

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

Date: Tuesday 17 November 2020
Time: 9.30am
Meeting Room: Saxton Netball Pavilion
Venue: Stoke
Nelson

Saxton Field Committee

AGENDA

MEMBERSHIP

Independent Chair

Derek Shaw

Tasman District Council

Cr Trevor Tuffnell

Cr Kit Maling

Nelson City Council

Cr Judene Edgar

Cr Tim Skinner

(Quorum 3 members)

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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 Friday, 18 September 2020, be confirmed as a true and correct record of the meeting.

7 PRESENTATIONS

Nil

8 REPORTS

8.1 Saxton Field Activity Report 5

8.2 Saxton Field Marketing and New Brand 9

9 CONFIDENTIAL SESSION

Nil

8 REPORTS

8.3 SAXTON FIELD ACTIVITY REPORT

Information Only - No Decision Required

Report To:	Saxton Field Committee
Meeting Date:	17 November 2020
Report Author:	Richard Hollier, Reserves and Facilities Manager and Andrew Petheram, Property Parks and Facilities Asset Manager
Report Number:	RSFC20-11-1

1 Summary

- 1.1 This report updates the Committee on the progress on the Saxton Field projects for 2020/2021. It also updates the Committee on the notification of the Saxton Field Reserve Management Plan.

2 Draft Resolution

That the Saxton Field Committee receives the Saxton Field Activity Report RSFC20-11-1;

3 Purpose of the Report

- 3.1 The purpose of this report is to provide you with an update on the following projects:
- 3.1.1 the Champion Drive/Saxton Field link road Stage 2;
 - 3.1.2 Harakeke Green sportsground design;
 - 3.1.3 BMX track investigation and design;
 - 3.1.4 other minor capital projects;
 - 3.1.5 various operating activities;
 - 3.1.6 reserve management plan review; and
 - 3.1.7 marketing.

4 Capital Projects 2020/2021 Update

Champion Drive/Saxton Field Link Road – Stage 2

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

Harakeke Green Sportsground Design – Stage 1 Drainage & Irrigation Design

- 4.3 Design for one clay cricket block, one artificial block and four winter sports fields on Harakeke Green is underway. Work to the value of \$10,000 has been carried over from the previous financial year. Construction is scheduled for 2024/2025.

BMX track investigation and design

- 4.4 Investigation and design of a BMX track will commence in the first quarter of 2021 and will include consultation with the Nelson BMX Club.

Tree planting – Champion Green

- 4.5 Perimeter tree planting on Champion Green was completed in early September. Selected species were broadleaf deciduous chosen to reflect the woodlands theme expressed in the 2008 Saxton Field Reserve Management Plan.

Saxton Creek Esplanade Upgrade

- 4.6 This project is being overseen by the Nelson City Council Capital Projects team and is progressing well, it will provide a shared path link to connect Saxton Field to upper Champion Road and Silvan Forest.

Shared Path Upgrade – Main Road Stoke Frontage

- 4.7 The shared path along the frontage of Main Road, Stoke from the Champion Rd roundabout northwards is currently being widened and upgraded as part of an Active Transport Project being overseen by the Nelson City Council Capital Projects Project team. A metalled

pathway providing cycle and pedestrian access to the velodrome has been constructed in parallel to this project.

5 Operational Activity

Daelyn Drive Entrance

5.1 The Daelyn Drive entrance has now been landscaped in native estuarine vegetation.

Baseball Tournament

5.2 The Nelson Heat Invitational attracted 14 teams to a tournament held at Saxton Field over Labour Weekend. Teams from Nelson, Christchurch, Selwyn, Wellington, Hutt Valley, Porirua, Levin & Wairarapa attended the tournament. They utilised four diamonds, two at Avery and two at Saxton softball diamonds, playing 35 games in total. The Association fed 280 players and coaches each of the three days and produced online stats on every one of the players. Also the event was named the Central NZ trial for the NZ under 18 and under 12 teams.

5.3 The Association reported that, "it was a very full on weekend but very successful. All the visiting teams raved about Nelson, and the facilities, and the wonderful people here (and the amazing food and coffee donated by local suppliers). They had two Baseball NZ representatives present and they praised the tournament and discussed further baseball opportunities for the region."

5.4 Nelson Baseball have also been given hosting rights to the Baseball NZ under 13 Nationals to be held from 7-11 April.

6 Reserve Management Plan Review Update

6.1 The draft Saxton Field Reserve Management Plan is currently out for public consultation. Submissions opened on 8 October and close on 10 December 2020. We have advertised the draft Plan in the Nelson Mail, Our Nelson, Newline, weekly newspapers, on websites and social media.

7 Marketing

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

8 Attachments

Nil

8.2 SAXTON FIELD MARKETING AND NEW BRAND

Decision Required

Report To: Saxton Field Committee
Meeting Date: 17 November 2020
Report Author: Stu Dalton, Events and Venues Adviser
Report Number: RSFC20-11-2

Item 8.2

1 Summary

- 1.1 For officers from Nelson City and Tasman District Councils to update the Committee on the progress of the project to provide a brand for Saxton Field.
- 1.2 For Councillors to provide feedback on the considerations required to enable completion of final Saxton Field brand design.

2 Draft Resolution

That the Saxton Field Committee:

1. **receives the report Saxton Field Marketing and New Brand Report RSFC20-11-02 and its attachment; and**
2. **authorises officers to prepare a final version of the Saxton Field brand incorporating any feedback provided by the Committee, to be brought back to the Committee's next meeting for approval.**

3 Purpose of the Report

- 3.1 For officers from Nelson City and Tasman District Councils to update the Committee on the progress of the project to provide a brand for Saxton Field.
- 3.2 For councillors to provide feedback on the considerations required to enable completion of final Saxton Field brand design.

4 Background and Discussion

- 4.1 On 11 August 2020 the Saxton Field Committee was presented with the market research survey results and a draft Marketing Strategy. The Committee requested a workshop be held to discuss the Strategy in more detail and feedback given before a final Marketing Strategy is adopted. The Committee resolved:

That the Saxton Field Committee:

- 1. *Receives the Saxton Field Market Research and Draft Marketing Strategy RSFC20-08-3; and*
 - 2. *Asks staff to organise a workshop with the Committee on the marketing research and the Marketing Strategy prior to bringing the matter back to the Committee for a decision.*
- 4.2 On 18 September 2020 the Saxton Field Committee held a workshop to discuss key objectives for the Marketing Strategy. The Nelson City Council Events and Venues Adviser gave a presentation and discussed with the Committee the marketing projects, budget and next steps.
 - 4.3 It was agreed that Nelson City Council staff 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.
 - 4.4 Saxton Field has a logo that was developed in 2014, being



- 4.5 It was requested by the Saxton Field Committee that the logo be updated as part of a wider branding exercise and approved by the Committee, and both Nelson City and Tasman District Councils.
- 4.6 A design brief (attachment 1) was sent to the designer to develop and create a new brand, brand guide and all visual assets required for Saxton Field, sporting codes and its facilities as part of the project to replace the existing logo.

5 Conclusion

- 5.1 The Saxton Field Committee will be presented with concepts that will contribute to an agreed brand. The feedback will be taken into consideration for the design of the final brand and identity.
- 5.2 Also presented will be a progress report and update on the venue booking system and the wayfinding needs as identified by the Committee.
- 5.3 The further work required regarding the brand will be undertaken by a working group made up of Nelson City and Tasman District Council staff.

6 Next Steps / Timeline

- 6.1 On 17 November 2020 brand concepts (brand territories) to be presented to the Saxton Field Committee for feedback.
- 6.2 In December 2020 Nelson City Council and Tasman District Council staff to provide feedback on the draft brand to designer.
- 6.3 In February 2021 the new Saxton Field brand to be presented to the Saxton Field Committee for approval and adoption.

7 Attachments

1. [↓](#) Designer brief for Saxton Field brand

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Designer brief for Saxton Field brand

To develop and create a new brand, brand guide and all visual assets required for Saxton Field, sporting codes and its facilities as part of the project to replace the existing logo.

The brand must recognise the regional ownership through Nelson City and Tasman District councils in equal proportions signifying the regional investment and benefit sought and gained.

It must also recognise the multiple opportunities Saxton field provides to sporting, recreational, event and informal users.

Vision

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 sport clustering model.

The complex also has the opportunity to host or support other events beyond sport. Any brand and its visual identity (logo) should identify the opportunities for other providers.

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

For many in the area Saxton could become their 'backyard' providing a social destination and a means of community interaction.

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

Five areas of community benefit or value have been identified for Saxton Field:

- Administering, playing and spectating formal sports and events in facilities of national and regional standard.
- Participating in casual and informal sport, recreation, exercise, play and quiet contemplation (defined as 'casual recreation').
- Securing natural and environmental values for their own sake and to support iwi maintaining their role in kaitiakitanga.
- Providing a pleasant and accessible landscaped park setting which makes Saxton Field a destination in its own right with the right mix of built and open space.
- Delivering a regional multi-use venue able to host multiple events concurrently

These values and attributes will underpin the development of the brand.

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Key Users – Target Audience

- Organised Sport: Regional sports and supporters, school sports and supporters, visiting sports and supporters, officials
- Recreational users: children, youth, parents and families, seniors
- Informal Activity: Dog Walking, picnics, jogging
- Encouraging Activity: Locals who don't do a sport but may be interested in starting
- Events: Visitors, organisers (community and economic,) sports organisers
- Ownership: Ratepayers value the investment they have made to this community asset and the contribution it makes to life in the region

Brand Usage

The brand to be developed will answer the vision, values and promise Saxton Field, as a complete complex, makes and provides to all users.

In doing so it will underpin the final development of a marketing strategy which in turn will provide the basis of the identity (logo).

The approved brand will also provide a rationale and guide to the future development of Saxton through a clear identification of the asset's purpose and role in the region.

The initial research submitted to the Committee in 11 August this year provides valuable insight to current users and, when read in conjunction with the draft Reserve Management Plan, provides a strong basis from which to develop the brand.

The Committee is being presented today with example brand territories that will be further developed to direct, amongst other things;

- Facility signage
- Wayfinding signage
- Saxton Field website and social media
- Advertising Collateral

The brand territories will also form the way forward for the marketing strategy, particularly who to, and how the strategy, will be delivered.

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MINUTES
of the
SAXTON FIELD COMMITTEE MEETING
held
10.00 am, Friday, 18 September 2020
at
**Council Chamber, Tasman District Council, 189 Queen
Street, Richmond**

Present: Derek Shaw, Independent Chair
Tasman District Council: Councillors K Maling, T Tuffnell
Nelson City Council: Councillors J Edgar, T Skinner

In Attendance: Tasman District Council: Community Development Manager (S Edwards),
Executive Assistant (T Fifield)
Nelson City Council: Community Services Manager (R Ball), Property Parks &
Facilities Asset Manager (A Petheram)
Consultant (R Greenaway)

1 OPENING, WELCOME

2 APOLOGIES AND LEAVE OF ABSENCE

Nil

3 PUBLIC FORUM

Nil

4 DECLARATIONS OF INTEREST

Nil

5 LATE ITEMS

Nil

6 CONFIRMATION OF MINUTES

Moved Cr Tuffnell/Cr Skinner
SFC20-09-1

That the minutes of the Saxton Field Committee meeting held on Tuesday, 11 August 2020, be confirmed as a true and correct record of the meeting.

CARRIED

Moved Cr Edgar/Cr Skinner
SFC20-09-2

That the confidential minutes of the Saxton Field Committee meeting held on Tuesday, 11 August 2020, be confirmed as a true and correct record of the meeting.

CARRIED

7 PRESENTATIONS

Nil

8 REPORTS

8.1 Notification of Draft Saxton Field Reserve Management Plan

Community Development Manager, Susan Edwards, spoke to the report which sought the Committee's agreement to publicly notify the Draft Saxton Field Reserve Management Plan.

It was noted that the dates in paragraphs 4.8 and 11.3 of the staff report, were incorrect and that consultation was proposed to go out on 1 October with submissions closing on 2 December 2020, in line with the dates in the draft resolution.

The Committee discussed the dates for consultation and agreed that consultation start on or before 8 October with submissions closing on 10 December. It was agreed that staff look for hearing dates in early February 2021.

The following amendments to the Plan were made at the meeting:

Pg 15 under sports events "national model" – replace with "role model".

Pg 22 – 3.3.2.5 – change "shall" to "may" and remove "electric bike charging facilities".

Pg 25 – add words "or any replacement policy".

Pg 37 – leases part under 4.2 add the words "temporary or short term".

Pg 35 - 4.3.1.6 – add "costs incurred by Council associated with the preparation of agreements will be recovered from the applicant unless decided otherwise".

Pg 42 – 4.5.2 add "methods" to the title for consistency.

Pg 43 – 4.6.2.3 – should all "new" utility and take out "costs".

Pg 47 – relates to policy 4, 11, 12 and second policy "Council staff shall consult" should change to "may".

Pg 53 – reword 5.2.

Under the "Discovery Protocols" we need to note that this is a draft document and it may

change.

Under the “Urban Environments Bylaw” remove the year and note it’s being reviewed.

Pg 86 – “Top of the South Athletics Charitable Trust” – amend dates to 1/4/2016 and 31/3/2026.

The updated Draft Saxton Field Reserve Management Plan “Key Questions and Changes Proposed Submission Form” was tabled at the meeting. Some edits were made to this document:

Pg 5 – in “B” replace “services for older” with “seating enhance wayfinding”. Also, take out “and such services as e-bike recharging” from “C”.

Pg 6 – take out question 7 and take out Yes/No columns.

The document should be aligned with the key changes proposed in the draft plan.

It was noted the Committee’s preference is to re-visit the naming recognition request by Nick Smith MP and this matter will be deferred after adoption of the final Saxton Field Reserve Management Plan.

Mr Petheram tabled the Saxton Field Development Plan dated September 2020, which will be incorporated into the draft Plan prior to it being advertised for submissions.

**Moved Cr Maling/Cr Edgar
SFC20-09-3**

That the Saxton Field Committee:

- 1. receives the Notification of Draft Saxton Field Reserve Management Plan Report RSFC20-09-3; and**
- 2. notes the Draft Saxton Field Reserve Management Plan is still subject to final document formatting and language style changes; and**
- 3. adopts (pursuant to Section 41 of the Reserves Act 1977) the Draft Saxton Field Reserve Management Plan with the following amendments:**
 - (a) branding changes to the name of “Saxton Field”;**
 - (b) insertion of the aerial plans tabled at the meeting in place of pages 12 and 13;**
 - (c) insertion of the development plan tabled at the meeting; and**
 - (d) the amendments discussed at the meeting**

for public notification on or before 8 October 2020, with submissions closing on 10 December 2020; and
- 4. agrees to the Chair and Community Development Manager being delegated the ability to sign off any further minor editorial amendments to the Draft Saxton Field Reserve Management Plan before it is publicly notified; and**
- 5. agrees that the Full Committee form the Hearing Panel to undertake the task of hearing and deliberating on submissions received on the Draft Saxton Field Reserve Management Plan and that a quorum for the Panel is the Chair and one Councillor from Tasman District Council and one Councillor from Nelson City Council; and**
- 6. agrees to including a person to bring a mātauranga Māori perspective to the Hearing Panel to assist the Committee to hear submissions and to advise the Committee during deliberations, and delegates appointment to the Committee Chair; and**

- 7. agrees that the Draft Plan will be publicly notified including Newline, Our Nelson and on both Councils' websites; and**
- 8. notes that users of the facilities will be contacted through existing contact lists; and**
- 9. information will be placed in locations around Saxton Field.**

CARRIED

The meeting concluded at 11.34 am.

Date Confirmed:

Chair: