purpose of this report is to provide an interim strategy for booking and charging of events at Cathedral Square and City Mall to ensure a minimum standard of event and public enjoyment through coordination, monitoring and enforcement.

The former Central City Committee, in developing plans for the upgrading of Cathedral Square, adopted (inter alia) the following objectives for Cathedral Square. These objectives highlight the people aspect of the Square and the Council's role in providing events and activities.

1. Cathedral Square is the city's most important "public face" and therefore has a critical role to play in conveying a positive and strong identity for Christchurch. The Cathedral is a major symbol of the city, well recognised outside of Christchurch, and the high quality of the Christchurch environment needs to be reflected in its premier public space.
2. The Council has, as a planning objective, "the maintenance and enhancement of the central city as the principal commercial, administration, employment, cultural and tourism focus of the city, and the venue for a diverse range of other activities". Cathedral Square is seen as having a pivotal role in achieving this objective.

Prior to developing a design there was a need to identify and prioritise matters considered to be of value in a redeveloped Cathedral Square.

Key elements of this were:

- a place to enjoy and watch people
- mix of active and passive
- large happening space - arenas - ceremonies
- need for accessibility
- provide for formal activities, but reduce clutter

Supporting these attributes is item (ii) of the **project objectives**.

- (ii) To provide for an emphasise opportunities within the Square for cultural and pedestrian related activities which will support the objectives of the central city.

At present considerable numbers of activities take place in the Square. Every Friday the Council organises a lunchtime concert and this, in conjunction with the food stalls, significantly increases the levels of activity in the Square. Cathedral Square and the City Mall are now popular and attractive venues for a diverse range of activities. A staff member from the Events Team spends approximately 20% of her time booking and administering these and other events.

The recent inclusion of the Events Team in the Leisure Unit has provided the opportunity to streamline and standardise booking procedures. One staff member now handles both parks, Cathedral Square and City Mall bookings.

While there is an objective for attracting events and activities to the Square, it is important to recognise that there are costs and difficulties associated with:

- (a) Bookings and Notifications
- (b) Administration and Coordination of Event Requirements (Health and Safety etc)
- (c) Monitoring of the Events Area
- (d) Enforcement

It is not the aim of this report to discourage activity in the Square, but to ensure that everyone gets equal opportunities and rights based on certain criteria.

At present the following Units are involved in events in the Square:

- Leisure - bookings, arranging of events, monitoring
- Community Relations Unit - promotion, chess set
- Environmental Services - enforcement
- Property Unit - stalls and markets
- City Streets/Works Operations - maintenance repairs and cleaning

A charging strategy for events based on Hagley Park has been recently introduced which identifies 5 separate categories of charging. It is proposed to introduce a similar structure for Cathedral Square as follows:

Category	Criteria
Commercial 1	Private Companies with proceeds going into profits. Commercial product launches.
Commercial 2	Private Companies with proceeds going to charity or Trust. (PDG Charity Concert).
Commercial 3	City Council Funded Events (Montana Winter Carnival or Christchurch Arts Festival).
Not for Profit	Charitable Organisation - raffles - market tables.

Other booking criteria include:

- (a) Length of booking - including set up and breaking down time.
- (b) Amount of space required.
- (c) Type of event.

There are also a number of relevant criteria that all bookings must meet (depending on the size and type of event) such as:

Signage	Health and Safety Regulations
Sound/Noise	Relevant Bylaws
Vehicle Access	General Regulations
Insurances	

Hirers are notified of these requirements when making bookings.

## **Proposed Fees**

This report proposes that a minor charge to be made to users of these event facilities to ensure compliance with required regulations, recognition of their exclusive use of a public area, and a means of recovering the cost of monitoring and enforcing the use of the areas.

### **Basis of Charging**

The fee structure has two components, namely, an administration fee and a venue hire fee.

### **Leisure Unit Administration - Set Fee**

To cover administration costs and assisting with meeting requirements and permits for staging events.

### **Venue Hire**

This is only proposed for commercial hirers.

While it is the Council's objective to attract events and activities to Cathedral Square it has been recognised that some form of venue hire is also desirable for the following reasons:

1. To obtain respect from promoters for access to this area.

Explanation:

When a facility is provided free, promoters and hirers tend to take advantage of this. An appropriate fee reduces levels of abuse and users tend to only take the amount of area or time that they require, freeing space for other users.

2. Cost Recovery

Explanation:

As identified earlier in the report a number of units of Council are involved in maintaining the facility and harmony with the multiplicity of users. Internal coordination to ensure the services of an event and to avoid unfavourable publicity is required. It is necessary that this cost is identified even if it is the Council's intention to subsidise events in this area.

### 3. Attract more professional event organisers

Explanation:

The introduction of certain costs mean that events operating in the Square need to be successful for whatever purpose. The imposition of a charge means that marginal activities and poorly run events will be discouraged due to the chance of losing money.

### 4. Opportunity for commercial operators to financially benefit/competition with adjoining commercial activities.

Explanation:

The following schedule identifies these separate activities and provides a standardised fee structure for charging. In most cases only an administration charge is made. However for the major events, these have been categorised with a venue hire applying based on the amount of time used.

In the case of events there is also the opportunity to receive a refundable bond to cover cleaning and repairs.

## CATHEDRAL SQUARE/CITY MALL EVENT AREAS - PROPOSED CHARGES LEISURE UNIT CHRISTCHURCH CITY COUNCIL

### Non Commercial Fee    Admin Fees Incl GST    Venue Hire Fee Daily Per Day

<b>Street Appeals</b>	\$25.00	Nil
<b>Community Stalls</b>	\$22.50	Payable to Market
<b>Parades</b>		
Non Commercial	\$25.00	Nil
Commercial	\$25.00	\$25.00
<b>Petitions/Surveys</b>	\$25.00	Nil
<b>Raffles</b>	\$25.00	Nil
<b>Rallies</b>	\$50.00	Nil
<b>Displays</b>	\$25.00	Nil
<b>Launches/Promotions</b>	\$25.00	Nil
Late Application Fee (Discretionary)	\$30.00	Nil

<b>Filming</b>	\$25.00	\$150.00 Per half day
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**Electricity-all users**    Appropriate usage charge

### Concerts/Events

	Admin Fee Incl GST	2 Hrs or Less	Venue Hire Half Day	Full Day
<b>Admin Fees Applies to all Bookings</b>				
Commercial 1	\$50.00	\$25.00	\$50.00	\$100.00
Commercial 2	\$50.00	\$15.00	\$25.00	\$50.00
Commercial 3	\$50.00	\$10.00	\$15.00	\$25.00

Non Commercial	\$25.00	Nil	\$10.00	\$15.00
Electricity - all users	Appropriate usage charge			
Set Up and Dismantle Charge	Same charges apply as for event day			
<b>Bond</b>				
Major Event	\$1,500.00			
Minor Events (Discretionary)	\$250.00			
Non Commercial Events (Discretionary)	\$200.00			

The following is a list of recent activities that have occurred in the Square and City Mall to provide examples of the wide ranging use that is made of the public areas.

### **Street Appeals**

Weekly - all registered charities.

### **Community Stalls**

Charities and not for profit organisations are integrated into the Cathedral Square Market. They receive a stall and table and pay \$20 plus GST directly to the market.

### **Displays**

Oxford Speedway Static Display  
 Canterbury Vintage Car Club  
 Vintage Machinery Display in association with Heritage Week  
 Road Show Trust  
 Special Olympics Display

### **Launches/Promotions**

91ZM - Adrenaline at Games  
 Continental Soup Promotion  
 Millennium Santa Promotion  
 Southern Encounter Launch  
 NZ Beef and Lamb Marketing Board  
 Kerbside Recycling Promotion  
 Primary Product Promotion  
 OSH Worksafe Week Launch

## **Concerts/Events**

Ramp NZ - Snowboard Ramp in City Mall  
Sanitarium Centenary Free  
Breakfast Event  
Aids Day Charge Concert  
Montana Winter Carnival  
TV2 KidsFest  
New Years Eve Party  
Kids in Town  
Cathedral Square Lunchtime Concerts  
Christchurch School of Music Performances  
Kids in need fundraising event  
YMCA spin bike event  
Oasis Church Performing Group

## **Parades**

Fashion Parades - Showtime Canterbury  
NZ Army - Ceremonial Parade  
Guide Dog Parade  
Camp Quality Fun Drive  
IPC Swimming Championships

## **Petition - Surveys, Raffles, Rallies**

Public and commercial  
Community Groups  
Car and People Rallies  
Filming - Currently charging \$175 per half day

**Recommendation:** That the booking and hire charges proposed by the Leisure Unit for Cathedral Square and City Mall be adopted and be referred to the Annual Plan Working Party for inclusion in the 1999/00 Draft Annual Plan.

## **Chairman's**

**Recommendation:** That the above recommendation be adopted.