

Notice is given that an ordinary meeting of the Saxton Field Committee will be held on:

Date: Tuesday 11 August 2020
Time: 9.30am
Meeting Room: Saxton Netball Pavilion
Venue: Stoke
Nelson

Saxton Field Committee

AGENDA

MEMBERSHIP

Independent Chair

Derek Shaw

Tasman District Council

Cr Trevor Tuffnell

Cr Kit Maling

Nelson City Council

Cr Judene Edgar

Cr Tim Skinner

(Quorum 3 members)

Contact Telephone: 03 543 8578

Email: tara.fifield@tasman.govt.nz

Website: www.tasman.govt.nz

AGENDA

1 OPENING, WELCOME

2 APOLOGIES AND LEAVE OF ABSENCE

Recommendation

That apologies be accepted.

3 PUBLIC FORUM

4 DECLARATIONS OF INTEREST

5 LATE ITEMS

6 CONFIRMATION OF MINUTES

That the minutes of the Saxton Field Committee meeting held on Tuesday, 21 February 2020, be confirmed as a true and correct record of the meeting.

7 PRESENTATIONS

7.1 Jane de Feu presentation 5

8 REPORTS

8.1 Saxton Field Activity Report 7

8.2 Saxton Field Market Research and Draft Marketing Strategy 13

8.3 Proposed Saxton Field Capital Works Programme for Consultation through Long
Term Plans 2021-2031 53

9 CONFIDENTIAL SESSION

Nil

7 PRESENTATIONS

7.1 JANE DE FEU PRESENTATION

Decision Required

Report To:	Saxton Field Committee
Meeting Date:	11 August 2020
Report Author:	Tara Fifield, Executive Assistant
Report Number:	RSFC20-08-1

PRESENTATION

Jane de Feu will talk to the Committee on two future sporting events which will be held at Saxton Field.

Appendices

Nil

8 REPORTS

8.3 SAXTON FIELD ACTIVITY REPORT

Information Only - No Decision Required

Report To:	Saxton Field Committee
Meeting Date:	11 August 2020
Report Author:	Richard Hollier, Reserves and Facilities Manager and Andrew Petheram, Property Parks and Facilities Asset Manager
Report Number:	RSFC20-08-2

1 Summary

- 1.1 This report updates the Committee on the completed Saxton Field projects for 2019/20 and proposed works for 2020/21. It also updates the Committee on the Saxton Field Reserve Management Plan progress.

2 Draft Resolution

That the Saxton Field Committee receives the Saxton Field Activity Report RSFC20-08-2.

3 Purpose of the Report

3.1 The purpose of this report is to provide you with an update on the following projects:

- 3.1.1 the Champion Drive/Saxton Field link road;
- 3.1.2 junior mountain bike track;
- 3.1.3 shade sails;
- 3.1.4 velodrome lighting;
- 3.1.5 athletics track resurfacing;
- 3.1.6 Harakeke Green sportsground design;
- 3.1.7 Saxton Oval cricket block renewal;
- 3.1.8 other minor capital projects;
- 3.1.9 reserve management plan review;
- 3.1.10 marketing; and
- 3.1.11 naming of road through Saxton Field.

4 Capital Projects 2019/2020 Update

Champion Drive/Saxton Field link road and car park design – Stage 2

4.1 Design for stage 2 of the roadway link and car park from Champion Drive to Saxton Field began in July 2019. Construction of the project is covered in the 2020/21 update below.

Junior Mountain Bike track development

4.2 A Junior Grade 2 mountain bike track was completed along the true left bank of Saxton Creek, north of the velodrome. The final cost was within the \$30,000 budget.

Athletics Track Resurfacing

4.3 A new Spurtan BV polyurethane athletics track was completed in November 2019. Survey and IAAF certification has been awarded. The final installation cost was \$898,000, which was \$1,000 below the budget.

Shade sails

4.4 Shade sails, sponsored by Nelson Shade Solutions, will be erected in early August. The poles were installed some time ago but the sail installation was awaiting resource availability by the supplier.

Velodrome lighting

4.5 Velodrome lights were installed early September 2019 funded from the Nelson City Council's Annual Plan. The lights are operational and details are being worked out with the clubs on a basis for recovering the running costs.

5 Capital Projects 2020/21 Update

Champion Drive/Saxton Field Link Road – Stage 2

- 5.1 The second stage of the car parking and roadway link from Champion Drive to Saxton Field is underway. Design has been completed and the preferred contractor, Fulton Hogan, is working with the Nelson City Capital Projects team on a negotiated contract price to begin work in December 2020. The construction budget is \$1.55 m. Staff are reviewing the project scope in order to keep within the project budget.
- 5.2 Fulton Hogan was the successful tenderer for stage 1.

Harakeke Green Sportsground Design – Stage 1 Drainage & Irrigation Design

- 5.3 Design for one clay cricket block, one artificial block and four winter sports fields on Harakeke Green is underway. Work to the value of \$10,000 has been carried over from the previous financial year. Construction is scheduled for 2024/25.

Tree planting – Champion Green

- 5.4 Perimeter tree planting on Champion Green is expected to be undertaken in early September. Selected species will be broadleaf deciduous chosen to reflect the woodlands theme expressed in the 2008 Saxton Field Reserve Management Plan.

Saxton Oval Cricket Block Renewal

- 5.5 Work was completed in May following Covid-19. The existing Waikare/Kakanui clay was replaced with Kakanui clay and constructed to NZ Cricket specifications. The outfield is scheduled for renewal in 2021/22.

6 Operational Activity

Memorial Tree Planting

- 6.1 Memorial native tree planting funded by Marsden House Funeral Home is continuing along the banks of Saxton Creek.

7 Reserve Management Plan Review Update

- 7.1 Rob Greenaway has finished the latest draft of the Saxton Field Reserve Management Plan (SFRMP). The Nelson City Council Senior Leadership Team has requested that the document is sent for legal review. It is also desirable for staff to have a greater opportunity to review the document prior to the Committee considering it. Therefore, we have not been able to bring the SFRMP to this meeting for your consideration. We will need to schedule another Committee meeting once the document has received its legal and staff reviews to enable you to consider the document prior to its release for public consultation.

8 Marketing

- 8.1 A Saxton Field Market Research and draft Marketing Strategy is the subject of a separate report on this agenda.

9 Naming of road through Saxton Field

- 9.1 The Committee Chair has received a request that the main road through the Saxton Field complex from the Saxton Road entrance to Salisbury Rd be named in honour of Kerry Marshall (the road is currently referred to as Saxton Drive) – refer Attachment 1. Council staff will prepare a report to a future meeting of the Committee on the policy used to consider such requests.

10 Sport House

- 10.1 Staff will provide the Committee with a confidential verbal update on Sport House.

11 Bay Dreams Festival

- 11.1 Axel de Maupeou, Nelson City Council Team Leader Events, will provide the Committee with a verbal update on Bay Dreams.

12 Attachments

1. [↓](#) Letter from Nick Smith re Kerry Marshall Memorial

11



31 July 2020

Derek Shaw
Chair Saxton Field Committee
Via Tasman District Council

Dear Chair and Saxton field Committee

We write to propose that the main road through the Saxton Field complex from the Saxton Road entrance to Salisbury Rd to be named in honour of Kerry Marshall.

Kerry was an outstanding Mayor of Richmond for three years, Tasman for nine years and Nelson for three years. As well as contributing nationally as President of Local Government NZ, Chair of the NZ Conservation Authority, Chair of the New Zealand Visitor Information Network, a member of the New Zealand Geographic Board, a trustee of the Cawthron Institute of Science and Technology, chair of the New Zealand World of Wearable Art Development Trust and chair of the Tasman Environmental Trust.

Kerry's passing in March was difficult for family and the community in that the Covid-19 emergency prevented an appropriate funeral or service of remembrance.

The proposal to name the main road through the Saxton Field complex as Kerry Marshall Drive would help with the current roading being unnamed, causing practical difficulties and when using Google Maps. Having a name would help people find locations of the variety of venues on and around this road. There have been a number of enquiries of people over the past years and the only title we have heard used for the road is the Main Road through Saxton Field.

We recognise there are many people who have contributed to the amazing development of the Saxton Field sporting complex. There were dozens of meetings through the 1990s and 2000s where Kerry as Mayor led major decisions on land purchases and facilities investments. The years in which Kerry served as Mayor of Richmond, Tasman and Nelson were critical years of development for this facility. The cricket pavilion was one of several facilities that Kerry Marshall played a key role in championing. This stretch of road links Nelson City with Tasman District and is an appropriate symbol to a career that he served with both.

Kerry spent his last years at the Ernest Rutherford Rest home and regularly went for walks through Saxtons, taking great pride in his role in developing these facilities. This personal connection adds weight to it being an appropriate place for a memorial to this great civic leader.

Item 8.1

We believe there will need to be consultation to advance this proposal and would be happy to assist in whatever way was appropriate and discuss further. This proposal has been informally raised with Archdeacon Emeritus Harvey Ruru but there would also need to be formal consultation with local iwi. We believe there would be community support for Kerry's contribution to the Nelson Tasman region being recognised in this way and it will be a lasting memorial.

Yours sincerely

Attachment 1



Rachel Reese

Mayor, Nelson City



Tim King

Mayor, Tasman District



Nick Smith

MP, Nelson

8.2 SAXTON FIELD MARKET RESEARCH AND DRAFT MARKETING STRATEGY**Decision Required**

Report To: Saxton Field Committee

Meeting Date: 11 August 2020

Report Author: Stu Dalton, Events and Venues Adviser

Report Number: RSFC20-08-3

1 Summary

- 1.1 Staff have held three workshops with the Committee to develop guidance on a marketing plan for Saxton Field.
- 1.2 Nelson City Council's Events and Venues Adviser collated the outputs, and Chris Butler from The Marketing Studio was engaged to complete a market research survey of the current use of Saxton Field and its facilities. This had a focus on the identified key users and their current experience of using the facilities. The information from the survey has been analysed alongside the prior consultation documents and 'Key Facilities' report for Saxton Oval in preparation of the attached Draft Marketing Strategy.
- 1.3 This report seeks the Committee's feedback to assist preparation of the final Saxton Field Marketing Strategy.

2 Draft Resolution**That the Saxton Field Committee:**

1. **receives the Saxton Field Market Research and Draft Marketing Strategy RSFC20-08-3; and**
2. **directs officers to prepare, for the Committee's approval, a final version of the Saxton Field Marketing Strategy incorporating the following feedback from the Committee:**
 - a. _____;
 - b. _____;
 - c. _____; **and**
 - d. _____.

3 Purpose of the Report

- 3.1 To review the market research and consider the draft Saxton Field Marketing Strategy for Saxton Field.
- 3.2 To enable the Committee to provide any feedback to assist preparation of the final Saxton Field Marketing Strategy.

4 Background and Discussion

- 4.1 On 14 November 2018, a workshop was undertaken by the Saxton Field Committee to develop guidance on a marketing plan for Saxton Field. The workshop provided a baseline overview of the current position of Saxton Field, and highlighted a number of synergies and challenges in the long term vision of the facility and how it is currently managed. As a result, it was decided to hold a further workshop and align this work with the development of a new Reserve Management Plan.
- 4.2 On 17 April 2019, staff held a second workshop with the Saxton Field Committee to start looking at both the new Reserve Management Plan and the core markets for Saxton Field. The Committee agreed that consultation with the resident sporting codes and facility management would be needed to help ensure vision for the facility and the marketing strategy reflected the views and needs of the key stakeholders.
- 4.3 On 17 July 2019, a workshop was subsequently held with the resident sporting codes and facility management at Saxton Field to gain their view on the vision and key matters for the draft Reserve Management Plan, as well as to provide insight into their perspective on the core markets for Saxton Field. The Saxton Field Committee members were present at this workshop as an opportunity to listen to the points of view presented.
- 4.4 On 14 August 2019, a third workshop with the Saxton Field Committee helped to bring the viewpoints of the Committee, facility management and resident codes together into a shared document. The Saxton Field Committee placed 'Recreators' as the most important of Saxton Field's key users; and requested that input from all parties, regarding what they would like from Saxton Field, be collated in a way that reflected the synergies and intent of all concerned.
- 4.5 The Events and Venues Adviser collated the outputs, and staff engaged Chris Butler from The Marketing Studio to complete a market research survey of the current use of Saxton Field and its facilities. The survey had a focus on the identified key users and their current experience of using the facilities.
- 4.6 Chris Butler from the Marketing Studio will be in attendance to answer any questions about the market research survey results and Draft Marketing Strategy.
- 4.7 The survey received over 900 responses despite being delayed and moving completely online due to the Level 4 lockdown for the Covid-19 pandemic. One weekend of onsite surveys was able to be conducted prior to lockdown, and 100 responses were collected.
- 4.8 The information from the survey has been analysed alongside the prior consultation documents and 'Key Facilities' report for Saxton Oval in preparation of the attached Draft Marketing Strategy.

- 4.9 A draft version of the Marketing Strategy has been prepared by the Marketing Studio for comment from the Saxton Field Committee. Any feedback provided will be given to Chris Butler for incorporation into the final Saxton Field Marketing Strategy.

5 Conclusion

- 5.1 The attached draft represents the culmination of many months work by the Saxton Field Committee to prepare a Marketing Strategy for Saxton Field.
- 5.2 Feedback from the Saxton Field Committee regarding the draft Marketing Strategy will be incorporated when writing the final version, which will be brought to the Committee for approval in November 2020.

6 Attachments

1. [!\[\]\(5774573cf757c446bb08af21f46b2969_img.jpg\)](#) Saxton Field Market Research and Draft Marketing Strategy 2020

17

Saxton Field Market Research & Draft Marketing Strategy 2020





Nelson City Council
te kaitiaki o whakatū



THE
MARKETING
STUDIO



Tasman
te tai o Aoreare

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- 36. Contact Details



Background

After initial workshops and consultation with key stakeholders of Saxton Field, it was felt a general public survey should be conducted to provide feedback on Saxton Field usage and also experiences with booking venues. From there the framework of a Marketing Strategy would be developed to increase the profile of the facility and maximise opportunity.

The survey was conducted in two parts. An "on-the ground" survey interviewing the public using Saxton Field, whether it be for sporting activities or personal recreational use. The second approach for the survey was conducted & promoted online via social media and distributed to sporting clubs, Sport Tasman, Nelson Tasman Chamber of Commerce, Uniquely Nelson, NRDA, NCC, TDC and other contacts.

The survey had 950 submissions. The COVID-19 lockdown did cause disruption, with the "on the ground" survey having to be cancelled, and difficulty with distribution in the online space due to changing priorities during COVID-19. However, the sample size is sufficient to capture the feedback required.



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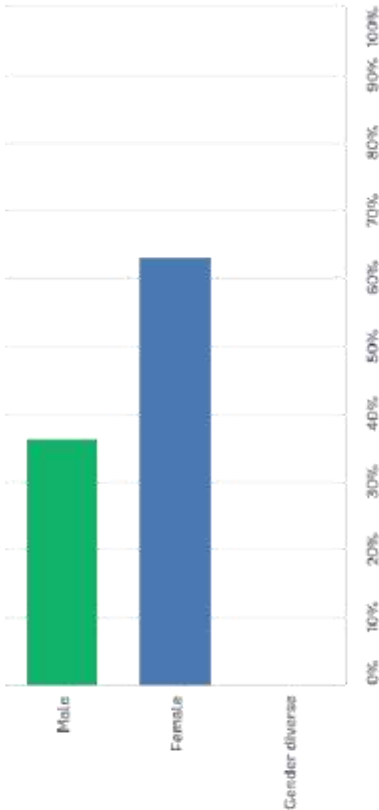
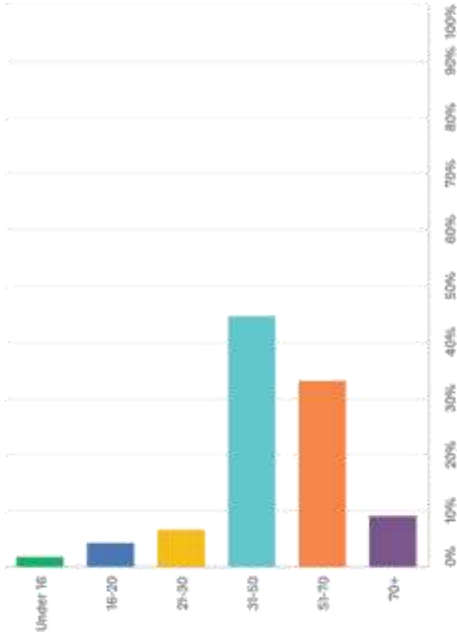
Survey Results



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Q1: What is your age range & gender?

Answered: 846



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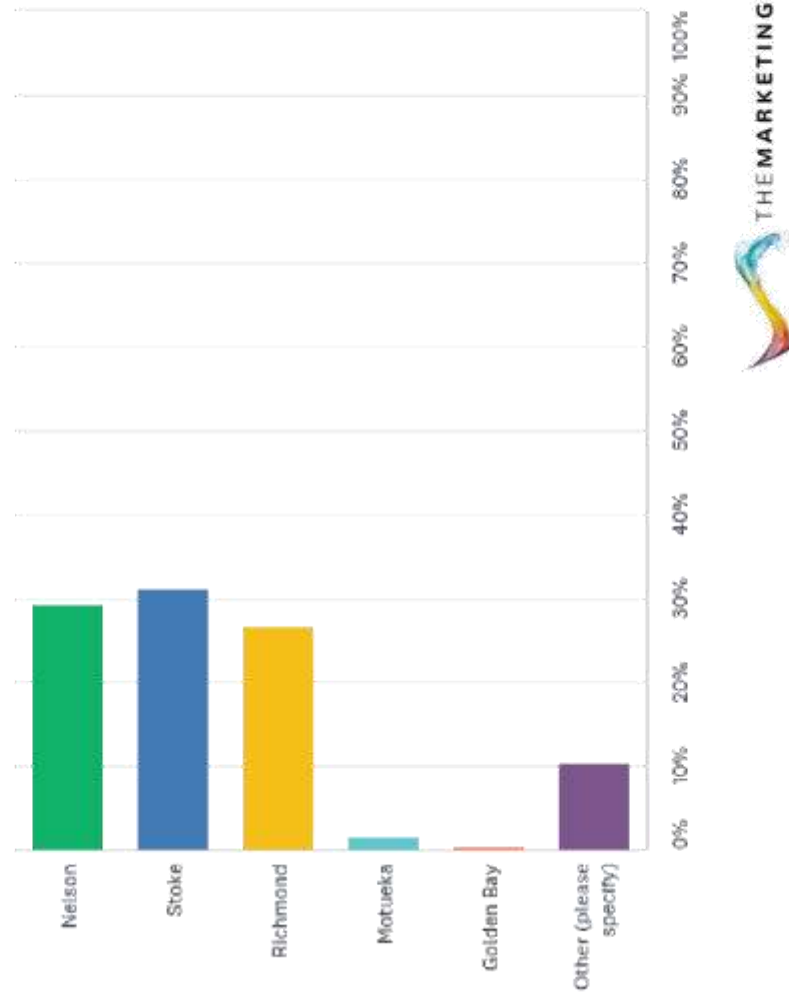


Q3: What district do you live in?

Answered: 845

Most respondents in the “other” section were in the Nelson/Tasman region, mainly Wakefield & Brightwater. Blenheim was most prominent outside the region.

Full breakdown in full survey.

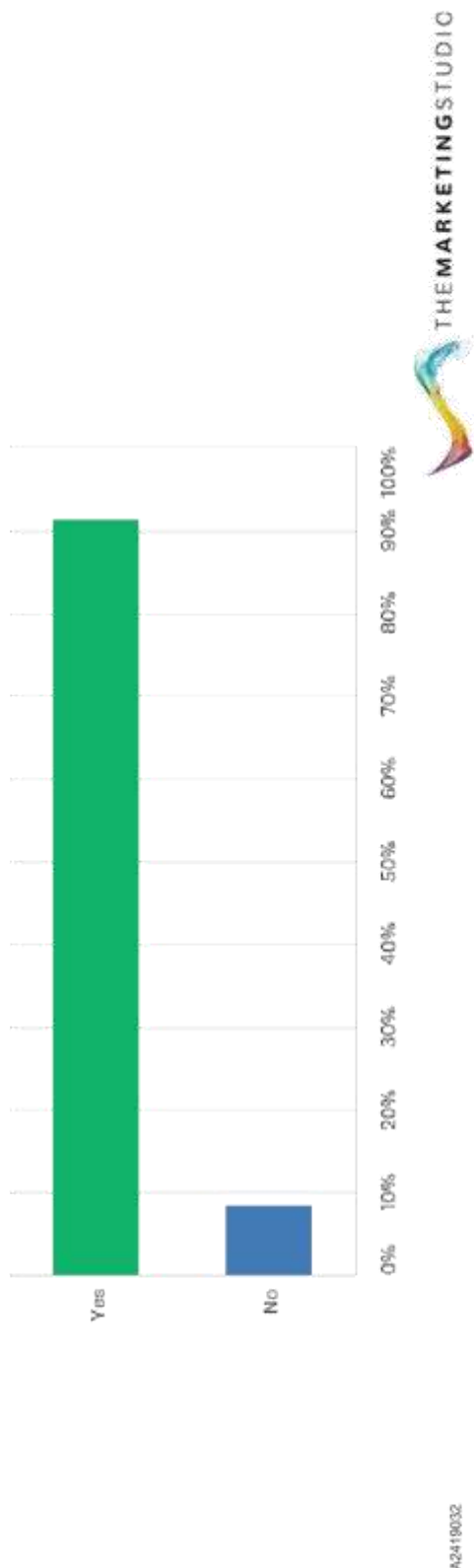


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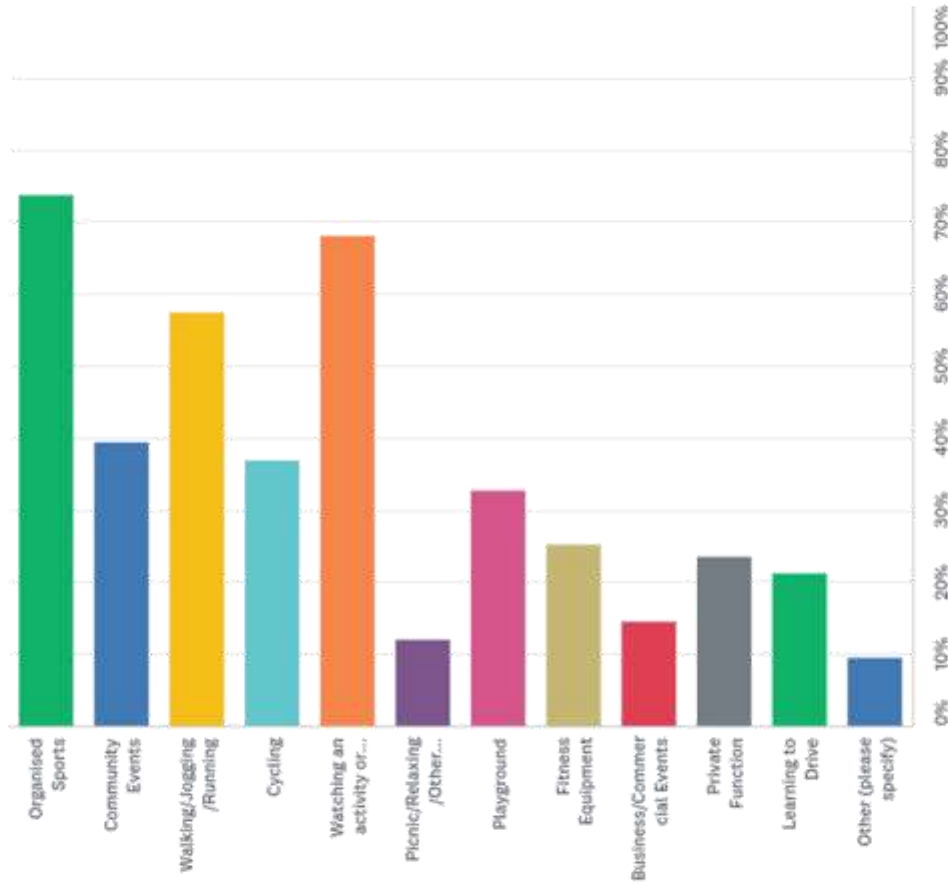
Q4: Have you used Saxton Field for recreational use/personal recreation?

For example - Sport, Walking, Running, Relaxing, Events etc...

Answered: 846

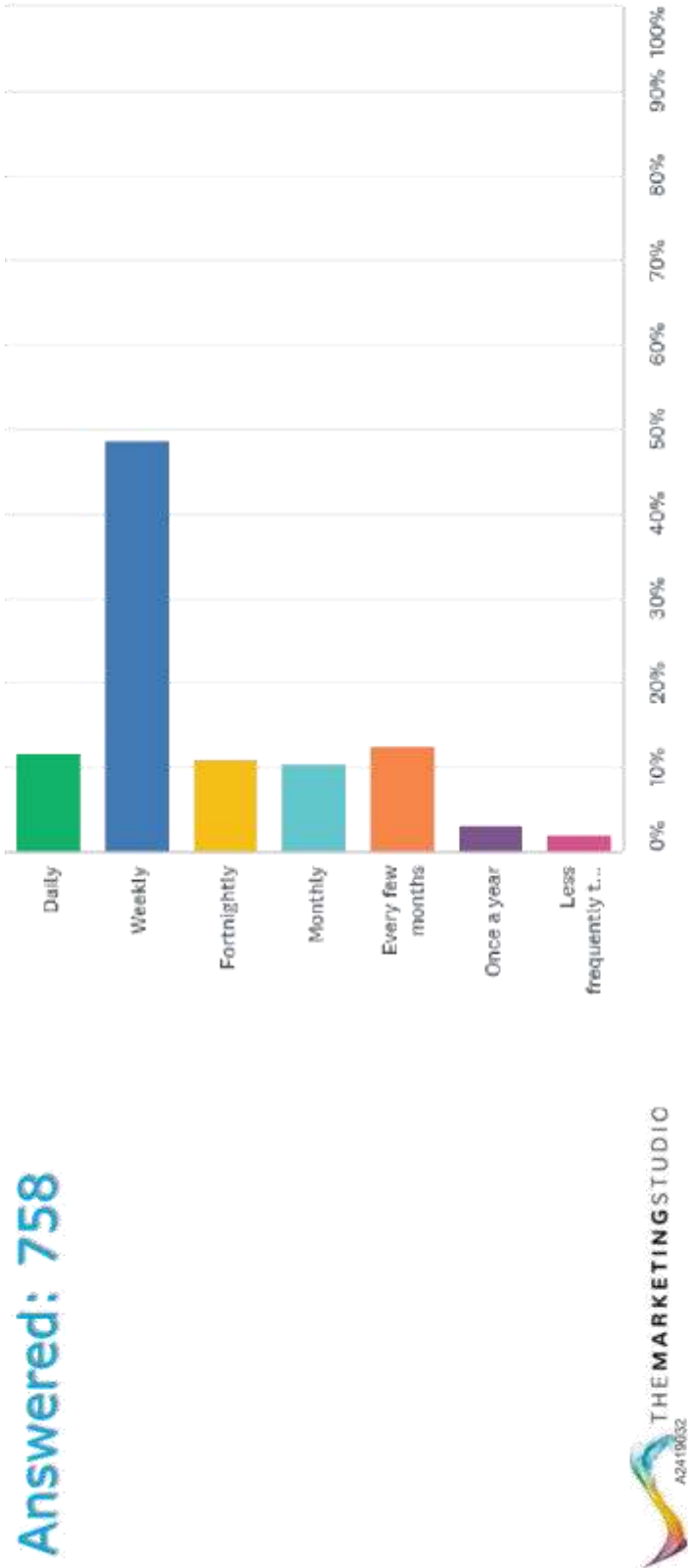


Q5: What have you used Saxton Field for? (You may choose more than one) Answered: 760



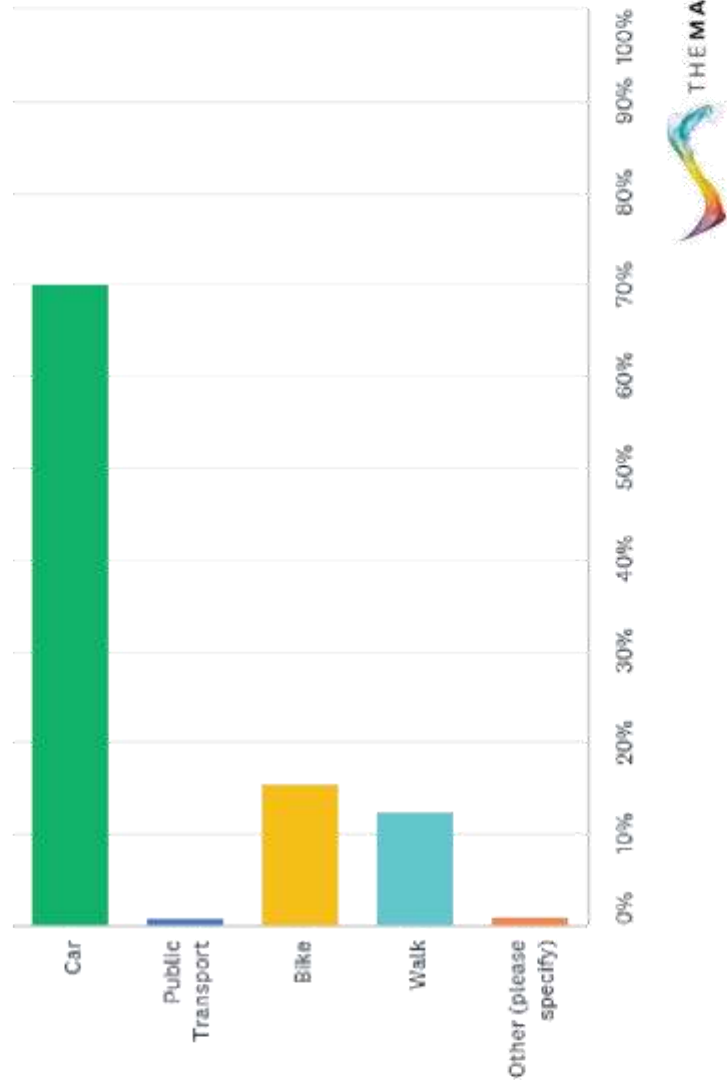
Q6: Approximately how often would you use Saxton Field?

Answered: 758



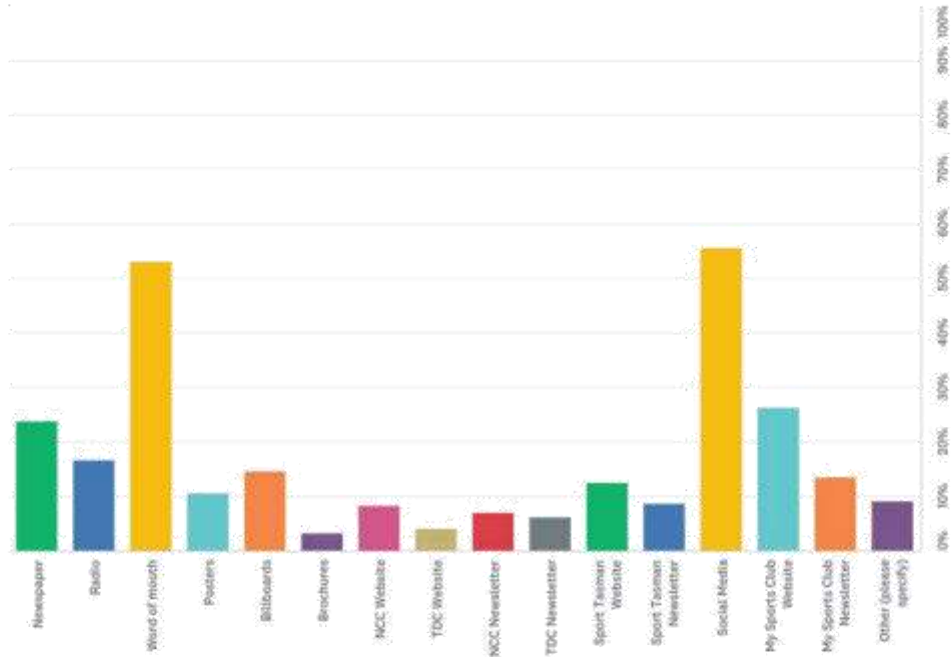
Q7: How do you usually travel to Saxton Field?

Answered: 758



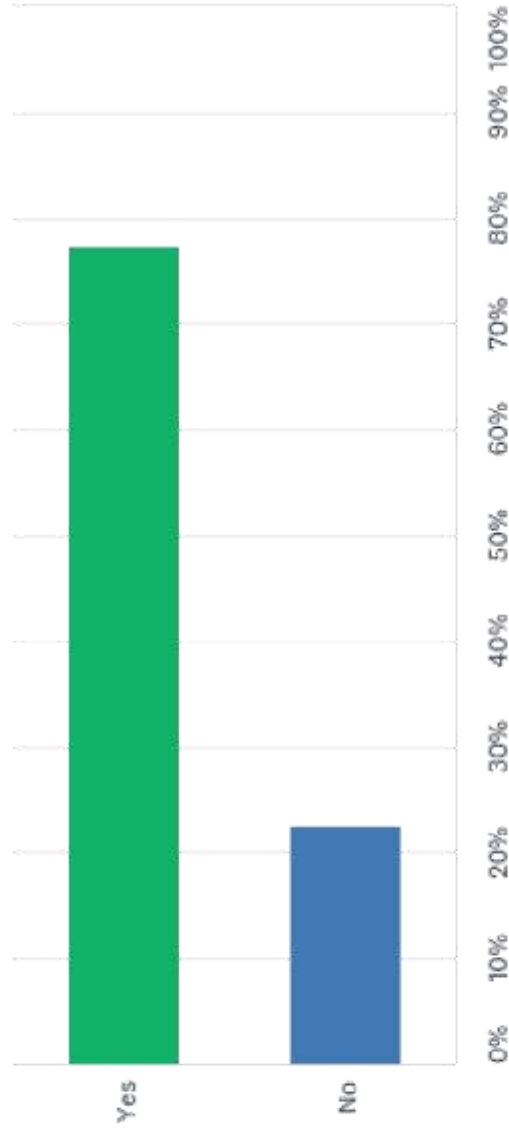
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**Q8:
How do you usually
find out about
events and activities
at Saxton Field?**
Answered: 756



Q9: Were you aware that indoor and outdoor facilities could be booked at Saxton Field?

Answered: 831

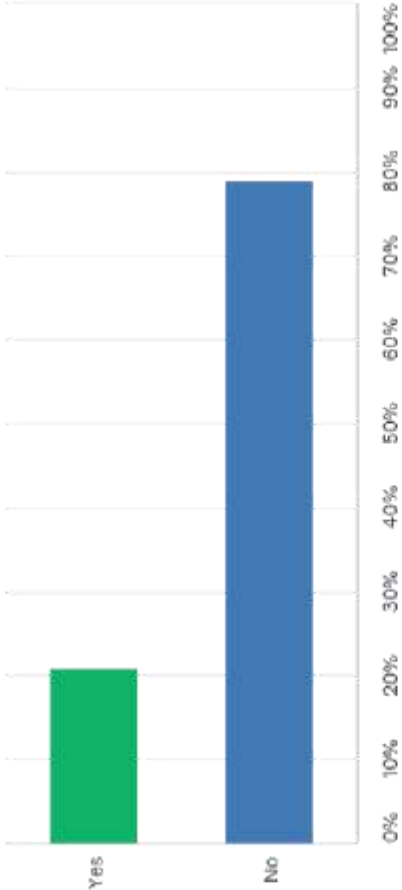


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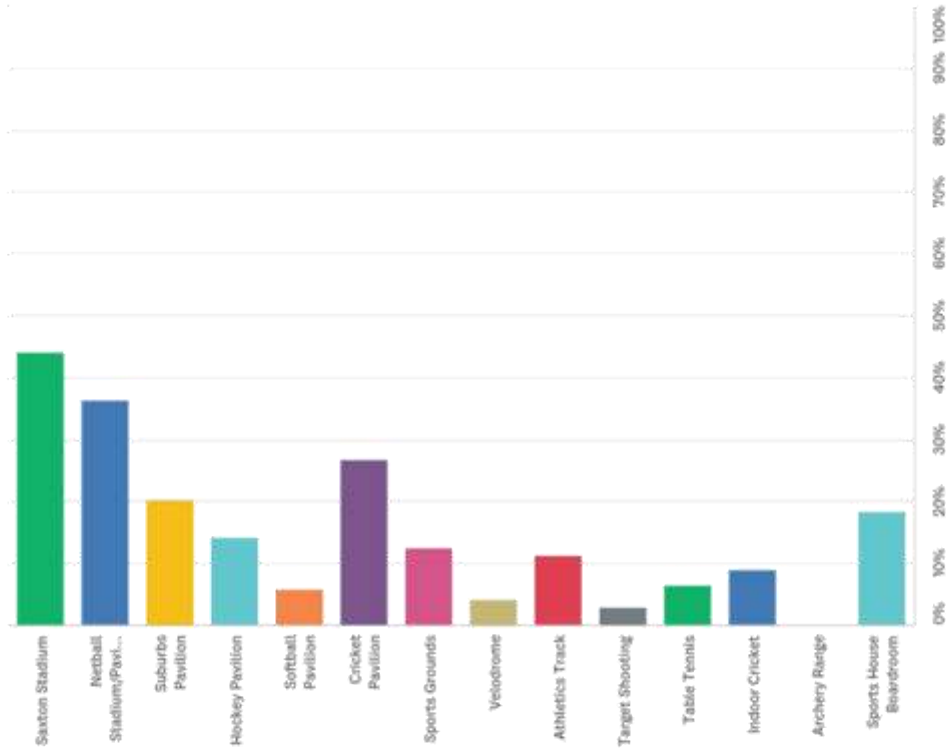
Q10: Have you ever booked an indoor or outdoor facility at Saxton Field?

Answered: 831



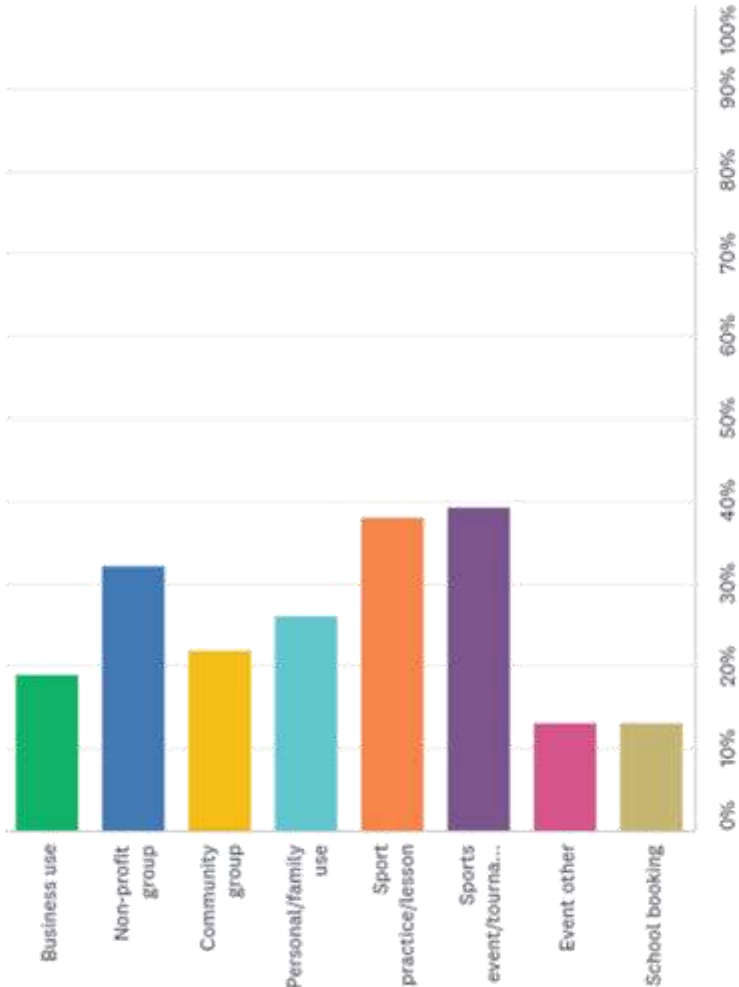
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Q11:
What facilities have
you booked?
 (You may choose more than one)
 Answered: 168



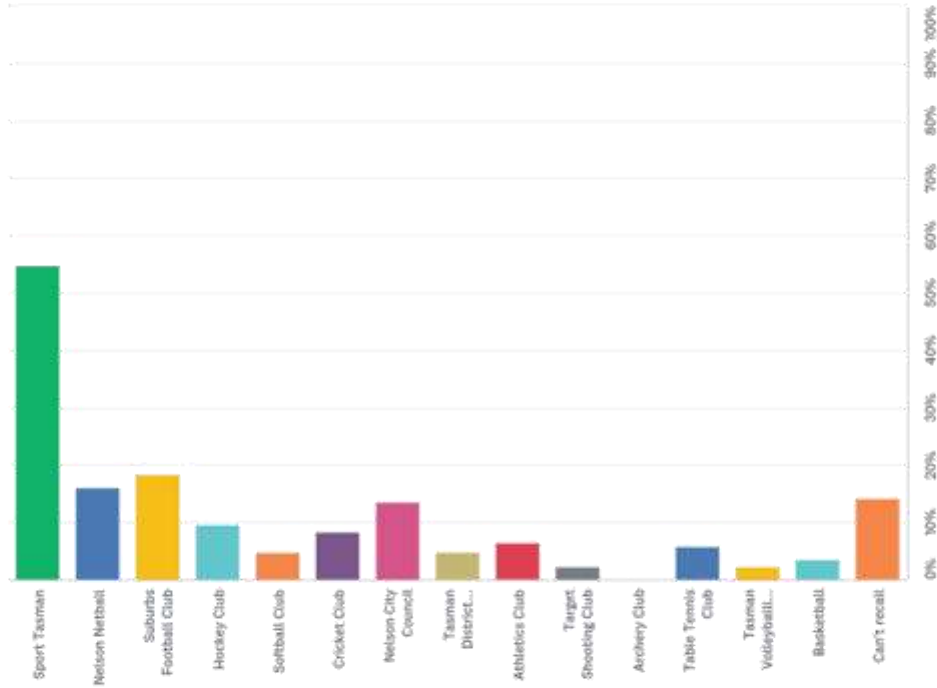
Q12: What was the booking for?
(You may select more than one)

Answered: 168



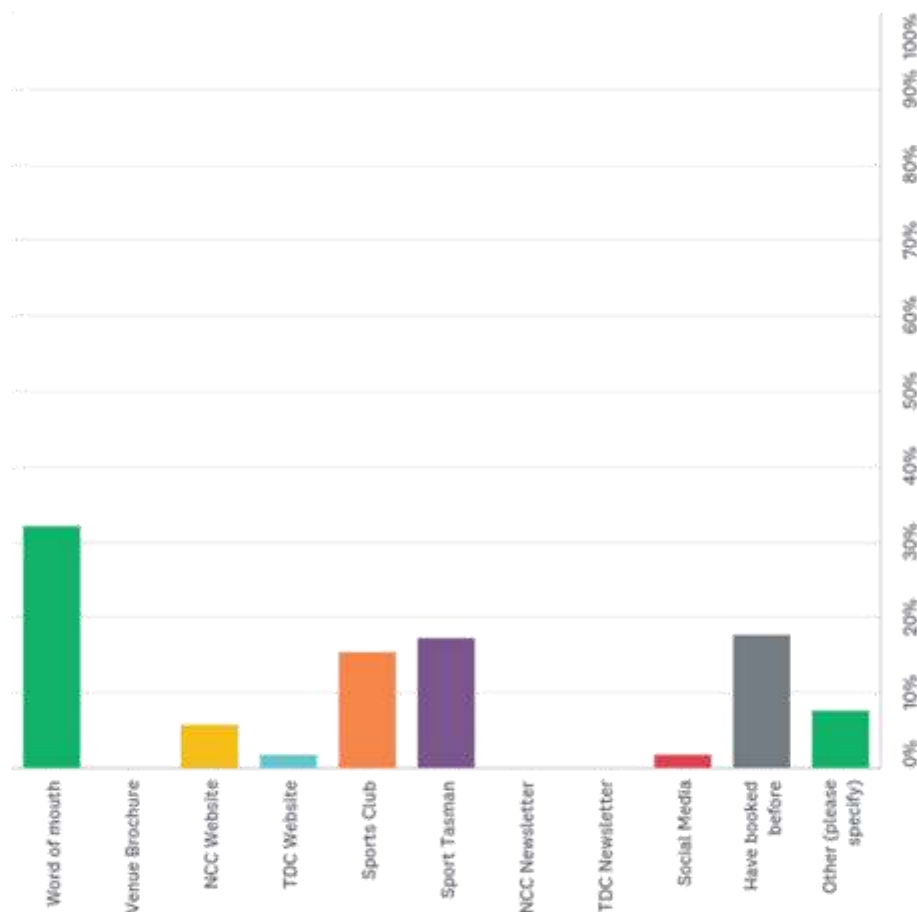
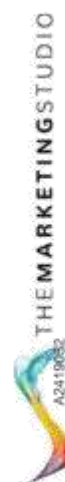
Q13:
Who did you book
through?
 (You may select more than one)

Answered: 168



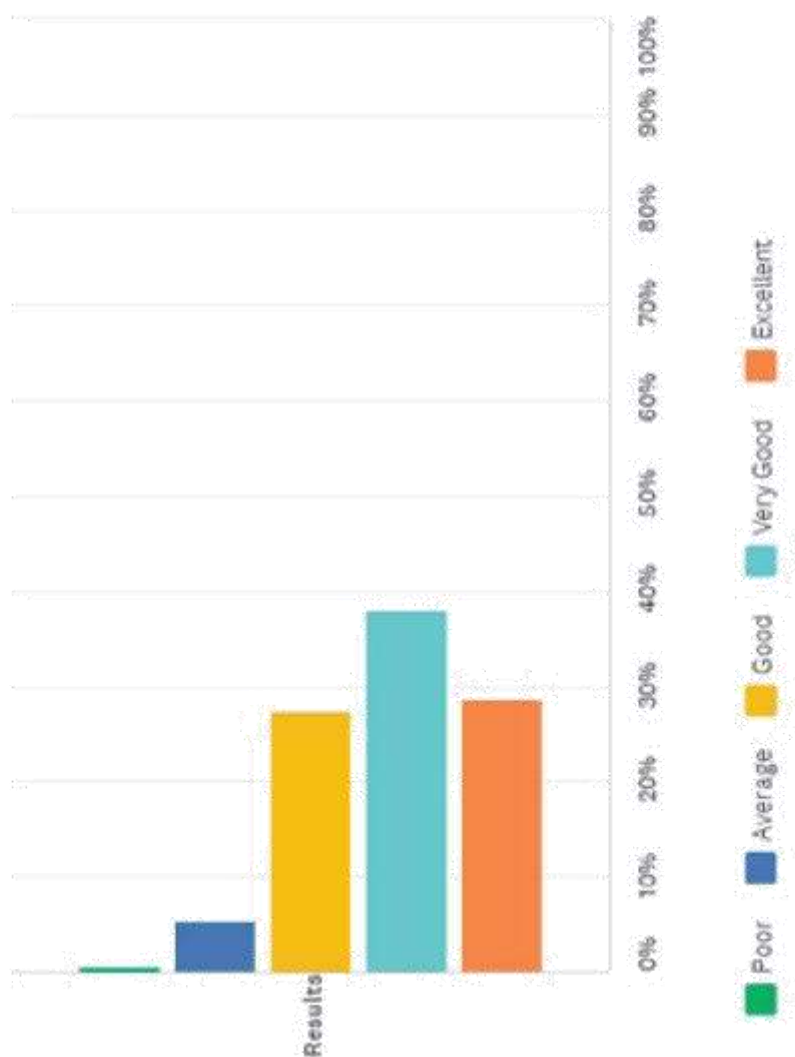
Q14: How did you find out how to book your facility?

Answered: 168



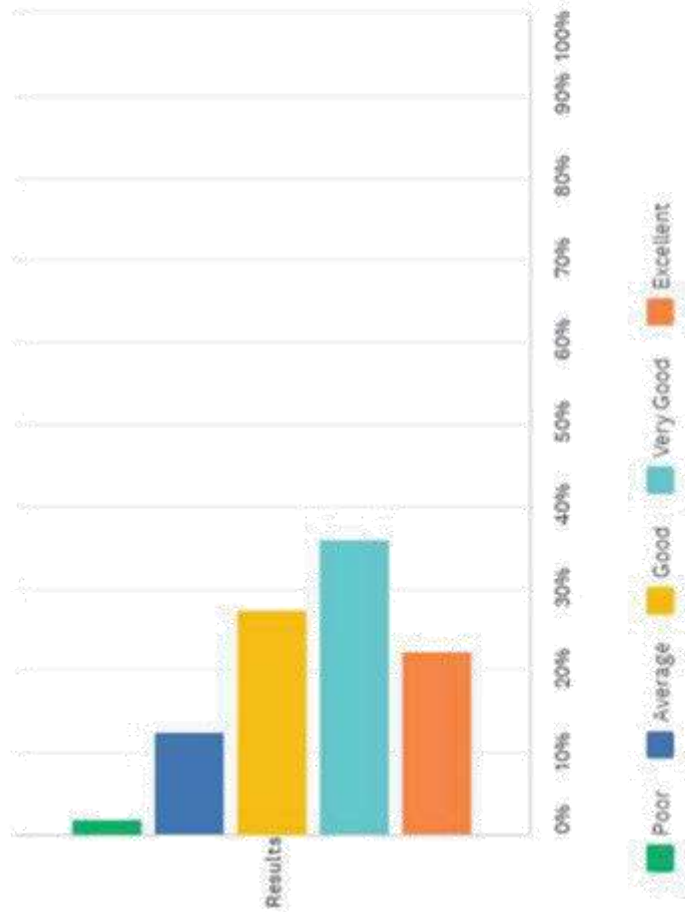
Q15: How did you rate your booking experience?

Answered: 167



Q16: How easy is it to navigate your way around Saxton Field to find the place you need to be? (if applicable)

Answered: 766



Q17: What do you like about Saxton Field Recreational Area? Answered: 675

Summary:

The main themes that ran throughout these positive comments related to:

- Wide open green spaces
- A wide variety of sports facilities in one area
- Centralised location between Nelson & Richmond
- Great place to do a wide variety of activities from sports through to walking the dog, walking, cycling and relaxing

View Comments here:- [Data Q17 200501.pdf](#)

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Q18: What improvements/ideas would you like to see happen at Saxton Field?

These may be small changes that could be easily made or larger changes you might like to see in the future.

Answered: 590

Summary:

The main themes that ran throughout the comments related to:

Venue:			
<ul style="list-style-type: none"> • Lighting • More water fountains • More waste bins • Noticeboards • More shade • More toilets • New stadium • Creation of more facilities to cater for a wider range of sports • More parking • Dedicated walking tracks • More public art 	<ul style="list-style-type: none"> • Improved signage • More seating for viewing or relaxing • Fenced off areas for dogs • Pick up and drop off zones • Artificial turf • More multi use purpose of facilities eg The Oval • Smoke free • Improved velodrome • Increased indoor sports facilities • Remove radio mast • Sports storage facilities • More playground equip & fencing 	<ul style="list-style-type: none"> • More café & food vendor opportunities 	<ul style="list-style-type: none"> • Hosting bigger NZ events
		Events	
		Sports	
		<ul style="list-style-type: none"> • Speed skating • Skate park • BMX track • Criterion cycle track • Rugby 	

View Comments here:- Data_Q18_200501.pdf

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Survey Summary

The general consensus from most who participated in the survey is that Saxton Field is an amazing complex for both the recreational and sporting public. Wide open spaces and modern facilities, all housed in the same location.

Not only is it desirable to attract members of the public to utilise Saxton Field but also the ability to attract National events and sporting occasions brings economic value to the region.

The question is, how does our region let people and organisations know what it has to offer?

77.8% of those surveyed locally, were aware that facilities could be booked but the majority had not experienced booking a facility at Saxton Field. Although bookings were mainly through Sport Tasman, users did book directly with the club involved with the venue. "Word of mouth", "had booked before" and "through their club" or "Sport Tasman", was by far the majority method of finding out about the venue, and liaison regarding the booking.

On the whole the experience was very good with a few minor comments about problems they had at the venue; but it seems the only way the user can find out what the facilities have to offer, and when they are available, is to try and find the right contact. There is an opportunity to showcase what Saxton Field has to offer and provide a streamlined experience for the end user.

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- The primary purpose of the Saxton Field complex is a high-quality venue which caters for regional sport and recreation activities based on a collaborative sports clustering model.
- It also has a key role in providing an attractive aesthetic greenbelt for the regional community with open space and trees, which can be used for informal recreation and provides for spectators to watch activities.
- Saxton Field provides for additional activities, including high level (national and international) sporting activities and events.



Vision: Reserves Management Plan

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Marketing Strategy: Objectives

- Retain & engage existing target key users of Saxton Field
- Attract other target key users of Saxton Field
- Encourage public use
- Attract events that bring economic value to the region
- Retain and grow the positive reputation of Saxton Field
- Improve upon less positive reputational aspects of Saxton Field

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Recommended actions

Website & Booking Facility

Having a centralised website relating to the Saxton Field facilities would be advantageous. This would allow potential users to find out more about the facilities available and give them the opportunity to view all the details regarding each facility and what it has to offer. It would also present the venue in a professional visual manner especially if potential users are looking at Saxton Field for national events.

I would also recommend a centralised booking system, integrated within the website, so potential users can plan their calendars. Dates could be blocked out in advance, to allow for local club usage. A central point of contact would also be useful to create a more seamless experience.

There was a good idea that came out of the survey regarded finding your way around Saxton Field. There is an opportunity to embed a Google Map within the website and reference external mediums like print and signage back to the website (via QR code possibly), so that visitors can find their way around using their phones. The majority of venues in Saxton Field are already referenced within Google Maps with one or two still to be registered.

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Recommended actions

Social Media

Social media will play an important part in promoting what Saxton Field has to offer. The survey showed that Social media is already the most popular way people find out about what was happening at Saxton Field.

There is an opportunity to not only showcase this amazing facility but also to highlight the many activities that that it holds throughout the year using this marketing method.

At key times there could be paid advertising which would reach national level at a very affordable cost in comparison with other mediums.

A content plan would need to be developed to ensure coordinated key messaging at key times. This could be either handled using existing staff or contractors, or outsourced and managed by a dedicated marketing company.

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Recommended actions

Video

The use of videos integrated into the website would be a useful way of telling the story and showcasing what Saxton field had to offer.

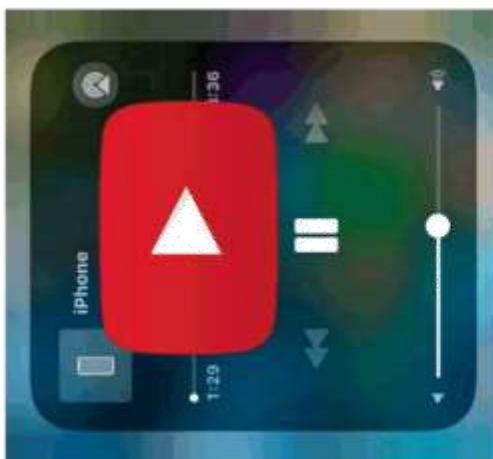
Video production does not have to be expensive to produce these days.

Videos could be a combination of:-

- Showcasing Saxton Field as a whole including drone footage to show off the extent of facilities.
- Showcasing each venue and what it has to offer.
- Bite sized testimonials from users of Saxton Field eg sports participants, venue managers & general public.

This would also be fantastic content for use in social media to tell the story.

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Recommended actions

Signage

Aside from online information, signage is the next most important feature for a consistent user experience.

When asked, in the survey, "How easy is it to navigate your way around Saxton Field?" the majority said that the experience was very good. However, of the 622 respondents, there were 181 recommendations for improvement. They ranged from improving signage at main entrances, maps on signage, bigger signs to marked numbered fields among others, suggesting that there is still significant scope for improvement.

There is no doubt that large signs with maps will help the user. As previously mentioned, an eloquent solution would be to develop an online google map that can be used to navigate around the venue.

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Recommended actions

Signage - Sponsored

Signage space is a vital part for each sporting code to generate revenue. By providing well planned and visually appealing signage space in venues, this encourages the codes to make use of the space and helps in their viability and retention in use of the venue.

From observations, most venues have dedicated signage areas for local sponsors. Most also have consistent sizing which enhances the look and feel of how the venue is presented.

Saxton Stadium in particular, is very impressive, with a well thought-out layout and flexibility, allowing for local clubs to include their own signage for tournaments. It is worth noting that this signage was developed by the Venue Marketing Officer in collaboration with Volleyball, Netball and Basketball. A similar approach to signage at each venue and to Saxton Field as a whole would result in sympathetic and consistent opportunities for sponsorship signage throughout the facility.

There is worth in a discussion about Venue Sponsorship where an organisation could have overall naming rights to a venue. Not unlike Westpac Stadium in Wellington. This could be a good way in producing revenue. However, it would have to be under the caveat that major event sponsorships have the right to take over the venue, for a limited time, if there is a potential clash with one of their sponsors. Not unlike World Cup Rugby or Cricket arrangements.



Recommended actions

Database

A central database of key contacts for relationship development is also highly recommended. This could be initially made up of local organisations such as sports clubs, schools and local authorities, but could then grow by adding national key contacts, media and general public where possible.

Building and regularly keeping in touch with a contact database enables all key users to keep up to date with relevant news, initiatives, events and can also draw attention to particular venues.

Building and maintaining relationships with key users means that Saxton Field remains relevant and visible. When the appropriate opportunity arises, Saxton Field will be top of mind for a contact to become a client once again.

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Recommended actions

Relationship Building

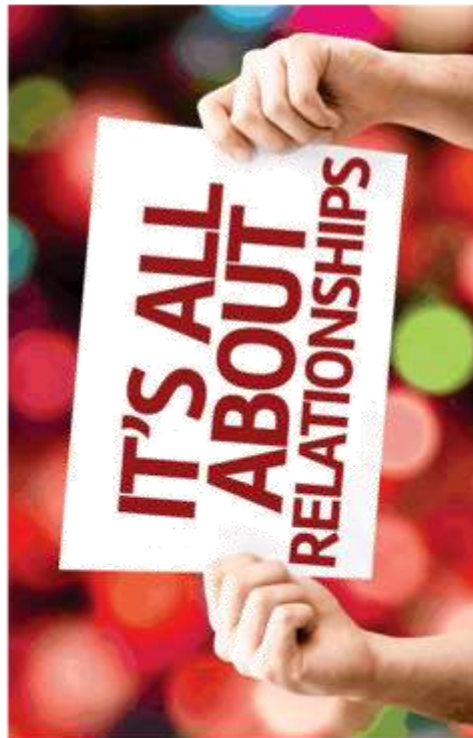
As the saying goes – "It's not what you know, its who you know".

Building relationships is a very important part of the marketing mix. In order to attract opportunities, Saxton Field must build relationships with key contacts to make sure it's on the shopping list when it comes to decisions on where events should be held.

This can be at national/international level with key organisations and agencies. These will take time to develop and there may be infrastructure that needs to be put in place in order to meet expectation.

The opportunity right now is working with local clubs and organisations to encourage regional tournaments and events. The survey indicates those outside the region are impressed with the facility and domestic visits/stays brings economic value to our region.

This will assist in retaining local clubs by supporting them, attract more usage of Saxton Field and bring economic value with visitors to the region.



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Where to from here?

In order to produce an effective Marketing Campaign, Saxton Field has to break down its objectives into manageable timeframes and actions and define the KPIs. For instance:

Next 12 months:

- Build collaborative working relationship with sporting codes and Sport Tasman onsite.
- Build CRM and Mailchimp database with codes and Sport Tasman
- Develop strategy for social media platforms for Saxton Field brand in collaboration with codes and Sport Tasman
- Implement new booking system and improved processes across Saxton Field

Next 2 years:

- Strengthen collaborative working relationship with sporting codes and Sport Tasman onsite.
- Implement CRM and Mailchimp newsletters to subscribers
- Improve sponsorship and venue signage at two onsite facilities
- Build audience by 20% for social media platforms for Saxton Field brand in collaboration with codes and Sport Tasman
- Attract 3 regional / national sporting tournaments to Saxton Field
- Host at least one international cricket match
- Use booking system data to set future KPIs

Next 5 years:

- Maintain collaborative working relationship with sporting codes and Sport Tasman onsite.
- Develop and build CRM and Mailchimp newsletter subscribers
- Improve sponsorship and venue signage at two onsite facilities
- Build audience by 20% for social media platforms for Saxton Field brand in collaboration with codes and Sport Tasman
- Attract 3 regional / national sporting tournaments to Saxton Field and 1 international tournament
- Host at least one international cricket match.
- Implement new website across Saxton Field
- Use website and social media data to set future KPIs

Once these have been finalised, what kinds of outcomes does Saxton Field want to achieve? What will be the measurements of success?

Marketing Planner Sample



In the kit bag already:

- \$15,000 p/a to attract sport tournaments and conferences to Nelson Tasman region (opex)
- \$15,000 p/a to promote international cricket at Saxton Oval (opex)
- \$15,000 p/a for marketing Saxton Field (opex)
- Booking system business case underway for all NCC venues – Saxton Field included in selection
- Imagery, writing and floorplans already collated for website
- Existing and proposed Saxton Field venue branding ready to deploy, subject to approval
- Existing service contract with Sport Tasman
- Established relationships between Sport Tasman, residents codes and their teams
- Established relationships with regional and national sporting bodies through resident codes
- Events and Venues Adviser support at Nelson City Council
- Park and Facilities support at Nelson City Council
- Parks and Reserves support at Tasman District Council
- Unified decision making and networking for Nelson and Tasman via the Saxton Field Committee.

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Summary

The overall consensus is that we have an amazing facility.

- Open green space
- Large variety of sporting facilities
- Recreational areas for leisure activity
- Centrally located to main arterial routes
- Modern facilities
- Safe for families
- Well kept
- Fantastic setting

It looks, on the whole, that the local community are utilising the facilities well and there is demand for wider usage and more facilities from other sporting codes.

However, if Saxton Field is to attract interest from a wider range of potential users including outside the region, is the way that Saxton Field is currently profiled giving the impression of these attributes? We suggest not, and that by working through the objective, actions and measures outlined in this marketing strategy, we could showcase this facility in a much improved way and give it the usage, image and profile it deserves.

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Contact

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[Full Survey Results](#)

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8.3 PROPOSED SAXTON FIELD CAPITAL WORKS PROGRAMME FOR CONSULTATION THROUGH LONG TERM PLANS 2021-2031

Decision Required

Report To:	Saxton Field Committee
Meeting Date:	11 August 2020
Report Author:	Paul Harrington, Team Leader Parks and Facilities Activity Management
Report Number:	RSFC20-08-4

1 Summary

- 1.1 This report provides a draft capital programme for Saxton Field and seeks consideration and input from the Committee on the appropriateness and priority of the projects included so that a recommendation can be provided to both Councils Long Term Plan 2021-2031 processes.
- 1.2 Staff from both Councils have worked collaboratively to prepare the draft programme. The programme once adopted will be split 50/50 between the two Councils. The programme has been phased so that the overall cost for years 1-7 aligns with the amount included in the Long Term Plans 2018-2028.
- 1.3 The Committee has the opportunity to add, amend or delete the list of proposed projects.

2 Draft Resolution

That the Saxton Field Committee:

1. **receives the Proposed Saxton Field Capital Works Programme for Consultation through Long Term Plans 2021-2031 RSFC20-08-4; and**
2. **recommends to the Nelson City Council and Tasman District Council that they adopt the capital works programme for Saxton Field contained in Attachment 1 for incorporation into their draft budgets as part of their Long Term Plan 2021-2031 processes, with the following amendments:**
 - a. _____; and
 - b. _____; and
 - c. _____.

3 Purpose of the Report

- 3.1 To provide the Committee with the opportunity to input into the proposed capital works programme for Saxton Field to be consulted on through both the Nelson City Council and Tasman District Council Long Term Plan 2021-2031 (LTP) processes, and to request that the Committee recommends the capital works programme agreed at the meeting be adopted by the two Councils for incorporation into their draft budgets as part of their LTP 2021-2031 processes.

4 Background and Discussion

- 4.1 Both the Tasman District (TDC) and Nelson City Councils (NCC) are currently preparing the budgets and activity management plans which will feed into the LTPs for the 10 year period from 2021-2031. Both Councils will be consulting on their LTPs 2021-2031 in March/April 2021, with adoption of the final plans by 30 June 2021.
- 4.2 Staff from both Councils have been working together to prepare a draft list of capital works projects for consideration by the Committee and then inclusion in draft budgets for the two Councils' LTPs. Staff have also considered what existing infrastructure at the complex will need to be renewed during the next 10 years. The timing of the projects allows for staff to spread the workload.
- 4.3 Attachment 1 to this report outlines the list of projects staff have considered and prioritised. Some projects are recommended for funding over the next 10 years and others are not. The figures shown in Attachment 1 are the estimated total project cost, which is split 50/50 between the two Councils. Typically each project is led by the Council whose land the work sits on. As an example, a project on TDC land will be led by TDC staff, and will be shown as a capital item in that LTP, with a corresponding income line for the 50% NCC contribution. The NCC LTP would budget for an opex grant for 50% of the project value.
- 4.4 TDC has restricted its capital expenditure in years 1-7 (2021-2028) to the total value budgeted in years 4-10 of the LTP 2018-2028. On this basis, the maximum expenditure at Saxton Field over the first seven years of the LTP 2021-2031 would be \$3,368,300. Staff have kept the proposed capital works expenditure to within that figure, which has had the effect of loading considerable capital spend into the last three years of the plan, meaning a longer timeframe for projects such as future pavilions, lighting improvements and developments at Harekeke Green (formally Alliance Green) such as car parking, toilets and change rooms. Key renewals have not been deferred, and officers believe a practical balance has been struck.
- 4.5 Officers are seeking the Committee's input into the list of projects, in particular:
- Do you agree with potential projects on the list?
 - Are there other projects which should be considered?
 - What, if any, changes would you like to the proposed order of priority of the projects?
 - Is the spread of the project budgets acceptable to go forward to the parent Councils for consideration?

- 4.6 A range of staff will be available at the meeting to explain the proposed projects and their priorities, to help inform the Committee's discussion.

5 Options

- 5.1 There are three broad options available to the Committee, with Option 1 recommended.

- 5.1.1 Option 1: agree to the list of proposed projects in Attachment 1 to go forward into the two Councils' LTP processes. This option would be appropriate if the Committee considers that staff have identified the correct list of potential projects for inclusion in the upcoming LTPs and if the list is prioritised appropriately. The list would then be recommended through to the two parent Councils for consideration prior to incorporation in the draft budgets for the LTP and in the relevant activity/asset management plans. This option would not be appropriate if the Committee considers that changes are needed to the list of projects and the priorities accorded to the projects.
- 5.1.2 Option 2: amend the list of proposed projects in Attachment 1 to go forward into the two Councils' LTPs. This option is a variation of Option 1 above. It would be appropriate if the Committee considers that staff have generally identified the correct list of potential projects for inclusion in the upcoming LTPs and if the list is largely prioritised appropriately. The Committee could make any amendments it considers are needed during the meeting. Staff would then amend the list, which would subsequently be recommended through to the two parent Councils for consideration prior to incorporation in the draft budgets for the LTP 2021 - 2031 and in the relevant activity/asset management plans. This option would not be appropriate if the Committee considers that major changes are needed to the list of projects and the priorities accorded to the projects.
- 5.1.3 Option 3: major changes are identified as needed to the projects and priorities in the list in Attachment 1. This option would be appropriate if the Committee considers that staff have not generally identified the correct list of potential projects for inclusion in the upcoming LTPs and/or if the list is not largely prioritised appropriately. If the Committee adopts this option, staff would like an indication of the major changes the Committee seeks to enable preparation of a report for a subsequent meeting. An extra meeting would need to be scheduled prior to the November meeting to reduce delay.

Option 1: agree to the list of proposed projects in Attachment 1 to go forward into the two Councils upcoming Long Term Plan processes (recommended option)

Advantages

- This option has the advantage of enabling input into the LTP draft budgets in a timely manner. It establishes a work programme for Saxton Field the next ten years and enables the two Councils to coordinate their budgeting processes.

Risks and Disadvantages	<ul style="list-style-type: none"> No disadvantages providing the Committee considers that staff have identified an appropriately prioritised list of proposed projects for inclusion in the upcoming LTPs.
Option 2: amend the list of proposed projects in Attachment 1 to go forward into the two Councils upcoming Long Term Plans	
Advantages	<ul style="list-style-type: none"> This option has the advantages of option 1. It also enables Committee members to amend the list of projects, as needed.
Risks and Disadvantages	<ul style="list-style-type: none"> No disadvantages providing the Committee considers that staff have generally identified an appropriately prioritised list of potential projects for inclusion in the upcoming LTPs and the amendments to the draft budget can be identified and worked through at the meeting.
Option 3: major changes are identified as needed to the projects and priorities in the list in Attachment 1	
Advantages	<ul style="list-style-type: none"> This option has the advantage of enabling more time for the Committee to consider the range of potential projects for inclusion in the draft budgets for the LTPs.
Risks and Disadvantages	<ul style="list-style-type: none"> This option has the disadvantage of delaying the budgets going into both Councils' LTP processes, which are now well underway.

5 Strategy and Risks

5.1 The key risks include:

- 5.1.1 That staff have not identified the most important projects for the community. This risk has been mitigated through a range of staff being involved in the process of identifying and prioritising the projects and through the Committee's input. The LTP public consultation process will also help to identify any projects that may be missing.
- 5.1.2 That renewal of existing infrastructure is needed either before or after it is budgeted for. This risk can be mitigated by the opportunity to move projects through Annual Plan processes. Also, the LTP will be reviewed again in three years and the condition of existing assets will be reassessed at that time.
- 5.1.3 That the budgets identified for the projects are insufficient to complete the work required. The budgets for the projects in the first three years are robust and the projects after these years will be reviewed again through the LTP 2024-2034 process.
- 5.1.4 That the two Councils will not agree on the capital works programme. The joint committee process will help mitigate this risk.

6 Climate Change Impact Assessment

- 6.1 Climate change impact will be considered through both Councils' LTP processes. Some projects have the potential to reduce greenhouse gases (e.g. planting works and

encouraging active transport options like walking and cycling through pathway developments). However, construction projects have the ability to contribute to greenhouse gas emissions, depending on the materials used and construction processes.

7 Consistency with Community Outcomes and Council Policy

7.1 The proposed budgets will be included in the Councils' draft LTPs for consultation with the community. The proposals contained in this report align with the both Councils community outcomes, particularly:

- Our communities have access to a range of social, educational and recreational facilities and activities;
- Our infrastructure is efficient, cost effective and meets current and future needs;
- Our Council provides leadership and fosters partnerships, a regional perspective, and community engagement; and
- Our communities are healthy, safe, inclusive and resilient.

8 Consideration of Financial or Budgetary Implications

8.1 The proposed projects will be included in the Councils' draft LTPs for consultation with the community. These budgets have already been included in each Council's draft estimates for Council-wide purposes, e.g. to enable assessment against debt caps etc. The Councils have the opportunity to amend the draft budgets, depending on the impact of their overall work programmes and how the Saxton Field budgets impact on them. Any changes will need to be coordinated and agreed between the Councils.

9 Significance and Engagement

9.1 Staff consider that the overall level of significance of the decisions being sought in this report, is moderate due to the level of public interest in Saxton Field and the extent of the funding proposed to go into the LTPs. However, the Committee does not need to consult prior to making this decision as, the purpose of the decision is to enable the proposed projects to go into the two Councils draft budgets for the LTPs and ultimately future public consultation and engagement.

10 Conclusion

10.1 Staff have worked collaboratively to prepare a proposed list of capital works projects at Saxton Field for each Council to consult on through their respective LTPs 2021-2031. The Committee has the opportunity to add to, delete or amend the proposed list of projects identified and prioritised by staff. Staff recommend that the Committee discusses the list of proposed projects and makes any amendments it wishes.

11 Next Steps / Timeline

- 11.1 Once the Committee has agreed to a list of proposed projects, the list will be considered by each of the parent Councils for inclusion in their respective activity/asset management plans and LTP draft budgets.
- 11.2 The projects may need to be varied once the financial impact of the draft budgets for the LTPs is known.
- 11.3 The LTP consultation documents will go out for public consultation in March/April 2021, which may lead to changes to the list of projects and/or their priorities. The final LTPs will be adopted by each Council in June 2021.

12 Attachments

- 1. [Download](#) Saxton Field Capital Works Programme

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	A	G	H	I	J	K	L	M	N	O	P	Q	S	T
1	Draft Saxton Field Capital Works Programme 2021-31													
2	Project	1 (2021/22)	2 (2022/23)	3 (2023/24)	4 (2024/25)	5 (2025/26)	6 (2026/27)	7 (2027/28)	8 (2028/29)	9 (2029/30)	10 (2030/31)	10 yr totals	Years 1-7	Years 8-10
3	General development	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$150,000	\$105,000	\$45,000
4	Champion Drive link	\$400,000										\$400,000	\$400,000	\$0
5	Hockey Turf No 1 resurface						\$50,000		\$400,000			\$450,000	\$50,000	\$400,000
6	Shared path development as per plan	\$20,000	\$200,000	\$20,000								\$240,000	\$240,000	\$0
7	Future pavilion/storage/toilet									\$50,000	\$513,300	\$563,300	\$0	\$563,300
8	Accessability improvements	\$20,000		\$20,000		\$20,000		\$20,000		\$20,000		\$100,000	\$80,000	\$20,000
9	Oval wicket block renewal									\$100,000		\$100,000	\$0	\$100,000
10	Oval cricket surface renewal	\$20,000	\$280,000									\$300,000	\$300,000	\$0
11	Play facilities			\$25,000		\$200,000						\$225,000	\$225,000	\$0
12	Alliance Green levelling, irrigation and drainage				\$250,000							\$250,000	\$250,000	\$0
13	Bmx track development and asphalt track	\$150,000										\$150,000	\$150,000	\$0
14	Athletics Track resurface							\$20,000	\$350,000			\$370,000	\$20,000	\$350,000
15	Alliance Green car park and paths									\$100,000	\$900,000	\$1,000,000	\$0	\$1,000,000
16	Harrier/cross country running tracks with trestles etc								\$20,000			\$20,000	\$0	\$20,000
17	Alliance Green cricket wickets x2 (artificial)				\$50,000							\$50,000	\$50,000	\$0
18	Alliance Green toilets and change rooms						\$80,000	\$28,300	\$700,000	\$300,000		\$1,108,300	\$108,300	\$1,000,000
19	Lighting improvements								\$20,000	\$200,000		\$220,000	\$0	\$220,000
20	Hockey Turf No 2 resurface				\$30,000		\$400,000					\$430,000	\$430,000	\$0
42	Skating track investigation									\$10,000		\$10,000	\$0	\$10,000
43	Hard surface renewals				\$150,000					\$200,000		\$350,000	\$150,000	\$200,000
45	Saxton oval sand storage shed		\$90,000									\$90,000	\$90,000	\$0
46	Saxton Oval waste solution	\$50,000										\$50,000	\$50,000	\$0
47	Netball surface renewal			\$20,000		\$200,000						\$220,000	\$220,000	\$0
48	Saxton Oval media towers								\$25,000	\$255,000		\$280,000	\$0	\$280,000
49	Saxton Stadium basketball hoops	\$20,000		\$260,000								\$280,000	\$280,000	\$0
50	Entrance development		\$50,000		\$100,000							\$150,000	\$150,000	\$0
51	Wayfinding		\$20,000									\$20,000	\$20,000	\$0
52		\$695,000	\$655,000	\$360,000	\$595,000	\$435,000	\$545,000	\$83,300	\$1,530,000	\$1,250,000	\$1,428,300	\$7,576,600		