

# Community Events Implementation plan 2019–2023

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## Introduction

This Community Events Implementation Plan: 2019 - 2023 accompanies the Events Policy Framework. The purpose of this plan is to describe the goals and actions Council will pursue in the development and production of community events in Christchurch.

The Events Policy Framework's vision was to *create a more vibrant city through memorable events*. To achieve this, the Framework sets a number of high level goals for events in the district, including:

- A well-balanced and coordinated calendar of events to create a more vibrant place year round
- That Christchurch enhances its reputation as an events-friendly city; it becomes known as an easy place to hold events with a smooth and efficient consenting process, and
- A range of socially inclusive events reflect the diversity of people and communities in Christchurch and assist in the city's regeneration.

## Development of the plan

In order to achieve those goals, a review of current Council practise was undertaken to identify which areas would require further focus. The following areas were identified:

- Events produced by Council's Events Production and Community Recreation Teams.
- Sponsorship and support provided to third party events – ensuring those selected compliment a well-rounded events calendar (e.g. a variety of event types, for a variety of audiences, in a variety of locations, spread across the seasons).
- Making Christchurch a more events-friendly city - focusing on enabling events and streamlining the permitting process for event organisers.

In developing this plan, the Events and Arts Team took in to account event feedback from the past few years – from attendees, participants, and organisers. We also sought to align the plan with the Council's Strategic Framework. It specifically supports the Strategic Priorities of *Enabling active citizenship and connected communities*, and *Maximising opportunities to develop a vibrant, prosperous and sustainable 21<sup>st</sup> century city*. Community Outcomes under the *Strong Communities* and *Liveable City* themes also provide a strong rationale for developing community events.

Further insight into how events can support the city's regeneration, and how we can better support event organisers was provided through the engagement process with partners in the development of the Central City Action Plan.

As part of this Plan's development process, an external statistically representative survey was commissioned to identify how Christchurch and Banks Peninsula residents feel about the events we currently produce and sponsor. The survey sought to establish who is attending Council produced and supported events, what they value, and what their overall thoughts are on the Christchurch events calendar.

The insights obtained through this research have been used to inform the development of a five year Community Events programme of activity. Of primary interest is what type of events the Council should continue, develop, stop or start.

The high level survey findings indicate:

- Residents are very supportive of the events produced or funded by Council
- 73% agree that Christchurch has a well-rounded events calendar
- 72% agree that events are well spread out across the year
- 81% agree that there is a range of events in the calendar that will appeal to a range of different people – age groups and cultures
- Even events that were not particularly well-attended – such as New Year’s Eve are seen as important for the Council to produce
- Music/concerts, food/alcohol events were the top categories named for additional events. A winter festival was also a popular suggestion as a new event.
- Residents indicated they were generally happy with the location that events were held and access to the events (including mobility access) was well endorsed. 58% disagreed it was easy to find a car park.
- 76% were in favour of continuing to celebrate the New Brighton Guy Fawkes Fireworks event with 62% agreeing that New Brighton was the best place for it.
- 67% agree that council organised events are held in the right location with 8% disagreeing. Although sample sizes are small, data suggests residents of the north-west wards of Harewood and Waimairi, as well as residents of the eastern and south-eastern wards, were a little less likely to agree that events are held in the right locations.

## Goals

Three goals have been developed for this implementation plan which will help achieve the high level goals of the Events Policy Framework and move us towards its vision of *creating a more vibrant city through memorable events*.

1. Provide a diverse and well-rounded programme of Council Produced events at a Regional, Local & Community level (‘well-rounded’ means a variety of events, for a variety of audiences/participants, in a variety of locations, across all seasons)
2. Events supported through Council funding schemes contribute to a well-rounded city events calendar
3. Make Christchurch a more events-friendly city

Actions have been developed under each goal, with key tasks and timing noted. The lead team for each action and additional support is identified (including external support where necessary - e.g. ChristchurchNZ, Ngai Tahu etc.).

The Community Events Implementation Plan outlines a five year programme of work, with a three year review in line with the Events Policy Framework.

## GOAL 1: Provide a diverse and well-rounded programme of Council Produced events at a Regional, Local & Community level

A 'well-rounded' events calendar means offering a good variety of events, aimed at a variety of audiences/participants, in a variety of locations (e.g. Central City, suburbs, Banks Peninsula etc.), across all seasons.

Action		Key Task		Timing	Key Performance Measures
1.1	Review events produced by Council Events Production Team at a Regional & Local level to ensure a balanced programme, with a family-friendly focus	1.1a	Review events currently produced	Apr – Jun 2019	Report produced reflecting findings of each event  Level of Service target meet 90% satisfaction across 3 Council Produced events
		1.1b	Identify events that may benefit from a partnership or alternative ownership model along with a transition plan	By June 2019 or when required	Report produced identifying recommended direction
		1.1c	Review Botanic D'Lights and identify ways to enhance the overall event experience for 2020	From Sept 2018 – May 2019	Botanic D'Lights reviewed and enhancements identified and costed
		1.1d	Identify new event opportunities	June 2019 or when required	Community Events Implementation Plan survey results reviewed with key findings identified  New events identified in five year programme
		1.1e	Develop a five year events production programme which contains socially inclusive events and reflects the diversity of our citizens	By June 2019 with a review after three years – June 2022	Plan developed and presented to standing Council Committee.  Reviewed in 2020 with changes identified to standing Council Committee,
1.2	Identify flagship events produced by Community Boards (Community Recreation Advisors)	1.2a	Identify flagship community produced events or community events with the potential to become a flagship event	Apr - Jun 2019	Report produced identifying flagship community produced events
		1.2b	Align flagship events with wider city events calendar and five year events production programme	Apr - Jun 2019	Plan developed in conjunction with Events & Arts Team and presented to Community Boards
1.3	Engage with Iwi to review what a partnership model could look like for the production of a winter festival in celebration of Matariki in 2021	1.3a	Identify with Ngāi Tahu who is best to engage in the scoping exercise	Jan - Mar 2019	Steering Group established
		1.3b	Identify and approach other city partners to engage with including internal Council Units	April 2019	Engage on Steering Group
		1.3c	Scope potential content for a winter festival and programme to celebrate Matariki	Throughout 2019	Plan developed alongside key partners as directed by steering group
		1.3d	Identify appropriate date, resource and budget required to produce the event	Jul - Sept 2019	Included in developed plan
		1.3e	Present report to Council with scope and proposal of new event	Jan - Mar 2020	Report produced and presented to General Manager, standing committee and Council
1.4	Use the production of events to strengthen regional identity through cultural heritage and the arts	1.4a	Identify event opportunities for alignment with Heritage Strategy and Arts Strategy	Jul – Sep 2019	Plan developed highlighting priority events and timeframes
		1.4b	Partner with appropriate stakeholders and community groups to showcase appropriate stories	Jul – Sep 2019	Key stakeholders (internal & external) engaged and action plans developed

1.5	Council produced events are sustainable and lead the way in the sector	1.5a	Ensure produced events align with the Compostable Food Packaging at Events initiative	Jul – Sep 2019	Implemented for 2019/2020 summer events season  Measure awareness of sustainability initiatives across three Events Production Team events in line with LOS  Achieve 75% average diversion from landfill to compost/recycling across Events Production Team events.
		1.5b	Implement action plans for additional areas of the Events Sustainability Framework and ensure link to the Council Resource Efficiency and Greenhouse Gas Emission Policy	From July 2019 through to 2022 in a staged approach	Action plans for each initiative implemented over next three years in line with development of events in the Events Production Team

**GOAL 2:** Events supported through Council funding schemes contribute to a well-rounded city events calendar

Action		Key Task		Timing	Key Performance Measures
2.1	Review survey results undertaken for the Community Events Implementation Plan	2.1a	Identify common themes that reflect the needs, wants and desires of our city's citizens as specified in feedback and survey results received	Jan – Mar 2019	Included in the development of the 5 year events programme
2.2	Align all Council events funding schemes with the wider Council funding review	2.2a	Contribute to the Council Funding Review in relation to events funding	As required	Attend and input at meetings
		2.2b	Identify key priorities reflected through Community Events Implementation Plan survey results to be included into event funding schemes criteria	Apr - Jun 2019	Priorities identified for Regional, Local and Community events and recommendations presented to Community Boards, standing committee and Council
2.3	Ensure Council events funding schemes align with ChristchurchNZ funds to allow for consistency and opportunities for the events sector	2.3a	Meet with ChristchurchNZ to jointly review and align events funding schemes at a Major, Regional & Local level	Jan – Mar 2019	Workshops held and criteria for 2020 Events funding rounds developed
		2.3c	Promote funding schemes to events sector	As developed	Events sector and wider community groups informed
2.4	Update and/or develop funding and assessment criteria for contestable annual funding rounds, prioritising events which will compliment a well-rounded calendar.	2.4a	Review & formalise Events Seeding Fund criteria	Apr - Jun 2019	Criteria developed alongside priorities and recommendations presented to Community Boards, standing committee and Council
		2.4b	Review Events & Festivals Fund criteria and implement changes	Apr - Jun 2019	Criteria developed alongside priorities and recommendations presented to Community Boards, standing committee and Council
		2.4c	Develop assessment matrices for each individual fund	Jul – Sep 2019	Assessment matrices developed and implemented for 2020 funding rounds

2.5	Review Community Board funded events	2.5a	Review events currently produced or partnered by Community Recreation Advisors	Jul – Sep 2019	Report produced reflecting findings of each event
		2.5b	Identify events that may benefit from a partnership or alternative ownership model along with a transition plan	Jul – Sep 2019	Report produced identifying recommended direction
2.6	Drive innovation and actively seek new event opportunities that complement the overall calendar	2.6a	Identify new opportunities for hosting of events that have a point of difference, or fill an identified need (e.g. seasonal gap, location etc.)	Throughout the year	Events identified, feasibility studies undertaken, bids submitted and calendar populated year round.  Events support a well-rounded calendar
		2.6b	Actively identify event opportunities for Central City, Nga Puna Wai, and Metro Sports Facility	Throughout the year	Events identified, feasibility studies undertaken, bids submitted and calendar populated year round in advance of facilities opening  Events support a well-rounded calendar

### GOAL 3: Make Christchurch a more events friendly city

Action		Key Task		Timing	Key Performance Measures
3.1	Review events permitting process to streamline it for event organisers.	3.1a	Survey event producers who currently engage with the process to identify areas of improvement	Jan – Mar 2019	Survey created and sent out to events sector to establish a benchmark
		3.1b	Summarise areas of concern and raise with relevant Council Units	Apr - Jun 2019	Report of findings produced and relevant Council Units identified
		3.1c	Meet with Council Continuous Improvement team to assist and develop a customer focused streamlined process	Apr - Jun 2019	Continuous Improvement Team met with and plan developed
		3.1d	Implement new process through appropriate channels	Jul – Sep 2019	Develop appropriate communication channels and messaging  Re-survey the sector to compare results against original benchmark
3.2	Develop a webpage that showcases all bookable outdoor central city event spaces	3.2a	Identify all central city outdoor Council/ Ōtākaro bookable event spaces	Oct – Dec 2018	Sites identified
		3.2b	Obtain all relevant and meaningful information to assist customer in selection of venue	Oct – Dec 2018	All required information collated and spreadsheet developed in conjunction with Ōtākaro
		3.2c	Work with Information Technology Unit to develop website on Council website	Oct – Dec 2018	Plan for development of new website created including opportunities for site enhancements in the near future
		3.2d	Launch the website and promote to events sector	Jan – Mar 2019	Website developed and launched to events sector and other key partners
		3.2e	Additional central city sites identified outside of Council ownership to expand website offering	Apr – Jun 2019	Additional central city outdoor event spaces identified and data collated

3.3	Up-skill the sector by coordinating regular workshops, industry updates and networking opportunities	3.3a	Deliver Get Set Go workshops	As and when required	At least four workshops delivered per year or as demand dictates
		3.3b	Deliver Spread the Word workshops	As and when required	At least two workshops delivered per year or as demand dictates
		3.3c	Deliver Event Permit Masterclass or identified training session	April and Oct	Two workshops hosted per year
		3.3d	Coordinate regular sector networking sessions	Annually from Feb 2019	Three sessions hosted per year
		3.3e	Develop a schedule for regular communication with sector via e-newsletter	Annually from Jan 2019	E-newsletters issued according to schedule
		3.3f	Provide advice, support, networking opportunities and facilitation to local community groups	As and when required	Ongoing
3.4	Promote Christchurch events to citizens and visitors through awareness of events website and app	3.4a	Identify best online platform for the promotion of events in Christchurch or how the current two websites can link	Jan - Mar 2019	Identification of best platform for Christchurch event listings and promotion
		3.4b	Identify opportunities and coordinate marketing and promotional campaigns with ChristchurchNZ	Jul – Sep 2019	Joint promotional campaigns developed and activated in time for Summer events season
3.5	Actively promote the Central City as a great place to hold events and promote events currently held in the Central City	3.5a	Engage in Central City joint agency meetings	Monthly	Participation in monthly meetings
		3.5b	Assist with the development and delivery of Central City Action Plan	Throughout the year	Central City Action Plan developed and event opportunities and activations actively reflected
		3.5c	Identify a diverse and well-rounded calendar of events to fill and enliven central city event spaces	Throughout the year	Central City Business Association event aspirations identified  Identify baseline of current central city events and increase engagement and awareness of central city
3.6	Promote and support the community to run safe and successful events	3.6a	Identify appropriate channels for volunteering, the promotion of opportunities and resources to upskill volunteers	Apr – Jun 2019	Most suitable channel for volunteering opportunities identified  Resource requirements to upskill volunteers identified  Opportunities for volunteers made available through Council events
		3.6b	Enhance current offering on the Council “Running an Event” section of the website	Throughout the year	Running an event webpage that is reviewed, enhanced and monitored throughout the year  Promotion of the website to community groups and events sector
		3.6c	Further develop event resources for community groups including the “event equipment for hire guide”	Jul – Sep 2019	Current guide reviewed, community contacts made, new additions made, guide developed and promoted