



### 3. THE SUMMERTIMES PROGRAMME

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Corporate Plan Output: SummerTimes	

The purpose of this report is to provide a post-festival review of the 2000 SummerTimes Festival, which was co-ordinated by the Leisure Unit's Events Team.

#### **SUMMERTIMES FESTIVAL**

The festival programme features seven large-scale events and several smaller concert series. In 2001 the SummerTimes festival will enter its twentieth year.

#### **NEW YEAR'S EVE EVENT**

To celebrate the Millennium year, a much larger scale variety event, 'In The Park 2000' was held on New Year's Eve 1999. A report will be presented to the Parks and Recreation Committee meeting on 9 August 2000.

#### **TEDDY BEARS PICNIC**

A family picnic held in North Hagley Park, this event catered not just for children and their parents but also for people of all ages who have a soft spot for Teddy Bears. Entertainment was provided in the form of bands, theatre, magicians and storytelling, and attracted an audience of approximately 12,000.

In 1994 the Christchurch City Council Teddy Bear's Picnic achieved the Guinness World Record for the number of bears attending a picnic with their owners, with 16,837 bears. This year an attempt to regain the record from Dublin at 33,573 bears was unsuccessful. However the number of bears recorded from 1994 was surpassed and overall audience attendance was high.

#### **KIDS PLAY**

This free community event featured Amazing Games and Cushion Theatre, and was held in each Christchurch ward in mid-January. This year's play 'Goldilocks and the Bears' performed by members of the Court Jesters, proved very popular with the under 10 age group. Attendance was high.

#### **STRAWBERRY FIELDS**

This nostalgic event held in North Hagley Park featured Beatles music, in line with the 10th anniversary of John Lennon's death. Performed by local artists Graham Wardrop and Flashback, the Strawberry Fields concert attracted an audience of around 17,000, the majority of whom supported the event by dressing in clothes of the 'Beatlemania' era.

#### **SUMMER THEATRE**

This year's theatre production of 'As You Like It' was held in the North Quad of the Arts Centre and attracted crowds of between 300-500 per performance during the 20 performance, two-week season in January.

## **MELT/SUMMERROCK**

The Melt 2000 Concert saw headline act “Dead Flowers”, supported by local star talent “Zed” play to a crowd of approximately 10,000.

## **CANDLELIGHT OPERA**

Starring New Zealand’s favourite Dame, Malvina Major, along with renowned Australian bass Stephen Bennett Candlelight Opera 2000 attracted a crowd of approximately 12-15,000 (most of whom were in the 25–60 year age group). The event was themed to ‘Opera at the Movies’, resulting in highly favourable feedback from the public.

Owing to budget constraints and excessive demands on resources available nationally (America’s Cup, New Zealand Cricket One Day series), no superscreen was obtainable for this event.

## **CLASSICAL SPARKS**

The newly sponsored ‘Rick Armstrong Motors Classical Sparks’ featured popular classical music performed by the Christchurch Symphony and emerging Canterbury soloists.

A record crowd in excess of 100,000 attended the event to witness the outstanding, themed pyrotechnic display, that concluded with the light and sound of purpose-built cannons and the dramatic 1812 Overture.

The new sponsor showed full support of the event through large investment in branding and media leverage of Classical Sparks, as well as long-term commitment by signing a three-year Sponsorship contract.

## **SUMMARY**

Attendance at the majority of SummerTimes events was high. The weather was generally good with the exception being at Candlelight Opera where damp conditions slightly reduced expected attendance numbers.

The programme met the performance indicators laid down in the Annual Plan in terms of the number of events. The performance indicators relating to resident satisfaction with the programme are measured through the Annual Residents’ Survey. The results of the 2000 survey have yet to be received.

Highly positive feedback from the public has been received in relation to all events within the 2000 SummerTimes Festival programme.

SummerTimes will enter its twentieth year in 2001, and in order to keep enjoying its current level of success the programme is continually being revamped to provide fresh entertainment in line with the changing times.

### **Chairman’s**

**Recommendation:** That the information be received.