

## 18. LYFE (LINWOOD YOUTH FESTIVAL EXPERIENCE) FESTIVAL, 2001

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Corporate Plan Output: Recreation	

### 1. PURPOSE OF THIS REPORT

The purpose of this report is to update the Community Board on the LYFE (Linwood Youth Festival Experience) Festival 2001 event held at Linwood Park on Saturday 27<sup>th</sup> October 2001. A full report on the event written by the LYFE Festival Coordinator, Jon Mullen will be circulated with this agenda.

### 2. CONTEXT (PROCESS AND FINANCIAL) OF REPORT

The Community Board is the principal funder for the LYFE Festival and this report is part of the accountability process. Funding was given to the Linwood Liaison Group under the umbrella of the Linwood Resource Centre.

### 3. RELEVANT CURRENT POLICY

The LYFE Festival supports the Hagley/Ferrymead Board objectives as follows:

- Outcome: An Active Community.
- Performance Measure: Fund and support a youth festival and gain feedback on effectiveness.

Sport and Recreation Policy

Youth Policy

### 4. LYFE FESTIVAL 2001

#### Background

The LYFE Festival is a unique community event where youth are provided the opportunity to gain life-long life skills and have the opportunity to promote themselves in a positive manner. The LYFE Festival was the brainchild of the Linwood Liaison Group to address the negative perception of youth in the area and has been running since 1998. The festival is supported by local schools, community groups/organisations, police and local businesses.

#### KAUPAPA

To develop pride and build strong, positive relationships between Linwood youth and community by profiling local youth achievements and providing opportunities for information sharing

#### OBJECTIVES

1. To develop pride in Linwood youth by:
  - Celebrating youth achievement in Linwood
  - Encouraging as many young people as possible to take part in LYFE
  - Profiling the diversity of Linwood youth and their achievements to the general community
2. To create and develop links in the community between youth and other community providers by:
  - Providing an event that provides an opportunity for information sharing

#### Summary of 2001 event

LYFE 2001 was a resounding success with over 3000 people attending even though the weather was grey and overcast. A fabulous line up of local youth talent took to the stage and entertained the supportive community. Free activities were enjoyed by all including bouncy castle, skateboarding competitions, climbing wall, donkey rides, prussiking, chalk art and more.

Twenty youth on the LYFE Crew (organising committee) were involved in the entire event management process over a period of 6 months. This gave the youth exposure to a variety of new experiences including TV and radio interviews, programme management, design of promotional material and release of the first ever LYFE CD, event organisation and to learn valuable skills including time and event management , co-operation, and public relations.

Numerous local school and community groups were involved throughout the process, having the opportunity to either perform at LYFE, have a stall to promote themselves and/or fundraise.

Evaluation results from community groups showed that 95% felt the quality of the event was good or excellent and 91% felt the activities were good or excellent. Comments received included: *Very pleased to be part of this great event.*

Feedback from attendees evaluations showed that 94% thought the quality of the event was good or excellent and 86% thought that the activities were good or excellent. Positive comments included: *Improved year by year, All good, Keep doing what you are doing.*

### Budget

<b>Expenditure</b>	<b>\$</b>	<b>Income</b>	<b>\$</b>
Performers	2350	Balance brought forward	5729
Activities	3398	Christchurch City Council	
Staging/Sound/ Equipment/Security	5924	-H/F Community Board	10000
Promotion	3274	-Community Development Scheme	5000
Food	1388	-Volunteer Expenses	500
Administration	383	4YP	1000
Co-ordinator Fee	7200	Eastgate shopping Centre	2500
Other	660	Fundraising/ Sales on day	1504
Contingency for 2002	1688	Interest	32
<b>Total Expenses</b>	<b>\$26265</b>	<b>Total Income</b>	<b>\$26265</b>

### 5. LYFE MANAGEMENT STRUCTURE

Currently the organisational structure of the management of the LYFE Festival needs to be reviewed.

The original event organiser, the Linwood Liaison Group, under the umbrella of the Linwood Community Resource Centre, disbanded over the period of the planning of the event. A LYFE Advisory Committee comprising of the Principal of Linwood Intermediate School, a Community Worker from the Linwood Resource Centre, a volunteer from Linwood Community Resource Centre, the Hagley/Ferrymead Community Recreation Adviser and a Community Worker from the Linwood Community Art Centre was formed to oversee the management of the event. The Community Worker from the Linwood Community Resource Centre provides supervision to the LYFE Festival Co-ordinator who is employed on contract.

The LYFE Advisory Committee is currently looking at an appropriate management structure for LYFE 2002.

### 6. CONCLUSIONS

LYFE 2001 was extremely successful and continues to provide youth with a unique opportunity to display their talents and achievements to the community. LYFE is a unique festival where process of planning the event is as important as the success of the day itself. The event is important to Linwood youth and the community. It is important that LYFE continues to be supported by council and other community organisations.

The management structure needs to be reviewed to ensure that clear lines of responsibility and accountability are established.

- Recommendation:**
1. That the information be received.
  2. That the Board continues to support the LYFE festival.

**Chairman's Recommendation:** Not seen by the Chairperson.