

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

Date: **Wednesday 11 May 2022**
Time: **9.30am**
Meeting Room: **Saxton Netball Pavilion, Stoke, Nelson**
Zoom conference link <https://us02web.zoom.us/j/87698968430?pwd=T3htcm0yc3U0NzZBaWduY2tkWGpZUT09>
Meeting ID: 876 9896 8430
Meeting Passcode: 221833

Saxton Field Committee

Komiti Whenua Saxton

AGENDA

MEMBERSHIP

Independent Chair

Derek Shaw

Tasman District Council

Councillor Trevor Tuffnell

Councillor Kit Maling

Nelson City Council

Deputy Mayor Judene Edgar

Councillor Tim Skinner

(Quorum 3 members)

Contact Telephone: 03 543 8512

Email: robyn.scherer@tasman.govt.nz

Website: www.tasman.govt.nz

AGENDA

- 1 OPENING, WELCOME, KARAKIA**
- 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 Wednesday, 9 February 2022, be confirmed as a true and correct record of the meeting.

- 7 PRESENTATIONS**

Nil

- 8 REPORTS**

- 8.1 Saxton Field Activity Report..... 4
- 8.2 Saxton Field Marketing Strategy Report..... 36

- 9 CONFIDENTIAL SESSION**

Nil

- 8 CLOSING KARAKIA**

8 REPORTS

8.3 SAXTON FIELD ACTIVITY REPORT

Decision Required

Report To:	Saxton Field Committee
Meeting Date:	11 May 2022
Report Author:	Richard Hollier, Reserves & Facilities Manager
Report Number:	RSFC22-05-1

1 Summary

- 1.1 This report updates the Committee on Saxton Field capital projects for 2021/2022 and other operational activities. It is provided to each Committee meeting to inform the Committee of progress and issues identified and to ensure the Committee is kept up to date about projects at Saxton Field.

2 Draft Resolution

That the Saxton Field Committee receives the Saxton Field Activity Report, RSFC22-05-1.

3 Purpose of the Report

- 3.1 The purpose of this report is to provide the Committee with an update on the following:
- 3.1.1 Health and Safety;
 - 3.1.2 Capital projects; and
 - 3.1.3 various operating activities.

4 Health & Safety

- 4.1 The councils have been made aware of an accident on the Saxton Road underpass between Saxton Field and Bunnings where a cyclist struck a bollard, was thrown over the handlebars and suffered severe head injuries. A family member who is an experienced health and safety practitioner undertook an investigation and has identified several contributing factors. While the underpass is not within Saxton Field, he has stated that there appears to be other bollards in and around Saxton Field that also pose a risk to cyclists. A review will be undertaken, and an update provided to the committee on this matter.

5 Capital Projects 2021/2022 Update

BMX track construction

- 5.1 A budget of \$150,000 was included in the 2021/2022 year for construction of a BMX track between the Saxton Velodrome and Saxton Creek. The Committee agreed at the last meeting to defer the project to enable reconsideration of the location through the revised Saxton Field Development Plan. It also recommended to the two councils that the capital funding of \$150,000 be carried forward to year 2024/25, to be considered in each councils Long Term Plan 2024-2034. The BMX Club has been advised of these decisions.

Champion Drive/Saxton Field Link Road – Stage 3

- 5.2 The final stage of the car parking and roadway link from Champion Drive to Saxton Field is complete expect for swale planting which will occur during the planting season. The budget to complete the project is \$339,000 with a forecasted spend of \$144,000. The balance of the project costs has been transferred to shared path development projects.

Shared Path Development

- 5.3 Budget now included for this work, following decisions from the Committee at the last meeting to transfer savings from the Champion Road project to this one is as follows:
- 2021/22 \$160,000, and
 - 2022/23 \$246,000
- 5.4 For the 2021/22 financial year, the priority is to start the design on the Saxton Velodrome to Champion Drive link and carry out the physical work on the Hockey entrance to exercise equipment link.
- 5.5 The design for the Saxton Velodrome to Champion Drive Link will commence shortly.
- 5.6 The Hockey entrance to exercise equipment link was originally planned to go between the Hockey fence and the first row of trees, however after further assessment, it was determined

that a concrete path in this area would impact on the tree roots and would not be an ideal solution. A gravel path was not considered appropriate as it would be the only off-road path in this part of the reserve, linking the carpark at the north-eastern end of Saxton Field with the rest of Saxton Field, and because of the maintenance issues with having gravel up to grass.

- 5.7 Instead, the proposed solution is to put a 2.5m wide concrete path along the road edge which requires taking out five liriiodendron trees. While the removal of the trees is not ideal, the removal of these trees is appropriate in this situation because of the proximity of the trees to the edge of the road which will at some stage cause decline in tree health. Some replanting will be undertaken to mitigate the loss of the trees, although it may need to be in a different part of Saxton Field.
- 5.8 The Nelson Hockey Association supports the proposal.
- 5.9 The work is currently being priced by the contractor, with the aim to complete it in 2021/22.



Image showing trees along the road that will need to be removed for the shared path

Accessibility Improvements

- 5.10 An accessibility audit was completed in 2014, staff confirmed a programme of works for 2021/22 with a budget of \$20,000. The 2021/22 improvements are a handrail at the entrance to the table tennis area and a sunken channel grate outside the stadium. These works are underway.

Oval Cricket Surface Renewal

- 5.11 Funding of \$20,000 was budgeted in 2021/22 for the scoping, design and costing of the oval surface renewal work with a further \$280,000 included in 2022/23 to undertake the work.

The budget was originally added based on the expected life of the turf. Part of the scope for 2021/22 included an initial investigation, which has been completed.

- 5.12 The investigations have identified work that can occur in 2021/22 and 2022/23 with the drainage and turf now recommended to occur in 2024/25. This has been re-phased from 2022/23 through the Annual Plan process.
- 5.13 Staff have also met with Nelson Cricket who support the deferred timing but want to ensure minimal disruption to their season. The ideal timing for the work to be carried out is over the winter, to allow enough time for turf regrowth prior to the cricket season.
- 5.14 The main features of the Oval turf are the cricket block (currently due for renewal in 2029/30), the drainage (to be renewed through this project) and the outfield (to be renewed through this project). It is important that these elements are renewed in advance of failures in order to ensure that first-class cricket matches can continue in Nelson.
- 5.15 The main work to occur as part of the project is now:
 - 5.15.1 2021/22: Flush the existing primary drainage system and install a silt trap and back flow preventor on the carpark stormwater outlet.
 - 5.15.2 2022/23: CCTV report, review drainage improvement functionality from 2021/22, undertake any further improvements identified by CCTV, confirm cost estimates for the full renewal to ensure that appropriate budget can be included in the 2024-34 LTP.
 - 5.15.3 2024/25: Primary drainage renewal, secondary drainage renewal and outfield turf renewal
- 5.16 The budget for the project will need to be reviewed through the Long Term Plan 2024-34. Although the preliminary report estimated the project could be completed within budget, the contractors expect that due to rising costs of sand and other materials there will be cost increases that need to be factored in.

Avery Field baseball diamond investigation

- 5.17 A budget of \$20,000 is included in the LTP for this project. Baseball members are progressing the investigation of sources of suitable clay for construction of a permanent clay diamond on Champion Green. One baseball diamond was used on Avery Fields during the summer season and a second diamond marked on Champion Green for a tournament at Easter that required two diamonds. Clarification is being sought on timeframes for installation of the clay diamond on Champion Green.

Hockey Lighting Improvements

- 5.18 A budget of \$75,000 is included in the LTP for this project to support the upgrading of the hockey lighting to LED lights. This project also contributes to sustainability improvement targets. Total costs for the project are estimated to be \$153,000, with costs more than \$75,000 being met by Hockey through external fundraising which they have achieved.
- 5.19 Light installation was expected to occur in March and April but has been delayed due to freight delays. The project manager is working with the Hockey Association to ensure that the installation fits in with their programmed activities.
- 5.20 The Hockey Association is also applying for further grant funding to carry out lighting upgrades on the other turf.

Saxton Stadium Basketball Hoops

- 5.21 A budget of \$20,000 is included in the LTP for investigation and design of roof hung hoops. A further \$260,000 is provided in 2023/24 for installation. A consultant has been engaged for further investigation and design. Roof hung hoops have been ruled out as the design review confirmed that the roof does not have the capacity to support this kind of structure, therefore wall mounted hoops are being investigated as the preferred option. Recent cost estimates indicate the project costs may be greater than budget and an update can be provided at the next meeting about next steps for the project. Of the \$20,000 budget for 2021/22 it is expected that \$10,000 will need to be carried forward to 2022/23 to continue investigation and design.

Athletics Pole Vault Facility

- 5.22 Funding of \$36,000 is included for this project in the LTP in 2021/22. In addition, Top of the South Athletics Trust has fundraised the balance of the costs. The equipment is ordered and was expected to arrive in Nelson by the end of the financial year, but due to freight delays, it is now possible that the equipment won't arrive until July.

Signage and Wayfinding

- 5.23 A budget of \$15,000 capex is included in the LTP for this wayfinding project. The updated Saxton Field entry signs on Saxton Road and Champion Road are now installed. The draft wayfinding designs are still being developed to include te reo Māori translations, sporting icons and emergency service location numbers. The initial draft designs have been reviewed by Blind Citizens, Blind and Low Vision NZ, and staff from Nelson City and Tasman District Councils. The community signs will also be updated with the new Saxton Field branding.
- 5.24 Examples of the entrance and wayfinding designs are included for information (**Attachments 1 and 2**).

6 Operational Activity

Alcohol free signage

- 6.1 Staff have been working with District Health Board staff on alcohol free, smoke free and vape free signage and the DHB has secured a small grant for the signage design, printing and installation. Initially the Health Promotion Agency was also involved in designs for signage as the Agency was interested in designing signage with positive messages around smoke/vape/alcohol free. Due to time constraints, the signage is now being designed by a local signwriter. New signage will be installed at the playground and at the entrance to other facilities. Otherwise, signage will be combined with other existing signage such as wayfinding and location signage.

Development Plan

- 6.2 An updated Development Plan for Saxton Field is progressing. At the last committee meeting the Committee was told that an update would be provided at the May meeting, however because of other priorities, staff have been unable to complete this
- 6.3 The plan will now be brought to the August meeting of the Saxton Field Committee for approval.

Saxton Field Website

- 6.4 Quotes to develop a standalone Saxton Field website have been assessed by a panel of Nelson City Council and Tasman District Council staff. Staff are now in the process of contracting a preferred supplier. The website will allow users to access information about the available facilities that Saxton Field has to offer while presenting the complex in a professional manner. The aim of the website is to increase awareness of Saxton Field and its range of facilities and to achieve the desired marketing outcomes within the Saxton Field Marketing Strategy.
- 6.5 The outcomes include:
- Increase public use for casual recreation
 - Increase the number of sporting, cultural and social events
 - Increase venue utilisation, particularly at off peak times.

Seating

- 6.6 At the last Saxton Field Committee meeting on 9 February 2022, the Committee asked about installing additional seating at Saxton Field. Following this request, seating has been installed alongside the pond with assistance from the Motueka MenzShed.
- 6.7 Providing shade and seats with back/arm rests will be important to consider every time new infrastructure is installed and should be done where possible. Seating will be considered as part of the shared path projects.

Fees at Saxton Field

- 6.8 At the February Saxton Field Committee meeting, the charging differences at Saxton Field between the Nelson City Council charges (for assets on the north of Saxton Creek) and Tasman District Council fees (for assets on the south of Saxton Creek) was discussed.
- 6.9 Nelson City Council sets charges for hire or use of the Saxton Stadium, Netball Pavilion, Saxton Oval Pavilion and Saxton Oval as well as for the fields used. These fees are reviewed annually and set in a way that ensures they are consistent with the Revenue and Financing Policy targets that the Council has. In addition, the Council charges a 10% maintenance charge to the regular users that require fields over a seasonal period.
- 6.10 Tasman District Council sets charges for senior fields (rugby, football, baseball), cricket (senior and second grade), and touch fields, but does not charge for junior and intermediate fields.
- 6.11 For users that play across both Tasman District and Nelson City areas, the different charges may be confusing and there could be benefit in considering alignment of costs for sports codes using Saxton Field in future years. It does need to be noted that if this was done there may still be a discrepancy between Saxton Field Charges and other sports field charges for each region. This would be best considered as part of developing the joint Asset Management Plan for Saxton Field and any required alignment addressed in the 2024-2034 Long Term Plans'.
- 6.12 The 2022/2023, sports field charges for both councils are included as **Attachment 3**.

Lease at old hockey pavilion

- 6.13 The old hockey pavilion has been leased by Bicycle Nelson Bays with the lease due to expire this month. Rather than advertise the lease at this stage, staff will extend the lease for

a further 12 months. After a year, a review will be undertaken to determine whether a longer-term lease is required or whether the space should be offered to other interested parties.

- 6.14 There has also been interest in the old hockey pavilion by Suburbs Football for their academy programme, which is in early stages of planning. Suburbs Football will instead use the changing sheds at the back of the building and are in discussion with staff about this.

7 Attachments

1. ↓	Saxton Field Entrance Signs	11
2. ↓	Saxton Field Wayfinding Signs	13
3. ↓	Saxton Field Draft Fees and Charges	31

NAU MAI KI

saxton

field

GRASS
FIELDS:

OPEN

CLOSED

SAXTON ROAD ENTRANCE



 **Nelson**
City Council | Te Kaunihera o
Whakatū

 **tasman**
district council | Te Kaunihera o
te tai o Aorere

NAU MAI KI

saxton field

GRASS
FIELDS:

OPEN

CLOSED

CHAMPION ROAD ENTRANCE

ACCESS TO: > VELODROME > AVERY FIELD > CHAMPION GREEN



 **Nelson**
City Council | Te Kaunihera o
Whakatū

 **tasman**
district council | Te Kaunihera o
te tai o Aorere

saxton field

- 
 >> Mahere Mōhiohio Information Map
- 
 << Wharepaku Toilets
- 
 >> Whare Hākinakina Saxton Stadium
- 
 >> Table Tennis Nelson
- 
 >> Whare Huihuinga Netball Pavilion
- 
 >> Whare Huihuinga Football Pavilion
- 
 >> Papa Tākaro Playground
- 
 >> Papa Whakapakari Tinana Outdoor Fitness Centre
- 
 << Whare Huihuinga Hockey & Softball Pavilion

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field

⤴ Putanga
Exit to Saxton Road



⤵ Tāri Hākinakina
Sports House
Access off Creekside Car Park

⤵ Circus Green



⤵ Orphanage Creek
(Walkway & Cycleway)

Kia pai te haere
Safe Travels

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field

-  >> Mahere Mōhiohio
Information Map
-  >> Wharepaku Toilets
-  >> Tūnga Waka Parking
-  >> Tāri Hākinakina Sports House
-  >> Whare Hākinakina
Saxton Stadium
-  >> Papa Tākaro Playground
-  >> Whare Huihuinga
Netball Courts & Pavilion
-  ⤴ Whare Huihuinga
Football Fields & Pavilion
-  ⤵ Junior Football Fields
-  ⤴ Whare Huihuinga
Cricket Oval & Pavilion
-  ⤴ Athletics
-  ⤴ Target Shooting

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field











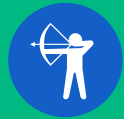

- 
« Whare Hākinakina
Saxton Stadium
- 
« Wharepaku Toilets
- 
« Tūnga Waka Parking
- 
« Table Tennis Nelson
- 
« Whare Huihuinga
Netball Courts & Pavilion
- 
⤴ Whare Huihuinga
Hockey Turf & Pavilion
- 
» Junior Football Fields
- 
» Papa Whakapakari Tinana
Outdoor Fitness Centre
- 
» Softball Park
- 
⤴ Putanga Exit To Saxton Rd

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field

-  >> Wharepaku Toilets
-  >> Tūnga Waka Parking
-  >> Whare Huihuinga
Football Pavilion
-  >> Football Fields
-  << Junior Football Fields
-  ^> Cricket Oval
-  ^> Whare Huihuinga
Oval Pavilion
-  ^> Cricket Facilities
-  ^> Athletics
-  ^> Target Shooting
-  ^> Archery
-  ^> Harekeke Green

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field





-  « Wharepaku Toilets
-  « Tūnga Waka Parking
-  « Whare Huihuinga
Football Pavilion
-  « Football Fields
-  » Junior Football Fields
-  ⤴ Papa Tākaro Playground
-  ⤴ Whare Hākinakina
Saxton Stadium
-  ⤴ Whare Huihuinga
Netball Courts & Pavilion
-  ⤴ Table Tennis Nelson
-  ⤴ Papa Whakapakari Tinana
Outdoor Fitness Centre
-  ⤴ Whare Huihuinga
Hockey Turf & Pavilion
-  ⤴ Softball Park

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field

-  « Tūnga Waka Parking
- « Whare Huihuinga
Saxton Oval Pavilion
- « Saxton Oval
-  « Athletics
- » Harekeke Green
-  ⤴ Archery
-  ⤴ Saxton Pond
- ⤴ Putanga
Main Road Stoke Exit

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field

» Whare Huihuinga
Saxton Oval Pavilion

» Saxton Oval



» Athletics

» Whare Huihuinga
Utility Pavilion



« Cricket Indoor Centre



« Target Shooting



⤴ Whare Hākinakina
Saxton Stadium



⤴ Whare Huihuinga
Football Fields & Pavilion

YOU ARE HERE





EMERGENCY LOCATION #: XXX

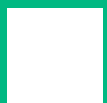
saxton field

P « Tūnga Waka Parking
 « Whare Huihuinga
 Saxton Oval & Pavilion
 Tomokanga (South Entrance)

 « Athletics
 « Archery
 » Harekeke Green

 ^ Saxton Pond
 ^ Velodrome
 ^ Learn to Ride
 ^ Avery Field
 ^ Putanga
 Main Road Stoke Exit

YOU ARE HERE

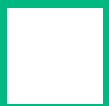


EMERGENCY LOCATION #: XXX

saxton field

- 
 >> Tūnga Waka Parking
- >> Whare Huihuinga
 Saxton Oval & Pavilion
 Tomokanga (South Entrance)
- 
 >> Athletics
- 
 >> Archery
- << Harekeke Green
- 
 >> Cricket Indoor Centre
- 
 >> Target Shooting
- 
 >> Whare Huihuinga
 Football Fields & Pavilion
- 
 >> Papa Tākaro Playground
- 
 >> Whare Hākinakina
 Saxton Stadium

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field

-  >> Mahere Mōhiohio Information Map
-  ⤴ Wharepaku Toilets
-  ⤴ Tūnga Waka Parking
-  ⤴ Softball Park
-  ⤴ Whare Huihuinga Hockey Turf & Pavilion
-  >> Junior Football Fields
-  >> Papa Whakapakari Tinana Outdoor Fitness Centre
-  >> Papa Tākaro Playground

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field

-  « Mahere Mōhiohio
Information Map
-  » Wharepaku Toilets
-  » Tūnga Waka Parking
-  » Whare Huihuinga
Hockey Turf & Pavilion
-  « Whare Hākinakina
Saxton Stadium
-  « Table tennis Nelson
-  « Whare Huihuinga
Netball Courts & Pavilion
- ⤴ Putanga
Exit to Saxton Road

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field



« Wharepaku Toilets



« Softball Park



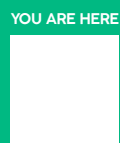
« Hockey Turf



« Whare Huihuinga
Hockey & Softball Pavilion



» Junior Football Fields



EMERGENCY LOCATION #: XXX

saxton field



« Wharepaku Toilets



« Junior Football Fields



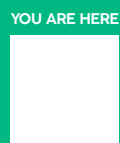
» Hockey Turf



» Softball Fields



» Whare Huihuinga
Hockey & Softball Pavilion



EMERGENCY LOCATION #: XXX

saxton field



⤴ Wharepaku Toilets



⤴ Tūnga Waka Parking



⤴ Hockey Turf



⤴ Whare Huihuinga
Hockey & Softball Pavilion


» Putanga
Exit to Suffolk Road

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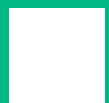


EMERGENCY LOCATION #: XXX

saxton field

-  ⤴ Wharepaku Toilets
-  ⤴ Tūnga Waka Parking
-  ⤴ Whare Hākinakina
Saxton Stadium
-  ⤴ Table Tennis Nelson
-  ⤴ Whare Huihuinga
Netball Courts & Pavilion
-  ⤴ Whare Huihuinga
Football Fields & Pavilion

YOU ARE HERE



EMERGENCY LOCATION #: XXX

saxton field



↗ Wharepaku Toilets



↗ Tūnga Waka Parking



↗ Hockey Turf



↗ Whare Huihuinga
Hockey & Softball Pavilion



↘ Softball Fields



↘ Junior Football Fields



↖ Table Tennis Nelson



↖ Tāri Hākinakina
Sports House (Off Saxton Road)

↖ Putanga
Exit to Saxton Road

YOU ARE HERE



EMERGENCY LOCATION #: XXX

Saxton Field fees and charges for 2022/23 (NCC set fees and charges only)**Saxton Oval**

	2021/22	Proposed change	2022/23
Saxton Oval (commercial charge)	\$5,682	Increase by CPI	\$5,961
Saxton Oval and Athletics Oval (per individual facility) (Community Charge)	\$488	Increase by CPI	\$512
Portable ticket office (per day per facility used)	\$207	Increase by CPI	\$218
Portable scoreboard (per day per facility used)	\$207	Increase by CPI	\$218
Changing rooms (per day per facility)	\$207	Increase by CPI	\$218

New fee	2021/22		2022/23
Pack in and pack out hire days charged at a % of rate for area hired	N/A	New fee	50%

Saxton Oval Pavilion

Saxton Oval Hire	2021/22	Proposed change	2022/23
Private Charge			
Private Social Functions (e.g. weddings and birthdays)			
Full Pavilion (all day)	\$771	Increase by CPI	\$809
Pavilion (morning/afternoon/evening)	\$507	Increase by CPI	\$532
Community Charge			
Meeting - Non-Commercial/Cultural and Community Events			
Saxton Pavilion (all day)	\$254	Increase by CPI	\$267
Pavilion (morning/afternoon/evening)	\$90	Increase by CPI	\$95
Commercial Charge			
Commercial Use (seminars or expos)			
Full Pavilion (all day)	\$771	Increase by CPI	\$809
Pavilion (morning/afternoon)	\$349	Increase by CPI	\$367

New fee	2021/22		2022/23
Pack in and pack out hire days charged at a % of rate for area hired	N/A	New fee	50%

Saxton Netball Pavilion

Pavilion Hire	2021/22	Proposed change	2022/23
Private Charge			
Private Social Functions (e.g. weddings and birthdays)			
Full Pavilion (all day)	\$699	Increase by CPI	\$734

Pavilion (Evening)	\$360	Increase by CPI	\$378
Pavilion (Morning/Afternoon)	\$306	Increase by CPI	\$321
Half Pavilion (Full Day)	\$460	Increase by CPI	\$483
Half Pavilion (Evening)	\$231	Increase by CPI	\$243
Half Pavilion (Morning/Afternoon)	\$177	Increase by CPI	\$186
Full Pavilion Per Hour	\$37	Increase by CPI	\$39
Half Pavilion Per Hour	\$20	Increase by CPI	\$21
Community Charge			
Non-commercial/Cultural and Community Events			
Saxton Pavilion (all day)	\$289	Increase by CPI	\$304
Pavilion (Evening)	\$230	Increase by CPI	\$242
Pavilion (Morning/Afternoon)	\$146	Increase by CPI	\$154
Half Pavilion (Full Day)	\$146	Increase by CPI	\$154
Half Pavilion (Evening)	\$105	Increase by CPI	\$111
Half Pavilion (Morning/Afternoon)	\$85	Increase by CPI	\$90
Full Pavilion Per Hour	\$25	Increase by CPI	\$27
Half Pavilion Per Hour	\$19	Increase by CPI	\$21
Commercial Charge			
Ticket Performance Events/Shows			
Full Pavilion (all day)	\$859	Increase by CPI	\$902
Pavilion (Evening)	\$565	Increase by CPI	\$593
Pavilion (Morning/Afternoon)	\$565	Increase by CPI	\$593
Half Pavilion (Full Day)	\$455	Increase by CPI	\$478
Half Pavilion (Evening)	\$338	Increase by CPI	\$355

New fee	2021/22		2022/23
Pack in and pack out hire days charged at a % of rate for area hired	N/A	New fee	50%

Saxton Stadium

Saxton Stadium Hire	2021/22	Proposed change	2022/23
Community Charge			
Non-commercial/Cultural and Community Events			
Stadium and Netball Pavilion	\$3,796	Increase by CPI	\$3,983
Stadium (Full Day)	\$3,163	Increase by CPI	\$3,318
Stadium half day or half stadium full day	\$2,686	Increase by CPI	\$2,818
Half Stadium half day	\$1,845	Increase by CPI	\$1,936
Commercial Charge			
Ticket Performance Events/Shows			
Stadium and Netball Pavilion	-	New fee	\$5,457
Stadium (Full Day)	-	New fee	\$4,546
Stadium half day or half stadium full day	-	New fee	\$3,861
Half Stadium half day	-	New fee	\$2,652
Sport Activities and Practice			
Stadium and netball pavilion	\$1,317	Increase by CPI	\$1,382

Stadium (full Day)	\$2,478	Increase by CPI	\$2,600
Stadium half day or half stadium full day	\$1,688	Increase by CPI	\$1,771
Half Stadium (half day)	\$1,213	Increase by CPI	\$1,273
Basketball Court (per hour)	\$40	Increase by CPI	\$42
Netball Court (per hour)	\$40	Increase by CPI	\$42
Volleyball Court (per hour)	\$21	Increase by CPI	\$23
Badminton Court (per hour)	\$16	Increase by CPI	\$17
Shower	\$2	Increase by CPI	\$3

New fee	2021/22		2022/23
Pack in and pack out hire days charged at a % of rate for area hired	N/A	New fee	50%

Sports parks, including Saxton Field

	2021/22	Proposed change	2022/23
Commercial Charge			
General Sports Fields and Parks (per event day)	\$1,107	Increase by CPI	\$1,162
Commercial Races/Events - charge	\$3 per competitor for use on reserves and conservation areas	No change	\$3 per competitor for use on reserves and conservation areas
Reserve Booking including workshops with and without power supply	\$50	Increase by CPI	\$53
Per booking			
For community events/community benefit	\$0	Increase by CPI	\$0
Circus and other similar events that need to stay on site overnight – per event day	\$558 Or venue hire will be negotiated based on the scale of the event, set up and pack down days etc.	Increase by CPI	\$617 Or venue hire will be negotiated based on the scale of the event, set up and pack down days etc.
Circus will not be charged for non-show days.			
Community Charge			
Non-commercial/Cultural and Community Events			
General Sports Fields and Parks			
Charge per senior field (markings and posts extra if not already in place)	\$248	Increase by CPI	\$261
Beach Volleyball court	\$70		\$74

Reserve Booking including workshops with and without power supply - Per booking	\$50	Increase by CPI	\$53
Reserve Booking including workshops with and without power supply - For community events/community benefit	\$0		\$0
Sport Activities and Practice			
General Sports fields (Allocation charge)			
General Sports fields (Allocation charge) This is used for regular users that require fields over a seasonal period (sports clubs, Football, Rugby, Cricket, etc)	10% of the programmed maintenance costs	No change	10% of the programmed maintenance costs

Sports Ground Charges

- Some Council owned Sports Grounds are run by Management Committees, who set their own charges
- Representative Training Tournaments and out of season one off use for sportsfields and associated facilities – charges will be at cost of preparation.
- These fees will be inflation adjusted annually
- All fees are per season

Tasman District Council Sports Grounds Charges	Charges from 1 July 2021 incl. GST	Charges From 1 July 2022 Incl. GST
Type		
Cricket – Senior grade	\$3,559.00/block	\$3,694.00/block
Cricket – Second grade	\$2,718.00	\$2,821.00
Cricket – Artificial pitch	No charge	No Charge
Rugby, Rugby League, Baseball, Football, American Football - Senior	\$386.00	\$401.00
Rugby, Rugby League, Football – Senior (where no field allocated)	\$106.00/occasion	\$110.00/occasion
Rugby, Football and Baseball - Junior	No charge	No Charge
Athletics	\$137.00/track	\$142.00/track
Summer Rugby, Touch & Football - Senior	\$137.00/field	\$121.00/field
Velodrome – Cycle Club	\$421.00/ season/club	\$437.00/ season/club

8.2 SAXTON FIELD MARKETING STRATEGY REPORT

Decision Required

Report To:	Saxton Field Committee
Meeting Date:	11 May 2022
Report Author:	Richard Hollier, Reserves & Facilities Manager
Report Number:	RSFC22-05-2

1 Summary

- 1.1 The Saxton Field Marketing Strategy (Strategy) project started in August 2018 with an overview of current marketing. It noted the next steps required to improve the marketing and the need for a venue booking system.
- 1.2 The Draft Strategy was presented to this Committee on 11 August 2020. A workshop was recommended to discuss objectives.
- 1.3 On 18 September 2020, the Saxton Field Committee held a workshop to discuss key objectives for the Strategy.
- 1.4 On 10 February 2021 the new Saxton Field brand was presented to the Committee and adopted. The new Saxton Field brand is to be used in all future marketing material.
- 1.5 On 10 November 2021, a further workshop was undertaken to clarify the scope, clarify the marketing principles, set the marketing objectives and their priorities.
- 1.6 A working group was set up to review and progress developing the final Strategy.
- 1.7 The Strategy, once adopted, will provide objectives and measurable outcomes.
- 1.8 Sarah Holman will be present at the meeting and available to answer any questions.

2 Draft Resolution

That the Saxton Field Committee:

1. receives the Saxton Field Marketing Strategy Report RSFC22-05-2; and
2. approves the Saxton Field Marketing Strategy.

3 Purpose of the Report

- 3.1 To adopt the marketing strategy for Saxton Field.

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 several 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, a second workshop was held with the Saxton Field Committee to start looking at both the new Reserve Management Plan and the core markets for Saxton Field. It was agreed that consultation with the resident sporting codes and facility management would be required. This was to ensure the Strategy reflected the needs of the key stakeholders onsite.
- 4.3 On 17 July 2019, a workshop was held with the resident sporting codes and facility management at Saxton Field to gain their view on the draft Reserve Management Plan. It also provided 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 combined ideas
- 4.5 On 21 February 2020, the Saxton Field Committee was updated on the development of the Strategy for Saxton Field and noted that market research with sporting codes and users would be undertaken.
- 4.6 On 11 August 2020 the Saxton Field Committee was presented with the market research survey results and a draft Strategy for Saxton Field. The Committee requested a workshop be held to discuss the Strategy in more detail and provide feedback before a final Strategy was adopted. The Committee resolved:
- That the Saxton Field Committee:*
- Receives the Saxton Field Market Research and Draft Marketing Strategy RSFC20-08-3; and*
- Asks staff to organise a workshop with the Committee on the marketing research and the Strategy prior to bringing the matter back to the Committee for a decision.*
- 4.7 On 18 September 2020 the Saxton Field Committee held a workshop to discuss key objectives for the Strategy. The Nelson City Council Events and Venues Adviser discussed with the Committee the marketing projects, budget, and proposed next steps.
- 4.8 Nelson City Council staff agreed to work with Tasman District Council staff on a combined brand project brief to be sent to the designers (Hothouse). Staff confirmed that they would engage with designers to begin preparation of a draft brand to be discussed at the next committee meeting.

- 4.9 On 17 November 2020, the Saxton Field Committee was presented with a brand architecture document by Nelson City Council staff, Tasman District Council staff and Hothouse. Feedback on the brand architecture document was provided by the Committee.
- 4.10 On 22 January 2021 the Saxton Field Committee held a workshop to further discuss in detail the Saxton Field brand. Two brand concepts were presented to the Committee by Hothouse and feedback given by the Committee was used in the development of the Saxton Field draft brand.
- 4.11 On 10 February 2021, the Saxton Field Committee was presented the final Saxton Field Brand for approval. The Committee resolved:
- That the Saxton Field Committee:*
- Retains the name Saxton Field; and*
- Approves the branding and logo for Saxton Field as follows:*
- design option 1; and*
- by-line: “space for everyone”; and*
- the logo will use “saxton field”.*
- 4.12 Nelson City Council and Tasman District Council staff worked on a combined strategy. Staff held discussions with the Marketing Studio in the preparation of an updated draft Saxton Field Marketing Strategy.
- 4.13 On 14 July 2021, Nelson City Council, Tasman District Council, Sport Tasman, and the Marketing Studio staff held a meeting to engage with Saxton Field users and sporting groups. The discussions included the draft Marketing Strategy, new Saxton Field branding and Priava (Venue Booking Software). The meeting provided an opportunity for users to comment and provide feedback on the strategy and its projects.
- 4.14 On 4 August 2021, the Saxton Field Committee was presented with a draft strategy. It was agreed that a workshop would be scheduled to examine the detail of the strategy and to expand on the marketing objectives.
- 4.15 On 10 November 2021, a further workshop was undertaken to clarify the scope, clarify the marketing principles, set the marketing objectives and the priorities.
- 4.16 A working group made up of Independent Chair Derek Shaw, Nelson City Council Deputy Mayor, Judene Edgar, Nelson City Council Officer Stu Dalton and contractor Sarah Holman was set up to review and progress development of the final strategy. The working group met in December 2021 and January 2022 to review the strategy. This provided an opportunity for feedback and for updates to be made to the strategy document.
- 4.17 A final version of the Strategy is attached to this report as **Attachment 1**.

5 Options

- 5.1 The options are outlined in the following table. Two options have been considered as detailed below. Staff support option 1.

	Option	Advantage	Disadvantage
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1.	Receive and adopt the Strategy	Implementation of the Strategy can begin immediately	None
2.	Do not adopt the Strategy	Opportunity for the Committee to make further changes	Implementation will be delayed

6 Strategy and Risks

- 6.1 There is very low risk in adopting the strategy. The increased cost due to undertaking marketing projects is the biggest risk as they will also need to be kept up to date. Any increase in use is also a risk that will need to be monitored by the wider team to observe impact on the parks and facilities at Saxton Field.

7 Policy / Legal Requirements / Plan

- 7.1 The decision is consistent the following community outcome:
- Our communities have access to a range of social, educational, and recreational facilities and activities.

8 Consideration of Financial or Budgetary Implications

- 8.1 Funds for the Saxton Field Marketing projects will be allocated from current Saxton Field Marketing budgets.
- 8.2 The longer-term costs are in updating any future marketing collateral and any increased costs in the venue booking software.

9 Significance and Engagement

The adoption of the strategy is considered to be of low significance as detailed in the assessment below.

	Issue	Level of Significance	Explanation of Assessment
1.	Is there a high level of public interest, or is decision likely to be controversial?	Low	The decision is consistent with the following community outcome: Our communities have access to a range of social, educational, and recreational facilities and activities.
2.	Are there impacts on the social, economic, environmental or cultural aspects of well-being of the community in the present or future?	Low	This decision will further promote the social, economic, environmental, and cultural well-being of communities in the present and for the future by attracting more users to Saxton Field.

	Issue	Level of Significance	Explanation of Assessment
3.	Is there a significant impact arising from duration of the effects from the decision?	Low	This matter is of low significance because the Saxton Field Committee can make this decision without undertaking community engagement. Therefore, engagement will occur in the form of marketing and promotion via several mediums. The plan will be delivered via a rollout document.
4.	Does this activity contribute or detract from one of the goals in the Tasman Climate Action Plan 2019 ?	Low	Branding and marketing materials will be reused and recycled where possible. The need for printed marketing material for Saxton Field should be reduced by having information available digitally.
5.	Does the decision relate to a strategic asset? (refer Significance and Engagement Policy for list of strategic assets)	N/a	
6.	Does the decision create a substantial change in the level of service provided by Council?	N/a	
7.	Does the proposal, activity or decision substantially affect debt, rates or Council finances in any one year or more of the LTP?	Low	No significant financial impact arises from adoption of the strategy.
8.	Does the decision involve the sale of a substantial proportion or controlling interest in a CCO or CCTO?	N/a	
9.	Does the proposal or decision involve entry into a private sector partnership or contract to carry out the deliver on any Council group of activities?	N/a	
10	Does the proposal or decision involve Council exiting from or entering into a group of activities?	N/a	
11	Does the proposal require inclusion of Māori in the decision-making process (consistent with s81 of the LGA)?	Low	Te Tau Ihu iwi were consulted in preparation of the draft Reserve Management Plan from which the objectives come from. The council's Kaihautū were consulted in the creation of the strategy and have indicated that they will

	Issue	Level of Significance	Explanation of Assessment
			provide support on iwi engagement and cultural guidance on marketing plans and projects as appropriate

10 Conclusion

10.1 The Strategy will set out the marketing objectives and provide guidance on future marketing actions.

11 Next Steps / Timeline

11.1 The strategy will be implemented.

11.2 A detailed Marketing plan will be developed that will identify performance targets and a reporting structure to key partners. The marketing plan will also describe how the Joint Councils Working Group is going to execute the strategy.

11.3 Projects will be worked on and launched (website, social media pages and database/e-news).

11.4 The strategy will be reviewed every five years with proposed changes presented to the Saxton Field Committee.

11.5 The Saxton Field Committee has the following delegations to adopt the Saxton Field Marketing Strategy.

Areas of Responsibility:

- Promotion and marketing of Saxton Field as a regional venue

Delegations:

- Powers to decide
- Matters relating to marketing of Saxton Field, within approved budgets and policies

Attachments

1. [Saxton Field Marketing Strategy](#)

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saxton field

Marketing Strategy 2022-2027

Overview

Saxton Field is a significant regional sports and recreation venue located between Nelson and Richmond. Local, regional, national and international cultural, social and sporting events take place here. It is a place to meet, participate, exercise, watch, experience nature and relax.

It is managed by the Nelson City Council (NCC) and Tasman District Council (TDC) through the joint council Saxton Field Committee.

Many of the region's most significant sports assets are located on Saxton Field, including the Saxton Cricket Oval, Athletics Oval, Saxton Pavilion, the Nelson Netball Centre, Saxton Stadium, Sports House (Sport Tasman's regional sports administration hub), the Saxton Velodrome, the Hockey and Softball Pavilion, and two artificial hockey surfaces.

The reserve is home to regional football clubs, and supports archery, baseball and target shooting. The councils work in partnership with sporting codes and event organisers to provide a diverse range of opportunities. The majority of the grounds are designed for multiple uses.

The venues at Saxton Field can be used for cultural events (for example, national kapa haka events), private functions, tradeshows, conferences and audience entertainment events. Many of these generate important spending in the local and regional economy.

Saxton Field provides a substantial green belt of 73 hectares between Nelson and Richmond. This is used for casual recreation by the communities around it, as well as by sports supporters and visitors to the region. Set in a predominantly residential area, the site provides important walking and cycling linkages and enhances the amenity of the region.

It represents a major financial investment by the councils and sporting codes, and a substantial voluntary commitment of time and other resources by key stakeholders. This facility provides many social, health, environmental and economic community benefits in an increasingly populated region with an ageing population. Saxton Field is well used during peak periods (evenings and Saturday mornings) but often under-utilised outside these times.

There are opportunities to make greater use of all parts of this resource for the whole community now and in the future to reflect changing recreational preferences. Effective marketing can increase the use of Saxton Field by more of the Nelson Tasman community by bringing people together, increasing their physical and mental wellbeing, and making the most of the economic and voluntary investment in it.

This strategy has been informed by the Saxton Field Reserve Management Plan 2021 – 2031. A marketing strategy survey and a SWOT analysis were also undertaken as part of its development.

The Marketing Strategy will be managed by a working group made up of NCC and TDC officers.

Vision

Saxton Field Reserve Management Plan 2021-2031

Saxton Field is where the regional community comes together to play sport and for recreation. It is an inclusive environment for everyone.

The primary purpose of the Saxton Field complex is providing a collection of high-quality venues that cater for regional sport and recreation activities based on a collaborative sports clustering model.

Saxton Field has a key role in providing an attractive aesthetic greenbelt for the regional community with open space and trees. It can be used for informal recreation and provides shade for spectators to watch activities.

Saxton Field provides for additional activities, including high level (national and international) sporting activities and events.

The development and use of Saxton Field will encourage behaviours that uphold and enhance the mana of the Saxton Field whenua and wai.

Marketing Strategy Purpose

- To support the vision of the Saxton Field Reserve Management Plan 2021 -2031
- To set out the marketing objectives and provide guidance on future marketing actions

Marketing Outcomes

In order of priority, the desired marketing outcomes are measurable increases in:

1. Increased utilisation of Saxton Field for local and regional community sports, cultural and social events, and casual recreation use
2. Increased national and international sports, cultural and social events

A Marketing plan will be developed that will identify performance targets and a reporting structure to key partners.

Partnerships

Collaborative partnerships are essential to successfully market Saxton Field.

The key partners are:

- **Saxton Field Committee** (elected members from partner councils)
Role: provides marketing governance direction
- **Council Kaihautū**
Role: provides support on iwi engagement and cultural guidance as appropriate
- **Joint Council Working Group** (staff from partner councils)
Role: develops and delivers projects to achieve Marketing Strategy objectives
- **Sports Codes**
Role: promote and provide regional sports opportunities to the community
- **Saxton Field Facilities Contract Management**
Role: provides day to day operational support and venue management
- **Facility Management**
Role: lessees and venue managers for sporting codes
- **Sport Tasman**
Role: improves community wellbeing through sport and active recreation, assists sport and recreation development, provides support for sporting codes and schools
- **Schools**
Role: school sports facility bookings
- **Nelson Regional Development Agency**
Role: Nelson City Council Council-Controlled Organisation, partially funded by Tasman District Council and other third parties. Promotes future regional prosperity through public/private partnerships, administers the Nelson City Council Events Fund. Attracts events to the Nelson Tasman region

Saxton Field Marketing

Objective

To increase awareness of Saxton Field and its range of facilities as well as brand awareness of the Saxton Field brand. This will be achieved through completing scheduled marketing projects and reaching desired marketing outcomes.

Outcome	Target Audience	Marketing Projects	Measured by
1: To maintain and increase casual recreation use	Casual recreators	<ul style="list-style-type: none"> Marketing plan Communications plan Bilingual signage and wayfinding projects Website 	<ul style="list-style-type: none"> Surveys of use
2: To maintain existing sporting, cultural and social users and events and attract new ones	Event organisers: <ul style="list-style-type: none"> School sports Sports codes Cultural Social National and international tournaments 	<ul style="list-style-type: none"> Marketing plan User database Communications plan Website Bookings system Calendar of events Focus groups, new and existing users 	<ul style="list-style-type: none"> Retention of existing sporting, cultural, and social events Number of new sporting, cultural and social events Feedback from regular meetings and communications with organisers Increased utilisation
3: To increase venue utilisation, particularly at off peak times	Event organisers for sporting, cultural, social and commercial events	<ul style="list-style-type: none"> Marketing plan Communications plan Website Calendar of events Bookings system Focus groups, new and existing users 	<ul style="list-style-type: none"> Identification of new event organisers and private hirers Communications with potential event organisers and private hirers Increased utilisation with repeat and new bookings across day and week Use of venues outside peak times

Review

This strategy will be reviewed at least every 5 years.

References

NCC & TDC Long Term Plan 2021-2031 Community Outcomes
NCC Parks and Reserves Activity Management Plan 2021-2031
TDC Reserves and Facilities Activity Management Plan 2021-2051
Saxton Field Reserve Management Plan 2021-2031

Engagement

Saxton Field Committee Workshop - Marketing Plan Guidance – November 2018
Saxton Field Committee Workshop - Reserve Management Plan and Core Markets – April 2019
Resident Sporting Codes Workshop - Reserve Management Plan and Core Markets – July 2019
Facility Management Workshop - Reserve Management Plan and Core Markets – July 2019
Saxton Field Committee Workshop – Review Core Markets and Key Users – August 2019
Saxton Field Reserve Management Plan 2021-2031 – Te Tau Ihu iwi and community feedback on draft Plan - 2020
Sport Code and Saxton Field Users – Market Research via in person and online surveys – March/April 2020
Saxton Field Committee Workshop – Key Objectives discussion – September 2020
Saxton Field Users and Sporting Group Meeting – Feedback Session on Strategy – July 2021
Saxton Field Committee – Clarify Scope, Principles, Objectives and Priorities – November 2021