

# Golden Foot Awards Winner 2014

Name of project : **The Breeze Walking Festival 2012 & 2013**

Name of organisation: **Christchurch City Council (CCC) Recreation Sport Unit**

Nominee's name: **Jacqui Miller**

The inaugural Christchurch City Council led 2012 Walking Festival was a huge success with 1000 attending and widespread engagement of walking stakeholders. The 2012 festival focused on Christchurch's eastern suburbs badly hit by the earthquakes to highlight walking areas still available. The 2013 Walking Festival built on the 2012 festival with an extended reach to the whole of Christchurch and 1600 attending the walks and workshops.

**Coverage**, in terms of number of people affected or potentially affected by this initiative:

About 1000 people attended the 2012 inaugural walking Festival.

About 1600 attended the 2013 Walking Festival.

All ages and abilities participated in the very diverse walks many of which were suitable for prams and wheelchairs.

<b>YEAR</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Number of walks &amp; workshops</b>	22 walks & 2 workshops	33 & 1 workshop	At least 22 walks
<b>Number of Stakeholders (internal &amp; external)</b>	10	18	Aim to increase # number of stakeholders and maintain their support for future walking festivals
<b>Number of participants in walks &amp; workshops</b>	~1000	~1600	Goal: > 2000

**Success to date** of the initiative supporting walking:

The Walking Festivals in 2012 and 2013 were so successful that planning for a third Walking Festival to be held in September 2014 is currently underway with a goal of at least 2,000 people participating. Already we have heard numbers on one walk alone are likely to on top of the 2013 numbers to reach that target. Of people surveyed in 2013 (N=531) 93% said they would attend again. The 18 key internal and external stakeholders were 100% satisfied with the festival and are involved again in 2014. The Festival has increased the profile of walking in Christchurch amongst key agencies supporting physical activity and the general public. The festival enables key Greater Christchurch stakeholders to pool resources to help make walking a key recreational activity. The diverse Stakeholders include: established walking groups (including CCC staff led weekly walking groups); organisations who support physical activity such as

Sport Canterbury a Regional Sports Trust with the Green Prescription contract, Healthy Christchurch, & Active Canterbury; Maori and Pacifica organisations; CERA (Central Earthquake Recovery Authority); and Community Organisations such as the Avon Otakaro Network. Creating a multi-faceted team to be involved with the Walking Festival helps ensure that walking for recreation is on multiple agendas. Obviously if people enjoy walking for recreation as fun it is likely to have a follow on effect on walking for transport and incorporating it in people's daily lives.

**Potential widespread applicability** of initiative to other locations or organisations:

A similar Walking Festival could be undertaken by other regions in New Zealand and has a lot of potential to raise the profile of walking in New Zealand both in terms of a recreational activity and as a mode of transport.

**Relative uniqueness and innovation** of this initiative in NZ:

Great Walking Festivals are undertaken in at least two areas of New Zealand one being the Waikato area which has the Echo Walking Festival that focuses on parks and reserves and Lyttelton (Christchurch suburb) Walking Festival which is both urban and rural offering intimate boutique type walks. The CCC Walking Festival is unique in New Zealand in its large scale urban focus.

## **The Breeze Walking Festival 2012 and 2013**

The Breeze Walking Festival is a Recreation and Sports Unit, Community Recreation response to the earthquakes that promotes walking for recreation and wellbeing. The purpose was to assist the community with re-engaging with local recreation opportunities in post earthquake Christchurch due to the amount of damage which occurred to popular walkways, regional parks and community facilities.

The inaugural Breeze Walking Festival in 2012 focused on connecting people and places in Eastern Christchurch and was held during the first week of the school holidays September 2012. There were 22 walks and two workshops over nine days. Approximately 1,000 participants of all ages and abilities took part in a diverse range of walks in the east and everyone involved in the festival wanted it to be repeated in 2013.

As a result of the success and feedback from the 2012 festival (plus increased numbers of new residents to the city and people moving to live in different parts of the city) the 2013 festival was expanded to cover greater Christchurch. It was also expected that participation numbers would grow to at least 2,000, weather permitting.

A key focus for the 2013 Festival was to further enhance internal and external partnerships and collaboration with key community organisations to strengthen engagement and networks for achieving shared outcomes. These partnerships included four Council Units, Community Public Health/Healthy Christchurch – All Right? Campaign, Heart Foundation, Sport Canterbury, Active Canterbury, He Oranga Pounamu, Mental Health Foundation and local walking groups.

The walks offered cater for a variety of interests and ability levels including family fun, novelty, fitness, heritage, urban and natural environments, living streets, post quake developments and skill development. The walks were free and no bookings required, unless stated.

### **Event objectives:**

1. To enable local residents including new settlers and visitors to take part in walks in local neighbourhoods and open space.
2. To highlight the benefits of walking for overall wellbeing
3. To support and promote local walking groups/activity providers
4. To increase awareness and use of local amenities within Christchurch
5. To strengthen networks for improving individual and community wellbeing

### **Participant feedback**

*“A very enjoyable experience physically and socially” (Beckenham Loop)*

*“Got me out on a damp day” (Halswell Quarry)*

*“Fantastic, great time and great company” (Marae to Marae Hiko)*

*“Great info - didn't know heaps of stuff being told, loved the commentary, like to see changes, should be repeated regularly, A+++ excellent commentary and tour” (Ever Evolving City walk)*

*“So nice to be back on the port hills and to hear about the work that has been done to make it safe” (Gondola/Bridle Path Walk)*

*“I have never been on this walkway before” (Boulder Bay/Godley Head walk)*

*“Great walk and info, most excellent - who knew this was here! (Tuhaitara walkway)*

*“Good to try new track I haven't done before. Fun and excellent” (Rapaki track)*

*“Enjoyable and interesting to see a new section of the park” (Island River, The Groynes)*

*“Great track and fantastic informative and friendly guides” (Misty Peaks)*

## **APPENDIX ONE**

### **2013 Festival Report**

#### **Results:**

! There were 34 walks and one walking workshop over ten days. Another workshop was also offered by the Active Canterbury Network to activity providers wanting to start a walking group. One walk was cancelled due to lack of bookings.

! The programme appealed to all ages, abilities and families. The programme operated within budget. It was core funded by CCC with sponsorship from The Breeze, Stirling Sports and Healthy Christchurch. The walking festival brochure was designed by CCC and printing costs for 20,000 copies were covered by advertising.

! Approximately 1,600 people of all ages and abilities took part in the festival. 98% satisfied with the festival and want to attend again in 2014.

! 18 key internal and external stakeholders. 100% satisfied with the festival and want to be involved again in 2014.

#### **Festival Objectives:**

**1. To enable local residents including new residents and visitors to take part in the walks in local neighbourhoods and open space.**

82% of participants have lived in Christchurch more than 3 years.

18% of participants have lived in Christchurch less than 3 years.

**2. To highlight the benefits of walking for wellbeing (physical, mental health, social connectedness and sense of belonging)**

One of the benefits of walking from the point of view of physical activity is that it is a low impact, accessible activity that is beneficial to our increasingly aging population. The festival attendance showed that it attracted the older population, but it was also extremely popular with families 47% came to walks with families including several generations.

**Comments from participants:**

*"A very enjoyable experience physically and socially" (Beckenham Loop)*

*"Got me out on a damp day" (Halswell Quarry)*

*"Fantastic great time and great company" (Marae to Marae)*

*"Great info didn't know heaps of stuff being told, love the commentary like to see changes, should be repeated regularly, A+++ excellent commentary and tour" (Ever Evolving City walk)*

**3. To support and promote local walking groups/activity providers.**

Before the Festival started the CCC walking groups booklet was updated and at the end of each of the walk it was handed out to participants to inform them of what groups were operating.

35% of respondents said they belonged to a walking group.

65% said they were not involved in a walking group

Feedback from walking groups shows that some have already attracted new group members.

**4. To increase awareness and use of local amenities within Christchurch**

**Quotes from evaluations:**

*"So nice to be back on the port hills and to hear about the work that has been done to make it safe" (Gondola/Bridle Path Walk)*

*"I have never been on this walkway before" (Boulder Bay/Godley Head walk)*

**5. To strengthen networks for improving individual and community wellbeing.**

A key focus for the festival is developing partnerships with key partners, including internal and external.

Partnership between the All Right? Campaign promoting their key messages this was done through their sponsorship of the opening event as well as full page advertisement in the booklet “when did you last get your sweat on – exercise is a proven pick me up – even a little bit helps a lot”.

Presence of Active Canterbury at the opening event and the use of the Active Canterbury banners throughout the week. Key messages promoted through a full page advertisement in the booklet promoting the Active Canterbury website – “looking for people to go walking with? Looking for places to walk? Active Canterbury puts information at your fingertips.

## ***APPENDIX TWO***

### **Excerpt from 2013 Event Media Release**

Due to popular demand, The Breeze Walking Festival returns in 2013, putting a spring in the step of walkers from all over Christchurch and beyond.

Running from Friday 27 September – Sunday 6 October to coincide with the school holidays, the festival includes more than 30 free group walks over 10 days, catering to people from all walks of life: from child-friendly jaunts to more challenging treks for the experienced walker.

Mayor Bob Parker says The Breeze Walking Festival is social and inclusive.

“Last year, the inaugural Breeze Walking Festival was focused on Christchurch’s eastern suburbs and attracted participants from right across the city, so we’re expanding the 2013 festival citywide, with additional dates in Selwyn and Waimakariri,” he says. “With families relocating around the city and new residents arriving every day, this event is a great way to explore new communities and discover the options right on your doorstep.

“The benefits that walking brings to an individual’s wellbeing – both physical and mental – are well-documented. With the guidance of local walking group leaders and regional park rangers, walkers will be able to tour the hidden treasures in their community and learn their history, from beaches to ridgelines, from wetlands to city streets.”



Guided walk through the central city to show transitional spaces projects including murals, public art works, interactive musical spaces and other Gap Filler and Greening the Rubble projects.

25 FREE WALKS

The Breeze  
**Walking Festival**  
27 September – 6 October

Put some  
Spring  
in your step

www.walkingFestival.co.nz

THE BREEZE  
CHRISTCHURCH CITY COUNCIL

active  
CANTERBURY

healthy  
Christchurch

Christchurch  
City Council



**ChCh Gondola and Bridle Path Walk (guided walk with Ranger outlining work done to reopen the track after the earthquakes)**



**Guided walk of the award winning Tuhaitara Coastal track to talk about the regeneration of the local flora and fauna**