

The nature of the event

The objective for R & V is to provide a successful and enjoyable music festival to have the ultimate New Year's Eve party.

Rhythm and Vines is significant for people in Gisborne because it is a huge contribution to their local economy. The increase in population over the New Year period contributes to the local economy by increasing sales in local retail stores (1). This provides temporary employment for a lot of the population and since the population is relatively small it is significant for people in the Gisborne region.

Size of the Rhythm and Vines site is 11km away from the inner city and around 480km away from Auckland city (2)...

The concert is aimed at university aged students around New Zealand with 87% being under 25. It is unique by being strictly R18 and being over the New Year period.

This event clearly show people-environment interaction as it is an outside music festival with multiple stages. A huge amount of waste needs to be removed daily and recycling is encouraged. With such a large temporary population there is a lot of pressure on water supplies (3)...

Planning the event

One of the first actions needed with planning the R & V festival was finding a suitable location to hold the festival. This was selected in 2002 at Waiohika Estate Vineyard, and this has been the home of the festival ever since. It met key criteria like available space, located away from neighbouring properties, good road access (4)...

Council consent was required and this involved meeting the regulations of the Resource Management Act (RMA) and completing an Assessment of Environmental Effects (AEE). The key focus of the AEE was related to the increasing number of people attending the festival and this resulted in the need to ensure that systems were in place to cope with increasing noise, waste, etc... (5)

Impacts of the event

There are several negative impacts resulting from the R & V event which concern locals. These include increasing number of drug related incidents and drunkenness. A combination of drugs, alcohol, holiday spirit, and large numbers of youth has led to an increase in crime...

In 2011 a brawl involving dozens of young people...

Another issue for locals is the traffic congestion. . Most of the visitors drive to Gisborne and many of the roads cannot cope with the increased traffic... There is also a shortage of parking which results in illegal parking inconveniencing locals when driveways are blocked (6) etc. During the festival detours are used in an attempt to keep traffic flowing but this also affects residents...