

11. HERITAGE WEEK

Officer responsible Environmental Policy and Planning Manager	Author Jenny May, Senior Heritage Planner, DDI 371-1518
Corporate Plan Output: City Design and Heritage Policy	

The eighth annual Christchurch Heritage Week was held from 13 October to 20 October 2000 and as in other years has been a well attended (some 20,000 attendees), popular event that has met its role and objectives.

The Primary Objective for Heritage Week is to increase public awareness of the value of Christchurch's built and Social heritage, as a vital component of the unique identity of the City. (An awareness of the role of the aspirations of the early settlers, and the ideals of the Canterbury Association in creating this identity, were added to the brief for 2000 to mark the sesquicentenary year of organised European settlement). The role of Heritage Week is to increase awareness of heritage with an annual celebration of the value of Christchurch's Heritage buildings, places and objects, aimed at involving citizens in a series of social, cultural, and educational events, which focus on the City's cultural landscape.

The core sponsor for the event is the Council; the principal and naming rights sponsor is the Carter Group and additional sponsorship is made by the Community Trust and Christchurch Star.

Responsibility for coordinating the event was contracted to Marketus Limited, reporting to Senior Heritage Planner.

There were over 100 different heritage related events listed in the official programme this year. (Versus 88 in 1999 and 72 in the 1998 programme).

With multiple sessions for some of the events, there were almost 200 opportunities for people to participate in Heritage Week.

The theme chosen was: Taking the Past into the Future.

The week encompassed a wide range of events that reflected the broad sweep of our historical development from pre-European times, and drew attention to:

- Canterbury's 150th Anniversary of European settlement in conjunction with Turning Point 2000
- Maori and European settlement prior to 1850
- historical developments in planning and urban design
- sites of historical and social significance
- heritage parks and gardens, in particular those established as part of the Canterbury Association's planning of the settlement (such as Hagley Park and the Botanic Gardens)
- heritage streetscapes.

The following are comments from the Event co-ordinators report of December 2000 compiled following the collation of evaluation forms from events participants.

A questionnaire using the standard Council Events evaluation format was sent to all event organisers, requesting feedback about their event after the Week concluded.

The representative sample provides an idea of how the event organisers saw the relative success of their events, and the quality of the support afforded them by the Council and event co-ordinator.

The overall mean rating of their events by event organisers was "Good."

The overall mean rating of the Council newspaper advertising campaign was "Average".

The overall mean rating of the Council eight page Tabloid program was "Good"

The overall mean rating of the Council poster was "Good"

Overall the Council's marketing and promotion of the event was rated as "Good."

Some of the highlights of the week were: the debate, the lecture series, heritage walks, the presentation of the Hagley/Ferrymead Community Board Awards, the presentation of the children's awards by the Mayor and Councillors for the essay writing and Heritage Week competitions, the launch in conjunction with Turning Point 2000 and the events at the Arts Centre. The Week, run on a tight budget and tremendous community will and support, has once again been a well received success.

Chairman's

Recommendation: That the Committee send a letter of congratulations to the Heritage Planning Committee for the success of the programme, which must be the best yet.