

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

Date: **Wednesday 14 February 2018**
Time: **1.00 pm**
Meeting Room: **Saxton Netball Pavilion**
Venue: **Stoke**
Nelson

Saxton Field Committee

AGENDA

MEMBERSHIP

Independent Chair

Judene Edgar

Tasman District Council

Cr Trevor Tuffnell

Cr Kit Maling

Nelson City Council

Cr Tim Skinner

Cr Gaile Noonan

(Quorum 3 members)

Contact Telephone: 03 543 8578

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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 Monday, 16 October 2017, be confirmed as a true and correct record of the meeting.

7 PRESENTATIONS

Nil

8 REPORTS

- 8.1 Saxton Field Capital Works Programme 2018-2028..... 5
- 8.2 Saxton Field Naming and Signage Policy 21
- 8.3 Update on Saxton Field Capital Projects 33

8 REPORTS

8.1 SAXTON FIELD CAPITAL WORKS PROGRAMME 2018-2028

Decision Required

Report To:	Saxton Field Committee
Meeting Date:	14 February 2018
Report Author:	Susan Edwards, Community Development Manager
Report Number:	SFC18-02-02

1 Summary

- 1.1 Attached is a report (R8889) from Nelson City Council staff requesting amendments to the Saxton Field Capital Works Programme 2018-2028 due to Nelson City Council not accepting the recommendations from this Committee's August 2017 meeting. Under the Terms of Reference for this Committee the report and attachments need to be considered at this meeting before they can be recommended for approval by the two Councils.
- 1.2 Staff from both Councils have worked on the amended capital works programme. The amended programme has moved some projects forward and pushed others out to try to keep within the financial limits for both Councils and the maximum budget of \$3.2 million over the ten-year period requested by Tasman District Council.

2 Draft Resolution

Recommendations:

1. That the Saxton Field Committee:

- a. receives the report **Saxton Field Capital Works Programme 2018-2028 (R8889)** and its Attachments **A1896519, A1899471 and A1904948**; and
- b. notes that the two Councils will be asked to carry forward into the 2018/2019 financial year their funding for construction of stage 1 of the Champion Link Road; and
- c. subject to the Councils agreeing to b. above, approves proceeding with stage 1 construction for Champion Link Road; and
- d. notes that the programme contained in Attachment 1 (A1896519) provides funding for the stage 2 design for the Champion Link Road to be undertaken in the 2019/2020 financial year and for the construction of stage 2 in the 2020/2021 financial year; and

2. Recommends to Nelson City Council that it:

- a. accepts the Saxton Field Capital Works Programme 2018-2028 contained in Attachment 1 (A1896519) to report R8889 for incorporation into the draft budgets as part of the Nelson City Council's Long Term Plan process; and
- b. approves the carry forward of the funding in the 2017/2018 budget for stage 1 of the construction of the Champion Link Road into the 2018/2019 financial year.

3. Recommends to Tasman District Council that it:

- a. accepts the Saxton Field Capital Works Programme 2018-2028 contained in Attachment 1 (A1896519) to report R8889 for incorporation into the final budgets as part of the Tasman District Council's Long Term Plan process; and
- b. approves the carry forward of the funding in the 2017/2018 budget for stage 1 of the construction of the Champion Link Road into the 2018/2019 financial year.

3 Attachments

1. Saxton Field Capital Works Programme - Nelson City Council Report R8889

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Item 3.3.3: Saxton Field Capital Works Programme 2018-2028



Saxton Field Committee

14 February 2018

REPORT R8889

Saxton Field Capital Works Programme 2018-2028

1. Purpose of Report

- 1.1 To adopt the draft Saxton Field Capital Works Programme 2018-2028 for recommendation to Tasman District and Nelson City Council to guide their respective 2018-2028 Long Term Plans.

2. Summary

- 2.1 This report has specifically been requested by the Saxton Field Committee.

3. Recommendation

That the Saxton Field Committee

Receives the report Saxton Field Capital Works Programme 2018-2028 (R8889) and its Attachments A1896519, A1899471 and A1904948; and

Notes that the two Councils will be asked to carry forward into the 2018/2019 financial year their funding for construction of stage 1 of the Champion Link Road; and

Subject to the Councils agreeing to the recommendation above, approves proceeding with stage 1 construction for Champion Link Road; and

Notes that the programme contained in Attachment 1 (A1896519) provides funding for the stage 2 design for the Champion Link Road to be undertaken in the 2019/2020 financial year and for the construction of stage 2 in the 2020/2021 financial year.

Recommendation to the Tasman District and Nelson City Councils

That the Nelson City Council

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Item 3.3.3: Saxton Field Capital Works Programme 2018-2028

Accepts the Saxton Field Capital Works Programme 2018-28 contained in Attachment 1 (A1896519) for incorporation into the draft budgets as part of the Nelson City Council's Long Term Plan process; and

Approves the carry forward of the funding in the 2017/2018 budget for stage 1 of the construction of the Champion Link Road into the 2018/2019 financial year.

That the Tasman District Council

Accepts the Saxton Field Capital Works Programme 2018-28 contained in Attachment 1 (A1896519) for incorporation into the final budgets as part of the Tasman District Council's Long Term Plan process; and

Approves the carry forward of the funding in the 2017/2018 budget for stage 1 of the construction of the Champion Link Road into the 2018/2019 financial year.

4. Background

- 4.1 The Saxton Field Committee meeting of 30 August 2017 adopted the draft Saxton Field Capital Works Programme 2018-28 and recommended it to the two Councils for inclusion in their respective Long Term Plans.
- 4.2 Tasman District Council (TDC) approved the recommendations from the August 2017 Saxton Field Committee meeting and included the figures in their draft budgets for their Long Term Plan process. It is too late for those budgets to be changed now prior to consultation.
- 4.3 Nelson City Council (NCC) during the December 2017 LTP workshop questioned some aspects of that programme and asked officers to meet with TDC officers and, if a similar view was held, to report back to the Saxton Field Committee to review the programme.
- 4.4 A Saxton Field Committee workshop on 17 January 2018 discussed possible changes and requested a report on a revised Capital Works Programme showing a revised timetable and in particular providing for the construction of the Champion Link Road with amendments to other projects to accommodate this change. These included consideration of deferral of the velodrome pavilion.

Item 3.3.3: Saxton Field Capital Works Programme 2018-2028

5. Discussion

Amendments to Previous Development Plan

- 5.1 The Saxton Field Capital Works Programme 2018-28 has been amended and is attached to this report as Attachment 1 A1896519

The following amendments have been addressed:

Champion Road Link and Velodrome Pavilion

- 5.2 Regional Cycling has yet to determine a liaison representative with the two Councils for the Saxton Velodrome.
- 5.3 Two members of the Tasman Wheelers submitted to the Saxton Field Committee on 30 August 2017 advocating a shared Velodrome pavilion. This project was included in the draft Capital Works Programme for 2020/21 and 2021/22 with a budget of \$930,000.
- 5.4 Subsequently, Cycling Nelson, the cycling advocates for the Trafalgar Park track met with officers from both Councils and put forward an alternative view. The Club is not opposed to the need for a building at the Saxton Velodrome but at this point in time it is not seen as a priority. The Club's priorities are:
- 5.4.1 Roading and carparking;
 - 5.4.2 Secure storage facilities; and
 - 5.4.3 Winter lighting to encourage year round usage.
- 5.5 The Velodrome Trust has a similar view to Cycling Nelson (confirmed in a telephone discussion with Rob Ford 17 January 2017). Officers agree that the pavilion is not a priority.
- 5.6 Officers recommend that until advised differently by regional cycling, that Cycling Nelson be regarded as the liaison for the Velodrome and that completion of the Saxton Field link road to Champion Road take priority over a pavilion (refer to Attachment 2 'Letter from Cycling Nelson').
- 5.7 An existing changing facility on Avery Field was intended to meet the immediate demands of the Velodrome until such time that needs had been determined and other Saxton Field priorities were met. This building is less than 40 metres from the Velodrome.
- 5.8 The attached Capital Works Programme (line 3) includes the approved budget of \$960,000 for stage 1 of the link road carried forward from 2017/18 to 2018/19. \$967,000 previously included in 2024/25 has been brought forward to 2020/21 and increased to \$1,500,000 to complete the project. \$96,700 remains in 2019/20 to complete the design works.

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- 5.9 A number of the six options associated with supplying parking and road access, identified in the Saxton Committee Meeting of October 2017, were considered and costed in 2016 and are as follows (GST exclusive):
- 5.9.1 Stage 1 with car parking \$967,919
 - 5.9.2 Stage 1 without car parking. This was not costed as was not seen to be a viable option, completing a short access road without parking associated would result in substantial rework in the future.
 - 5.9.3 Stage 2 with car parking \$1,500,000
 - 5.9.4 Stage 2 without car parking \$820,700
 - 5.9.5 Whole road with car parking \$2,050,000
 - 5.9.6 Whole road without car parking was not costed
 - 5.9.7 Champion Carpark and road off Stage2: \$701,600
 - 5.9.8 Cycleway to Main Road Stoke: \$102,750

Future Pavilion/Storage/Toilet

- 5.10 The future Pavilion/Storage/Toilet facility (line 9) has been moved out to 2026/27/28.

Regional Playground

- 5.11 The regional playground or series of smaller playgrounds (line15) have been moved out to 2023/24/25.

6. Alliance Green levelling, irrigation, drainage and wicket blocks

- 6.1 The Alliance Green budget, (lines 16 and 17), has been updated to \$25,000 for design in 2019/20 and \$250,000 in 2021/22. The Alliance Green is proposed for cricket and a winter sport yet to be determined.
- 6.2 Nelson Cricket has proposed a trial of two Flexi turf wicket blocks for these grounds and indicated that they will be seeking sponsorship. The budget has been decreased to \$30,000 from \$45,000 (line 25).

7. BMX Track

- 7.1 A potential building has been removed from the scope of the BMX project (line 18) and \$35,000 has been brought forward to 2020/21 for design and \$150,000 in 2021/2022 for construction. BMX have indicated that they will be fundraising towards construction to meet the 20% requirement for new facilities.

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8. Options

8.1 There are six options that have been considered for the Champion Drive Link Road work, and two options in respect of the Capital Programme.

8.2 Champion Drive Link Road

Option 1: Completion of the full works road access, car parking and footpath's from Saxton Road – out to Champion Drive.	
Advantages	<ul style="list-style-type: none"> • Completes the original planned access and parking to both the velodrome and Champion Green. • Completes the potential criterion track. • Allows access from both Nelson and Richmond sides if needed.
Risks and Disadvantages	<ul style="list-style-type: none"> • Funding not available in 16/17 budget to complete full works. • Delaying option until funding is available results in no available access and parking to the velodrome.
Option 2: Building a road only – no parking or footpaths	
Advantages	<ul style="list-style-type: none"> • Gives access from both Nelson and Richmond if required.
Risks and Disadvantages	<ul style="list-style-type: none"> • Substantial future funds would be required to complete parking at a later date. • Becomes a through road with potential speed and safety issues. • No parking available for users of velodrome.
Option 3: Completing stage 2 without parking	
Advantages	<ul style="list-style-type: none"> • Would gain access to Champion Green.
Risks and Disadvantages	<ul style="list-style-type: none"> • Would be a road that would stop prior to reaching the velodrome, resulting in no real access to the facility. • Access to Champion Green but cars would then need to leave and find parking elsewhere, and walk back to the Green.
Option 4: Completing stage 2 with car parking	
Advantages	<ul style="list-style-type: none"> • Access from Saxton and car parking available beside Champion Green.

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Risks and Disadvantages	<ul style="list-style-type: none"> Little benefit to the completed velodrome, users would need to walk their bikes and equipment from the carpark and navigate over unfinished area to reach the facility.
Option 5: Completing stage 1 with car parking	
Advantages	<ul style="list-style-type: none"> Access to the velodrome with parking would be established. Parking by Champion Green available.
Risks and Disadvantages	<ul style="list-style-type: none"> Creates more traffic on Champion Drive. Removes 3 potential car parking spaces on Champion Drive.
Option 6: Complete stage 1 with car parking, and stage 2 access road only.	
Advantages	<ul style="list-style-type: none"> Access to the velodrome with parking would be established. Parking for Champion Green available, although in a different location to the actual Champion Green carpark facility. Access from Saxton side reducing need to enter and exit via Champion.
Risks and Disadvantages	<ul style="list-style-type: none"> Funding for stage 2 access road not available resulting in delay in gaining access from Saxton for a delayed period.

8.3 Option 1 remains the preferred option – undertake the planned and designed stage 1 access and car parking as soon as possible. Bring funding forward into 2019/20 and 2020/21 and complete the design for stage 2, construct during the 2020/21 year.

8.4 Capital Works Programme

Option 1: Adopt this updated Capital Works Programme as presented and recommend to the two Councils for inclusion in their respective LTP's	
Advantages	<ul style="list-style-type: none"> This updated Capital Works Programme better meets the needs of the users of Saxton Field both in the short and longer terms.
Risks and Disadvantages	<ul style="list-style-type: none"> TDC has prepared its draft budgets for its LTP and this updated Capital Works Programme will need to be considered at the time when its LTP budgets are being finalised.

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Option 2: Retain the existing capital works programme	
Advantages	<ul style="list-style-type: none">• No advantages.

Andrew Petheram

Property, Parks and Facilities Asset Manager

Attachments

Attachment 1: A1896519 - Saxton Field Capital Works Programme 2018-28

Attachment 2: A1899471 - Letter from Cycling Nelson

Attachment 3: A1904948 - Sketch Showing Champion Drive Link Road Option

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Important considerations for decision making	
1. Fit with Purpose of Local Government	Contributes to filling the need for facilities to encourage active healthy communities.
2. Consistency with Community Outcomes and Council Policy	This report will inform the Long Term Plans of both Councils.
3. Risk	No undue risk is foreseen. Advance design work will determine more accurately construction costs and enable decisions to be made as to whether to continue with the project.
4. Financial impact	The programme will be considered within the Long Term Plans of both Councils.
5. Degree of significance and level of engagement	This matter is of low significance. Saxton Field is not a strategic asset. Engagement will be through the Long Term Plan process of both Councils.
6. Inclusion of Māori in the decision making process	Māori has not been consulted.
7. Delegations	The Saxton Field Committee has the power to make a recommendation to the two Councils on this matter.

Item 3.3.3: Saxton Field Capital Works Programme 2018-2028: Attachment 2



Cycling Nelson
PO Box 269
NELSON

W www.cyclingnelson.co.nz
E admin@cyclingnelson.co.nz

10 December 2017

Nelson City Council
PO box 645
Nelson 7040

Dear Nicky

SAXTON VELODROME FACILITY BUILDINGS

You have asked us to comment on the immediacy of building a facility building to support the Saxton Velodrome.

We are not opposed to the need for a building at the Saxton Velodrome, but at this point in time we do not see this as a priority. On opening of the Saxton Velodrome our immediate priorities will be on growing our membership and indirectly the utilization of the Velodrome.

We understand other Saxton buildings have rent charged for the utilization of the building. Until we are able to regrow the membership base the affordability to rent any facility will be limited. Our experience of operating at Trafalgar Park has been that "club room" facilities are not an immediate necessity. Storage and toilet facilities are a priority. The ability to collaborate with local businesses in the short term offers a solution and the building of connections with the business community.

We would recommend the priorities be as follows

1. Roading & carparking (immediate)
2. Secure storage facilities
3. Winter lighting to encourage year round useage for working professionals outside of business hours

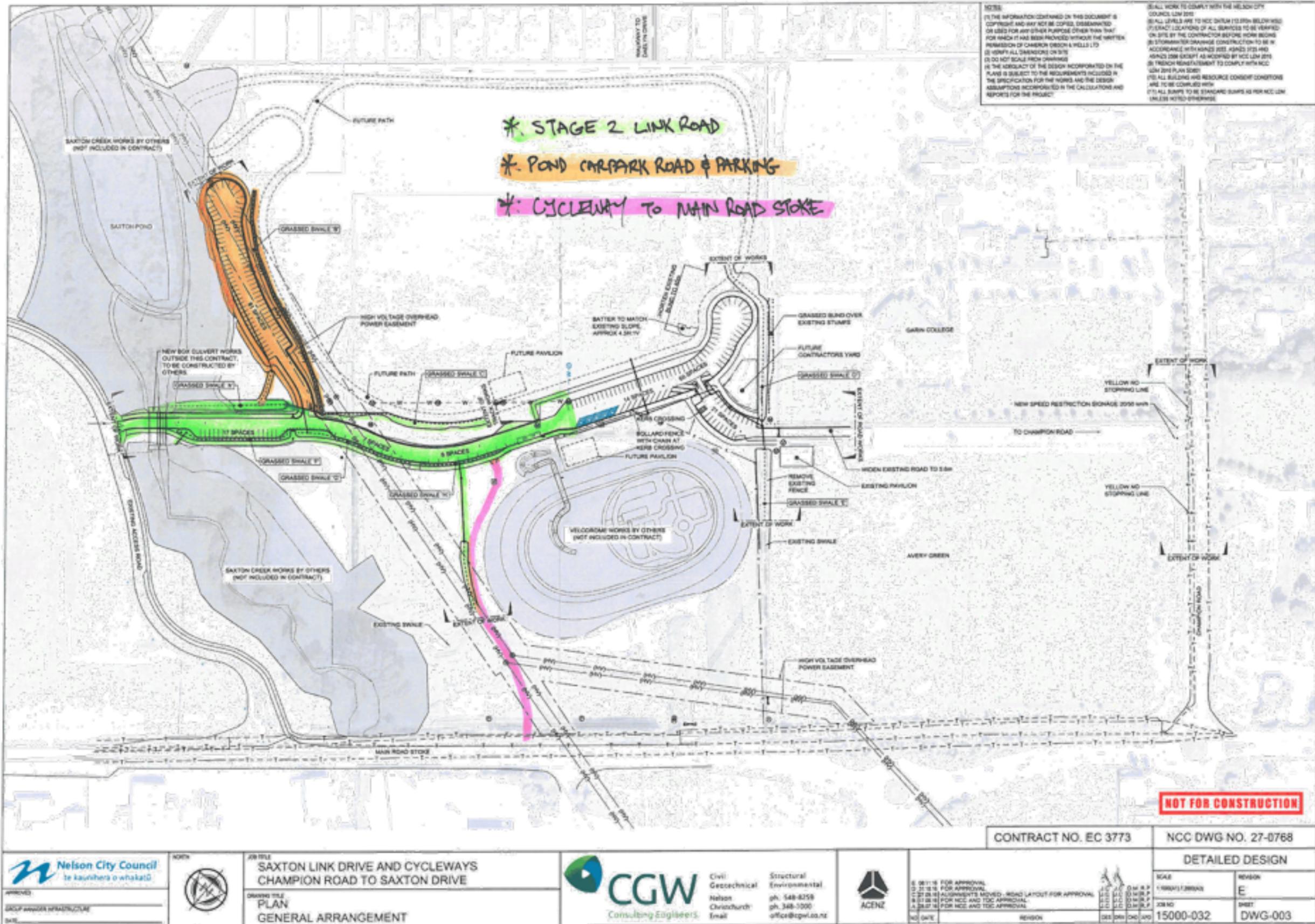
We thank you for the opportunity to provide our comment on this matter.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Jason Craig', with a stylized flourish at the end.

Jason Craig
President
Cycling Nelson

Item 3.3.3: Saxton Field Capital Works Programme 2018-2028: Attachment 3



8.2 SAXTON FIELD NAMING AND SIGNAGE POLICY

Decision Required

Report To:	Saxton Field Committee
Meeting Date:	14 February 2018
Report Author:	Glenn Thorn, Reserves Officer
Report Number:	SFC18-02-01

1 Summary

- 1.1 The Committee has delegated authority to develop a Naming and Signage Policy for Saxton Field and to consider requests under that Policy. This report seeks the Committee's approval for the first two sections of this Policy, covering the Saxton Velodrome. The two sections are:
 - 1.1.1 Part A: Saxton Velodrome Advertising Signs (Attachment 1).
 - 1.1.2 Part B: Sponsorship of Assets at the Saxton Velodrome (Attachment 2).
- 1.2 The reason why I am asking for approval now is that this would enable staff and the Saxton Velodrome Trust members to proceed with seeking suitable advertisers and sponsors before a more comprehensive policy is developed.
- 1.3 Further sections of the Policy will be developed as required and brought to the Committee for approval following the review of the Saxton Field Reserve Management Plan.
- 1.4 Staff would also like the Committee's support that the first \$115,000 of advertising and sponsorship sales is to be used to complete the Saxton Velodrome Trust's commitment to raise \$400,000 towards the facility.

2 Resolution**That the Saxton Field Committee**

- 1. receives the Saxton Field Naming and Signage Policy report SFC 18-02-01; and**
- 2. approves, as amended Parts A and B of the Saxton Field Naming and Signage Policy contained in Attachments 1 and 2 respectively to this report (SFC 18-02-01), including delegating to staff the power to approve or decline advertisers, sponsors and the content and style of any proposed advertising signs; and**
- 3. agrees that the first \$115,000 of advertising and sponsorship revenue from sales related to the velodrome, be used to complete the funding obligations of the Saxton Velodrome Trust; and**
- 4. notes that the \$115,000 will be managed by Tasman District Council as an internal loan and will be reviewed by staff each year.**

3 Purpose of the Report

- 3.1 The purposes of this draft report are to:
- 3.1.1 obtain the Committee's approval of the following sections of the Saxton Field Naming and Signage Policy.
 - 3.1.1.1 Part A: Saxton Velodrome Advertising Signs; and
 - 3.1.1.2 Part B: Sponsorship of Assets at the Saxton Velodrome
 - 3.1.2 obtain the Committee's agreement for Staff to sell and approve Advertising Signs and Sponsorship agreements.
 - 3.1.3 give Committee members the opportunity to refer possible advertisers and/or sponsors to the Saxton Velodrome Trust or Council staff.
 - 3.1.4 obtain the Committee's support that the first \$115,000 of advertising and sponsorship sales is to be used to complete the Saxton Velodrome Trust's commitment to raise \$400,000 towards the facility.

4 Background and Discussion

- 4.1 The Delegation Registers of both Councils provide for the development of a Naming and Signage Policy, and delegates authority for considering requests under that policy to the Committee.
- 4.2 There are a number of existing Policies that have links through to the proposed Saxton Field Naming Policy. Some of these existing policies are due for review, but those reviews are not required before this policy is adopted. The Policies are:
- 4.2.1 The Saxton Field Reserve Management Plan (SFRMP), approved by both Councils in 2008.

The SFRMP includes reference to the use of signs within Saxton Field, mainly to provide for signage that "guides and informs visitors of key information such as location of facilities, sports fields....etc".

The objectives listed in the SFRMP for signs include, "a signage system in Saxton Field that unifies and reinforces the iconic identity for Saxton Field". The SFRMP is due for its ten year review.
 - 4.2.2 Tasman District Council (TDC) also has a "principle" of not seeking sponsorship for the overall name for facilities on its land, but does allow for the components of any facility to be named through sponsorship agreements.
 - 4.2.3 Nelson City Council (NCC) has a Naming Policy, which was approved in 2009, and applies only to NCC assets and facilities. Although the Saxton Velodrome is within NCC boundaries, and therefore needs to meet the requirements of the NCC Resource Management Plan, it is situated on land owned by TDC. Therefore, the NCC Naming Policy does not cover this facility.
- 4.3 Both Councils Revenue and Financing policies provide for a level of non-Council funding to contribute to the costs of Saxton Field facilities. The attached two sections for the Naming

and Signage Policy provide, for sponsorship of assets and sale of advertising space which would contribute towards meeting the Councils' Revenue and Financing policies.

- 4.4 Staff consider that the first two sections of the Saxton Field Naming and Signage Policy can be adopted now. Further sections should wait, if possible, until after the SFRMP is reviewed.

Advertising and Sponsorship Opportunities

Advertising Signs around the Velodrome

- 4.5 The inside fence of the Velodrome has been constructed with plywood boards. There are 195 of these, 850mm high and 2000mm long. Staff propose that up to nine of these be reserved to display the name of the facility and also the Nelson and Tasman Councils as major funders. This leaves 186 available for advertising by businesses.
- 4.6 The sale price for advertising space should be low enough to sell most spaces over a reasonable period of time and to provide value to advertisers, but not so low that income is foregone. Staff are recommending to the Committee that each advertising space be sold for \$600 plus GST p.a. with a term of three years. In recommending this figure and term, staff considered a range of sale values, with an objective of maximising income. 186 signs at \$600 p.a. provides for a maximum annual income of \$116,000 plus GST. In reality, the figure would be lower as it would take a number of years to sell this number of signs, and there would be a natural churn of advertisers. A three-year term provides a reasonable length of time for both the advertiser and Council.
- 4.7 I propose that staff be delegated authority to approve advertising signs. The reason for this is that it is probably not practicable to convene the Committee on a frequent basis to approve each sign when a space is sold. If the Committee is in agreement with this proposal, then when considering advertisers and signs staff will take into account matters such as; the nature of the business wishing to advertise (e.g. no alcohol, tobacco, fast food, synthetic drugs or vaping products), the style, font and proposed wording on the sign and any possible adverse reflective properties. The Committee members might have additional matters that they wish taken into consideration.
- 4.8 We propose that the cost of printing and installation of the advertising signs, and any normal wear and tear would be at the advertisers cost. If significant damage occurs then this would be covered by Council's insurance policies.

Sponsorship of Assets

- 4.9 Although we propose that the name of the Velodrome facility itself is not available for sponsorship, there are several assets within the Velodrome that would be suitable for sponsorship at a higher rate than the advertising spaces. These assets are the:
- 4.9.1 Underpass;
- 4.9.2 Children's cycle arena (learn to ride); and possibly
- 4.9.3 The shade structure.
- 4.10 Staff propose that these be available for sponsorship for a minimum term of five years and at \$2000 p.a. plus GST.
- 4.11 I recommend that these also be approved by staff.

Saxton Velodrome Trust

- 4.12 As part of the arrangement for building the Saxton Velodrome, the Trust committed to raising \$400,000 towards the facility. To date the Trust has raised or has commitments for \$285,000. A balance of \$115,000 remains to be raised.
- 4.13 I recommend that the first \$115,000 received from sponsorship and advertising be used to complete the Trust's obligation. The reason for this is that the Trust has worked towards raising their share for several years and has probably exhausted most avenues of funding. Furthermore, by providing this opportunity, the members of the Trust will be able to seek support from their contacts. These potential funders might be different to those that staff would approach.
- 4.14 Tasman District Council staff will manage the \$115,000 as an internal loan, which we will review each year to ensure it is reducing. It is not possible to estimate, at this stage, how long it will take for the \$115,000 to be repaid.

Future use of funds

- 4.15 We anticipate that it will take some time to sell the majority of advertising signs. However, once the Trust's obligations have been met, funds will be used towards repaying debt and/or go towards the operating costs of the Velodrome.

5 Options

- 5.1 The Committee can:

A - The Policy

- 5.2 Option 1

5.2.1 Approve the Policy (contained in Attachments 1 and 2 to this report) as submitted; or

- 5.3 Option 2

5.3.1 Suggest changes to the Policy and then approve it; or

- 5.4 Option 3,

5.4.1 Decline to approve the Policy, and request staff to either undertake further work on the Policy, or wait until after the Saxton Field Reserve Management Plan review has been completed.

- 5.5 Advantages and Disadvantages of each option.

5.5.1 The main advantages for options 1 and 2 are that they would enable the Councils and the Trust to commence selling of advertising space now. This would bring in income sooner than waiting for the SFRMP to be reviewed. It would also bring the Trust closer to meeting its fund raising target, and once this has been met, then the funds would be available to offset the Councils' costs.

Selling advertising and sponsorship opportunities now, when the velodrome is newly opened, should also maximise sales as the publicity and enthusiasm for the facility will be high at this time.

5.5.2 The main disadvantage of options 1 and 2 is that it does not provide the Committee with the opportunity to take into account any changes to the SFRMP. However, the wording in the existing SFRMP is brief, and if the review takes a different approach to

the use of signs, then we would manage any changes through the renewal process for the signs and sponsorship.

5.5.3 The opposite advantages and disadvantages apply to Option 3, e.g. not approving the Policy now, would mean that staff and the Trust could not leverage sales using the publicity and enthusiasm generated for the new facility. This in turn means that it will take a longer period of time until the Councils receive an ongoing contribution towards the costs of the Velodrome.

B - Saxton Velodrome Trust Funding

5.6 Option 1

5.6.1 Agree to the first \$115,000 of funding raised from the sale of sponsorship and advertising revenue going towards the Trust's contribution to the Velodrome.

5.7 Option 2

5.7.1 Do not agree to the first \$115,000 of funding raised from the sale of sponsorship and advertising revenue going towards the Trust's contribution.

5.8 Advantages and Disadvantages of each option.

5.8.1 The main advantages of agreeing to apply the first \$115,000 of funding to the Trust's contribution to the Velodrome are that it provides an additional method for the Trust to raise funding for the facility and it will close off the fund raising requirements for the Trust.

5.8.2 The disadvantage to applying the advertising funding to the Trust's contribution to the Velodrome is that it might be several years before the Councils receive funding from the advertising and sponsorship sales towards their costs of the facility.

6 Strategy and Risks

6.1 There are no major strategy or risk implications from approving the attached Policy.

6.2 However there are a number of minor risks, these include:

6.2.1 Inappropriate advertising or sponsorship partners requesting that their business be allowed to support the facility, and staff granting these applications; and

6.2.2 Damage to signs; and

6.2.3 Advertisers or sponsors signing up for a number of years but withdrawing their support before the end of their contract.

6.3 We can manage the first risk through clear guidelines on the type of advertising or sponsorship that the Committee would support, in effect a dual signoff process.

6.4 The second risk, of damage, can be managed to a certain degree through the use of robust materials for signs. However, it is not intended to close the facility at night, therefore, the risk of damage to signs is a possibility. If damage occurs on a number of occasions, then staff will consider locking the facility.

6.5 Staff will manage the risk of advertisers or sponsorships withdrawing their support through contracts with the funders. However, a residual risk remains, for example if a business closes down.

- 6.6 There is a risk that the Velodrome Trust will not raise its 20 percent of the cost of the project if the Councils do not agree to the first \$115,000 of the sponsorship and advertising revenue going towards the Trust's contribution.

7 Policy / Legal Requirements / Plan

- 7.1 The approval of the two sections to the Policy is in line with the delegated responsibilities of the Committee.
- 7.2 A number of minor amendments might be required to other Council strategies and policies: Staff will bring these through to the appropriate Council committees. Policies that might require amending include:
- 7.2.1 Tasman District Council's General Policies for Council Administered Reserves.
- 7.2.2 Saxton Field Reserve Management Plan, as part of its next review.
- 7.2.3 Delegation Registers for the two Councils.
- 7.3 Nelson City Council has confirmed that the advertising signs are within their Resource Management Policy and no additional Resource Consents are required.

8 Consideration of Financial or Budgetary Implications

- 8.1 Approval of the Policy now will enable staff to commence discussions with suitable sponsors and accordingly bring in funding sooner.

9 Significance and Engagement

- 9.1 I consider that the approval of this Policy is of low significance as it should not impact on the running or enjoyment of the Velodrome. Therefore, no public consultation is proposed.

Issue	Level of Significance	Explanation of Assessment
Is there a high level of public interest, or is decision likely to be controversial?	Low	There might be some members of the public who would prefer that funding of the Velodrome be solely from the two Councils. However, more members of the public are likely to support reducing the cost of rates and/or user charges through sponsorship of the facility.
Is there a significant impact arising from duration of the effects from the decision?	No	The proposed term of sponsorship for the assets is to be for a minimum of five years and the advertising signs three years.
Does the decision relate to a strategic asset? (refer Significance and Engagement Policy for list of strategic assets)	No	Saxton Field is not listed as a strategic asset in either Council's Significance and Engagement Policy.

Does the decision create a substantial change in the level of service provided by Council?	No	
Does the proposal, activity or decision substantially affect debt, rates or Council finances in any one year or more of the LTP?	No	Although the contribution from sponsorship is an important contribution towards the two Councils meeting their Revenue and Financing policies, the amount is of low significance compared to the overall costs of running Saxton Field.
Does the decision involve the sale of a substantial proportion or controlling interest in a CCO or CCTO?	No	
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?	No	The sponsorship is for a part of an asset within a group of activities.
Does the decision involve Council exiting from or entering into a group of activities?	No	

10 Conclusion

10.1 Sponsorship of the Velodrome facility through advertising signs and support of particular assets within the facility will make an important contribution to the running of the facility and reduce the amount of funding required from rates. Sponsorship signs will also provide an opportunity to businesses and possibly individuals who wish to demonstrate their support for this important asset within Saxton Field.

11 Next Steps / Timeline

11.1 Following the Committee's approval in principle of the Naming and Signage Policy staff will commence discussion on advertising and sponsorship opportunities with suitable supporters.

12 Attachments

- | | | |
|----|-------------------------------------|----|
| 1. | Saxton Velodrome Advertising Signs | 29 |
| 2. | Sponsorship of Assets at the Saxton | 31 |

Saxton Field Naming and Signage Policy

PART A: Saxton Velodrome Advertising Signs

Policy effective: 14 Feb 2018

Approved by the Saxton Field Committee: 14 Feb 2018

Policy Review date: 14 Feb 2021

Purpose

The Policy on Saxton Velodrome Sponsorship Signs has been developed as a framework for the approval, funding and installation of advertising signs at the Saxton Field Velodrome. The objectives of this Policy are to enable ongoing sponsorship funding for the facility through providing sponsors the opportunity to advertise their business and/or products and to also ensure a consistent decision-making approach to approving signs at the Velodrome facility.

Introduction

The Councils Revenue and Financing Policies for community facilities and parks include obtaining a proportion of the funding to cover operating costs from Fees and Charges. Granting Sponsors the opportunity to advertise their services at the Saxton Velodrome provides benefits to the Sponsors, the Councils, and the users of the facility.

These benefits include:

- i) Enhancing the Sponsor's image
- ii) Promotion of the Sponsor's brand and products
- iii) Enabling the Sponsor to reach a targeted demographic
- iv) Enhancing the customer experience of the Sponsor
- v) Providing ongoing funding for the facility and therefore reducing the amount of user charges and ratepayer contributions required to run the facility
- vi) Raising awareness of Sponsor's services and products to users of the facility

Advertising signs at the facility will be balanced by the requirement to protect the amenity of Saxton Field.

Implementation of the Policy:

- i) The Tasman District Council will obtain any required consents for signs at the facility.
- ii) The Saxton Field Committee is responsible for considering requests under this Policy but has delegated this responsibility to Tasman District Council Community Development staff.
- iii) The Tasman District Council will provide specifications for signs and the cost of producing and installation of these will be at the Advertisers expense.

- iv) The Advertiser will be responsible for the costs for normal wear and tear to the signs, but the Councils will cover intentional damage for example graffiti.
- v) In approving the content of signs staff will consider how the request fits with the Saxton Field Design Manual.
- vi) Staff have the discretion to decline any Advertiser sign if they believe that the business is not aligned with the objectives of the Velodrome and/or Saxton Field. Reasons for declining to display a sign include, but are not restricted to, any sign that promotes consumption of fast food, sugar drinks, vaping products, or any product where legal restrictions apply such as alcohol and cigarettes.
- vii) No sponsorship signs will be permitted which cause obvious interference with the aesthetics of the facility or detract from the aesthetics or use of the facility. Reasons for declining a sign under this section include, but is not restricted to, style, font, colour or use of reflective material.
- viii) Advertising signs will be 850 x 2000 mm.
- ix) Advertising signs will be displayed for three years. With a right of renewal if both parties agree.
- x) The Councils reserve the right to remove any sign on a temporary basis

FEES AND CHARGES

Fees will be set out in the Tasman District Council's Fees and Charges Schedule.

DEFINITIONS:

Nil

RELATED POLICIES:

- i) General Policies for Council Administered Reserves
- ii) Saxton Field Reserve Management Plan
- iii) Saxton Field Design Manual
- iv) Nelson Resource Management Plan
- v) Tasman District and Nelson City Councils' Revenue and Financing Policies

RELATED DOCUMENTATION:

Contract for Advertising Signs at Saxton Velodrome.

Saxton Field Naming and Signage Policy

PART B: Sponsorship of Assets at the Saxton Velodrome

Policy effective: 14 Feb 2018

Approved by the Saxton Field Committee: 14 Feb 2018

Policy Review date: 14 Feb 2021

Purpose

The Policy on Sponsorship of Assets at the Saxton Velodrome has been developed as a framework for the approval, funding and installation of sponsorship signs for selected assets at the Saxton Velodrome. The objectives of this Policy are to; provide ongoing funding for the facility through providing sponsors with the opportunity to support the facility, and to also provide consistent decision-making for the sponsorship of assets at the Velodrome facility.

Introduction

The Councils Revenue and Financing Policies for community facilities and parks include obtaining a proportion of the funding to cover operating costs from Fees and Charges. Granting sponsors the opportunity to support the provision of particular assets at the Saxton Velodrome and Learn to Ride area provides benefits to the Sponsors, Councils, and the users of the facility.

These benefits include:

- i) Enhancing the Sponsor's image
- ii) Enabling the Sponsor to reach a targeted demographic
- iii) Enhancing the customer experience of the Sponsor
- iv) Providing ongoing funding for the facility and therefore reducing the amount of user charges and ratepayer contributions required to run the facility

Sponsorship of selected assets will be sought, but not for the overall name of the facility.

Implementation of the Policy:

- i) The Tasman District Council will obtain any required consents for naming of assets at the facility.
- ii) The Saxton Field Committee is responsible for considering requests under this Policy. In approving the content of signs the Committee will consider how the request fits with the Saxton Field Design Manual.
- iii) Sponsorship signs will be displayed for a minimum of five years. With a right of renewal if both parties agree.

- iv) The Council reserves the right to remove on a temporary or permanent basis any sign or label. If a sign or label is removed on a permanent basis the Council will reimburse the Sponsor for any remaining time of the contract.

AMOUNT OF SPONSORSHIP

The delegated responsibility for setting the amount for sponsorship of each asset will be determined by the Saxton Field Committee.

DEFINITIONS:

Nil

RELATED POLICIES:

- i) General Policies for Council Administered Reserves
- ii) Saxton Field Reserve Management Plan
- iii) Saxton Field Design Manual
- iv) Nelson Resource Management Plan
- v) Tasman District and Nelson City Council's Revenue and Financing Policies.

RELATED DOCUMENTATION:

Contract for Sponsorship of Assets at the Saxton Velodrome.

8.3 UPDATE ON SAXTON FIELD CAPITAL PROJECTS

Information Only - No Decision Required

Report To: Saxton Field Committee
Meeting Date: 14 February 2018
Report Author: Glenn Thorn, Reserves Officer
Report Number: SFC18-02-03

1 Summary

1.1 This report updates the Committee on the progress on the following projects:

- 1.1.1 Saxton Field Velodrome project;
- 1.1.2 Road Entrance Champion Drive;
- 1.1.3 Saxton Walkway and Cycleway; and
- 1.1.4 Saxton Creek Update.

2 Draft Resolution

That the Saxton Field Committee receives the Update on Saxton Field Capital Projects Report SFC18-02-03.

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 Saxton Field Velodrome project;
 - 3.1.2 Road Entrance Champion Drive;
 - 3.1.3 Saxton Walkway and Cycleway; and
 - 3.1.4 Saxton Creek Update.

4 The Velodrome (update from Glenn Thorn)

- 4.1 Work on the Saxton Velodrome is almost complete with only the line marking and installation of two drinking fountains remaining to be completed.
- 4.2 The contractor is working on three small areas of minor imperfections on the surface of the AC track. These areas are going to be ground down to try to remove the minor bump in the surface. The tolerance was within 5mm from a 2m straight edge.
- 4.3 The contractor has completed the learn to ride area and sown the grass seed, it has had the first weed spray and first mow. However due to drought we had a reduced percentage of grass strike rate and the contractor is now hand seeding these areas.
- 4.4 A gravel path is to be placed around the outer side of the top fence and compacted for people to walk on until such time as we can install an alternative pavement treatment.
- 4.5 The hardstand area is complete and the contractor will tidy the site as they dis-establish.
- 4.6 The following are some photographs of recent work undertaken by the contractor on the velodrome.
- 4.7 The official opening is on 13 February 2018 commencing at 1.30pm. We are in the process of planning a public opening, which we hope to schedule in late February early March.





5 Road Entrance Champion Drive (update from Steve Whyte)

5.1 If the Committee agrees to move forward with stage 1 of the roading project, we aim to tender the physical works in February and appoint a contractor after winter 2018. Construction will likely take place in the summer of 2018/2019, due to the high water table experienced in winter. With the opportunity to tender early and offer a later construction window, we are hoping for competitive pricing.

6 Saxton Walkway and Cycleway (update from Steve Whyte)

6.1 The physical works contract has been awarded to Nelmac. Construction is programmed to begin in March with completion in May 2018.

7 Saxton Creek Upgrade (update from Steve Whyte)

- 7.1 All construction work is complete, apart from the footpath on the northern side of the pond. This work is to commence in February with completion in April 2018.
- 7.2 The dry conditions that occurred late last year mean that some planting and grass sowing will need to be delayed until autumn

8 Attachments

Nil