

1. ***Do you agree or disagree with our three areas of focus (Living, Working and Learning here; Doing business here; Visiting and playing here) and their associated goals?***

Yes - I agree with the three areas of focus. Goal 1, 2 and 3. Being the Event Manager for three longstanding events (Waitangi on East, Market Day (previously Boulevard Day) and Santa Parade - I wish to comment further on Goal 1 - Our residents are engaged and invested in our community - and Objective B states – ***Create an annual calendar of events throughout the district to connect and engage with our community***

GOAL 1 – B 1 : Create a district-wide events plan

Ensure no existing event is moved from its well established date and guaranteed their date

GOAL 1 – B 2: Identify events to be targeted for delivery in our district

Look at working with Groups to bring back very successful events which have been held and have lapsed as these already have a blueprint . If these groups no longer want or are unable to run them Council could look at these

That Council run events follow the same Scheme Criteria as set down in the Economic Development Community Events Grant document and be run under the same rules , regulations and restrictions as private and other Community events. (see below)

Economic Development Community Events Grant Scheme Criteria ***Please read this information prior to completing your application.*** Introduction Ashburton District Council believes it has a role to play in supporting new community events, and / or building the capacity of existing events, to become established in the District. Each year Council allocates funding for the 'Community Events Grants'. Purpose The purpose of providing Community Events Grants funding is to support new events and / or build the capacity of existing events in the district that are open to the public, and which enhance the community by contributing to its social and economic wellbeing. The events must have a wide public appeal. Grant Eligibility In order to be eligible to apply for funding, all events must meet the following criteria: 1 Take place within Ashburton District (with the boundaries of the Rakaia River to the Rangitata River from the Southern Alps to the Pacific Ocean). 2 Be a new event to the District, or build the capacity of an existing event in the District. Funding may be given to an event for up to two years, subject to event results and reporting requirements being met. 3 The event must take place after the application has been made. 4 The general public must be able to participate in, or watch the event. 5 Must have secured at least 50% of the total cost of the event for which they are applying. 6 Must not coincide with another major event in the District, unless compatible. 7 Be a smoke-free event, be sun-smart and working towards 'zero waste'. 8 Provide a detailed budget, including what the requested funds will be used for (refer to the 'Funding' Section). 9 Provide a detailed marketing / promotional plan, with the target market clearly identified. Assessment Considerations Council will consider the following: • The number of anticipated attendees to the event. • Accessibility of the event to the general public. • The community contribution to the event (including volunteers, in-kind work or materials and financial support). • Other sources of funding potentially available to the applicant. • Any previous assistance provided by Council.

While the 2023-33 Draft Economic Development Strategy Action Plan, mentions existing events once – ***GOAL 1 – B 4 - Enable and plan for an iconic event per quarter – (Our Partners) – Existing and New Events*** – Actions 2,3 and 7 seem to have a strong leaning towards New Events. I fully support more events, however, do ask that Ashburton District Council offer additional assistance to established / existing events.

2. Do you agree with our draft action plan on pages 12 – 17?

Yes - however, would like to see additional comments under **GOAL 1 – B 5**

Develop and circulate event management resource for local event managers – H & S, ADC liaison and event best practice guide – as an Event Manager, this will be excellent, would like to see it as top priority – 6 months and ongoing, instead of 1 – 2 years and ongoing. Hopefully, this will detail Council requirements, in a clear, concise manner. There has been a lot of shifting expectations over recent years – which sometimes feels, last minute, inconsistent between different events and frustrating to say the least. The objection time frame needs to be advertised as early as possible as the event has already been organised and the objections are heard too close to the event. As the Event Manager of three large events a year, I happily offer my events as “test events” to fine tune the **event best practice guide**. Also aspire to have a closer collaboration between Council and event managers to have a list of resources available for use for all events. (refer attached communications marked A, B, C re: recent events).

That event application forms and other reporting forms are given a complete overhaul to make them user friendly and up to date, including best practice and Health and Safety requirements, along with any site specific considerations.

Yes - **agree with our draft action plan on pages 12 – 17**, however, would like to see another action added under **GOAL 1 – B 8 - Support and Enhance Existing Events – by building capacity and encouraging best practice and continuous improvement**

- **Our Partners** – Existing Events
- **Time Period** – 0 – 12 months and ongoing
- **Resourcing** – Additional budget required

While it is always nice to try something new, there is also a great fondness and visitor support for existing events that have been longstanding outings on the Event Calendar. Recently I met with other Event Managers from outside of the Ashburton District and there is quite a difference in the level of support for their events.

Indemnity Insurance – Would Ashburton District Council kindly consider paying for and take responsibility for Community Event Indemnity Insurance for events on Council Land – then rather than each Event paying approximately \$ 300.00 per annum, often for just one day event. So in the case of the three events I’m managing, that is \$ 900.00 per annum. Timaru District Council cover Indemnity Insurance for their Santa Parade, and other community events and the Group pays a nominal fee to Council for that one day (under \$20.00) per community event.

Traffic Management Plans (TMP) – Would Ashburton District Council kindly consider paying for and take responsibility Traffic Management Plans for Community events on Council Land. This will create an expertise “In House”, as opposed to each Event Manager, who may just process one Road Closure per year. Also request that all Council managed sites have a blueprint on which sites require TMPs and the reason for these. For example TMPs are needed for Ashburton Market Day held on West Street on the long lawn over a footpath and behind a fence but not needed for Farmers Market / Craft Market /Car Boot sale which is just after a busy intersection - poor visibility due to trees , cars parked either side of the road and vehicles entering and existing the Market site . Also have never seen TMPs for Anzac day .

Port A Loos – Is there a formula, on how many toilets are required vs anticipated attendance. e.g Glow in the Park – had 17,000 over two days - 10,000 on Saturday night, and 7,000 on Friday night with 4 permanent toilets and 6 Port A Loos (10 toilets total) – yet at one stage, for Market Day with 7,000 attendees, I have been advised that 20 portaloos will be required, over and above the public toilets on East Street permanent public toilets (guessing 8 toilets and two urinals)

Rubbish Removal - It was Market Day 2022, that Ashburton District Council covered all public rubbish bins to stop the public using them. Ashburton District Council required that Ecowaste be given 2 Free of Charge sites on Market Day, and that instead all attendees be directed to Ecowaste, which was just one location across four blocks and simply inadequate. As a result this became a significant deterrent for responsible waste disposal. At a meeting with Council staff post event, I was advised it was my responsibility to announce all day where waste was to be taken. It seems more appropriate that if Eco Waste are there to educate this would be their responsibility, more so than the Event Organiser.

Toilet Paper - was surprised in recent communications with Council, to be advised that after a successful Market Day event, there had been “higher than normal” toilet usage and that toilet paper was low. Instead of replacing toilet paper, I was advised I would need to provide Port-A-Loos in future.

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Name: Carol Johns - Event Manager

Ashburton Santa Parade / Ashburton Market days

YES: I would like to present to the hearing on **Thursday 20 July 2023 – present In person please**

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3. Does the draft strategy and action plan address what you see as the key issues facing economic development in our district?

Yes - - except for two additional actions suggested in Question.2

4. The strategy outlines the role Council will play in economic development. Do you agree with this and/or are there any other areas you think we should include?

Yes - - agree with most, except for two additional actions suggested in Question.2
Would really like Ashburton District Council to be playing a more positive, proactive and leadership role to existing events.

5. Do you have anything else you'd like to mention?

Event Managers and Ashburton District Council have the same objectives – we want well supported, engaging and successful events that showcase the Ashburton District. With vendors and visitors alike having experienced positive events. We would dearly appreciate

that we do this in a more collaborative manner. I find it disappointing that the Council's answer to being treated unfairly and asked to do things differently to Council events is met with basically if you don't like it don't use Council managed land.

Thank you for the opportunity to submit to the Draft Economic Development Strategy.

Information has been redacted where it identifies an individual employee

On the 6th June I went to the walk and talk at the library to get some information I was needing for the submission I am currently preparing for the Draft Economic Development Strategy Action Plan and after discussion with Councillors Lovett and Todd it was suggested I correspond with all the above outlining some of the discussion I had with them so this can be looked at by Councillors.

The information provided is just a snapshot but I have given a pretty good picture of the overall problems I am facing. I am happy to provide all communication e-mails if needed.

I am happy to meet to discuss these concerns further.

Ashburton Market Day September 2022

After the Council meeting where the objections were heard and feedback from councillors the market day was to proceed.

One of the conditions was to keep all footpaths clear and to keep all vehicles off the paving and grassed areas. Once the public holiday was announced and the majority of the shops would be closed I asked if the stallholders could use the area between the kerb and the seating this still leaving the full footpath clear but my request was denied.

My problem with this was when I was in town the day of the Light up the Night event I drove down Burnett street to see a very large truck parked across the kerb and onto the grass on East Street (photo Attached) ---and sound equipment all over the footpaths (photo Attached) This was a Friday and all the businesses were open.

When I asked in an e-mail to Neil Brown why this was allowed he told me they had permission. I was told the truck moved when noticed but by this time had been parked up for over an hour. At the market day one of my stallholders towing a trailer put maybe two tyres on the kerb which I spotted straight away but within the time I spotted it [REDACTED] had already sent me a picture.

Surely this must be seen as a double standard.

Also part of the Market day I received an e-mail telling me Eco Educate will be attending the Market Day and will not be paying. A footnote stating the public recycling bins will be sealed for the event. I usually have Envirowaste supply bins for along the street and although I didn't have a huge problem with Eco Educate being at the event I did express my strong concern over the public bins being sealed as the event covers such a large area. My concerns were ignored and on the day the sealed bins caused a huge unnecessary mess. Council staff need to listen to event organisers and trust they know how things best work for their event. This was then put back on me as being my fault as I didn't communicate with Eco Educate about my needs.

Council staff also wanted 20 port-a-loos which was ridiculous and never in the history of the event been necessary. In my feedback from [REDACTED] he pointed out that the public toilets run out of toilet

paper. In [REDACTED] feedback he has told me Port-a-loos will need to be provided for the next event and this will be a condition of me receiving the permit. I'm not sure about anyone else but when I run out of toilet paper at home I don't add another toilet to the house I just replenish the paper supply which I duly noted to be monitored for future events as well a regular rubbish removal from the toilet block.

For the first time ever in my 20 years of being involved with the East Street market day I had two Council staff present all day. The only staff I would normally see would be the food control staff. The feeling of being micro managed and waiting for something to go wrong was hugely taxing and totally unnecessary. Especially [REDACTED] sitting up at The Fine Lion taking photos. At no time over the years has there ever been a problem that could not be solved. As it was the first time on the newly revitalised East Street I realised there could be some teething problems and there was. Right up until a few days before the event I was unaware the power was no longer connected along the east street green and obviously [REDACTED] was unaware of as well so the event plan was mapped out including these powered sites but when I was advised the power was no longer connected just a few days before the event I had to make last minute changes to accommodate powered sites with only power on the East Street /Burnett corner. The final result wasn't perfect but it did leave a clear space it an emergency occurred but [REDACTED] threatened to shut me down. The stall holders assured [REDACTED] they would be able to move any obstacles also if needed.

I would think once I have meet all the Council requirements and received the final go ahead I would be left to run my event. That's one senior and another Council worker paid all day on a public holiday. I asked Neil in an e-mail if this was now Council policy: His reply Council staff will attend events held on Council managed land to ensure H&S standards /traffic management plans are being adhered to. I am yet to see any Council staff at the Farmers market from start to finish.

If Council are wanting to encourage more events to Mid Canterbury where organisers wish to use Council land these conditions will just put it in the too hard basket as I myself have considered but I don't see why these long standing and well supported events should be pushed out. My understanding was the revitalisation of the CBD was to encourage more people to come.

Another one of [REDACTED] and his biggest concern was my failure to have a marshal present at each road closure. I have e-mails from [REDACTED] where he adamantly states his staff were on site and has GPS to show this. Go to light up the night and at any stage earlier in the set up stage I could have turned into East Street from Burnett street as Council did not have the entry marshalled. Once again double standards. At the times I was there [REDACTED] was putting out chairs and [REDACTED] was setting up the event management gazebo. I also spoke to Waka Kotahi about the need for Marshals when a TMP is in place with road closure signage and they felt it was over the top and at the high end of unnecessary. Tancred Street is already one way so access is already in place and Burnett Street has signage at the approach and entry.

I am more than happy to provide the full feedback e-mail from [REDACTED] covering this event.

Waitangi on East February 2023

My second year running this event on the long green behind the Domain laybuy. It is truly an amazing spot with the trees providing shade and the grass a place for people to relax and enjoy the day. The first year I was not required to have a TMP and I paid \$30 hire to the Council. Bring on 2023 and I now need a TMP. This TMP does not allow parking on either side of West Street near the event and I have to pay a Spraymarks worker to be onsite all day. I approached Waka Kotahi for advice. The West street site has great visibility and the event itself is over a footpath and behind a fence. Once stallholders are on site there is minimal effect to any traffic at all.

See feedback:

- A TMP is required for activities that influence the normal flow of traffic.
- There is no specific clarification for specific kinds of events (*e.g. market days and farmers markets*).
 - Because these may or may not affect the normal flow of traffic, the specific activity is not important for the TMP.
- Public holidays have no effect on TMP requirements.
 - TMPs are designed based on the road and the activity's effect on it.
 - Roads are classified based on speeds and traffic volume, so public holidays are not an influencing factor or requirements for TMPs.
- The number of attendees likely does not make any difference.
 - If an activity as occurring next to a road, this likely would not impede the normal flow of traffic.

For more specific guidance, I recommend contacting the local TMC and a traffic management specialist who can talk you through the necessary requirements for a TMP, and how they apply to your specific situation.

Ngā Mihi,

When I approached [REDACTED] he said the Council can ask for a TMP but would not tell me why I needed one. I pointed out he farmers market which runs on a Saturday morning in the West Street car park just after a busy intersection with poor visibility because of the trees and cars parking on either side with cars entering and leaving the carpark where the stalls are and as to why they are not required to have a TMP but as per [REDACTED] usual demeanour it was get a TMP or don't get approval. To add salt into the wound I then find out that the Spraymarks employee I'm paying for will need to leave during the day to check the Multi Cultural Bites signage which without my knowledge was added to my TMP by Council staff. I would say this was because I challenged [REDACTED] as to why Multi Cultural Bite didn't have a TMP and it would have been too late to organise it. I note on Saturday night at the Glow in the park once again the restrictions placed on me were not adhered to by the ones enforcing them on me. Maronan Road is narrower than West street, Poor visibility due to it being

night and yet cars parked on both sides of the road. On the right diagonal and left parallel. Add to this people walking down the road and crossing over in bumper to bumper traffic and not a marshal in sight. Cars are pulling out trying to leave just to add to the chaos, but surprise surprise parking allowed along the road side at a Council run event. The first we see Marshals are in the carpark. We enter the event and go through the arches and find the trip hazard. I did not see any Volunteers inside the event where crowd control was needed. The event was fantastic so maybe now [REDACTED] and [REDACTED] have had a reality check as to how hard it is to run a perfect event. I am yet to run an event where changes can be made for the better.

So I have my TMP -Done my H&S and all other requirements but now I'm being told how many sites I can have -how many Port-a-loos I need. I was stopped from accepting stall holders two weeks out from the event even though I had agreed not to accept any more food vendors and I supply the Council with their food licenses and registration so no checkups are required apart from on the day. I am still not sure why I have to provide my stallholders data base ??? Conditions of the area are to be vigilant around the sprinkler system which are always well marked by [REDACTED]. I have asked to put gazebos under the trees but told no as they want to protect the tree roots. So you can imagine my shock to see a path being dug right through the area. If I am paying \$300 to use the area I should be able to use it to my requirements and not be dictated too. I also see the path now cuts off the entry to the area so I will need to use the main gates as I did for some stallholders this year. When running events I always respect the area I'm using and take it as a privilege not right and make sure all my stallholders show the same respect. I always leave the sites clean and damage free.

Once again [REDACTED] arrives at the event and due to my own fault and forgetting to pick up the Port-a-loos on Sunday due to a family get together that went much longer than I anticipated that was at my house I had to get [REDACTED] from Hireworx out of bed on Monday morning and two of my helpers needed to go collect them. Once we got them to site they weren't stable on the trailer so had to be off loaded and secured so some stallholder were waiting to be shown to their site who were not panicking at all. They were not parked on the road or even in the lay buy but in the Market area but still [REDACTED] chose to chase me down and make a scene about it. Another condition is to have all unnecessary vehicles leave the area which I achieved 90% of but still [REDACTED] is on my case. I don't understand the drama around this as it would seem better to enter and leave once and to enter twice and leave twice which doubles the chance of damage to the lawns. There are also stallholders that request to have their car for various reasons from needing a place to rest -children to sleep and for extra stock which needs to be kept cool and dry.

The impact on the decisions made by Council staff not only impact event organisers financially but cause extreme distress when you see something you had worked very hard on being hindered by enforcing unneeded TMPs and other requirements just because they can.

I have felt bullied and held to ransom to be able to bring my much loved and attended events to Mid Canterbury. I do accept I have things I can do and need to do better but I run fantastic events and have never had an incident or accident in the 20 or so years. If I run a bad event the only person it effects is me it's my reputation so how I run the event should be up to me once Council has TMP if needed-Insurance and H&S.

Santa Parade

Once again two staff present

Before the event started and while still stationary in Mona Square [REDACTED] approached me regarding entrants on the Hakatere Marae float sitting with their legs over the side. All float entrants already knew that once under way this was prohibited but to appease [REDACTED] I approached the float and reiterated the need to keep legs away from tyres. All entrants are requested to fill out a registration form and the other organisers have told me theirs include an indemnity to cover entrants that don't follow the rules as directed on the registration form so this is something I can look at doing.

Another concern is the amount of Marshalls along the parade route which has always been a concern and something that needs to be addressed to keep all parties happy.

To future proof the Santa parade I reached out the organisers of Timaru-Temuka -Geraldine and Pleasant Point and at this meeting in Temuka also the organiser of the of the Rock & Hop was also present.

It soon become very apparent that the Timaru and Ashburton Council look at the Santa Parade quite differently. The Timaru Council organise and pay for all the TMPs needed for each event and provide insurance cover as well. The promoters also get funding from the council. I have applied for funding from Council and have only ever been given \$2000. This amount will not even cover road closure now. I would like to urge the Ashburton District Council to add this event under their events umbrella then enabling them to use their event fund to pay for road closure and insurance leaving the organisers to focus on continuing to run a successful event. The Timaru Council also did the road closure for the Rock & Hop and they paid \$12.50 to use the Councils insurance. I was told the Council contractors do the road closures which is Fulton Hogan.

This year I am introducing a theme which will be Christmas Carol's and there will be a trophy and some prize money. I am working with a new main sponsor and other sponsors.

From: Jane Donaldson [<mailto:Jane.Donaldson@adc.govt.nz>]
Sent: Friday, 16 June 2023 11:56 a.m.
To: [REDACTED]
Subject: Events on Council Land

Dear Carol

Thank you for your email of 8 June, which the Executive Team has now had the chance to read and review.

I don't propose to answer your points individually as many of them have previously been explained to you through previous correspondence and a meeting with staff, however I do want to respond in more general terms.

When events are held on or involve Council land or assets, the Council has health and safety obligations and liabilities that both the Council and the operators must respect and consider in their event planning and operations. We understand and accept that event organisers and those who are involved in the events need clear information around these events. Council staff have made great progress in helping others to plan their events, however this is an evolving process and because every event has its own complexities we will never be able to have the same response on every occasion.

Part of our continuous improvement process is to observe the events that occur (whether Council run or not) and to learn from them for the future. This means that in certain situations there will be more oversight of activities than others. It also means that we might have to impose additional controls or conditions at times. Usually this is in the interests of safety or to avoid the ratepayer being left with responsibility for costs associated either with the event or the after effects of it. Examples of this might be requiring specific rubbish services or restricting vehicle parking to avoid damage to the ground which would require repair later.

The Council welcomes well run events that involve its land and assets provided they are safe and protect the ratepayer from unacceptable costs. However, we would also point out that if you consider the Council's requirements to be overly onerous or otherwise unacceptable then the option is open to you to choose to hold your events on land that is not owned or administered by Council.

Regards
Jane

Jane Donaldson | [Group Manager - Compliance & Development](#)
DDI 03 307 7744 | M 0278755401







| Equipment: LED Outdoor Parcan RGBWA+UV | |
|--|----------|
| Item | Quantity |
| 10 Clamps + Bolts | 6 |
| Safety Wires | 6 |
| Male A/C Cables | 6 |
| 10 Clamps + Bolts | 6 |
| Safety Wires | 6 |
| Male A/C Cables | 6 |

