



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

Date: Wednesday 8 August 2018

Time: 9.30 am

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 Bill Dahlberg

(Quorum 3 members)

Contact Telephone: 03 543 8578 Email: tara.fifield@tasman.govt.nz Website: www.tasman.govt.nz

# **AGENDA**

1 OPENING,	WELCOME
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## 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, 4 May 2018, be confirmed as a true and correct record of the meeting.

7 PRESENTATIONS

Nil

# 8 REPORTS

8.1	Overview of Saxton Field Marketing	5
8.2	Summerset: Proposed Water Easement over part of Saxton Field	. 29
8.3	Update on Saxton Field Capital Projects	. 39

## 8 REPORTS

## 8.1 OVERVIEW OF SAXTON FIELD MARKETING

**Decision Required** 

**Report To:** Saxton Field Committee

Meeting Date: 8 August 2018

Report Author: Susan Edwards, Community Development Manager

Report Number: RSF18-08-02

# 1 Summary

- 1.1 The purpose of this report is to update the Saxton Field Committee on the current marketing for Saxton Field.
- 1.2 Please refer to the attached report (Attachment 1) from Nelson City Council.

## 2 Draft Resolution

## That the Saxton Field Committee:

- 1. receives the Overview of Saxton Field Marketing RSF18-08-02 report and its attachment; and
- 2. notes the current marketing for Saxton Field;
- 3. notes the next steps required to improve the marketing for Saxton Field;
- 4. accepts the recommendation to develop a signage policy specifically for Saxton Field.

## 3 Attachments

1. Nelson City Council Report R9526 - Overview of Saxton Field Marketing

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#### Saxton Field Committee

8 August 2018

REPORT R9526

## **Overview of Saxton Field Marketing**

#### 1. Purpose of Report

1.1 To update the Saxton Field Committee on the current marketing for Saxton Field.

#### 2. Recommendation

That the Saxton Field Committee

<u>Receives</u> the report Overview of Saxton Field Marketing (R9526) and its attachment (A2010169); and

<u>Accepts</u> the recommendation to develop a signage policy or guidelines specifically for Saxton Field.

#### Background

#### The current position

3.1 Saxton Field is the Nelson Tasman region's most comprehensive sport and active leisure facility, and serves a broad base of the active population; from dog walkers, infant learners and the elderly, through to hosting national competitors and international level athletes. The facility provides high quality indoor and outdoor facilities onsite, which are mostly multi-purpose. Decision making and development of the facility is shared between the Nelson City Council and Tasman District Council, through the Saxton Field Committee. The various facilities are managed either by their principle sporting code or by the Council contracted service provider, Sport Tasman. All organisations onsite work autonomously from one another (see below).

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Item 2.1.1: Overview of Saxton Field Marketing

Facility	Managed by	Used by
Sports House Offices	Sport Tasman	Sporting codes in Nelson Tasman and Sport Tasman
		Netball, Volleyball, Futsall, Badminton, Sport Tasman
Saxton Stadium & Pavilion	Sport Tasman	programmes, community Groups, charities
		Cricket, Athletics, Archery, Shooting, business events,
		community groups, family celebrations, weddings,
Saxton Cricket Oval, Athletics & Pavilion	Sport Tasman	catering companies
		Hockey, Softball, Rugby, business events, community
Saxton Hockey, Softball & Pavilion	Nelson Hockey	groups, family celebrations, weddings, funerals
		Football, community groups, family celebrations,
Saxton Football Grounds & Pavilion	Nelson Suburbs Football	weddings and stag parties, catering companies
Saxton Velodrome	Tasman District Council	Various cycling groups and families
Saxton Table Tennis	Table Tennis Nelson Inc	Table tennis

3.2 Accurate statistics for the use of all Saxton Field facilities are not collated by either Council, but Sport Tasman began to contribute a breakdown of bookings for three of the seven indoor facilities: Saxton Stadium, Stadium Pavilion and Saxton Oval, from October 2017.

2017-2018				
Month	Saxton Stadium	Stadium Pavilion	Saxton Oval	Total Bookings
October	108	27	28	163
November	259	22	19	300
December	54	20	23	97
January	91	18	22	131
February	178	27	20	225
March	277	21	12	310
April	76	54	13	143
May	297	60	10	367
June	325	46	3	374
Total	1665	295	150	2110
Weekly average	46.25	8.19	4.17	58.61
% of potential bo				
	75% - 100%			
	50% - 74%	· · · · · · · · · · · · · · · · · · ·		1
	25% - 49%	-		
	0% - 24%			1

- 3.2.1 Sport Tasman has managed up to 374 individual bookings per month across three of the Council's facilities in Saxton Field. Officers do not have usage statistics for the four facilities managed by their principle sporting code and the velodrome managed by Tasman District Council.
- 3.2.2 Peak seasons for these facilities are the start of summer, the end of summer and during autumn, as well as winter. The quiet seasons are around the school holidays.

2 R9526

3.2.3 Saxton Stadium's size, and many uses, makes it the busiest of the three facilities, and dictates the workflow of Council's service provider onsite. The Stadium Pavilion enjoys steady use which increases as autumn and winter approaches. Saxton Oval and athletics facilities are predictably busiest during spring and summer.

#### Challenges

- 3.3 Marketing for each facility is managed by the individual organisation in charge of the space, which has led to an uncoordinated and individualistic approach to marketing each sport rather than marketing the facility as a whole. (Please refer to page 2 of the attachment.)
- 3.4 This, along with rules around signage within Saxton Stadium itself, have created tensions and competition between some of the sporting codes around parity for marketing and sponsorship opportunities, which are more permissive for those with outdoor facilities onsite. (Please refer to page 3 of the attachment.)
- 3.5 Sport Tasman markets Saxton Field through their programme development and use of facilities, in line with the individualistic approach of the other sporting organisations onsite. Broader marketing to promote Saxton Field is undertaken as part of additional duties for a part-time administrator position, and is therefore not consistent. (Please refer to pages 4 - 5 of the attachment.)
- 3.6 There are a variety of methods and attempts at branding that have been used by Council officers in the past to help provide consistency to the marketing of the overall facility onsite, but no overarching approach has been successfully implemented to date. This is similarly reflected online, as neither Council currently has effective webpages for marketing Saxton Field's facilities. (Please refer to pages 5 6 of attachment.)

#### Marketing staff

- 3.7 In May 2016, Nelson City Council employed a Venue Marketing Officer to market a large variety and number of venues and facilities across the Nelson City Council portfolio, including Saxton Stadium and Saxton Oval Pavilion.
- 3.8 For Saxton Stadium, the role has undertaken a number of modest measures to help mitigate tension around sponsorship signage between specific codes. This has been done by providing advice and 'signage holders', and by curating sports photography within the stadium building. This has been done in collaboration with Sport Tasman, Nelson Netball, Nelson Volleyball and Nelson Basketball. This allows for sponsorship signage to be slotted into custom made frames during tournaments. When not in use for events, basketball, netball and volleyball each have high quality imagery that can be slid into the frames showcasing their work onsite, and reflecting the activity and vibrancy that sport brings to the facility. (See page 7 of the attachment.)

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- 3.9 The Venue Marketing Officer role has also been able to provide a broad, but modest range of developments to date for Saxton Oval to encourage wider use of the Pavilion building onsite. This includes curated photography of the building, and of the international cricket games in preparation for webpage improvements; as well as advertising in key publications such as Wild Tomato magazine and the Conference and Incentives New Zealand (CINZ) Planners Guide. In addition to this, tours of the facility are undertaken in partnership with the NRDA for conference and meeting organisers, who are often looking for presentation space close to the Grand Mercure Monaco resort or the airport. (See page 8 of attachment.)
- 3.10 The Venue Marketing Officer also provides an event liaison role on behalf of the venues, and has worked with local sporting organisations at Saxton Field in order to consolidate relationships with key national and international clients for Saxton Field, such as NZ Cricket and NZ Netball. This is a large commitment that sees involvement at every stage of delivery, from initial proposals for bids and funding, through to providing a direct Council contact, event support, and marketing coordination, as well as being the Council trouble-shooter and representative onsite during events themselves.

#### The Next Steps

- 3.11 A consistent look and feel to Saxton Field both onsite and online is the most effective starting point going forward. The Venue Marketing Officer is currently finalising branding with Hothouse and the Nelson City Council Communications Team for all Nelson City Council venues, including the facilities in Saxton Field, which will sit under the new 'sporting' brand. This brand will be presented to the Saxton Field Committee, and Saxton Field sporting groups before the end of September 2018, once the Venue Marketing Officer has returned from annual leave, and the All Blacks game in Nelson has been delivered. A strategy for implementing the brand throughout Saxton Field will be workshopped and put in place over an agreed timeframe, taking into consideration budget requirements.
- 3.12 The branding will provide a strong starting point for all aspects of marketing for Saxton Field going forward, from onsite signage and messaging, to new webpages, event promotion and social media, as well as design tools and templates that will be available for all the sporting codes, service providers, Council teams, and national and international sporting users to utilise.
- 3.13 A coordinated approach and buy-in from all Saxton Field facility managers onsite with support of the Saxton Field Committee will be necessary for Saxton Field to truly benefit from any marketing efforts made by Council officers going forward.
- 3.14 The development of an agreed signage policy or guidelines for the purpose of Saxton Field is recommended. This would need to take into consideration:

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- Equal opportunities for indoor and outdoor facilities to meet the sponsorship needs of their resident sporting codes;
- Facilitation of good quality, consistent signage development onsite;
- · Use of new branding.

#### 4. Conclusion

- 4.1 Saxton Field and the facilities onsite are actively utilised and marketed by the sporting codes and groups for which they are primarily intended, but no coordinated approach to marketing Saxton Field beyond this has been achieved to date.
- 4.2 A new sporting brand will provide a springboard, and the necessary tools for a more coordinated approach to onsite and online marketing for Saxton Field.
- 4.3 Development of an agreed signage policy or guidelines for signage by the two Councils throughout Saxton Field is recommended to help overcome the challenges that have evolved over time onsite, and support the new branding.

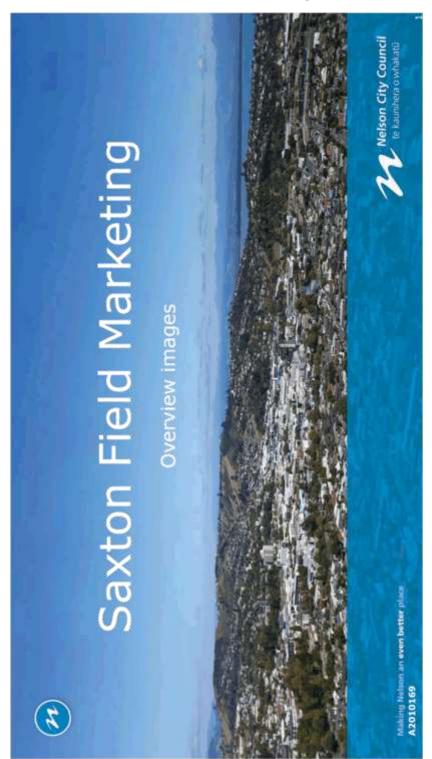
Lynette Haack

## Venue Marketing Officer

#### **Attachments**

Attachment 1: A2010169 - Saxton Field Marketing Overview Images Final

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Item 2.1.1: Overview of Saxton Field Marketing: Attachment 1

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Our public image

Item 2.1.1: Overview of Saxton Field Marketing: Attachment 1

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9

Item 2.1.1: Overview of Saxton Field Marketing: Attachment 1



Sponsorship signage

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Item 2.1.1: Overview of Saxton Field Marketing: Attachment 1



Sport Tasman Signage

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13

Principle of the Control of the Cont Marketing Online tasman

Item 2.1.1: Overview of Saxton Field Marketing: Attachment 1

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Item 2.1.1: Overview of Saxton Field Marketing: Attachment 1



**©** Council Signage

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Making Makion an **even better** place A2010169

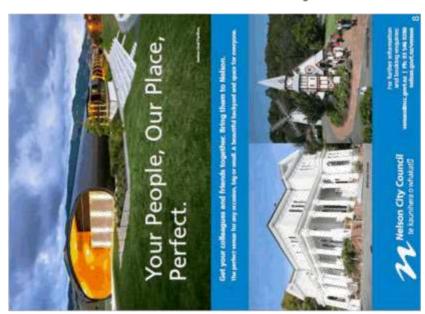
Item 2.1.1: Overview of Saxton Field Marketing: Attachment 1 Stadium Sponsors Space & Imagery

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Page 24 Agenda

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Item 2.1.1: Overview of Saxton Field Marketing: Attachment 1





Making Nelson at even better place A2010169

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Saxton Oval

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## 8.2 SUMMERSET: PROPOSED WATER EASEMENT OVER PART OF SAXTON FIELD

**Decision Required** 

Report To: Saxton Field Committee

Meeting Date: 8 August 2018

Report Author: Susan Edwards, Community Development Manager

Report Number: RSF18-08-03

# 1 Summary

- 1.1 The purpose of this report is to approve the granting of an easement to Summerset Villages (Richmond) Limited over Council Recreation Reserve for the supply of water infrastructure to its Hill Street development, subject to Council consent.
- 1.2 Please refer to the attached report (Attachment 1) from Nelson City Council.

## 2 Draft Resolution

#### That the Saxton Field Committee:

- 1. receives the Summerset: Proposed Water Easement over part of Saxton Field RSF18-08-03 report and its attachment; and
- 2. notes the recommendation to Nelson City Council to grant the easement in gross over the area shown in red on the plan (A2019437) of Saxton Field with all legal costs associated with the easement to be met by Summerset Villages (Richmond) Limited; and
- 3. notes the recommendation to Nelson City Council confirming the easement be agreed to under section 48(1)(d) of the Reserves Act 1977, acting pursuant to a delegation from the Minister of Conservation.

## 3 Attachments

 Nelson City Council Report R9561 - Summerset: proposed water easement over part of Saxton Field

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#### Saxton Field Committee

8 August 2018

REPORT R9561

## Summerset: proposed water easement over part of Saxton Field

## 1. Purpose of Report

1.1 To approve the granting of an easement to Summerset Villages (Richmond) Limited over Council Recreation Reserve for the supply of water infrastructure to its Hill Street development, subject to Council consent.

#### 2. Summary

- 2.1 Summerset Villages (Richmond) Limited (Summerset) is developing its land at 1A Hill Street North under a Special Housing Area designation for a retirement village. 310 residential units and other facilities will be built in the development.
- 2.2 In order to undertake the development Summerset will connect to the Nelson City Council water supply in Suffolk Road. Most of the water pipe will be installed in private land but a section of approximately 60 metres will cross a car parking area of Saxton Field.
- 2.3 As the pipeline will cross recreation reserve an easement is required.

#### 3. Recommendation

#### That the Saxton Field Committee

<u>Receives</u> the report Summerset: proposed water easement over part of Saxton Field (R9561) and its attachment (A2019437);

Recommendation to Nelson City Council

#### That the Council

<u>Grants</u> the easement in gross over the area shown in red on the plan (A2019437) of Saxton Field with all legal costs associated with the easement to be met by Summerset Villages (Richmond) Limited; and

R9561 1

<u>Confirms</u> the easement be agreed to under section 48(1)(d) of the Reserves Act 1977, acting pursuant to a delegation from the Minister of Conservation.

## 4. Background

- 4.1 Summerset is developing a retirement village of 310 residential units, a 43 bed rest home and community and recreational facilities in Hill Street North.
- 4.2 The development is a gazetted Special Housing Area (SHA) and Summerset has applied for a resource consent, under the Housing Accords and Special Housing Areas Act 2013, which is currently being processed. Earthworks are underway and construction is scheduled to commence in January 2019 with the first units being occupied in April 2019.
- 4.3 The potable water supply will come from the Nelson City Council supply at the corner of Suffolk Road and Saxton Road East. The pipeline route is in private land adjacent to the Saxton Field boundary except for an estimated 60 metre length across Saxton Field car parking to Suffolk Road (Attachment 1). An easement in favour of Nelson City Council will be registered against the private land Title(s) to protect Council's water main.
- 4.4 The water main is to ensure sufficient supply of potable water to the Summerset development and the other three SHAs in the Saxton Area. It will also provide sufficient capacity to enable future development in the area. It will also eventually enable Nelson City Council to connect into the mains supplying Tasman District Council water to those existing houses off Champion Road that are within Nelson City thereby providing resilience for both communities and more efficient use of water resources.
- 4.5 The proposed easement crosses Nelson City Council administered recreation reserve. An easement is required to record and protect the infrastructure under the reserve. As the work is to the benefit of Summerset, it is proposed that Summerset meet all costs associated with the easement.
- 4.6 Easements on Saxton Field require initial approval from the Saxton Field Committee, subject to final consent from the appropriate Council, in this case Nelson City Council.

#### Discussion

5.1 In the case of reserves vested in Council as the administrating body, the Reserves Act (1977) enables the Council to grant an easement for specified purposes, including the supply of water to any other land not

2 R9561

forming part of the reserve, subject to the consent of the Minister of Conservation. The Minister's powers to grant consent have been delegated to Council.

- 5.2 The Saxton Field Committee has been delegated the powers of Council as the administrating body for Saxton Field. The Ministerial powers to grant final consent remain with the Council. The Committee is therefore required to decide whether or not to give public notice in accordance with the tests set out in section 48 (3) of the Reserves Act 1977 and determine whether to grant the easement. If it is determined to grant the easement, consent of the appropriate Council is then required.
- 5.3 Under the Reserves Act 1977, where the reserve is not likely to be materially altered or permanently damaged; and the rights of the public in respect of the reserve are not likely to be permanently affected, then public notice is not required.
- 5.4 Both Summerset and Council's preference is for the pipeline to remain within the adjacent private land and connect to the Nelson City Council supply further to the east. However, the landowner is unwilling to agree to this route.
- 5.5 If encroaching into Saxton Field is approved officers will ensure that the route has minimal impact on the Reserve and the existing plantings, including the two heritage trees near the entrance to the car park, in order to protect future development of the Reserve. Summerset will be required to comply with Nelson City Council's Land Development Manual requirements. They will also be required to make good after the pipeline has been installed to the Council's standards and satisfaction.
- 5.6 As a result the reserve is not likely to be materially altered or permanently damaged; and the rights of the public in respect of the reserve are not likely to be permanently affected. Therefore public notice will not be required.
- 5.7 The easement would be in gross, meaning that it would give rights to Summerset rather than to an adjacent property. Once the development is completed the water supply infrastructure, including that in the proposed easement, will vest in Nelson City Council and Summerset will surrender the easement to Council.

#### 6. Options

6.1 The Saxton Field Committee has the options of approving or declining the easement. Approving the easement is the recommended option.

Option 1: Approve the easement							
	Advantages	٠			infrastructure ition reserve	in	Council

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Item 0: Summerset: proposed water easement over part of Saxton Field

	Enables further development in the surrounding area
Risks and Disadvantages	Disruption to public use of the reserve during construction
	Loss of reserve development potential
Option 2: Decline	the easement
Advantages	No disruption to public use of the reserve     Carpark surface remains intact     Reserve remains available for future development
Risks and Disadvantages	Delays Summerset's development     Other routes are more expensive for Summerset     Delays or restricts other development in the area

## 7. Conclusion

- 7.1 The easement Summerset has requested will allow the development to proceed and would not materially alter or permanently damage the Reserve or permanently affect the rights of the public.
- 7.2 It is recommended that the easement be granted. This is a decision that the Saxton Field Committee can make, subject to Nelson City Council consent.

Peter Hunter

## **Team Leader Property**

## **Attachments**

Attachment 1: A2019437 Saxton proposed water easement location diagram

4 R9561

## Important considerations for decision making

#### 1. Fit with Purpose of Local Government

The water supply pipeline that will lie within this easement will enable the development of further housing in the area of Saxton Field and contribute to community resilience.

## 2. Consistency with Community Outcomes and Council Policy

Supports community outcomes -

Our infrastructure is efficient, cost effective and meets current and future needs

Our communities are healthy, safe, inclusive and resilient

#### 3. Risk

Low risk of adverse consequences.

#### 4. Financial impact

The costs of securing the easements will be met by Summerset Villages (Richmond) Limited as the beneficiaries of the easement.

## 5. Degree of significance and level of engagement

This matter is of low significance because it does not materially affect or impact the public or Council's use of the reserves. No consultation is required under section 48(2) of the Reserves Act because this easement proposal meets the criteria of sections 48(3)(a) and 48(3)(b) of the Reserves Act 1977:

- Section 48(3)(a) the reserve is vested in an administering body and is not likely to be materially altered or permanently damaged; and
- Section 48(3) (b) the rights of the public in respect of the reserve are not likely to be permanently affected.

## 6. Inclusion of Māori in the decision making process

No engagement with Māori has been undertaken in preparing this report

## 7. Delegations

The Saxton Field Committee has the following delegations to consider an easement in Saxton Field -

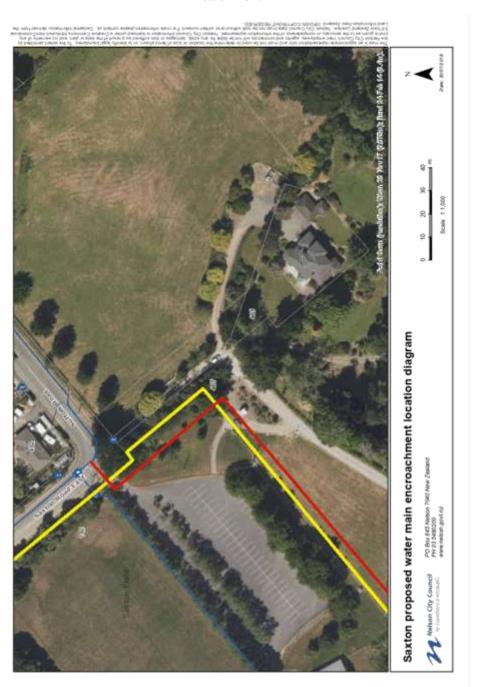
Powers to Recommend:

Leases, licences and easements (to the relevant Council) 6.15.3
 Nelson City Council Delegations Register

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6 R9561

Item 0: Summerset: proposed water easement over part of Saxton Field: Attachment 1



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# 8.3 UPDATE ON SAXTON FIELD CAPITAL PROJECTS

## Information Only - No Decision Required

Report To: Saxton Field Committee

Meeting Date: 8 August 2018

Report Author: Glenn Thorn, Reserves Officer

Report Number: SFC18-08-01

# 1 Summary

- 1.1 This report updates the Committee on the progress on the following projects:
  - 1.1.1 the Saxton Field Velodrome project;
  - 1.1.2 advertising and asset sponsorship; and
  - 1.1.3 the Saxton Link Road.

## 2 Draft Resolution

That the Saxton Field Committee receives the Update on Saxton Field Capital Projects Report SFC18-08-01.

# 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 advertising and asset sponsorship; and
  - 3.1.3 the Saxton Link Road.

## 4 The Velodrome (update from Glenn Thorn)

- 4.1 The velodrome is up and running with great reports back from the public and there seems to be high use which is very pleasing to see.
- 4.2 We have two minor defects we are working through the contractor:
  - Blue band paint is flaking slightly
  - One small high spot on the home straight needs grinding.
- 4.3 No further funding from the Trust has been received. We are maintaining contact with them on the funding requirements.



# 5 Advertising and Asset Sponsorship (update from Glenn Thorn)

- 5.1 We have a number of tentative advertisers lined up at present. I have completed the hand out material and agreements for providing to potential sponsors and advertisers. These will be posted out in the coming days.
- 5.2 I tentatively estimate likely funding of \$24,000 from organisations we have spoken to.

# 6 Saxton Link Road (update from Shane Davies)

6.1 The Saxton Field Committee agreed in February 2018 that stage one of the activities will continue. The tender documentation was finalised and the works have been tendered. The tenders closed on 28 June and the evaluation is underway. The construction date will be agreed with the contractor and is expected to occur over the summer months and be completed before the end of the 2018/2019 financial year. The project has been passed onto Cameron Ford of Nelson City Council and he will be managing the construction phase.

# 7 Saxton Oval Possible Bank Reshaping

7.1 Andrew Petheram will provide a verbal update at the meeting on the possibility of reshaping the bank at the Saxton Oval.

## 8 Attachments

Nil