

4. SUMMER RECREATION PROGRAMME 2000/2001

Officer responsible Leisure Manager	Author Karen Theobald and Lesley Symington, Recreation and Arts Team
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The purpose of this report is to inform Councillors of participation in Council recreation programmes/events delivered by the Recreation and Arts Team, Christchurch City Council Leisure, over the summer period (November 2000 – April 2001).

These recreation programmes/events were offered to residents (in particular children, youth and families) and took place at local suburban parks and community facilities. While some of the programmes and events are managed 'hands on' by the Recreation and Arts Team, several are contracted to or run in partnership with community groups.

Most of the funding for community events and a significant percentage of holiday programme funding is allocated to the Recreation and Arts Team from Community Board Project Funding. Community Boards are significant supporters of local recreation programmes and events.

Note that the participation statistics below do not include the team's ongoing activities (eg Leisure Clubs for Older Adults, weekly youth activities etc), which are run throughout the year.

BENEFITS

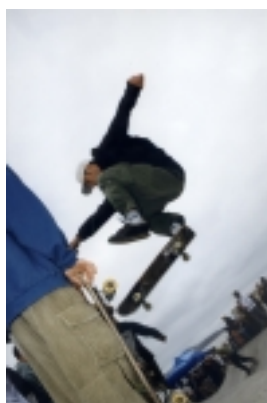
The community events run by the Recreation and Arts Team create a sense of local community spirit, ensuring that people come together. They also provide opportunities for local groups to promote themselves, (so that people learn about what's on in their local area) gain new members and fund raise for projects.

Overall these events complement and extend the Council's 'SummerTimes' festival, bringing smaller events to local communities.

Holiday programmes staged around the Christmas period can provide significant relief for working parents, particularly before Christmas. They are also a great way of providing fun, cooperative and creative recreation for children towards the end of the long school holiday period.

PARTICIPATION STATISTICS – SUMMER 2000/2001

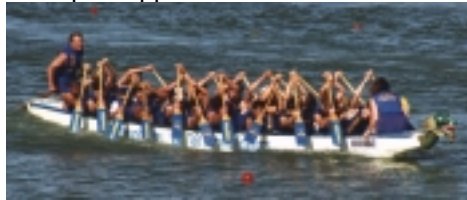
Holiday Programmes	Attendance	Ward/Programme/Event and Provider
A full range of holiday programmes were offered city-wide for children and young people aged 5-10 and 10-14 years. These focused on recreational activities such as trips to local attractions, art and crafts and outdoor adventure activities on local parks. Included in these statistics is the SK8 Out holiday programme provided for teenagers interested in skating/rollerblading.	420 478 520 498 78 20	Shirley/Papanui Ward Burwood/Pegasus Riccarton/Wigram Fendalton/Waimairi Spreydon/Heathcote* Hagley/Ferrymead* *Note that Christmas holiday programmes are <u>not</u> run in these areas
sub-total	2014	



Skateboarding workshops proved popular as a summer holiday activity again

KiwiAble Programmes	540	Dragon Boat Team
	18	Cricket
Providing people with disabilities with recreation and sport opportunities.	132	Drama Production
	100	Try-Athlon

and sport opportunities.



KiwiAble Dragon Boat Team in action

6

Basketball

sub-total

796

Events

Over 20 events, from community days at local parks to a beach tri and a youth concert were offered this summer. These events provide residents with an opportunity to participate in local recreation activities and foster a sense of belonging within communities.

Attendance

Ward/Programme/Event and Provider

50

Hagley/Ferrymead Ward
Bromley Carols in the Community

300

Edmonds Factory Gardens Celebration

200

Avonside Community Day

400

Burwood/Pegasus Ward

Seaside Sounds (Youth event)

350

East Zone Skate Jam

1,350

Carols in the Community (five events)

89

Children's Beach Tri

450

Family Fishing Day

4 Cont'd



Families enjoy parachute games at Kidsplay - Amazing Games, Jellie Park

250
400
500

Shirley/Papanui Ward
Packe Street Art In the Park
Brooklands Skate Jam and ramp opening
'Say it Again' Concert

350
1,200
2,000

Fendalton/Waimairi Ward
Aikmans Road Street Party
Get Crafty! Art and Craft Day at Avic Hill
Globe – Multicultural Festival (run in conjunction with Riccarton/Wigram Ward)

3,000
1,500
1,500

Spreydon/Heathcote Ward
Barrington Community Day
St Martins River Day
Hoon Hay Community Day

400

Riccarton/Wigram Ward
Garden Gala for Older Adults
Globe - Multicultural Festival (see note above under Fendalton/Waimairi Ward)



Community events provide an ideal fundraising opportunity for local groups

sub-total

14,289



'Active Christchurch' Walkers take a stroll through North Hagley Park

1,290
2,954
450

Citywide Events
Kidsplay featuring Amazing Games (1 venue cancelled due to poor weather)
Active Christchurch – Summer Walking Programmes
Bottle Lake Forest Park
Family Orienteering Day

sub-total

4,694

300
2,500
200
1,500

4YP (For Young People)
Street Art Event
Big Gig Out
Famine Mall (interactive event fun in conjunction with 40 hour famine)
Loud Lunches (lunchtime concerts)

sub-total

4,500

Total Participation

26,293

4 Cont'd

PUBLICITY

This year a 'new look' summer brochure was produced and included SummerTimes feature events, community recreation and pool events and listings from Be There, the events calendar for Christchurch and Canterbury (for the period December 2000 to March 2001).



The 2000/01 new look summer brochure

One hundred and twenty thousand copies were distributed to households. A further 18,500 copies were distributed through libraries/service centres, recreation facilities local community outlets and CBD retailers. Other publicity included:

- Media releases
- Newspaper advertising
- Posters and fliers
- Christchurch City Council publications – City Scene and Be There Events Calendar
- Christchurch City Council website

COMMENTS

- Sponsorship (by way of goods in kind) increased substantially from the previous summer period. An estimated \$15,000 worth of product giveaways added value to community events/programmes. New sponsors were particularly pleased to be associated with the community events and the increased profile their products received.

SUMMARY

Unseasonable weather patterns saw the cancellation of some events. With the full schedule of summer events in Christchurch, rain dates are not always possible.

Variety was an important feature of the recreation opportunities offered to Christchurch residents and helped to extend the city's 'SummerTimes' theme to suburban communities.

Chairman's

Recommendation: That the information be received.