

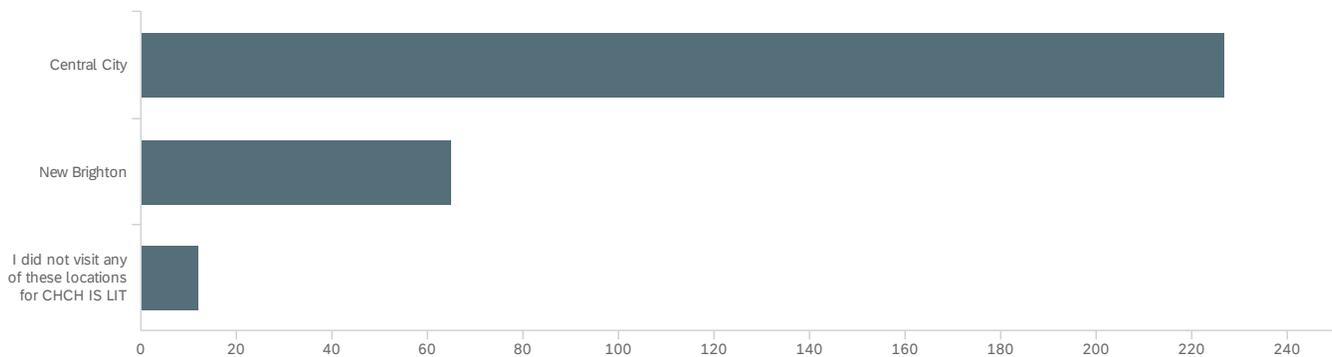
Default Report

Christchurch is Lit

10 February 2021 09:18 NZDT

Q2 - Which of the following locations did you visit to see the CHCH IS LIT light

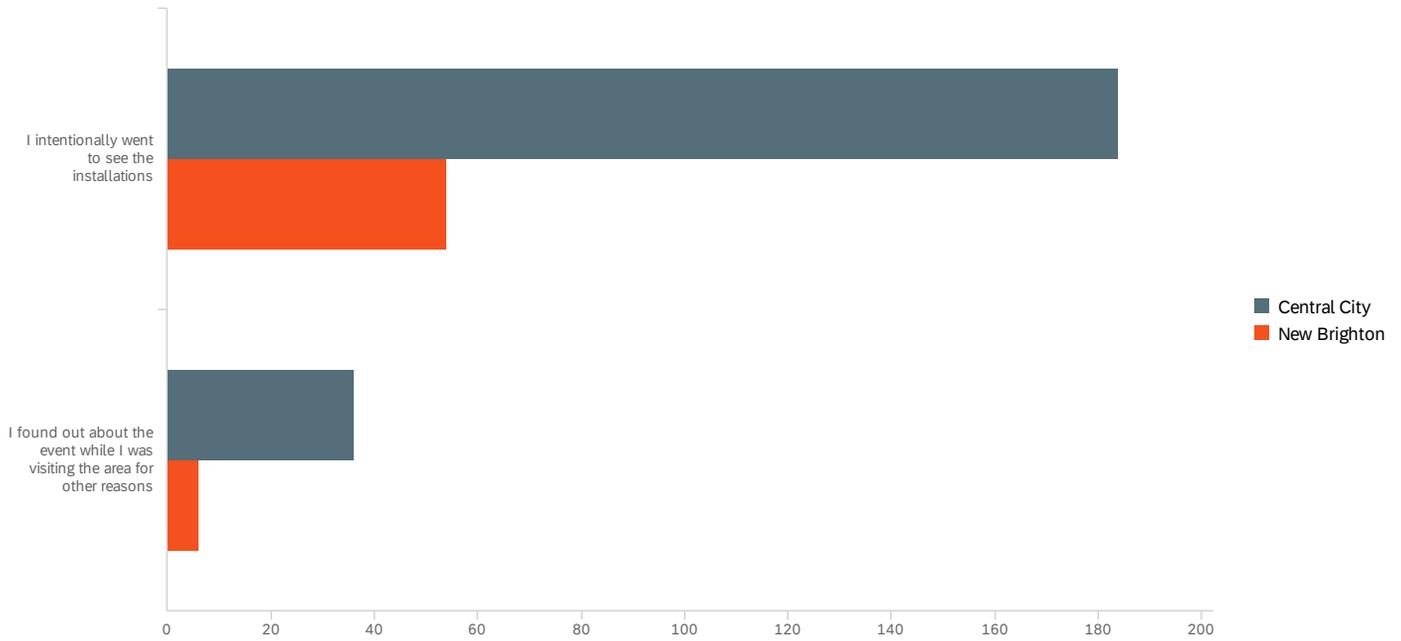
installations, interactive displays and projections? (Select all that apply)



#	Field	Choice Count
1	Central City	74.67% 227
2	New Brighton	21.38% 65
3	I did not visit any of these locations for CHCH IS LIT	3.95% 12
		304

Showing rows 1 - 4 of 4

Q6 - Did you intentionally visit this location to see the CHCH IS LIT installations, or did you find out about the event while you were visiting the area for other reasons?

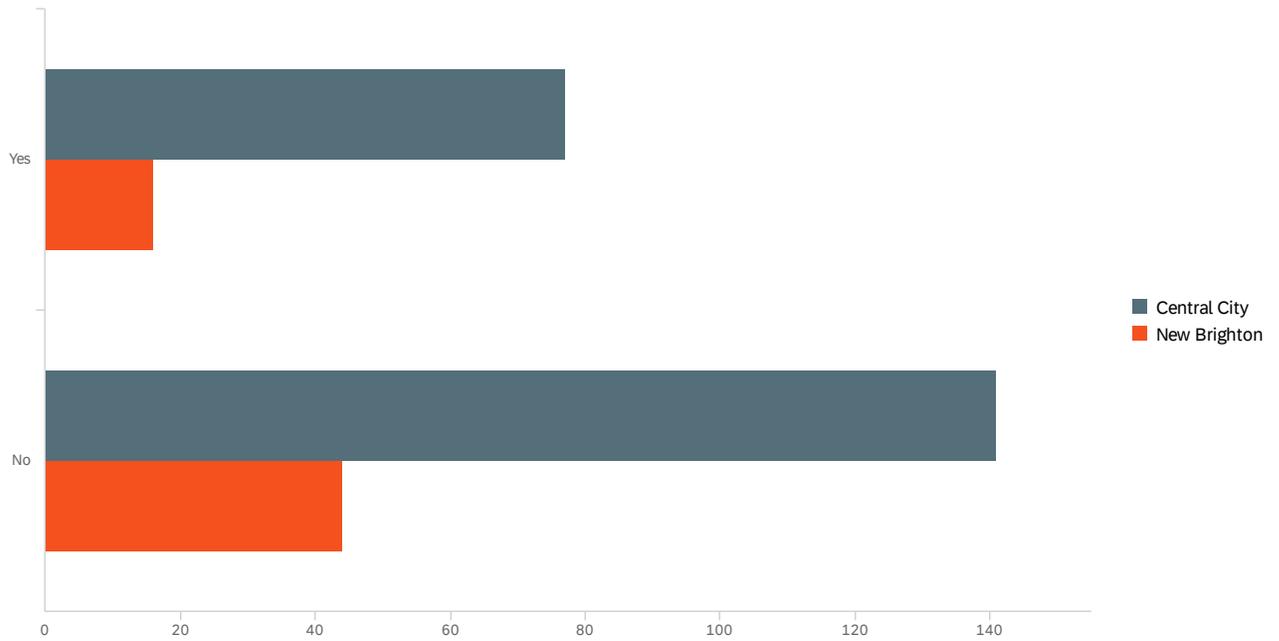


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Central City	1.00	2.00	1.16	0.37	0.14	220
2	New Brighton	1.00	2.00	1.10	0.30	0.09	60

#	Field	I intentionally went to see the installations	I found out about the event while I was visiting the area for other reasons	Total
1	Central City	83.64% 184	16.36% 36	220
2	New Brighton	90.00% 54	10.00% 6	60

Showing rows 1 - 2 of 2

Q3 - Did you visit CHCH IS LIT installations in this location on more than one occasion?

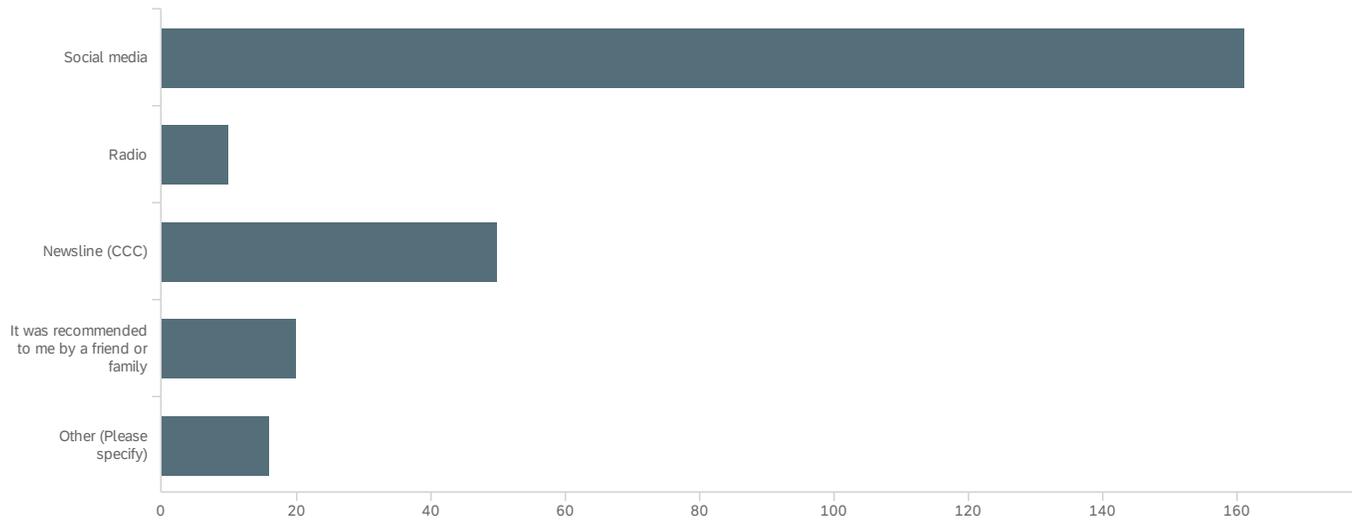


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Central City	1.00	2.00	1.65	0.48	0.23	218
2	New Brighton	1.00	2.00	1.73	0.44	0.20	60

#	Field	Yes	No	Total
1	Central City	35.32% 77	64.68% 141	218
2	New Brighton	26.67% 16	73.33% 44	60

Showing rows 1 - 2 of 2

Q1 - Where did you hear about CHCH IS LIT? (Select all that apply)



#	Field	Choice Count
1	Social media	62.65% 161
2	Radio	3.89% 10
3	Newsline (CCC)	19.46% 50
4	It was recommended to me by a friend or family	7.78% 20
5	Other (Please specify)	6.23% 16
		257

Showing rows 1 - 6 of 6

Q1_5_TEXT - Other (Please specify)

Other (Please specify)

I am CCC staff, and was involved with the festival

Saw the team setting it up

newspaper

Newspaper and event websites

Online

Drove and walked past

I happened to come across it on my cycle home.

Other (Please specify)

advertising

Work

I did not hear about it. I get so many CCC comms (emails etc, The Press) but didn't hear about it!

Through work

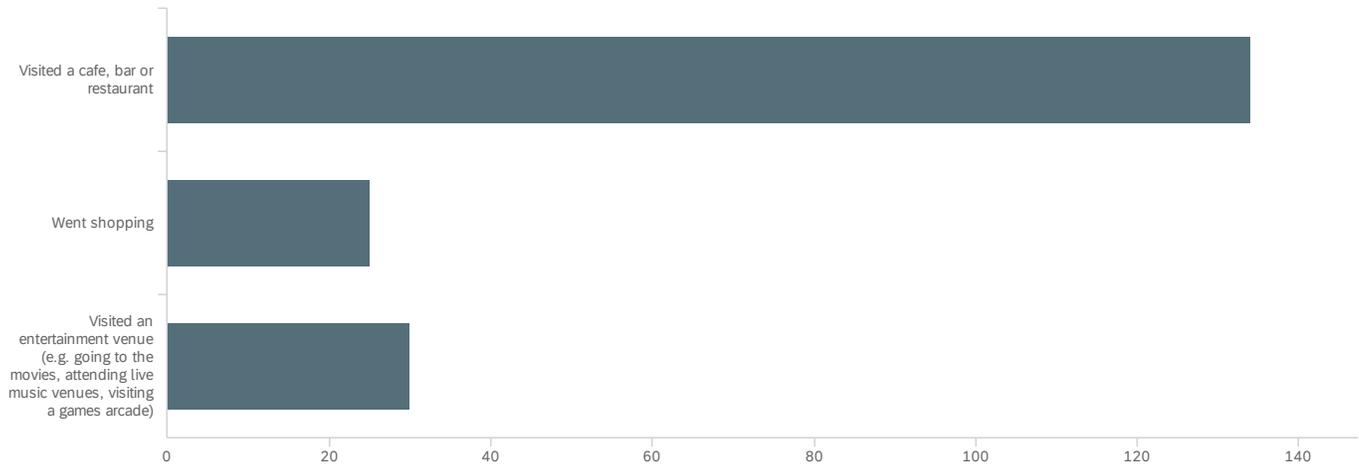
Chris Lynch's facebook page

Be there chch

Walked passed it since I live in the cbd

fgfgh

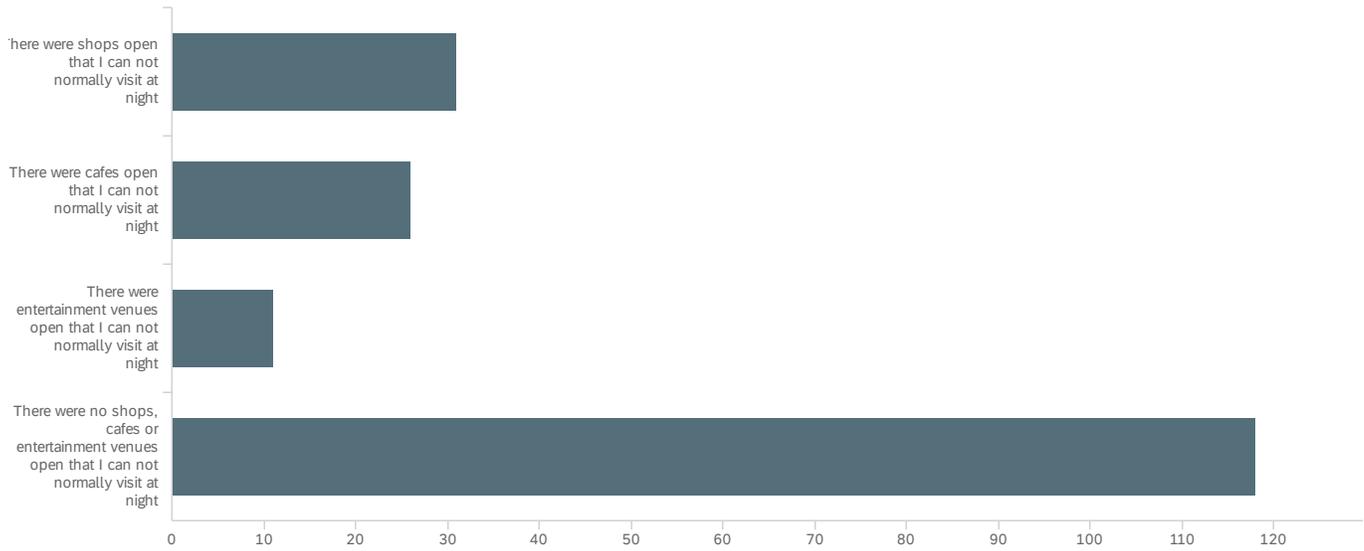
Q4 - During your visit to the Central City for CHCH IS LIT, did you also do any of the following? (Select all that apply)



#	Field	Choice Count
1	Visited a cafe, bar or restaurant	70.90% 134
2	Went shopping	13.23% 25
3	Visited an entertainment venue (e.g. going to the movies, attending live music venues, visiting a games arcade)	15.87% 30
		189

Showing rows 1 - 4 of 4

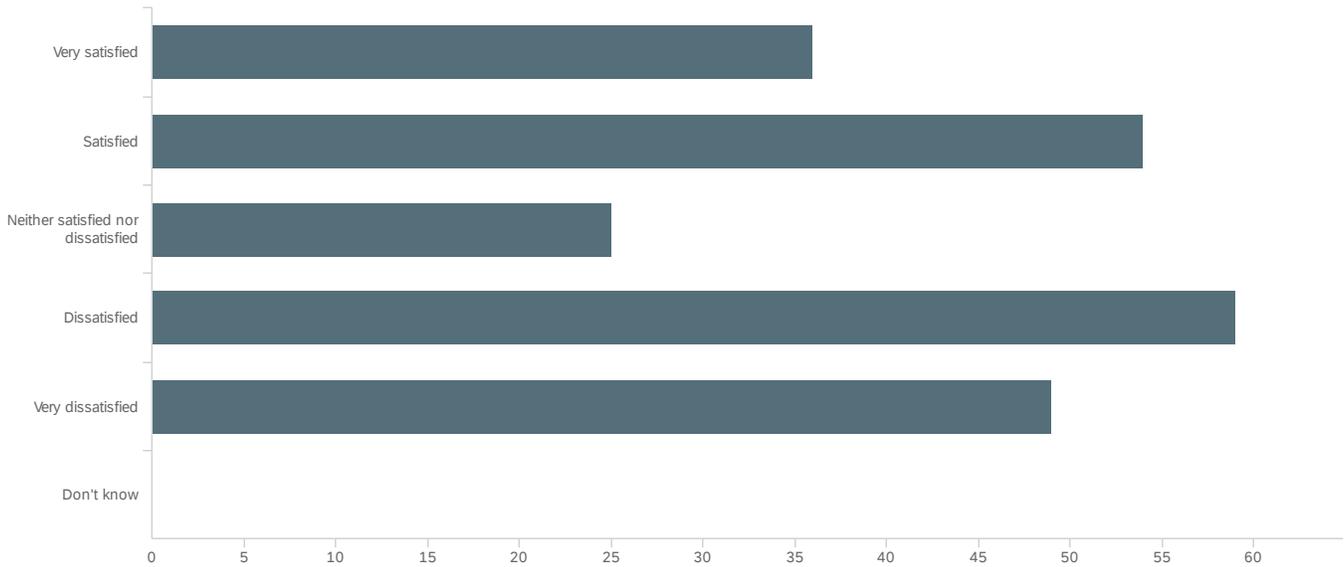
Q11 - During your visit to the Central City for CHCH IS LIT, did you notice that any shops, cafes, or entertainment venues were open later than they normally would be? (Select all that apply)



#	Field	Choice Count
1	There were shops open that I can not normally visit at night	16.67% 31
2	There were cafes open that I can not normally visit at night	13.98% 26
3	There were entertainment venues open that I can not normally visit at night	5.91% 11
4	There were no shops, cafes or entertainment venues open that I can not normally visit at night	63.44% 118
		186

Showing rows 1 - 5 of 5

Q7 - Overall, how satisfied were you with the content of CHCH IS LIT? Content means the variety, and includes the event being engaging, enjoyable and relevant to the audience.



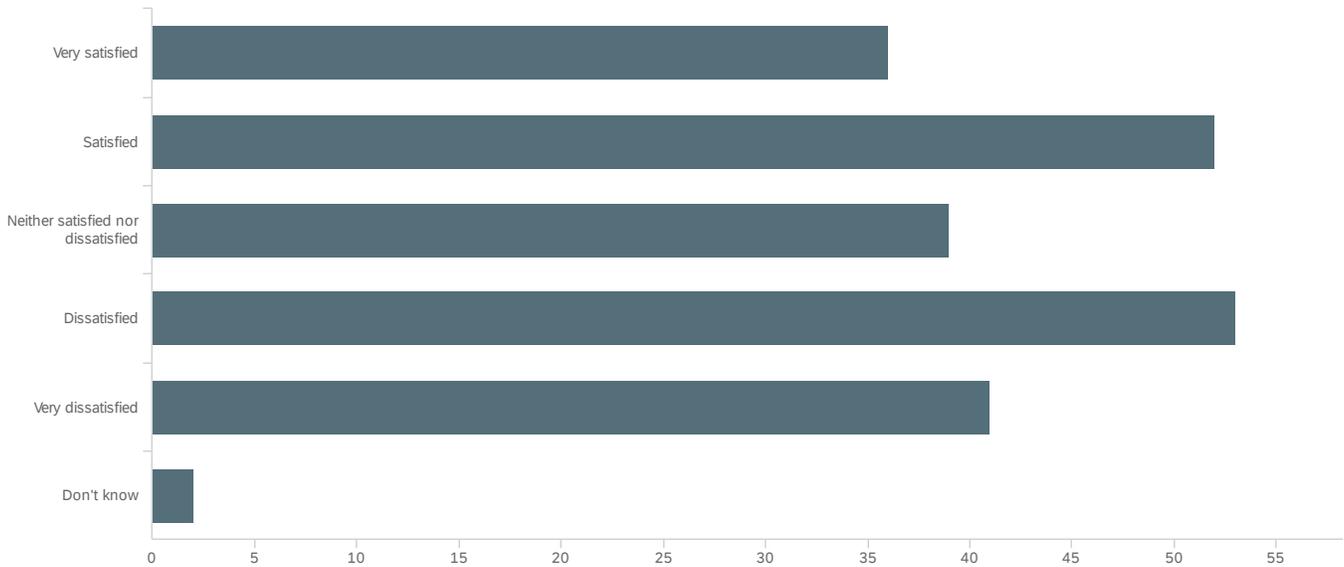
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Overall, how satisfied were you with the content of CHCH IS LIT? Content means the variety, and includes the event being engaging, enjoyable and relevant to the audience.	1.00	5.00	3.14	1.42	2.01	223

#	Field	Choice	Count
1	Very satisfied	16.14%	36
2	Satisfied	24.22%	54
3	Neither satisfied nor dissatisfied	11.21%	25
4	Dissatisfied	26.46%	59
5	Very dissatisfied	21.97%	49
6	Don't know	0.00%	0

223

Q8 - Overall, how satisfied were you with the delivery of CHCH IS LIT? Delivery means

the organisation and presentation of the event, and taking into account attendee needs.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Overall, how satisfied were you with the delivery of CHCH IS LIT? Delivery means the organisation and presentation of the event, and taking into account attendee needs.	1.00	6.00	3.08	1.39	1.93	223

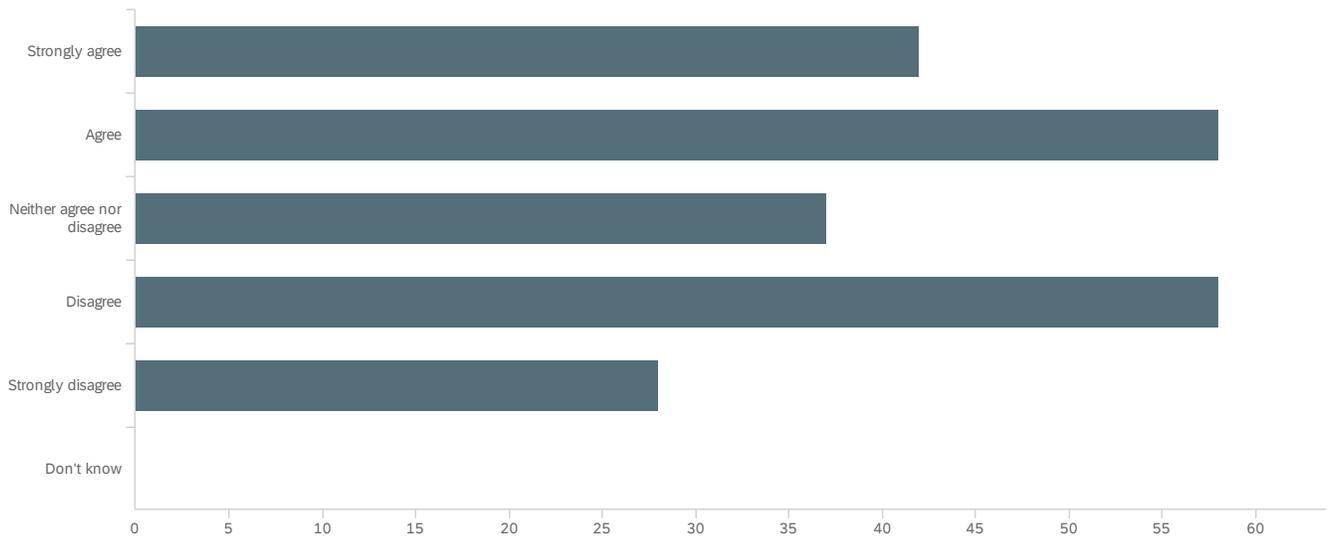
#	Field	Choice Count
1	Very satisfied	16.14% 36
2	Satisfied	23.32% 52
3	Neither satisfied nor dissatisfied	17.49% 39
4	Dissatisfied	23.77% 53
5	Very dissatisfied	18.39% 41
6	Don't know	0.90% 2

223

Showing rows 1 - 7 of 7

Q9 - Overall, how much do you agree or disagree that it was easy for you to enjoy CHCH

IS LIT? This includes having accurate information about the event, and the content and presentation meeting your expectations.

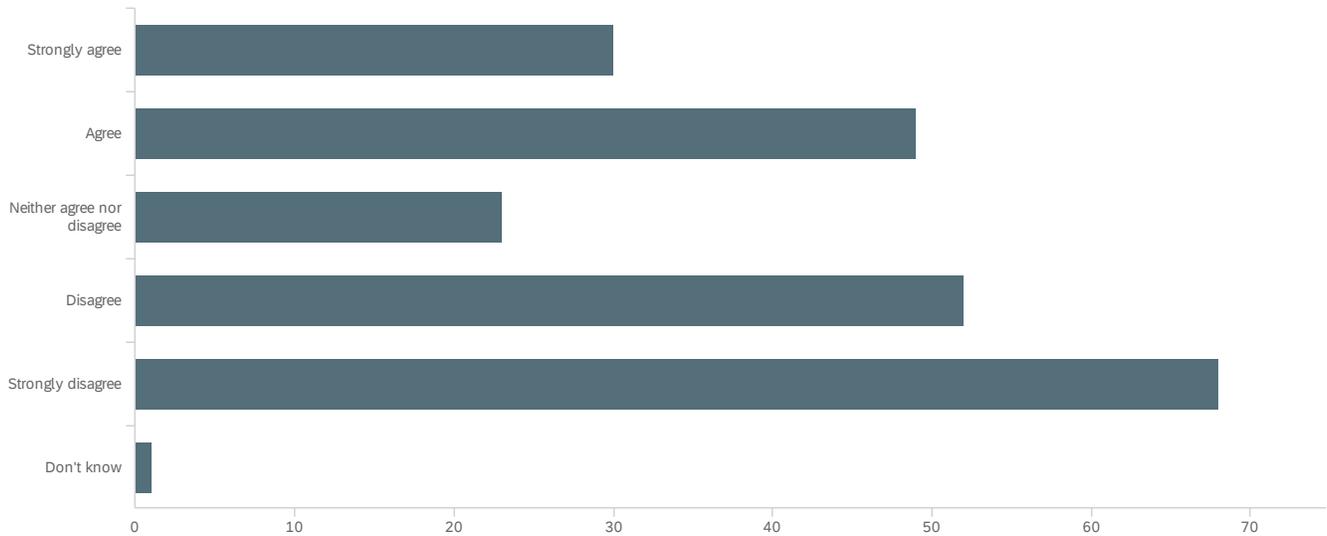


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Overall, how much do you agree or disagree that it was easy for you to enjoy CHCH IS LIT? This includes having accurate information about the event, and the content and presentation meeting your expectations.	1.00	5.00	2.87	1.33	1.76	223

#	Field	Choice	Count
1	Strongly agree	18.83%	42
2	Agree	26.01%	58
3	Neither agree nor disagree	16.59%	37
4	Disagree	26.01%	58
5	Strongly disagree	12.56%	28
6	Don't know	0.00%	0

223

Q10 - Overall, how much do you agree or disagree that CHCH IS LIT met your expectations?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Overall, how much do you agree or disagree that CHCH IS LIT met your expectations?	1.00	6.00	3.37	1.45	2.12	223

#	Field	Choice Count
1	Strongly agree	13.45% 30
2	Agree	21.97% 49
3	Neither agree nor disagree	10.31% 23
4	Disagree	23.32% 52
5	Strongly disagree	30.49% 68
6	Don't know	0.45% 1

223

Showing rows 1 - 7 of 7

Q12 - Is there anything else that you would like to tell us about CHCH IS LIT?

Is there anything else that you would like to tell us about CHCH IS LIT?

I am a New Brighton local so it was easy for me to visit as I could walk, however, if I lived elsewhere and made the drive to New Brighton to view I would have been extremely disappointed in the lights there. The pier interactive was good but not really advertised with the website (I only saw when I zoomed into the map) otherwise people just thought it was the usual lit up pier (which you can see every night). The only difference with the tree was that it was a different colour. I think if you are going to attract people to NB you need to have a lot more to actually make it an event, not 2 very average displays that are already there!

New Brighton LIT was disappointing as it was just the usual Pier lights and some lights on a tree - we were expecting more

It was great that it spanned an entire month and was free. So much better than the Botanics setup. Having it spread around the central city was a good idea, but there needed to be a few more installations and an interactive online map I could view on my mobile to show me where the installations were. It would be great to include the Botanic Gardens and/or if the installations were a little more impressive for the kids.

The only sad thing was that we wanted to go out for a drink and/or after wandering around the sites, but nothing was open, and the two places that were still open didn't want to serve us as they were close to closing. So we just went home. This was around 9pm from memory. Unfortunately we went on a Monday evening which was probably not ideal

It was very insipid and uninspiring- I think you over promised and under-delivered on what you were presenting. Very disappointing

New Regent street should be lit all year round. A number of overseas cities have beautiful lighting at night all year round. We should also look to do this

Thoroughly enjoyed taking our out of town visitors to the Art Gallery/ market in the evening. It was well attended. Our grandchildren loved the lantern walk through Riccarton Bush. Other family members went to Aubery House and said it was excellent. Thank you.

I think it needed to be "beefed" up a bit. The part that really captured our attention was the in Cathedral Square where there were also performances - it was so unexpected and not part of the normal experience. Given that the promo material mentioned that it was replacing Botanic D-Lights (which was amazing!) the expectation was that it would be of a similar level.

Been to LIT in Melbourne and Sydney in comparison Christchurch was very underwhelming. Grand children said it was very boring. Needs buskers/ activities, better interaction with attendees.

Please do more of those things to attract more people into town so local businesses will survive through Covid time

My wife work in spark building as a cleaners every night, and my daughter love it, she loves it much, thanks aso much,,

Went to see the lanterns at Riccarton Bush, as per the website but had to use torch on phone to find our way followed by a constant stream of about twenty people asking if they were in the right place and checking the website again. City was very disappointing. Next year save the money if you're going to repeat that or put it towards an existing event. It wasn't worth getting the family out. Went to Botanical D lights three times as a comparison; that felt light a high class event.

I live in the CBD and it was really cool to see something like this happen especially post covid. Appreciate the thought and work that went into it.

I expected more than some coloured lights pointed at a building. I thought there would be more choreographed lighting, something with oomph and wow factor. Instead I literally said "is that it?!" I felt very underwhelmed.

I just thought it was disappointing overall and perhaps too spread out. Walking 3 blocks for what was essentially a light on a wall just wasn't worth it for some displays.

You could take it though other parts of the city not just central city and New Brighton

Is there anything else that you would like to tell us about CHCH IS LIT?

Looking forward to the event next year

Such a cool idea to encourage people to get out and about during these cold winter nights :)

Could do with more marketing, an opening night, a map to show where all the items are around town. Was hard to spot which was just night lights and what was an actual part of the exhibit. No other associated events to do with it (food trucks, entertainment, music) and would be easier if they were all in close by places.

needs more of mix of adult interactive items, not just kids.

From a photographic point of view I enjoyed the installations due to no crowds and had space to set up a tripod but I felt rather unsafe being on my own especially in the square due to a very agro man abusing people, if the intent was to encourage people into the CBD it was a fail in that respect from my perspective as I'm not in any hurry to return, there are pockets of awesome especially along the river area at the end of the mall but as a whole the CBD lacks a heart and most of the places I walked

I wouldn't call it an event. When it used to be in the gardens it was an event but this was just random buildings being lit up. Everyone I spoke to generally pretty underwhelmed.

I was underwhelm sorry.

There was nothing spectacular about the display of lights, gosh so exciting that a few buildings were lit up - NOT. Bring back the lighting display in the botanical gardens that was much more inventive. I can imagine the council has wasted thousands of our dollars again, cos some bright spark thought they had a clever idea, it was a boring idea and a waste of petrol

With young children and elderly it's too spaced apart and hard in winter to navigate.

Botanic delights needs to come back. It needs to be in one area for easy access and extend the time to avoid crazy lines

New regent st and Isaac theatre Royal were good. Everything else in town was pretty bad.

It was not at all worthwhile attempting

We expected more. We loved what there was and understand the limitations of covid so hope there will be more next year. We are new to ChCh so haven't seen ChCh is Lit before but we have visited Vivid Sydney and loved it. This could be a major tourist attraction for ChCh and there is such great potential. Lovely vibe in the city the night we went, we ad a great meal, we just wanted more lights and maybe a theme?

Having been to both Botanic d'Lite and Sydney's Vivid festival I was excited to head into town and see some amazing installations. But I'm sorry to say I was underwhelmed - little to no signage, CCC map didn't give any indication of what was a major or minor lighting effect (we walked all over the place to tick everything off but felt very let down at some locations) and didn't actually seem that different to a normal evening in the city in terms of what was lit up.

It was great 2 4 and 6 year olds loved it especially chasing the lights by the arts centre. Except busting to go to the toilet in between looking with children on foot wasnt very nice 😊 it was nice to have something to do seeing the lights in botanic gardens couldn't go ahead this year.

Whilst the displays in Victoria and New Regent Streets were awesome some of the other displays were rather underwhelming and hard to find, eg the ones in Cashel Street and by the Bridge of Remembrance - we weren't even sure we had found the right ones. We also missed one or two due to confusion of what we were supposed to be looking for and where. If the displays have to be so spread out across the city it would be good to have something worth looking at, not just a few lights strung in a tree!

More installations would be great.

New Regent Street my favourite lit up area but otherwise "very modest" experience.

Is there anything else that you would like to tell us about CHCH IS LIT?

We had the map but it was hard to find the installations and when we found them sometimes we weren't sure if it was an installation or not!

It was lovely to go into the city at night and see it alive. Even apart from the extra lighting the city looked inviting and beautiful.

We went on the last Monday of the event. We downloaded the map but couldn't see the detail as it wasn't a high resolution. We printed the map and highlighted where we wanted to go. The first installation, the arches, was broken. Regent street lights on the facade was working on one side, the other side was only half working. We couldn't find The Matariki interactive display. We liked the screen by the river. Cashel Mall trees were too subdued. So much potential that failed to deliver. I didn't expect it to be like Vivid in Sydney but felt nothing would have been preferable to broken.

There was no vibe or sense of a community celebrating together as event too spread out. Unless has found planned route on line, others I spoke with said they were unsure where to go. Sad that Foundation at Turanga closed when library still open and people looking for good and reasonably priced food. Didn't feel safe walking through Square.

It was a very underwhelming experience. I took my wife and 4 kids out and we were very excited. Besides the new Brighton pier the CBD was very disappointing. Some lights were even difficult to determine if there was actually anything special or different.

It made the city look great. Keep up the awesome work.

Keep up the awesome work It would be great to have chch is lit 24/7

Great idea would love to see something similar again.

I miss d'lights it was one of my fave CCC events and a lot more convenient being in one place

CHCH IS LIT was something to do one evening but it was underwhelming. Great that there wasn't the crowds that we'd experienced at light show in the Botanic gardens in previous years but could have done with twice as many installations.

Unfortunately the installations were small, unimpressive, and widely dispersed. This resulted in a somewhat underwhelming experience. The projections were second rate and amateurish - having loved botanic delights, seen the Sydney light festival and other similar events in Auckland this was an embarrassment to our city. Indeed it was difficult at times to work out what was part of the event and what wasn't - there were some lovely street lights that changed colour - are they part of the permanent installations? If LIT is a substitute for the successful botanic delights then it should not proceed again without a significant improvement and rethink. A concentrated effort for LIT along the river from the hospital to Margaret May playground would concentrate the experience significantly and provide an opportunity to get people back into the city centre.

I thought it was too spread out to enjoy. I had to stress out about finding a next carpark and praying Wilson's wasn't going to charge my my first born, and then I found myself super underwhelmed when I got there. Please pick a smaller location that people can just park at and walk around. Don't know who thought a city tour in the middle of winter would be a fun idea?

Our family enjoyed being out in the evening walking around the city. We know that it was the first year running but were still slightly disappointed that there wasn't more to see and are looking forward to more installations next year. We enjoyed the lit up buildings the most.

I would recommend next time having all of the installations more concentrated in one area. Because each installation so was spread out specially from each other it didn't have a visual impact as significant as it could have been. The installation that were put up should just be permanent all year round installations to breath colour into Chch 365 days of the year if possible.

No public toilets open in the cathedral square! Displays very average this year!

A map like dot to dot that directs u from one display to the next so u can just follow it. Couldn't find half of them easily so gave up, was a cool idea tho will go again next year good excuse to get out at night in winter!

Id like to have the artist of the Kate Sheppard light get on touch with me please. Im the property lead at Kate Sheppard House

Why was Botanic Delights not offered this year instead?

Is there anything else that you would like to tell us about CHCH IS LIT?

New Regent has a great display; Would have been great to have little pockets of light display connecting the trails together

I photographed a lot of the installations despite adverse weather, would like to have seen more streets participating and pop-up coffee places/food at night

I had very low expectations going in, as friends had warned me to do so. I went with a group of 9 friends, and pretty much every exhibit we arrived at we were like, "Wait, is that it?" The whole thing was just... underwhelming. Even the interactive exhibits were only fun for about 30 seconds. The best part of the night was the gelato we got at Rollickin at the end. The event is a great idea, and I was excited for it, but it was lacking the 'wow' factor that you want from light exhibits.

I enjoyed the festival of architecture that was run by the students. Your LIT festival was pathetic really.

We took our toddler and we all really enjoyed it.

We took visitors from Auckland to see it. We had been to Gardens of D'light in previous years so we're expecting something similar. We found a few isolated, generally small and underwhelming installations. It was quite embarrassing. The only one that was really engaging was the interactive one on Cashel Mall. I'd have to know it was substantially better before we would go next time.

I expected more to be honest. It was nice but not as good as drive 30 minutes to see it.

It was too spread out to really feel like an event. Has potential to be good with more displays.

It was nice to go during winter time when nothing really happens in the city.

CHCH IS LIT could have been so good in the central city but it seemed so disjointed and too small to have any impact. I think it was a good start but the lit spaces seemed along way apart and the cold weather did not really help.

Why wouldn't you just turn it into a whole festival? Food trucks, live music, outdoor bars, market stalls.. it was scarce and empty - of people and exhibitions

Would have been nice to see the installation at the arches working properly

Try harder in New Brighton. The lost suburb. Really sad could be amazing. Light it up on a Sunday night with a night food market.

It was rather underwhelming. It would be nice if the murals around the city could be lit up all the time to showcase them at night, not just during this 'event'

I strongly support your plans to expand on this event, and also celebrate the Maori New Year. July is a much better time to have a lighting fest. I look forward to attending next year both in the city and New Brighton.

It maybe a nice idea to have in the central city but it was not family or child friendly. Far too spread out for little kids to walk between. It lost the vibrancy of the gardens and didn't feel like I was at an event. Why new Brighton also? That's just odd and just because they make noise doesn't mean you need to extend your best event out there

Botanic gardens preferred. The installations were so spread out it was hard to make it to all of them with kids, and could have started earlier than 6 given it was dark by 5.30. Fire had ice show would have been better on an elevated platform, so hard to see otherwise.,

The problem was that the lights were underwhelming. In some cases you could hardly see them, we were even sure if they were on or not ie. Brighton Pier. I've been to many light displays in many cities around the world and this was by far the worst. What I mean is the lights weren't any more special than what you'd expect for a venue or installation to be putting on every night of the year. We made a special night out to drive round and go see them - and the whole family was disappointed. Please do it again - but go big next time!

Is there anything else that you would like to tell us about CHCH IS LIT?

Really disappointed with this. Map showed stuff in areas they weren't and just overall rubbish displays. Nothing like the normal light shows we get in CHC.

It was very disappointing. It would be great if the lights were more effective, there were a lot more and they were all in one area

Very poor selection and underwhelming! The grandchildren asked if the shops that were open that had their lights on were part of the display...poorly done!

I did go to a special extended hours visit to the hotpools after seeing the lights in new Brighton. While everything else had extended hours, the beach car park did not. Several of us were locked in. Perhaps the carpark hours could be extended when there is an event on. With the roadworks it was more difficult than usual to get around to find a park.

a waste of money

The installations were spread too far apart, some weren't working and most were so average it wasn't worth the trip into town. New Regent St and the Theatre Royal looked good.

Should put more lights and regulary. Cheers

I would like to see it grow to light up more spaces

New Regent Street was nice. I think the event has a lot of potential but currently disappointing. I expected something more impressive, it was nowhere as good as previous events involving lighting. It was fun walking around central city in winter with kids (lots of layers) and we enjoyed an outdoor meal at Riverside in laneway.

Easier maps to find our way around. We couldn't find lots.also there were a lot that were not put up yet. We went on the first night. We saw a lot of people lost who couldn't find them either. Is a great idea though and would like it done again.

I work in CBD and it was so nice to see the city all lit up at night plus the extra light made me feel safer finishing work in the dark

We started out at the art gallery and there were several other people there but none of us were sure what was going on or what we should be looking at, we found the light displays too spread out and some we weren't sure if they were always like that or part of the display, it was all a bit disappointing

Loved being able to control the lights at new Brighton

It was too cold to walk around the city looking for the light installations. I have really enjoyed the past events Festival of Transitional architecture light shows and Botanic DLights. Ben if it was too crowded! The atmosphere was better with lots of people and also not having to walk the cold dark streets between the lights!

Me and my daughter absolutely loved seeing all the lights on the Trees and the Fire Display in the central city. It was FANTASTIC....And we had so much FUN !!! LOVED IT !!!!!!!!!!! Thanks for putting on a wonderful display of lights 🙌🙌

No

It was quite difficult to find all the light installations as they were in different areas. We preferred it in the Botanical Gardens as it was easy to see all the lights in one place and there was a good atmosphere due to the number of people attending.

Extremely underwhelming. Perhaps an overseas visit to see how other countries produce such entertainment.

Next time would be cool if it was more accessible to view by car as most nights this year it was freezing cold outside,

Is there anything else that you would like to tell us about CHCH IS LIT?

Saw very little of it. Pleased to see the Bowker Fountain operating though

The map numbers were not in order and zig zagged. Needs stickers on pavement to lead you to the next one. The gardens were much bigger and better! Only three were any good in my opinion.

Would have preferred if the locations weren't so spread apart...luckily the kids had their scooters.

Not as impressive as Botanical Gardens event. Was hard to follow small map on phone. Sometimes difficult to find display in relation to map

The map provided for CHCH IS LIT was illegible when printed.... even when printed A3. Perhaps better resolution on the graphic or some other way to make the map clearer would be helpful.

The budget in RFQ was portrayed larger than CCC decided to go through with, thus misleading. I'm sure many companies spent more time than they should have on design. Subsequently, given the exceptionally long hire period, quality was not able to be provided and prevented lighting companies from returning a profitable return due to equipment tied up and having to say no to full rate, standard gigs. This is the opinion of an employee, not a formal view of a provider.

I took a group of young people to check out this event and found that it was too spread out and with very limited things to see and nothing interactive. This was very disappointing.

very disappointing. Very hard to work out the displays. Displays were very disappointing. Always love supporting local events but this was a total flop apart from the images on the water.

More entertainment needed around the light shows etc.. also it's a shame it didnt seem to be busy around the city near the lights.

there needs to be a better layout of the lights because it was really difficult walking around trying to find everything

We had a family of seven visitors down from Auckland on the Monday evening and we told them how great the Botanic Gardens Lighting Festival had been in the past and that there was this great event we could go to after dinner. They mentioned the Auckland Light Festival was awesome so they were keen to go. We all went into town and followed the map. It was very under-whelming. Many of the installations just seemed in random and rather lonely places. They loved New Regent Street, the moving Space to Play item, and the screen in the Avon River but mostly it was very disappointing. Considering how much it was promoted and our expectations, it was actually pretty embarrassing. There were lots of jokes and someone said at one point "more like Christchurch is Shit". Sorry, but it wasn't an impressive display for our visitors from Auckland. We can do better.

This event desperately needed an app or a map that allowed navigation to each installation. even a google map would have been better than the low quality brochure style map that was available. the installations needed better descriptions in text AND voice recordings from the artists and companies involved would have added significantly, i missed a few because they were so hard to find.

Most of the lights displays were good. Not many were up to the standard of the Lights in the Park previous events. Reflections, Meteor Walk, Art Gallery, New Regent Street, Assembly of Matariki were the highlights.

I went out with the intention of having a nice evening with my partner and viewing the installations. Left feeling underwhelmed by what we found around town. Not a massive amount of imagination into what we found.

It was very underwhelming and a waste of a visit. I hope it didn't cost much to put on, a waste of tax payers money

More entertainment would be nice just to keep ppl on their toes on those fresh nights, did enjoy the fire acts in the central city.

I felt that the LIT visuals were too far apart to walk and see them all. There was not much notification to artists to display work. And very limited to who could show their work. Having seen many light shows in New Zealand and around the world we were quite disappointed.

Is there anything else that you would like to tell us about CHCH IS LIT?

Given the installations were dotted around the central city, they were easy to miss without prior planning on your walking route. A better printable map, or app even to help navigate the city. Consider rescheduling in the spring/summer. It was quite a cold walk around the city at night and sadly not many people enjoying the effort of the LIT teams. The illuminated Icarus was great - should keep the lights on that artwork year round.

We have previously really enjoyed the festival in the gardens. We visited installations in the city twice, found it difficult to navigate around the city by car due to the traffic layout now in place and the wide geographical spread of installations. There was no feeling of a 'festival' happening, very few people out looking, not much action of anything at all in the central city. We tried to find somewhere to eat in the evening and couldn't. We are very disappointed, in our view ChCh lit was a flop. In the future we would like to see a more focused centre to the event with other outlying installations. We have taken visitors to CHCH in previous years to see this event and this year we told them not to bother coming.

No

a few pieces were great. But some were very disappointing. I would not go again unless it changed significantly.

Yes. I stumbled upon one installation by accident but had no idea until now that it was part of a festival, and didn't explore further. When the festival was in the Botanic Gardens I heard about it so many times. Somehow, despite receiving your regular email newsletter, seeing CCC social media posts and reading The Press, I don't recall ever seeing anything about this year's one, CHCH IS LIT, which is disappointing as I'd have loved to explore it! Was it publicised? Was it publicised as a lighting festival or did you fall into that common trap of councils where events are promoted with a marketing name but not clearly explained in terms that a title like 'Chch Lighting Festival 2020' would convey? (I'm being a bit tongue-in-cheek here, but marketing teams get so engrossed in what they know that they often forget to emphasise explaining WHAT something is rather than how exciting it will be.)

Very disappointed. Made an effort to go into town and it was so below average. Most the lights seemed nothing out of the ordinary and should be lit up anyway.

My children loved the interactive light installations best. Maybe include more of them to make it even more family friendly.

I am dismayed at the light pollution in our city. This event shows a shallow disregard for light pollution. What a missed opportunity to have only down lighting in our revamped city. Just think if down lighting and a dark sky what a tourist attraction there could have been.

We took visitors from the Nth Is. They were excited beforehand but were very disappointed at the paucity of the display.

Very disappointing, Half of the displays were very hard to find, Poorly thought out and very poorly executed.

We went in to the city as a large group for a family night and were highly disappointed the minimal displays we seen were far apart and some underwhelming. For future LIT events I would suggest having one area for all displays and music

We were very disappointed with CHCH IS LIT. It was compared to Botanic D'lights but it was nowhere near as good.

press paper report 20/6/20 re CCC costs was stated that the CCC would reduce funding by 25% of community events etc etc I CONSIDER THIS EVENT FALLS INTO THE ABOVE PROMISE which once again you are telling lies about and not following your promises but then you never change and residents can NOT rely on your honesty. After all WE pay your wages Disgraceful behaviour from this council who promised to be honest and above board.

Adding more interactive light attractions for children (or maybe having them closer together like a family hub) would be amazing

The only good thing was the weather was mild. It made me go out for a walk. I didn't get mugged or fear for my safety.

The event felt very half-hearted and a regurgitation of previous light festivals. I think you need to do it properly or not bother. It seems from your survey that you are more interested in driving people into the city than providing an event of substance. Could you not disperse this more city wide, the New Brighton aspect was a good start, why not make the residents of other suburbs feel more involved. It shouldn't always be about the CBD.

Why have the event when there are more important items to spend the money on and the rates for the current year have gone up more than the ccc said originally. Save the money this year then see what happens in 2021

Is there anything else that you would like to tell us about CHCH IS LIT?

new Regent Street was very clever and stood out - the rest were very ordinary - I suggest you look at what Melbourne achieves on the sides of buildings and the interactive music and stories that go with their light shows - very glad we are having one - but we are far more creative than that!!

CHCH IS LIT was less engaging, enjoyable and relevant to the audience when compared to the other events of CCC as the content and presentation did not meet the attendees' expectations. There should have been more accurate information about the event as most of the attendees' found it quite difficult to find the exact places of all the CHCH IS LIT in the city. However, some of them such as talking tree in Cathedral Square, fire show in Cathedral Square and definitely the light up in New Regent street was phenomenal. Moreover, such initiative of CCC to be appreciated in this difficult time for people in spite of the restrictions for this year. I am sure that we will see more vibrant and engaging event next year

Excellent concept with a variety of degrees of success in the execution but understandable at inception, keep it up. Great colours and positively engaging at a quiet and restrained time of year. That works for early evening lighting in the winter. New Regent Street was stunning. Look forward to bigger better brighter as it builds.

We really loved going into town for a purpose in the evening. The lights were pretty enough but a bit underwhelming.

A couple of the installations were hard to find my children wanted to do them in numerical order so when it is planned next time this should be considered more but it was great and we loved the range and searching for them

My two young children very much enjoyed the event from the car in their pajamas.

It was underwhelming

Felt that some of the installations were somewhat lacking in their scale and impact - looked a little too amateur

The imagery and video were great, unfortunately the event was a bit lacklustre. Hopefully it will have more impact next year.

My 10 yr old said it was lame and asked to go home, we went on the sunday there was hardly anyone in town. The lights were few and far between!! Need to step it up. The talking tree was neat but hard to hear the jokes

The lights were very underwhelming. The fire show was excellent. Maybe next time less sites but invest more into individual sites.

it seemed very dull and quite embarrassing. Needed far more lights. No idea why Botanic didn't go ahead.

It was quite fun to go and find the lights with my 6 year old. The maps could have been better, maybe more child friendly. I would have gone back again just didn't make it. It was Pretty cool though

No

I think it was disappointing - better containing it in a smaller area or more intensive in a few areas.

Keep it going and make it bigger. Was a very cool to see the city come to life at night

Very very disappointing

The water light show by the Strip was hard to hear due to the music coming from the restaurants.

I thought it was very good. I am a keen photographer and took this opportunity to try out some new photography techniques.

Was really not very good and not really worth the trip into town for.

Is there anything else that you would like to tell us about CHCH IS LIT?

Getting influencers involved may have seen greater numbers turn out without hugely increased costs for marketing

Make it an annual thing. Good job CCC

It was very hard to find the website that controlled the new Brighton lights and perhaps rather than listing the sequences as numbers, perhaps describe the colours and sequence etc, such as "fast pink and blue lights".

Wasn't as good as botanic garden lights in previous years. Having displays spread out is a good idea to create a walking route. Displays looked better in photos than real life

A lot more could have been done with it. I was expecting more displays along the river etc like you have done previously in botanic gardens and for Chinese New year. Overall it was rather disappointing

Yeah just wondering what is was in new brighton as saw nothing?

I feel like the light displays were very underwhelming. With all the hype I saw on Facebook, I was quite disappointed with what I saw.

Loved it. If it grows some thought could go into lighting up more buildings. I couldnt help think the cathedral would have made a perfect theme light up of a haunted house, or something beautiful. I think Christchurch has lots to work with , great display thank you

More lights over a wider area would make this a fabulous experience! Thoroughly enjoyed the lights walking around the city at night. Have such a great atmosphere to the city

The lighting display were too far apart. There was nothing going on around them. We went to Little High for dinner as everything else around that are kids friendly were shut. I would like to see the event grow and make it more interactive as other previous light shows around the city.

It was slightly underwhelming. A few of the exhibits were not working when we visited (the first Friday it opened).

We really enjoyed the fire dancing/eating shows.

I found the map was really hard to understand. For example when I went to the town hall, I thought the fountain was the display and only came across the totem pole by accident. Also it would have been nice to have the map readily available and printed rather than online and having to open my phone every time to see where to next. There were quite a few places we didn't get to see as they were not on the same e "trail" and would have meant a lot more walking for my 4 year old!

Was fantastic. Great it was on for such a long time as meant no crowds vs the Botanic dlight usually only 2 nights so ridiculous crowds. Hopefully you do LIT again next year.

The light installations were so underwhelming, I took a visitor who had never been to Christchurch, it was actually embarrassing to try and showcase our city with an event like this. Most of the features temporarily displayed during this event are permanent fixtures in other cities, not worth making a trip to the city to look at.

It was better than my expectations. There was magic.

quite spread out - would have been better in a more compact area as a long distance to walk with small children

We took the kids out for a drive at night, so had no intention of stopping into a cafe or venue. Art Gallery was boring. You can't see Cathedral Square from the car. New Regent Street was awesome, but kids too little to get out in the cold. Then we drove around a bit past Turanga and the Casino area. Most venues you couldn't see from the street. Suggest more of a drive by option, it was freezing about by the time it was dark, not ideal for families with smaller kids. Map was useful but hard to follow. Maybe focus on a few big landmark buildings then a couple of streets (Rolleston Ave by Hagley, New Regent, Colombo). Would have visited the Pier but too far from home.

Is there anything else that you would like to tell us about CHCH IS LIT?

We were very disappointed. The installations were spread out so far that when you arrived to them they lacked impact and appeared small and underwhelming. If they were geographically closer the combined effect would be more impressive. I advised friends and family not to visit as it felt like a waste of time. The children were underwhelmed their highlight was the ice cream at ROLLICKIN gelato.

It was disappointing that apart from bars and rollikin which are busy anyway that other new regent street shops stayed closed. Because of the spread out nature you could get a free park on the city fringe and get exercise. If you didn't want to see everything you could just catch the odd piece as you walked through the city. Many were visible from a bus. And it was for everyone rather than the family nightmare that is having it in the gardens during kids fest. However the botanic gardens is beautiful and it would be lovely if one installation was in the gardens.

I much preferred previous years when everything was in one place. We enjoyed new regent st but found the other ones that were on their own we're disappointing

We visited the lights every night after work for a week and eventually found them all, the map wasn't as easy to follow just to let you know, exactly where they all were, loved it all other than that, highly recommended to everyone

Would be nice if installations were closer together, it made for a long evening with kids with them being spread out. Some were underwhelming.

I am hoping it didn't cost rate payer's too much seeing as there is still so much that needs repairing in the eastern suburbs.

An interactive app helping to find installations would have been helpful

I hope to see it bigger and better next year!

We took the kids and found it was too spread out for them . . . I was expecting wow instead it was "oh is that it" only part the kids liked were the talking tree and new regent street.

Do it again or even make it normal on the Regal St on weekends. Moved here last year after living throughout the North Island all my life and it's the atmosphere of the city that makes me love living in Christchurch.

Too few installations, too spread out, very disappointing. Struggled to find a cafe to have a coffee.

I really enjoyed getting LIT AF looking at the lights

fire dancing in city was amazing in between walking round city to the lit attractions

It was over hyped and advertised and was a pretty underwhelming event- I appreciate it was put together quickly to fill a gap but I felt it was a waste of time and too spread out

New Regent st, was the highlight, stunning. Needs to be a permanent feature.

There is a map in town that we can follow easily

Underwhelmed compared to the previous effort put into the Botanic Delight. Seemed a bit like school project rather than a metropolitan WOW factor show. Would have been good to have invited anyone to come in and set up a show and maybe add some sound systems to liven it up. I've seen more spectacular light shows at raves in the '90s. Bring back the smoke machines, mirror balls and strobes out in the open air. How about having a burning bonfire as well in the square I think the weather didn't help

End of Report

