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Corporate Plan Output: City Design and Heritage Policy	

The purpose of this report is to inform the Committee about last year's Hoyts Heritage Week and preliminary planning for this year's Heritage Week.

BACKGROUND

The sixth annual Christchurch Heritage Week was held from 17 - 23 October 1998.

In recognition of the centenary of the death of Benjamin Woolfield Mountfort (1825-1898), the theme was Gothic Revival Christchurch. Mountfort was New Zealand's leading Gothic Revival architect and almost all his buildings are Gothic in style. He was largely responsible for laying the foundations of Christchurch's distinctive architectural identity.

The naming rights sponsor of Heritage Week continued as Hoyts Cinemas (the final year of a three year sponsorship agreement with the Council). Core funding (\$50,000) was provided by the Council.

A total of seventy-two heritage related events were held, with an emphasis on those that highlighted Christchurch's Gothic Revival buildings such as the Provincial Council Buildings.

OBJECTIVES OF HERITAGE WEEK

The primary objective of Heritage Week is "to increase public awareness of the value of Christchurch's built heritage as a vital component of the unique identity of the City." It has the further objective of increasing awareness of conservation work on heritage buildings and the Council's role in this work. To meet these objectives, Heritage Week activities are aimed at involving the people of Christchurch in a series of social, cultural and educational events which focus on the City's built heritage.

EVENTS ORGANISATION

Once again the programme for Heritage Week combined events organised by community groups which were co-ordinated and promoted by the Council, with those initiated and organised by the Council (via its Events Organiser).

Over 60 events, of widely varying character, were organised by community groups. Examples included:

- walking tours of heritage buildings in Upper and Lower Riccarton, Fendalton and Sydenham
- open days at Strowan, St Andrews, the Civic of Canterbury, Tiptree Cottage, the Theatre Royal, Halswell Quarry and other heritage buildings and sites
- an archaeological excavation of Lord Rutherford's "Tin shed" at the Arts Centre

- a display of vintage tractors and farm machinery in Cathedral Square.

Council events intended to complement community-organised activities and provide some structure to the week, included:

- an official launch of the week
- a one-day seminar entitled the “Gothic Imagination”, the programme for which included tours of heritage buildings
- a series of evening and lunchtime lectures on aspects of the Gothic Revival
- an open day at the Cob Cottage, Main Road (a Group 4 listed heritage building)
- cemetery tours, and
- children’s events such as a colouring competition, children’s heritage trails at the Arts Centre and a “Magical Mystery Tour” for children at the Provincial Council Buildings.

PUBLICITY AND PROMOTION

Some changes to the promotion of Heritage Week were made in 1998. In previous years programme booklets for Heritage Week were available at the Civic Offices, Council Service Centres, libraries and an information kiosk in the central city.

In 1998 the decision was taken to print a greater quantity of booklets (130,000 rather than 15,000) and to distribute them to every household in Christchurch. Less was spent on newspaper and magazine advertising as a result, but the wider distribution of the booklet proved, as expected, to be a much more effective way of promoting the week’s activities.

EFFECTIVENESS OF HERITAGE WEEK

As Jim Hopkins quipped at the launch, Heritage Week is reaching new “Hoyts”. Specifically, in meeting the objectives of Heritage Week:

- Approximately 70 organisations were actively involved in staging Heritage Week events. This was on a par with 1997.
- The attendance figure for all 1998 Heritage Week events was approximately 15,000. This represents an increase of some 2,000 on 1997 figures.
- A 40% reduction was made in the co-ordination fee for administration of Heritage Week.

A considerable degree of satisfaction in the week was evident from the comments of individual events organisers. A public survey would be necessary to determine the degree of public satisfaction with the events provided but the budget precluded this.

HERITAGE WEEK 1999

Heritage Week 1999 is scheduled for the week 16 - 22 October. Those community groups which regularly contribute to Heritage Week, and see it as one of the highlights of their events calendar, have begun planning.

The opportunity exists to capitalise on these community initiatives, and past successes of Heritage Week, in the build-up to next year's 150th anniversary celebrations of the arrival of the first four Canterbury Association ships. A brief for the week has been prepared with this in mind and commercial sponsorship is being sought to complement the core funding provided by the Council.

It is anticipated that Heritage Week will form a fitting prelude to Christchurch's year 2000 heritage celebrations.

Chairman's

Recommendation: That the information be received.