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Corporate Plan Output: Recreation Promotion and Programmes	

The purpose of this report is to inform Councillors of participation in Council recreation programmes/events delivered by the Recreation and Arts Team – Leisure Unit over the summer period (November 1998 to March 1999).

These recreation programmes/events were packaged as a ‘Summer of Fun’ for residents (in particular children, youth and families) and took place at local suburban parks and recreation facilities. While some programmes and events are managed ‘hands on’ by the team, several are contracted to or run in partnership with community groups.

Note that the information below does not include the team’s ongoing activities (Leisure Clubs for Older Adults, weekly youth activities, walking groups, Kidsfun After School Programme etc)

BENEFITS

Holiday programmes around the Christmas period can provide significant relief for working parents, particularly before Christmas. They are also a great way of providing fun, creative recreation for children towards the end of the long school holiday period. The community events run by the team create a sense of local community spirit and help to inform residents of local opportunities and community groups in the area. These events complement and extend the Council’s “SummerTimes Festival”, bringing smaller events to local communities.

PARTICIPATION STATISTICS SUMMER 1998/99

Holiday Programmes	Attendance	Programme/Event and Provider
A full range of holiday programmes were offered city-wide for children and young people aged 5-17 years. These focused on recreational activities such as outdoor fun, trips to local attractions and art and crafts.	410 786 1015 240	Shirley/Papanui Ward Burwood/Pegasus Ward Riccarton/Wigram Ward Fendalton/Waimairi Ward
Sub Total	2451	
KiwiAble Programmes	256 per week 48 25	Summer Soccer (for people with intellectual disabilities) Tennis (for high school students with physical disabilities) Dragon Boat Team
Sub Total	329	

Events

A full range of events, from community days at local parks to a mini triathlon. These provided residents with an opportunity to participate in local recreation activities.

350	
500	
600	
300	
300	
600	
550	
180	
600	
3750	
1200	
2000	
250	
500	
200	
300	
1570	
170	
1200	

Hagley/Ferrymead Ward

Sweet Suburbia-Woolston Pool
Eastgate Skate Jam (run in conjunction with 4YP)

Shirley/Papanui Ward

Sweet Suburbia-Kaianga
Sweet Suburbia-St Albans School
Sweet Suburbia-McFarlane Park
Northlands Skate Jam (run in conjunction with 4YP)

Burwood/Pegasus Ward

Carols in the Community
KiwiTri
Family Fishing Day (run by PowerHouse Youth Ministries)

Fendalton/Waimairi Ward

Sweet Suburbia at Avice Hill Centre

Riccarton/Wigram Ward

Sweet Suburbia-Hoon Hay Park
Sweet Suburbia-Barrington Park
Hornby Fun Day
(run in conjunction with CDN Trust)
Hornby Skate Jam (run in conjunction with 4YP)

Spreydon/Heathcote Ward

Waltham Bridge River
Jetty Opening

Citywide events

Bottle Lake Family Orienteering Day
Active Christchurch – Let's Walk
Active Christchurch – Let's Cycle
KidsPlay

	4YP (For Young People) Project
120	Lyttelton Pool Party (2) (run in conjunction with Lyttelton Youth Council)
100	Woolston Pool Party (run in conjunction with Woolston Development Group)
3000	Melt (Concert) North Hagley Park (run in conjunction with the Events Team)
150	“HOPE” Concert and ‘have a go’ event (run in conjunction with youth for Christ)
250	Global Voice (Dance) (run in conjunction with The Advocacy Office)
Sub total	18,740
TOTAL PARTICIPATION	21,520

WALK CHRISTCHURCH

The popularity of walking as a recreational activity meant good sales of the publication “Walk Christchurch: 60 Short Walks that Explore your City” over the summer period. Approximately 3075 copies were sold from Council outlets and commercial book stores between December 1998 and March 1999 at an individual retail price of \$24.95 each.

The Active Christchurch “Let’s Walk” programme has also been popular, recording over 2000 participants in just 27 walks (an average of 75 participants per walk).

MARKETING OF SUMMER PROGRAMMES

This year saw the first issue of the “Summer Events” magazine. The magazine (coordinated by the Events Marketing Team, Leisure Unit) listed a calendar of events/activities from December 1998 to March 1999 organised by the Council, community and commercial providers. One hundred and fifty thousand copies were distributed to all households.

Other Promotional Activity

Other methods of promotion included:

- Media releases on both the availability of the calendar and individual activities.
- Mail outs to databased groups (eg. agencies, community groups and individuals)
- Further distribution of the magazine and individual event/programme promotion through Council outlets (eg. libraries, service centres and recreation facilities)

- Distribution through external organisations (eg. shopping malls, local attractions, doctors surgeries and visitor centre)
- Radio advertising (paid and community noticeboards and live cross overs)
- Christchurch City Council publications- promoted in the City Scene, CCC Weekly News and Be There -Events calendar
- Newspaper advertising of specific programmes /events

CONCLUSION

Warm weather this summer saw good attendance figures at most of the Council's recreation programmes/events. Variety was an important feature of the recreation opportunities offered to Christchurch residents and helped to extend the city's 'SummerTimes' feel to suburban communities.

Chairman's

Recommendation: That the information be received.