

# LYFE 2000

## Co-ordinator's Evaluation Report

The festival was a resounding success. The atmosphere was relaxed and mellow with the glorious sunshine pulling crowds of 4000 to 5000 people. Feedback through surveys, crew evaluation and word of mouth has been hugely positive.

This report highlights the strengths and areas for improvement both on the day and in the run up to the event, as well as considering the extent to which the objectives were met.

### Objectives

These objectives were identified by the LYFE crew.

*To have more stalls, activities and stage performances than last year*

- 35 Stalls on the day, 2 others did not turn up (*1999 there was 15 stalls*)
- 13 Stage performances, plus one that pulled out on the day
- 14 free activities (*1999 there was 7 free activities*)
- Over 3 paying activities (*1999 there was 0 paying activities*)

*For the day to run smoothly*

- The day ran pretty smoothly. The festival started and finished on time.

*For there to be no major health and safety incidences*

- Regrettably three stalls fell over and hit a couple of people. No-one was injured.

*For people to thoroughly enjoy the day*

- Of the 30 people surveyed the quality of the event was rated as excellent by 13 people and good by 17 people.

*For the festival to meet the expectations of stall holders and activity providers*

- Of the 21 stall holders completing surveys 18 said the event met their expectations, 1 said it did not (but they would come back next year) and 2 did not answer the question.

*For the LYFE crew to work well as a team on the day*

- We had a great team of volunteers who worked extremely hard on the day. See comments later for how we could work better as a team.

*For the LYFE crew to feel the Festival was a success*

- At the evaluation meeting the LYFE crew felt the festival had been a great success.

*For young people to be involved in the planning of the festival*

- 20 young people were involved in the planning of the festival

*For young people to be involved in workshops leading up to the event*

☒ 10 separate workshops took place in 3 different locations (Linwood High, Linwood Avenue School OSCAR programme, Community Arts Centre) and involved over 30 children/youth. At these workshops signs and decorations were made for the festival.

*Also worth noting:*

☒ This was the first stall gayline had done at a public event. It went well for them and they were really pleased to have been asked.

☒ The guides had 75 people pass through the prussiking in the first hour

## **On the day**

### **Site**

☒ Location and site layout worked well

☒ Needed some activity inside the stalls near the cars to pull crowds towards those stalls

☒ It would be much better to use the Aldwins drive entrance for vehicles as the Linwood Avenue entrance was difficult for larger vehicles to use

### **Stalls**

☒ Tents worked well surrounding the site and were good for stall holders

☒ Need to really push stalls to do activities/sell things and make their displays visually appealing. Some stalls had made a great effort to decorate and this looked good.

☒ Tents need securing to ground (three blew over in wind)

☒ The ethnic food stalls were great and there could be even more next year

### **Security**

☒ Need to be much more aware of security for LYFE stalls with money. (Sausage sizzle money was stolen and luckily recovered).

☒ Pay someone specifically to do the job of being on the gate (avoids giving volunteers this boring job and whoever does it has agreed to the role up front)

☒ The youth workers were useful to have and dealt with some small incidences well. Eg.youth setting off fireworks.

### **Free activities**

☒ There was a good range of free activities which were busy throughout the day and there is scope for even more.

☒ All new activities worked well: nintendo and air hockey, prussiking, bouldering wall, waterslide, donkey rides, mixing decks, car display, Orana park animals

☒ The scouts could have done with a better location as they had a fantastic water balloon catapult which was outside the main site.

### **Other activities**

- There were several activities which needed to be paid for. Face painting this year was 'for a donation' and this worked but it would be better to have it free again next year. It would be worth contacting other paying activities to see how successful they were e.g. Hairbraiding.
- Graffiti art wall worked well in pulling people into the festival.

### **Stage**

- The stage was brilliant. Great price, good size and made an impact on the site.
- The variety of performers was good.
- The separate breaking stage worked well. The site could handle the music from two stages and it meant breakdancing could have an extended session.
- It would be worth talking to Chris for more specific feedback on the stage.

### **Decorations**

- It was essential to have the decorations on Linwood Avenue and Aldwins road entrance to attract people into the site. People have said the balloons and silver foil looked inviting. They became quite scrappy into the day with most of the balloon and silver foil being ripped off.
- Unfortunately the giant 'mouth' entranceway from B Pacific did not eventuate but their graffiti banner looked good on the back of the sound tent.

### **Signage**

- The graffiti 'thank you' core flute signs looked good at the base of the stage. Next time it would be good to have the writing clearer and easier to read.
- The 'free' signs were good to have and could have been displayed better to make them more visible.
- More signage would be good e.g. stage line up, site map.

### **Freebies and prizes**

- We had enough freebies and prizes
- The lake Coleridge draw, Exit surf products and Rebel Sort voucher worked well as prizes.
- Certainly worth getting similar volumes again. The horizontal bungee only just had enough free drinks.

### **Site and Crew co-ordination**

- The crew worked extremely hard all day.
- It was great having Eric's bunch of volunteers and it would have even more volunteers over 18 years
- Rotating jobs did not work well. Definitely better to have same people on same job and/or someone specifically in charge of volunteer rotas.
- It would be good to have volunteers in charge of a particular section of the site checking on stall and activity needs.
- Radios were useful.
- Men in white coats worked well at directing people onto the site.
- Crew T-shirts were useful, looked good and nice to be able to give to the volunteers.

## The run up to LYFE 2000

### Promotions

- ☒ Tahu FM were great to have at the school promotions.
- ☒ The core flute signs and banners worked well
- ☒ The flyers worked well as they were interesting and good to pick up.
- ☒ The posters looked great but did not work well. Something much simpler with the date and name of the festival so it can be read by passing traffic would be better next time.
- ☒ There was good press coverage before and after the event. (See clippings)
- ☒ Television - We paid \$112 for 10 minutes of television coverage on Prime TV which was spotted by a surprising number of people! It was certainly great experience for the volunteers (and the co-ordinator). All major television stations notice boards were informed well in advance including Jim Hickey. Wired almost came to film the day - definitely worth trying again next year.
- ☒ We got an excellent deal from Tahu Fm for the radio coverage.

### Administration

- ☒ A considerable amount of the co-ordinators time was taken up with administration (e.g. sending out minutes). Getting support for administration either through the council or using volunteers would allow the co-ordinator to spend more time on the community development and co-ordination functions.
- ☒ Access to the computer was problematic. Also the computer software is highly incompatible with any other system which made it very limiting.
- ☒ Sharing one phone line at Linwood Resource Centre was very difficult and it was inconvenient to have to visit the council to make toll calls and mobile phone calls.
- ☒ Being able to use the council resources was extremely useful.

### Funding/sponsorship

- ☒ Adequate funding was secured. \$1000 plus from: Eastgate, Creative Communities, CCC, 4YP, Linwood Liaison Group (last year's balance).
- ☒ Product sponsorship was particularly hard to get this year. Most of the work fell onto Eleanor who secured some great prizes and enough free products.
- ☒ The structure for the giving of koha needs looking at carefully. (This year it was \$75 per activity or stage performance and schools received an extra \$25 per additional stage act). It is becoming difficult to distinguish which organisations are doing activities that need a koha. Perhaps giving products maybe from sponsorship rather than cash is a better alternative.

### Community Development and Youth work

- ☒ The most effective way of involving youth in the planning of the festival was through involving them in decision making and inviting them to come to 'hands on' sessions where they completed activities at Linwood Resource Centre or other venues. It would be useful to identify the different levels of participation engaged in by volunteers so the level of community development can be recognised, for instance by using Arnstein's ladder of participation.
- ☒ There is huge scope for involving more youth and children through specific activities at other community venues. An effective community development tool is to go to where people already

are rather than trying to make people come to you. For example, the signage workshops demonstrate this potential.

☒ The polytechnic have expressed interest in becoming involved in a community development art project as part of the LYFE festival.

### **Organisational Structure**

☒ At present LYFE's management group is Linwood Liaison Group, an unconstituted and loose grouping of over 20 people who meet to discuss youth issues in Linwood. Numbers attending this group are dwindling and most are unable to attend regularly if at all. This is of great concern because **the members of this group are personally financially liable for the festival which this year cost around \$30,000**. It also means the group is unable to fulfil other important management functions for the festival such as giving strategic guidance and developing clear policy frameworks.

☒ It is also important to clarify the roles and relationships between the different workers and organisations directly involved in running the festival. At present the following workers and organisations are involved: the LYFE management group (currently Linwood Liaison Group), LYFE project manager/supervisor (Eleanor), the LYFE co-ordinator (Rachel), the Anglican Church's Community Workers (Eleanor/Pauline), Linwood Resource Centre (Eleanor, Pauline and Sue sit on this management group) and the Council's Leisure co-ordinator (Helen Gallagher). In addition a couple of local youth workers and a social worker helped with this year's event.

☒ Whilst partnership working can have huge benefits, the lack of clarity of roles and responsibilities of the different workers and organisations was confusing for everyone and left the co-ordinator without adequate organisational support and backup. This became extremely problematic when dealing with a difficult and unpleasant situation with one of the young volunteers. This situation highlighted that Eleanor as the LYFE project manager/supervisor, Community Worker and member of Linwood Resource Centre had a serious clash of roles and responsibilities.

- Working directly with other community based workers was of great benefit. More could be made of this, perhaps by having these workers meet outside the crew meetings.

### Key Recommendations:

1. **A small management group of 4 or 5 people be formed** to take strategic responsibility for the festival. This group needs to clarify their own roles e.g. Appointing treasurer, chair person, secretary and project manager/line manager to the LYFE co-ordinator. Ideally this group should NOT be involved in the detailed operational work of putting on the festival and related community development work. This is important because to become involved in operational work means it is difficult for the group to stand back and look at the global long term picture. This management group should take responsibility for decisions concerning: finances; strategic direction (i.e. where is the festival going? Is it fulfilling its kaupapa? What changes need to happen?); the organisational structure; developing policy and guidelines for the way the festival is delivered. Members of this group need to ensure they do not have a clash of roles and responsibilities. Ideally members of this group will have a mixture of skills particularly important are event management and youth work.

2. **Develop clear agreements as to the relationship between different organisations involved** in the festival including the schools, 4YP, Linwood Resource Centre etc.
3. **Develop guidelines and procedures** for working with youth, dealing with problems and grievance procedures etc.
4. **The limits of the LYFE festival needs to be clearly stated.** The festival has the potential to be a great vehicle for many things but it can not do everything.
  - For instance the point at which it is no longer appropriate for youth volunteers to be part of the festival needs to be clearly understood. This may be due to drug abuse, mental health problems, abusive or disruptive behaviour. Identifying this point will involve balancing youth needs with the demands and reality of running a festival. In order not to abandon young people connections should be made with other organisations that are set up to deal with such issues.
  - Also the role of the festival as a community development tool rather than a vehicle for social work needs to be taken on board.
5. **Start liaising early (January/February 2001) with other organisations** such as the Christchurch Poly to access funding and set up workshops and activities in the community as part of the build up to the 2001 festival.

*For other feedback see surveys and crew evaluation for some great ideas*

**Rachel Schofield, LYFE 2000 Festival Co-ordinator**  
**10 November 2000**