

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

**Date:** Friday 21 February 2020  
**Time:** 9.30 am  
**Meeting Room:** Wangapeka & Heaphy Rooms  
**Venue:** Tasman District Council  
189 Queen Street  
Richmond

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## Saxton Field Committee

### AGENDA

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#### MEMBERSHIP

##### Independent Chair

To be advised

##### Tasman District Council

Cr Trevor Tuffnell

Cr Kit Maling

##### Nelson City Council

Cr Judene Edgar

Cr Tim Skinner

(Quorum 3 members)

Contact Telephone: 03 543 8578

Email: [tara.fiffield@tasman.govt.nz](mailto:tara.fiffield@tasman.govt.nz)

Website: [www.tasman.govt.nz](http://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 Wednesday, 20 November 2019, be confirmed as a true and correct record of the meeting.**

**7 PRESENTATIONS**

Nil

**8 REPORTS**

8.1 Update on Development of Marketing Strategy for Saxton Field .....	5
8.2 Key Facilities Review - Saxton Oval.....	13
8.3 Saxton Field Activity Report .....	69

**9 CONFIDENTIAL SESSION**

Nil



## 8 REPORTS

### 8.1 UPDATE ON DEVELOPMENT OF MARKETING STRATEGY FOR SAXTON FIELD

Decision Required

<b>Report To:</b>	Saxton Field Committee
<b>Meeting Date:</b>	21 February 2020
<b>Report Author:</b>	Lynette Haack, Events and Venues Adviser
<b>Report Number:</b>	RSFC20-02-1

#### 1 Summary

- 1.1 The purpose of this report is to update the Saxton Field Committee on the development of the Marketing Strategy for Saxton Field and to consider the consultation work completed to date.

#### 2 Draft Resolution

**That the Saxton Field Committee:**

1. **receives the report Update on Development of Marketing Strategy for Saxton Field RSFC20-02-1 and its attachment; and**
2. **approves the changes made to the Saxton Field Vision, Key Users and Marketing Messages document (A2298396) as a result of the Saxton Field Committee workshop on 14 August 2019; and**
3. **notes that market research will be undertaken to inform the marketing strategy, which will be presented for approval in May 2020.**

### 3 Purpose of the Report

- 3.1 The purpose of this report is to update the Saxton Field Committee on the development of the Marketing Strategy for Saxton Field and to consider the consultation work completed to date.

### 4 Background and discussion

- 4.1 On Wednesday 14 November 2018, the Saxton Field Committee held a workshop to develop guidance on a marketing plan for Saxton Field. The workshop provided a baseline overview of the current position of Saxton Field, and highlighted a number of synergies and challenges in the long term vision of the facility and how it is currently managed. As a result, it was decided to hold a further workshop on the subject, and align this work with the development of a new Reserves 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 Reserves Management Plan and the core markets for Saxton Field. The Committee agreed that consultation with the resident sporting codes and facility management would be required to ensure this input reflected the needs of the key stakeholders onsite.
- 4.3 On 17 July 2019, we subsequently held a workshop with the resident sporting codes and facility management at Saxton Field to gain their view on the draft Reserves Management Plan, as well as to provide insight into their perspective on the core markets for Saxton Field. The Saxton Field Committee were present at this workshop as an opportunity to listen to the points of view presented.
- 4.4 On Wednesday 14 August 2019, a third workshop with the Saxton Field Committee helped to bring the viewpoints of both the Committee, facility management and resident codes together into a shared document. The Saxton Field Committee placed 'Recreators' as the most important of Saxton Field's key users; and requested that input from all parties, regarding what they would like from Saxton Field, be collated in a way that reflected the synergies and intent of all concerned.
- 4.5 The Events and Venues Adviser has completed this work (Attachment 1) for review and approval. Once approved, the next step for the Events and Venues Advisor will be to engage a contractor to complete an analysis of the current use of Saxton Field and its facilities, with a focus on the identified key users and their current experience of using the facilities. This work can be completed within existing operating budgets, and the results will be used to inform the marketing strategy. This will then be presented as part of the background information for the strategy when it comes to the Saxton Field Committee for approval.
- 4.6 In addition to this, a 'Key Facilities' report which looks more specifically at Saxton Cricket Oval is expected to be presented to the Saxton Field Committee alongside this report on 18 February by the Nelson City Council Parks and Facilities Team. The information from the 'Key Facilities' report will be utilised to help further inform the marketing strategy with regard to this particular facility.

**5 Conclusion**

- 5.1 The workshops that have been undertaken with the Saxton Field Committee, resident sporting codes and facility management have helped to identify the key users and reputation that we wish to build at Saxton Field.
- 5.2 This information will now be used to guide a body of market research into the current users of the facility, and will inform the writing of a marketing strategy, which will be brought to the Saxton Field Committee in May 2020.

**6 Attachments**

- 1. [Download](#) Saxton Field Vision, Key Users and Marketing Messages 9





A2298396

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

## **Vision: Reserves Management Plan**



A2298396

**RECREATORS:** Children, Youth, Parents & Family, Seniors

**ORGANISED SPORT:** Regional sports Regional supporters  
School sports School supporters  
Visiting sports Visiting supporters  
Officials

**INFORMAL ACTIVITY:** *e.g Dog walking, picnics, jogging*

**ENCOURAGING ACTIVITY:**  
Local people who don't do a sport but are interested in starting

**EVENTS:** Visitors

**Saxton Field's Key Users Are...**



A2298396

# We Want People to Say "Saxton Field..."

## IS SOMEWHERE YOU FEEL AT EASE"

Encouraging.  
Welcoming.  
Enjoyable.  
Friendly atmosphere.  
Family friendly.  
Lovely people.  
Clean.



## IS EASY FOR EVERYONE TO USE"

Easy access.  
It was easy.  
Easy to book.  
No issues.  
Well run.  
One stop shop.  
Great parking.  
Accessible.  
Fit for purpose.



## CAN FIT TO SUIT WHAT YOU WANT TO DO"

Multi dimension park.  
Flexible and adaptable.

## IS A STATE-OF-THE-ART FACILITY"

Innovative and cutting edge.  
Great technology.



## HAS WORLD CLASS STANDARDS"

*(Cricket and Hockey only)*  
Fabulous national and international experience.



## IS A PLACE YOU WANT TO VISIT AGAIN"

Great to have one place to take all the kids to.  
I love coming here.  
Great facility, when can we go back?  
I want to come again.  
A great reason the live in the area.

## ENCOURAGES PEOPLE TO BE ACTIVE"

Glad I started playing again.  
So much to do.

## IS BUSY"

Inspiring to see lots of activity.

## A SOURCE OF REGIONAL PRIDE"

Saxton is awesome for sport.  
Great place.  
Great place to come.  
Great facilities.  
High quality facilities.  
Rates well spent.  
Excellent community facility.  
Everything we need.  
Proud of this facility.

## IS ENVIABLE"

Why hasn't our Council done this?

## ATTRACTS PEOPLE TO NELSON TASMAN"

A destination – a drawcard.  
Great accommodation.



**8.2 KEY FACILITIES REVIEW - SAXTON OVAL****Decision Required**

<b>Report To:</b>	Saxton Field Committee
<b>Meeting Date:</b>	21 February 2020
<b>Report Author:</b>	Richard Hollier, Reserves and Facilities Manager and Andrew Petheram, Property Parks and Facilities Asset Manager
<b>Report Number:</b>	RSFC20-02-2

**Item 8.2****1 Summary**

- 1.1 The purpose of this report is to receive the report 'Key Facilities Review – RSL July 2019' and refer aspects of the review that relate to Saxton Oval to the Nelson City Council and to the Tasman District Council for consideration in their respective draft Parks and Reserves Activity Management Plans 2021-31.

**2 Draft Resolution**

**That the Saxton Field Committee:**

- 1. receives the Key Facilities Review - Saxton Oval Report RSFC20-02-2; and**
- 2. recommends that the Nelson City and Tasman District Councils consider in their respective draft Parks and Reserves Activity Management Plans 2021-31 for Saxton Field the recommendations of the Key Facilities Review:**
  - (a) upgrade the cricket block;**
  - (b) install permanent media towers including sight screens and permanent camera locations;**
  - (c) provide separate drug testing and medical facilities;**
  - (d) provide separate secure access from the Oval to the Pavilion for players and umpires; and**
  - (e) investigate further permanent seating at the end of life of the current temporary stand.**

### 3 Purpose of the Report

- 3.1 The purpose of this report is to receive the report 'Key Facilities Review – RSL July 2019' and refer aspects of the review that relate to Saxton Oval to the Nelson City Council and to the Tasman District Council for consideration in their respective draft Parks and Reserves Activity Management Plans 2021-31.

### 4 Background and Discussion

- 4.1 In response to submitter requests to the Nelson City Council's Long Term Plan 2018-28, Council requested a review on the status of two of Nelson's key sporting facilities against international standards. The purpose of this work was to assist Council when considering future investment at these facilities, including the likelihood of potential development resulting in district wide economic benefits.
- 4.2 This report is to present the 'Key Facilities Review' and its recommendations on the future development of Saxton Oval. Although the review was prepared for Nelson City Council, officers from Tasman District Council agree with the findings relating to Saxton Field.
- 4.3 The review focused on both Trafalgar Park and Saxton Oval, specifically on the extent to which these facilities currently, or could in the future, meet the requirements to host high-level sporting events. It provides commentary on current use and limitations, gap analysis of requirements, economic benefits from hosting events, and an assessment of the likelihood of hosting fixtures in the future, given what is available elsewhere in New Zealand.
- 4.4 In preparing the report the consultants visited each site, interviewed key stakeholders, undertook a literature review of key information including other regions, and analysed relevant economic data.
- 4.5 The authors conclude, in spite of the nationally competitive environment, that Nelson/Tasman is well placed as a host region due to its wider tourism offerings and supportive Councils.

#### Trafalgar Park

- 4.6 Trafalgar Park is not the responsibility of the Saxton Field Committee but the Park forms a major part of the 'Key Facilities Review' report. For information only, the key recommendations are to continue with investment in temporary overlay rather than permanent solutions in the short to medium term, ensure protection of the entire playing (grass) surface during other events like concerts and to investigate removal of the cycle track and eastern stand. Feedback has been received from the Tasman Rugby Union which will be provided to the Nelson City Council along with the final officers' report for consideration in the Parks and Facilities Asset Management Plan.

#### Saxton Oval

- 4.7 For Saxton Oval key recommendations from the review (6.2.1) are to:
- 4.7.1 upgrade the cricket block;
  - 4.7.2 support Nelson Cricket to establish permanent media towers for broadcasters;
  - 4.7.3 realign the sight screens as part of the broadcasting facilities;
  - 4.7.4 create space within the existing pavilion for a separate drug testing and medical area;

- 4.7.5 investigate a separate secure access point from the playing oval to the pavilion for match officials and players;
  - 4.7.6 do not increase the size of the embankment; and
  - 4.7.7 investigate permanent seating solutions closer to the end of life of the current temporary seating.
- 4.8 Feedback from the Nelson Cricket Association on the Review document includes:
- 4.8.1 a request to identify the need for a permanent broadcast camera location (this was intended to be included as part of the media broadcasting towers but not specifically explained in the review);
  - 4.8.2 Section 4.2.2 (b) 'Community Use' –comment on use of the Oval on Saturday mornings by as many as 500 junior cricket players;
  - 4.8.3 Section 4.2.3 'Summary Assessment of Saxton Oval' - a correction from 3,000-4,000 spectators should read 4,000–5,000 spectators; and
  - 4.8.4 Section 4.2.3 b. 'Limitations' - the need to provide physical separation of players and umpires from the general public to reduce opportunities for match fixing can be met with temporary means.
- 4.9 Nelson Cricket further advised that given their current financial position they will not be able to contribute to development works at this time. They see the media towers as an important addition to the Oval facilities and ask that the towers be included in the Activity Management Plans but with a lesser degree of urgency than previously requested.
- 4.10 Officers endorse the above feedback from Nelson Cricket but recommend that in order to encourage international games to be held at Saxton Oval alternative options for funding the development proposals be investigated.

**5 Funding**

- 5.1 The purpose of this report is to consider the recommendations of the review but not to consider possible future funding split responsibilities. Responsibility for the capital development split between the two Councils and Nelson Cricket will be considered at a future meeting of the Saxton Field Committee as per the Saxton Field Funding Policy and recommended through the Activity Management Plans to the respective Long Term Plans of the Councils. Timing of any Saxton Oval development works would be prioritised against other community or recreation projects and considered at that time.

**6 Options**

- 1.1 The following were considered:

<b>Option 1: Receive the review relating to Saxton Oval and recommend its consideration for inclusion in the draft Parks and Reserves Activity Management Plans (recommended option)</b>	
Advantages	<ul style="list-style-type: none"> <li>• Background information is available to the two Councils for consideration in the draft Activity Management Plans 2021-31 and Long Term Plans</li> </ul>

Risks and Disadvantages	<ul style="list-style-type: none"> <li>There are no apparent disadvantages, except for raising community expectations that funding for these facilities will be included in the Plans and not understanding that the funding needs to be considered against other priorities for Saxton Field and other activities the two Councils undertake.</li> </ul>
<b>Option 2: Receive the review relating to Saxton Oval but do not recommend its consideration for inclusion in the draft Parks and Reserves Activity Management Plans</b>	
Advantages	<ul style="list-style-type: none"> <li>There are no apparent advantages</li> </ul>
Risks and Disadvantages	<ul style="list-style-type: none"> <li>Background information won't be available to the two Councils for consideration in the draft Activity Management Plans 2021-31 and Long Term Plans</li> </ul>

**7 Fit with Purpose of Local Government**

7.1 This recommendation is to enhance an existing regional recreational facility to encourage national and international events for regional economic benefit. Financial contributions from Nelson Cricket and their sponsors in the private sector are expected.

**8 Consistency with Community Outcomes and Council Policy**

8.1 The project is consistent with the following community outcomes:

**Nelson City Council and Tasman District Council**

- Our communities have access to a range of social, educational and recreational facilities and activities;
- Our region is supported by an innovative and sustainable economy.

8.2 This report recommends input to the Activity Management Plans which support the Long Term Plans of both Councils.

**9 Risk**

9.1 The decision to adopt the report's recommendations is of low risk. The decision to proceed with any recommendations in the Key Facilities Review will be considered within the Activity Management Plans and consulted through the Long Term Plans of both Councils.

**10 Financial Impact**

10.1 The Key Facilities Review considered economic impact results as justification for both immediate and long term expenditure. Responsibility for the capital development split between the two Councils and Nelson Cricket will be recommended in future by the Saxton Field Committee through the Activity Management Plans to the respective Long Term Plans.



**11 Degree of Significance and Level of Engagement**

- 11.1 The asset is not a strategic asset and this matter is of low significance because it does not impact on the levels of service provided by the two Councils. Engagement with Saxton Field stakeholders was undertaken in the preparation of the review. Consultation will occur during the development of both Councils' 2021-31 Long Term Plans.

**12 Climate Impact**

- 12.1 Saxton Oval is maintained as an artificial environment, drained, regularly watered, dressed with fertilisers and controlled with herbicides, insecticides and fungicides. However, the decisions sought in this report do not impact on these activities.
- 12.2 Flooding of either Orchard Stream or Saxton Creek is unlikely to reach the Oval. The Oval is unlikely to be affected by sea level rise in the near future being 7 m above MHWS and further protected by the surrounding embankment.

**13 Inclusion of Māori in the decision making process**

- 31.1 No engagement with Māori has been undertaken in preparing this report.

**14 Delegations**

- 14.1 The Saxton Field Committee has the following delegations to consider matters relating to Saxton Field:

## Areas of Responsibility:

- Capital development of Saxton Field

## Powers to recommend:

- Future capital works programmes
- Reserve policies for approval including the Saxton Field Reserve Management Plan and any Development Plan.

**15 Conclusion**

- 15.1 Officers recommend aspects of the report 'Key Facilities Review – RSL July 2019' relating to Saxton Oval, together with the feedback received from Nelson Cricket in 3.8, be referred to the Nelson City Council and to Tasman District Council for consideration in their respective draft Parks and Reserves Activity Management Plans 2021-31.

**16 Attachments**

1. [Key Facilities Review July 2019](#)

19



# Nelson City Council

## Key Facilities Review

Prepared By: Recreation, Sport & Leisure Consultancy

July 2019



Document Title: Nelson City Council – Key Facilities Review  
Document version: Final Report  
Authors: Richard Lindsay, Deb Hurdle, Kevin Collier

*RSL Consultancy acknowledge the information provided by the various local and national stakeholders that has helped to inform this report.*

**Disclaimer:**

Information, data and general assumptions used in the compilation of this report have been obtained from sources believed to be reliable. RSL Consultancy has used this information in good faith and makes no warranties or representations, express or implied, concerning the accuracy or completeness of this information. RSL Consultancy is acting as an independent consultant. In doing so, the recommendations provided do not necessarily reflect the intentions of the client. Interested parties should perform their own investigations, analysis and projections on all issues prior to acting in any way regarding this project.

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## Executive Summary and Conclusions

The primary purpose of this report is to assess whether Trafalgar Park and Saxton Oval meet the requirements of the respective sports to host international fixtures.

Saxton Oval is a purpose-built cricket ground, while Trafalgar Park is predominantly used for rugby matches, with some use as a football facility. The turfs at both facilities are well-maintained and meet the requirements of the respective sporting codes (though some upgrades are recommended for the cricket block at Saxton Oval).

Both venues host other large events (most notably Bay Dreams) and provide for other community uses such as petanque, rugby league and football.

Saxton Oval and Trafalgar Park are both facilities that largely meet the requirements to host top tier sporting events. There are, however, some limitations in respect of both facilities.

At Trafalgar Park the principle limitations are: restricted space for media; no separate space for drug testing; insufficient seating, toilets, catering and hosting facilities for major events; some conflicting public use that limits space (including for parking) and gives rise to a potential security risk.

At Saxton Oval the principle limitations are: media facilities are insufficient for major events/internationals; lighting upgrades likely needed for night games/to attract top tier cricket teams; separate entry and exit for match officials desirable; separate medical and drug testing spaces desirable; issues with the reliability of power supply.

The facilities have been assessed in terms of their compliance with current New Zealand Rugby (NZR) and New Zealand Cricket (NZC) requirements, but these may change over time. The specifications set by governing bodies or event owners are fluid, flexible and negotiable, as international bodies update and amend their rules and regulations.

Attracting international sporting fixtures is very competitive, especially given the number of facilities across New Zealand that are able to host at this level.

The main factors that are likely to make a facility more competitive in being selected for hosting are: the quality of the venue; the financial implications (cost/benefit) of venue hire, temporary overlay, spectator engagement and revenue (and by association, spectator capacity); the degree of operational support and coordination offered by the host city; effective risk management protocols; being able to offer an "inclusive"/package experience alongside the major event; and being able to generate legacy effects from the award of hosting rights.

Nelson is well-positioned as a host city due to its wider tourism offerings and Council's supportive policies and aspirations. There is potential to increase Saxton Oval's attractiveness as an international cricket venue through the provision of permanent broadcasting facilities along with the already scheduled upgrade to the wicket block. With regard to Trafalgar Park, due to the number of venues competing for fixtures and some of the venue's current shortcomings, it is unlikely that it will be selected to host international rugby on a regular basis.

Additional use of Trafalgar Park could be achieved by seeking to attract other sporting or non-sporting events. A priority in such cases would be the protection of the playing surface and a coordinated approach to securing and managing large scale events in the future.

The recommended priorities for Trafalgar Park and Saxton Oval are:

<b>Trafalgar Park Recommendations</b>
Continue to invest in temporary overlay, rather than permanent solutions to meet NZR requirements for international fixtures in the short to medium term
Ensure protection of the grass surface through the hire/purchase of additional matting product, enough to cover the entire playing surface, and associated storage, or extend the requirement of event organisers
Bring forward the LTP 2021/22 budget for investigation into demolition of Eastern Stand and the 2023/24 investigation into the Cycle track to 2020/21 to ensure any developments take a "whole of park" approach
Depending on the results of the investigation - demolish the Eastern Stand
Pending the results of the investigation into the fate of the cycle track, erect appropriate signage identifying the health and safety issues and possibly some temporary coverage at specified entry points to level the pitch of the track
Undertake maintenance of Lighting Towers as recommended in the Lighting Report (December 2018)
Ensure any future bidding of major events is a coordinated city-wide approach with roles and responsibilities clearly identified and appropriately resourced

Revisit investment in permanent seating solutions closer to the end of life of the current temporary seating
<b>Saxton Oval Recommendations</b>
Upgrade the cricket block under the guidance of suitably qualified professionals
Support Nelson Cricket as they establish permanent facilities for broadcasters (media towers)
Re-align sight screens as part of broadcasting facilities development.
Re-purpose some space within existing pavilion for separate drug testing and medical areas
Investigate a separate, secure access point from the playing Oval to the Pavilion for match officials
Do not increase the size of the embankment, as it is not an NZC requirement for current fixtures, unless a decision is made to increase the overall capacity of the ground



## 1.0 Purpose

Nelson City Council (NCC) has identified the need to consider its long-term strategy for the development and utilisation of two strategic community assets. Council has sought:

- 1) An assessment of Saxton Oval and its ability to continue to host international cricket fixtures across all formats of the game (tests, one-day internationals (ODIs) and T20 matches).
- 2) An assessment of Trafalgar Park and its ability to host further international rugby and Super Rugby matches, as well as other potential sporting uses of Trafalgar Park.

NCC seeks to understand future requirements for these assets in order to make informed decisions on its future strategic approach and levels of ratepayer investment over the life of its Long-Term Plan 2018-28.

## 1.1 Scope

Specific matters that this report addresses are:

- Current sport and community use of Saxton Oval and Trafalgar Park.
- Current limitations or constraints on the venues' ability to host top tier sporting events.
- Any development requirements to bring the facilities up to an international standard, including preliminary cost estimates (capital and operating).
- Economic impact results from the existing venues, including a comparison with other facilities hosting similar events.
- An assessment of the likelihood of hosting international fixtures in the future, taking into consideration the pool of alternative venues in New Zealand.

This report focuses specifically on the extent to which the facilities currently, or could in the future, meet the requirements to host international sporting events. It is not intended to provide a Master Plan or complete development plan for either park.

The management and development of both facilities are subject to relevant Council documents such as Reserve Management Plans. The Saxton Park Reserve Management Plan is currently under review in conjunction with Tasman District Council (who jointly owns the facility). Any future development will be informed by and aligned with the results of that review and other relevant Council decision-making, planning, and budgeting processes.

## 1.2 Methodology

This report has been produced using the following methodology:

- Interviews with key stakeholders from a range of organisations with an interest in, or association with, one or both identified venues (a list of interviewees can be found in Appendix One).
- Site visits to both Saxton Oval and Trafalgar Park, accompanied by relevant Facility Managers and key sport stakeholders.

- A literature review. Documents relevant to this project are either described in the secondary data review or are contained in a separate document that has been made available to Council staff (relating to the code specific requirements for recognition as international facilities). A full list of reference documents is set out in Appendix Two.
- Analysis of relevant economic impact reports or data from events held in Nelson and similar events held elsewhere.

## 2.0 Introduction

NCC has requested a review of both Saxton Oval and Trafalgar Park to understand what is required for these facilities to be able to host more international sporting fixtures in the future.

In recent years both Trafalgar Park and Saxton Oval have hosted major events. In September 2018, Trafalgar Park hosted an All Blacks vs Argentina test match and, in January 2019, the *Bay Dreams* concert. Each event was attended by approximately 20,000 people. Since January 2014, Saxton Oval has hosted one T20 and 11 one day international (ODI) cricket matches. It has also hosted Opera in the Park in 2018 (when the event was temporarily relocated from Trafalgar Park while it was being re-turfed). The next Opera in the Park will be at Trafalgar Park in 2020.

As the value of hosting high-level events has become more evident, competition from venues to secure hosting rights has intensified, especially for top tier sporting events. Cities and towns in New Zealand are increasingly looking for a competitive advantage in securing the significant economic returns associated with hosting events. At the same time, event owners are expecting venues to have a higher level of service provision that has historically been the case. Often this is driven by financial yield and broadcasting requirements. This is placing increasing pressure on venues to continually improve what is on offer for event managers<sup>1</sup>.

To date, Trafalgar Park and Saxton Oval have relied on a significant number of temporary facilities to meet the requirements of the cricket and rugby governing bodies and media partners.

There is an inherent trade-off that needs to be considered between incurring increased event operating costs, related to the hireage of temporary equipment, versus the capital cost of investing in permanent infrastructure. An example of this is the provision of temporary seating for larger spectator audiences than what would normally be catered for at a ground.

To an extent, specifications set by governing bodies or event owners are fluid, flexible and negotiable, as well as changing over time as international bodies update and amend their rules and regulations.

Specifications can also arise from the involvement of other event stakeholders, such as central Government, sponsors or funders. An example of this is where matches for major international tournaments (e.g. cricket or Rugby World Cup games) are allocated to venues that don't fully meet the specification in order to engage as much of the country as possible in a tournament.

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<sup>1</sup> The Forsyth-Barr Stadium in Dunedin provides an interesting case study in enhanced service levels. The roof has added to spectator comfort and reduced risks for event owners (either sporting or others such as music promoters). Inclement weather does not detract from the spectacle and the expected financial yield is not as volatile. There are now a number of venues in New Zealand that have discussed roofing stadia.

### 3.0 Why host major events?

#### 3.1 The economic case

Despite televised broadcasts of international/high-level sports games, there is still a committed fan base that prefers the experience of being there to watch the event in person. For example, the Balmy Army sees them travel the world to follow the English Cricket team play. There was a similar level of commitment for the 2017 Lions Series in New Zealand when an entourage of camper vans travelled the country to attend each match. With that commitment, from both domestic and international fans, comes a level of investment for the host city/town, and throughout the country as they travel to each match. Depending on the timing of the matches, they can bring a much-needed injection of cash into a community in what could otherwise be seen as their 'off season'. This was the case with the All Blacks v Argentina game hosted in Nelson in September 2018. Whereas cricket internationals are generally held in Nelson's peak summer season.

The table below shows the level of economic impact of several events hosted outside the main city centres throughout New Zealand.

**Table 3.1 Examples of Economic Impact at Sporting Events in New Zealand from 2013 to 2017**

Event	Location	Total Attendees	Out of town attendees	Number of nights stayed	Impact on GDP
All Blacks v Argentina Sept 2014 <sup>2</sup>	Hawkes Bay	22,290	7,840	1.77	\$3m
Melbourne Storm v St George Illawarra July 2015 <sup>3</sup>	Hawkes Bay	13,500	4,330	1.6	\$2.5m
Lions Series 2017 <sup>4</sup>	Whangarei	19,700	7,868 (1208 internationals)	7.6 (internationals) 1 (domestics)	\$6.2m

<sup>2</sup> Economic Solutions Limited

<sup>3</sup> Economic Solutions limited

<sup>4</sup> Price Waterhouse Cooper Evaluation Report for 2017 Lions Series

Event	Location	Total Attendees	Out of town attendees	Number of nights stayed	Impact on GDP
Lions Series 2017 <sup>5</sup>	Rotorua	28,000	23,344 (3141 internationals)	11.3 (internationals) 1.2 (domestics)	\$11.1m

The general 'rule of thumb' when estimating economic impact is to assume domestic tourists stay one to two nights at \$170 - \$220 per night, while international tourists generally stay longer and spend more<sup>6</sup>.

In a 2018 study undertaken by MI Associates regarding the value of Basketball New Zealand events, reference was made to the exponential relationship between the host fee paid for an event and the economic value it generated. While that report referred to findings from an Australian study that suggested that a return of \$10 to \$15 for every \$1 invested by Council for small scale mass participation events, MI Associates took the view that, as New Zealand is a smaller market with smaller host destination budgets, a return of between \$15 to \$20 for every \$1 invested is more realistic in New Zealand.

Economic impact assessments (as shown in table 3.2) undertaken by the Nelson Regional Development Agency (NRDA) for 2018 show a ratio range of between 12:1 and 26:1 for four events that were all funded from the NRDA Events Fund. The averaged total shows a \$23.50 return for every \$1 of Events Fund monies invested.

**Table 3.2 Economic impact of events held in Nelson in 2018<sup>7</sup>**

Event	Events Fund Investment	Economic Impact Assessment	Return Against Investment	Attendee numbers	Out of region attendees
Super Club Netball	\$90,000	\$1,092,000	12:1	4,000	unknown
Art Expo Nelson	\$11,000	\$257,000	23:1	4,000	400 <sup>8</sup>
All Blacks v Argentina	\$380,000	\$9,900,000	26:1	21,404	9,018 <sup>9</sup>

<sup>5</sup> Price Waterhouse Cooper Evaluation Report for 2017 Lions Series

<sup>6</sup> John Dawson, Principal Advisor, Events, Sport NZ

<sup>7</sup> Data provided by NRDA

<sup>8</sup> 72 of the 115 artists were from outside the region

<sup>9</sup> Ticketek data showed 56% sales to Nelson/Marlborough. No figure for Nelson alone

ew Zealand Cider Festival	\$20,000	\$512,000	26:1	3,000	990 <sup>10</sup>
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Additional costs for staffing and/or administration matters, for the Council or its subsidiaries, should also be factored in, in the future.

### 3.2 Other Event Benefits

Events (particularly sports events) bring other benefits to host cities and can leave positive legacies. While these are well documented they are not always easily measured. These benefits can include:

- Improved, knowledge, capability and capacity within the local events sector
- Increased capability within the local sports sector
- Increased participation in sport and recreation
- Improvements in facility and/or public infrastructure provision
- Investment, engagement and relationship improvements with commercial providers and sponsors.
- Civic pride
- Positive social impacts
- Media coverage
- City profile
- New tourism generated following an event due to the coverage provided by the event

Refer to Appendix Three for other considerations when attracting events.

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<sup>10</sup> Ticketec data showed almost 67% of sales to Nelson/Marlborough. No figure for Nelson alone

## 4.0 The venues

### 4.1 Trafalgar Park

#### 4.1.1 Facilities

There is a full-size grassed sports field and smaller grassed area used for training.

The Pavilion, purpose built in 1996, has a main room (able to host 140 people - theatre style), a commercial kitchen and bar, some small break-out spaces, and changing rooms beneath the Pavilion.

The western permanent stand built in 2008 abuts the Pavilion and provides for 800 VIP and 3200 general admission seats.

Temporary seating on the eastern side of the Park, installed to meet the need of the Rugby World Cup 2011 (RWC2011), provides an additional 4000-4200 seats.



**Image 3.2 Trafalgar Park Pavilion and Main Stand**

An older stand on the eastern side of the park is currently closed due to health and safety issues.

There is room at the south end of the Park for concert stages to be erected on a non-playing, hard surface.

There is a sloped cycle track around the main field and a Petanque ground behind the Pavilion.

There are some parking spaces on site.

The Park also has:

- A scoreboard (owned by TRU)
- A sound system
- Wi-Fi
- Broadcast quality lighting (1500 lux-upgraded for RWC2011)
- 600m<sup>2</sup> (owned by Council) of protective matting that can be laid out to protect the ground during events.

#### 4.1.2 Park Use

##### a. Major Events

The Park is a multi-use venue for large scale events and currently has consent to hold up to seven sports and six non-sports events/concerts each year.

In the last year the Park has played host to the All Blacks vs Argentina test match in September 2018 and the Bay Dreams concert in January 2019. Each event was attended by some 20,000 people. Previously it has hosted a number of major events including Opera in the Park (returning in 2020), Nitro Circus, Bryan Adams, UB40, The Warriors, a Cycle Festival and Cancer Society Relay for Life and the National Pipe Bands Championships.

The Tasman Mako play four or five home games a year, with two or three of these usually hosted at the Park. The balance of games are held at Lansdowne Park in Marlborough. Tasman Rugby Union (TRU) determines which venue hosts the game and the number of games at each venue. The Park is also used by the Tasman Rugby Union for club rugby fixtures from May to August each year.

Currently, the minimum hire for a ticketed event is \$5,500.

#### **b. Community**

When not in use for major events, Trafalgar Park is open for community use. The minimum community hire is \$472 (which increases depending on technical requirements) for use/events with free admission.

The Pavilion is promoted as a multi-use facility and is a popular wedding/social function venue.

Other community users include the Petanque Club, Tasman United National League Football for televised games and Tasman Rugby League for finals games. These games are regarded as community use, as there is no admission fee for spectators.

While no longer used for competitive cycling, the cycle track is used occasionally by inline skaters/rollerbladers, children learning to ride, and by road riders looking to keep up their fitness in a safe environment.

There is adequate room at the Park for the band stage for concerts, such as Bay Dreams or Opera in the Park, to be erected

### **4.1.3 Summary Assessment of Trafalgar Park**

#### **a. Positive Attributes**

The spectator experience is enhanced by being within short walking distance of the central business district, accommodation providers, hotels, restaurants and bars and ready access to good public transport links<sup>11</sup>.

Proximity to Trafalgar Events Centre for corporate hosting and other grounds for training addresses some of the Park's limitations.

While parking on site is limited, there is easily accessible parking around the neighbourhood and town.

<sup>11</sup> Additional buses were arranged for the All Blacks game and were reported to be well patronised.



The turf, looked after by Nelmac, meets the size and shape standards for New Zealand Rugby (NZR), New Zealand Rugby League (NZRL), and New Zealand Football (NZF) international events<sup>12</sup> and is considered to be well maintained<sup>13</sup>.

The ability to erect concert stages on a non-playing surface ensures the playing surface is protected from the weight of the stage and supporting equipment. It also means the stage can remain erected for a longer period of time without disrupting activities on the playing surface, giving concert organisers more time for set up, run sound checks and pack up.

The New Zealand Sports Turf Institute (NZSTI) who assess the playing surface and develop its annual maintenance plan regard the cycling track as an asset for the protection of the playing field, as it limits the movement of vehicles on to the field while providing access for vehicles around the perimeter of the ground<sup>14</sup>.

### **b. Limitations**

Because of the location of the Park, traffic flow can be an issue at large events.

Use of the facilities for international sporting/ major events can negatively impact on the availability of facilities for other community uses, largely in the lead up to and pack down of events. This can relate to maintenance/recovery requirements for the playing surface, security of equipment and health and safety concerns around the construction of temporary facilities like stages and additional sound/lighting rigs.

Use of the Park for concerts or other non-sporting events can, if not managed well, damage the playing surface. Current Council owned protective matting is only big enough to cover an area the size of the bar erected for Bay Dreams. For more detail on Protecting the Playing Surface refer to Appendix Four.

Depending on its maintenance regime, temporary seating, like the eastern stand, has a lifespan of approximately 15 years, on this basis there could be as little as seven years of life left in this stand.

The semi-permanent nature of the temporary stand impacts on the number of potential concert attendees. The organisers for Bay Dreams advised Council staff that if a temporary

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<sup>12</sup> NZSTI has observed that the Park is the only internationally recognised ground in the country that allows use of the number one ground for training. Tasman Rugby Union (TRU) has indicated they would prefer to see the ground preserved for high level national/international matches only, although they do use the main field for some training.

<sup>13</sup> NZSTI undertakes an annual performance assessment in early autumn and did a pre/post Bay Dreams assessment. Some irrigation issues (unrelated to Bay Dreams) were identified in the pre event assessment. These are being monitored and will be reviewed in the 2019 performance assessment.

<sup>14</sup> Chris Gribben, Agronomist, NZSTI

stand wasn't on site, they could have fitted up to 30,000<sup>15</sup>, rather than the 20,000 that attended.

The slope of the cycling track poses some health and safety issues around entry points to the Park.

From NZR's perspective the principle limitations at the Park relate to:

- Restricted space for media (provided by temporary overlay) which can present health and safety issues through discomfort and exposed cables
- Lack of a separate drug testing room. While not an issue at the All Blacks v Argentina game because no drug tests were undertaken, NZR has a contractual obligation with Drug Free New Zealand to provide a separate drug testing room, with a nearby toilet that is not part of the general changing or public toilet facilities
- Insufficient changing rooms to cater for match officials/ball boys
- Sightline issues for media
- Excessive queueing caused by an inadequate supply of public toilets and hospitality outlets (food and beverage)
- Lack of permanent seating (addressed by permanent overlay)
- Lack of space for on-site hospitality (addressed by proximity to Trafalgar Events Centre)
- Limited on-site parking spaces for support entourage

Many of these limitations are also relevant for the hosting of major non-sporting events.

For a detailed assessment of the current provision at Trafalgar Park against NZR requirements refer to Table 7.1 in Appendix Five.

#### 4.1.4 Recommended areas for development at Trafalgar Park

Should Council decide to invest further, we recommend the following areas of development at Trafalgar Park. It should be noted that this is a preliminary view and any significant asset development should only commence after the relevant feasibility analysis and business case has been completed.

**Table 4.1 Trafalgar Park development**

Option	Description	Preliminary Estimated Cost <sup>16</sup>	Priority (high, medium, low)
Protective Matting for	Protection of turf surfaces in relation to the provision of other	Cost to purchase: One off cost of approximately	High priority

<sup>15</sup> Concert organisers calculate the potential number of attendees based on 4 people per m2 as most of them will be standing, whereas spectator events tend to work based on 1 person per m2 as many like to sit down and therefore take up more space.

<sup>16</sup> Approximate cost based on similar projects and available estimates. Any costs should be further tested at feasibility stage.

Option	Description	Preliminary Estimated Cost <sup>16</sup>	Priority (high, medium, low)
Playing Surface	<p>events such as concerts.</p> <p>Options available:</p> <p>Council continue to hire matting but increase amount to cover the whole playing surface.</p> <p>Council require event organisers to provide sufficient matting to cover the whole playing surface.</p> <p>Council purchase sufficient matting to cover the whole playing surface and hire to event organisers.</p>	<p>\$300,000(@ \$40m<sup>2</sup>). However potential income generation from hireage over time</p>	
Undertake an audit of sound system quality and investigate the cost of an upgrade	<p>Reports from facility manager, NZR, TRU and Council staff is that the current system is inconsistent. NZR is seeking a quality spectator experience which they don't get with an inconsistent sound system.</p>	<p>Approximately \$5000</p>	<p>Medium priority</p>
Drug testing room	<p>Currently none on site and no space that could be repurposed.</p>	<p>If retrofitting is an option, then costs are estimated at \$30,000 -\$60,000. It would be far cheaper to provide temporary overlay via a portacom</p>	<p>Medium priority</p>

Option	Description	Preliminary Estimated Cost <sup>16</sup>	Priority (high, medium, low)
Demolish Eastern Stand	Demolish and remove east stand.	\$10,000 budgeted for investigations in the LTP for 2021/22 <sup>17</sup>	Medium priority
Develop New Eastern Stand	Investigate the development of a new multi-use Eastern stand (potential for other uses and corporate hosting). It is likely that this could supersede the existing temporary eastern stand which has a minimum life span of another seven years and the western stand (built 2008) as the premium stand given the age of the Pavilion by the time any development occurs.	Cost will vary significantly - \$60m – \$100m minimum  (dependent upon the outcome of the investigation) <sup>18</sup>	Low priority

Council could consider the costs of investing in permanent infrastructure against the costs of providing temporary infrastructure on a case by case basis. The costs of the recent All Blacks v Argentina test (outlined in table 4.2) provides an indication of the costs of temporary infrastructure to meet NZR requirements.

<sup>17</sup> 2018-2028 NCC Parks and Reserves Asset Management Plan

<sup>18</sup> To demonstrate the scale of investment required for a new grandstand, upgrade proposals for Yarrow Stadium (due to EQ issues) range from a repair of the existing two stands, costing \$55m, to a fully covered, new venue costing \$271m. The Christchurch Multi-Use Arena is still in the planning phase and the preferred option of a covered 25,000 seat stadium is estimated to cost \$465m (Pre-feasibility Study – 2017)

**Table 4.2 Temporary Infrastructure Costs for the All Blacks v Argentina Game 2018**

Temporary Overlay	Cost (GST incl.)
Temporary seating costs <sup>19</sup>	\$552,000
Big Screen Hire	\$16,750
Additional Sound System	\$14,000
Media Centre / IT	\$16,650
<b>Total Temporary Facility Related Costs</b>	<b>\$599,400</b>

This total does not include some costs for services that were provided in-kind or costs that would generally be associated with hosting an event of this scale. Including the additional costs for advertising, security, ticketing, signage and transportation, brings the total to around \$1.2m. This provides a guideline as to the level of investment required for large-scale sporting events requiring a significant temporary overlay.

## 4.2 Saxton Oval

### 4.2.1 Facilities

Saxton Oval is a purpose-built cricket ground offering the region its only first-class cricket venue.

The cricket block is currently laid using Waikari clay, although there is a plan to relay it with Kakanui clay. The outfield has been recently upgraded with improved drainage and was re-sown in 2018.

Current spectator capacity is approximately 6,000. This is mainly made up of a grass embankment but is complemented with some temporary seating and limited permanent seating at the front of the Pavilion.

The facilities include a picket fence surrounding the oval, and permanent sightscreens that can be changed to cater for red ball or white ball cricket. There are some trees on the embankment that will serve some shading purpose in the future.

Council currently maintains the facility, contracts Sport Tasman to manage the bookings for the Pavilion and Nelmac to maintain the ground. Direction for ground maintenance is given by NZSTI who undertake annual checks of the ground and pre/post event assessments.

Tasman District Council shares the maintenance and capital costs.

<sup>19</sup> This is for temporary seating at the northern and southern ends of the Park and excludes the existing temporary seating for the East Stand area which has been in place since RWC2011. Hosting costs will continue to be high unless there is a rectangular stadium.

The Nelmac grounds maintenance building is also used as an overflow facility, particularly by media.

Location of Saxton Oval means there is minimal impact on traffic flow for wider Nelson.

The Pavilion was completed in 2011 and has been specifically designed to be multi-use. Its design, uniquely shaped, provides a point of difference and the Pavilion can often be seen as an attractive backdrop in the broadcasts of live cricket games at Saxton Oval.

Saxton Oval has indoor and outdoor training facilities adjacent to the Pavilion. The indoor training venue was developed by Nelson Cricket and is used by a range of cricket players from junior and club players through to touring international teams.

The majority of other ancillary facilities for major matches and events need to be provided on a temporary basis, including:

- A scoreboard
- Ticket stations
- Wi-Fi
- Media facilities for outside broadcasting
- Lighting
- Additional spectator seating
- Parking on Alliance fields (adjacent to Saxton Oval)



**Image 4.1 Saxton Pavilion**

#### **4.2.2 Oval Use**

##### **a. Major Events**

Over the last five years Saxton Oval has hosted one T20 and 11 one day international (ODI) cricket matches. It has a further T20 confirmed for November 2019.

Currently, international cricket matches are held during Nelson's peak visitor/tourist season, despite this, the crowd numbers of up to 4000, are relatively low by international standards.

When not being used for internationals, it has also hosted 10 domestic 1<sup>st</sup> Class cricket matches and 13 A-List matches.

Saxton Oval was also used for Opera in the Park in 2018 when the event was relocated from Trafalgar Park and has been used as an overflow ground for soccer on occasion.

##### **b. Community Use**

Positioned between the Saxton Oval and the Athletics Track the Pavilion serves as the event venue for both codes.

The Pavilion is promoted as a multi-use facility. Its function rooms provide a popular venue and are often hired out for other events, such as community meetings or weddings.

Community use has also included junior football on the Oval surface in the winter, which does not interfere with major cricket use. There has even been a wedding on the oval.

#### **4.2.3 Summary Assessment of Saxton Oval**

##### **a. Positive attributes**

Many New Zealanders holiday in Nelson over the summer, making Saxton Oval a good holiday period venue that consistently attracts 3000-4000 spectators.

The Oval is also considered a good venue for hosting international cricket from a televised perspective, as due to the nature of the ground and surrounding environment, it appears intimate and well attended, with a smaller number of attendees.

Feedback from NZC on the ground is generally positive<sup>20</sup>.

Climatic conditions in Nelson are generally more favourable for the hosting of outdoor sports events when compared to many other parts of New Zealand.

The boundary size is comfortably within NZC and ICC (International Cricket Council) requirements for all international cricket matches<sup>21</sup>.

The outdoor training wicket block is located nearby and meets NZC requirements.

Community use of the ground does little to no damage to the turf/surface<sup>22</sup>.

##### **b. Limitations**

Current seating capacity of 6,000 is only achieved through the addition of temporary overlay.

There is limited provision for media which is addressed through use of the Nelmac maintenance shed and some additional temporary overlay.

Spectator revenue is key to securing high-level international matches<sup>23</sup>. To date, Saxton Oval has secured lower tier international teams like Sri Lanka and Pakistan. While the capacity and spectator services meet NZC requirements, for the venue to be consistently competitive in presenting bids to host higher ranked nations, such as India, Australia and England, it would need to increase its seating capacity to 8,000-9,000.

Lack of lighting at the Oval, along with a low spectator capacity, means the venue won't be able to consistently secure higher profile teams like India, where game times are scheduled to meet the needs of their high television spectator base in India. Day/night T20 matches will also

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<sup>20</sup> Ian McKendry, Head of Turf Management, NZC

<sup>21</sup> Many grounds in New Zealand have smaller than required boundaries, but can still host games as they have existing rights (e.g. Eden Park & McLean Park)

<sup>22</sup> Chris Gribben, Agronomist, NZSTI

<sup>23</sup> Review of NZC website confirms no high-level international matches played at venues with spectator capacity less than 6000 people



be unavailable. Saxton Oval will host a daytime T20 game in November between New Zealand and England.

Given the extensive temporary overlay currently required to host games, Saxton Oval is an expensive venue to operate/host. Nelson Cricket report it is estimated to have cost them \$250,000 (on average \$50,000 per event which includes an annual fee of \$25,000 for Sky) over the last five years to provide temporary facilities for media.

While NZC has no requirements regarding embankment width or angle of slope, they are concerned about the spectator experience. Feedback to Nelson Cricket and Council staff from spectators is that the slope of the embankment is too steep for spectator comfort. In addition to this, the current width (approx. 3m) inhibits the ability to place large marquees or other temporary infrastructure on the top, therefore limiting revenue generation opportunities and limiting seating capacity. Remediating this would involve re-shaping of a large portion of the embankment around the ground.

NZC has reported issues with power fluctuations at the site caused by the high power demand of food trucks at the site which can interfere with televised broadcasts of matches.

As with Trafalgar Park, there is no dedicated drug testing room. A shared first aid and medical room is the current solution. NZC has the same contractual obligations to Drug Free NZ as NZR.

Currently, match officials have to walk through the spectators to enter and exit the Pavilion. A separate access for them would be desirable.

For a detailed assessment of the current provision at Saxton Oval against NZC requirements refer to the Table in Appendix Six.

There is limited accommodation and hospitality outlets within walking distance and limited public transport.

Many events/concerts/weddings like to book venues well in advance of the event. If the timing of these events coincides with the international cricket season bookings can't be guaranteed as international cricket matches are given priority and dates are not usually notified with enough advance notice.

Social function bookings are also limited around international cricket fixtures, as the facility and its surrounding area is needed for the setup and pack down of temporary overlay that is required to host international fixtures. How often this would happen is dependent on the number of internationals Saxton Oval can secure but there have been 12 matches over the last five years that this would have been an issue for. Any associated revenue loss from social bookings could be offset by the terms of any rental agreement for major events. This includes charging for any required close down period associated with *pack in* and *pack out* timeframes.

#### 4.2.4 Recommended areas for development at Saxton Oval

The following table outlines recommended areas for development to increase the Oval's ability to host internationals, in order of priority.

It should be noted that this is a preliminary view and any significant asset development should only commence after the relevant feasibility analysis and business case has been completed.

**Table 4.2 Saxton Oval - Development Options**

Recommendation	Description	Preliminary Estimated Cost	Priority
Support Nelson Cricket's intention to fund the installation of Media Towers <sup>24</sup>	Installation of Media Towers at each end (to remove the need for temporary facilities for each international).	\$600,000 (funded by Nelson Cricket)	High
Re-align sight screens as part of Media Towers	Sight screens at the base and in front of media towers will increase capacity by up to 500 people, without impacting on playing conditions <sup>25</sup> .	As part of above cost estimate	High
Separate drug testing and medical areas	Provide separate, secure areas for both medical and drug testing services relating to fixtures. This space could be from within the existing footprint of the Pavilion.	Internal reconfiguration cost <sup>26</sup> - \$30,000-\$50,000	Medium
Investigate a separate, secure access point from the Oval to the	Currently officials exit the Oval via public spectator area. This access way needs to be	This will depend on what	Medium

<sup>24</sup> Nelson Cricket are already investigating options to fund and develop these media towers

<sup>25</sup> This would lead to the ability to easily change sight screen colours when required, removing ongoing costs of approximately \$900 per change.

<sup>26</sup> Based on retrofitting approximately 30m<sup>2</sup> of existing space @ \$1,000-\$2,000/m<sup>2</sup> (excluding fees, any structural changes)

Recommendation	Description	Preliminary Estimated Cost	Priority
Pavilion for Match Officials	separate from general admission and there is a potential opportunity to do this within the existing footprint of the Pavilion.	solution is decided upon	
Investigate options for the provision of lights for night games	Floodlights would enable Saxton Oval to host international T20s and larger scale ODIs, although this is somewhat dependent upon ground capacity.	\$3m-\$4m  Note: Mt Maunganui LED lights cost \$3.2m in 2018	Low to Medium

## **5.0 Nelson Venues v Other Venues**

### **5.1 Competitive Market**

When considering the likelihood of Trafalgar Park and Saxton Oval being able to secure future international sporting fixtures it is important to understand the competitive facility hosting market that operates within New Zealand. Most, if not all, provinces within New Zealand are actively striving to gain international sporting fixtures.

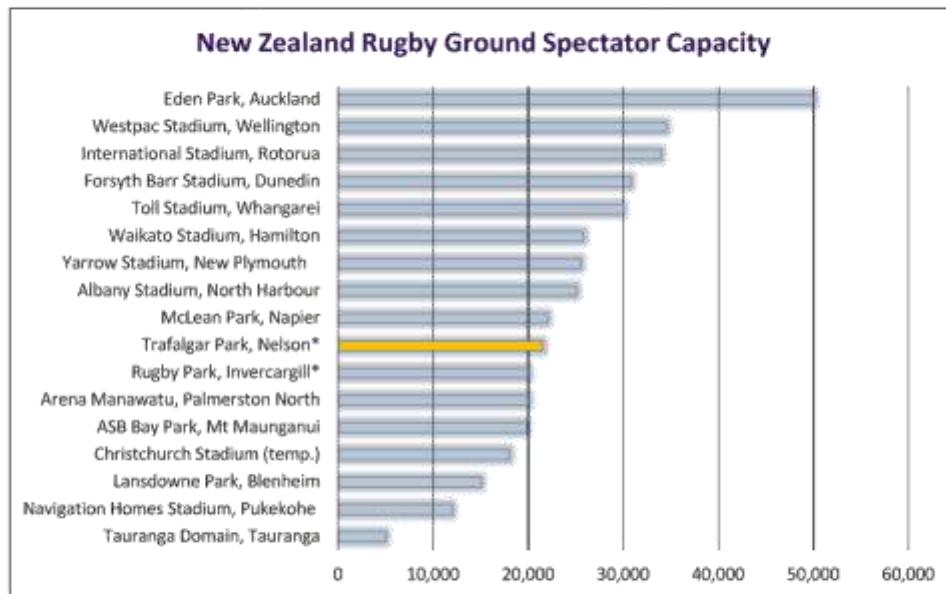
The size and quality of playing surfaces at both venues meet national sport code requirements to host international events. As set out in Sections 4.1.3 and 4.2.3 there are both positive attributes and limitations at each venue, many relating to the quality of the spectator experience. Most of the limitations relate to the need to introduce temporary overlay to meet code requirements, but once in place the venues do satisfy at least minimum code requirements.

Nelson's venues are not the only venues in the country that require temporary overlay to meet requirements, but as more venues overcome the need for temporary overlay and can produce a high financial return for the national sporting bodies, they will become more attractive as potential host venues.

#### **5.1.1 Rugby Fixture Use**

The following outlines the various facilities in New Zealand that are capable of hosting semi-professional, professional and international Rugby and provides an assessment of the likelihood of future opportunities for Nelson.

**Table 5.1 Mitre 10 Cup/International New Zealand Rugby Venues 2013-2018<sup>27</sup>**



\* denotes capacity with temporary stands

Note: Table 5.1 outlines stadia that have hosted men’s rugby fixtures only. The Women’s National Rugby Championship (the Farrah Palmer Cup) was expanded last year to include 12 teams, including Tasman. These games are often played as curtain raisers to Mitre 10 matches. The New Zealand Women’s Team (the Black Ferns) has played 10 games in New Zealand in the last five years, across eight venues. In 2019 they are scheduled to play one game, at Eden Park, in New Zealand. Recent announcements from NZR is that they expect more women’s internationals to come.

Each province that has a team in New Zealand’s National Provincial Championship for men (currently known as the Mitre 10 Cup) has at least one home venue. Only two provinces currently have multiple venues (Bay of Plenty and Tasman (Nelson and Marlborough)).

There is a competitive bidding process to gain the right to host rugby test matches in New Zealand. Provincial Rugby Unions are notified of the fixtures and NZR receives and assesses bids before allocating games. Eleven venues from Whangarei to Dunedin have hosted Rugby test matches over the last six years<sup>28</sup>.

Super Rugby Game venue allocation is undertaken by each of the five New Zealand franchise holders (e.g. the Crusaders franchise allocate venues for each of their games). Arena Manawatu

<sup>27</sup> Dan Tatham, Head of Rugby Operations, NZR

<sup>28</sup> Dan Tatham, Head of Rugby Operations, NZR

is the only provincial venue to host a game in 2019. All other games are being played in Auckland, Hamilton, Wellington, Christchurch or Dunedin.

Mitre 10 Cup venue allocation is undertaken by the relevant provincial union. The venue for the five Tasman home games for 2019 has not yet been confirmed. All other venues across NZ for Mitre 10 Cup have been confirmed. In 2018 two out of four home games for the Tasman Mako were held at Trafalgar Park (the other two were held at Lansdowne Park in Blenheim).

Game allocation to venues is closely linked to financial yield.

There are also stadia currently either being planned or investigated that will have the ability to host matches. Tauranga City Council recently commissioned a needs analysis for a new stadium while a multi-use covered arena is being planned in Christchurch. While these stadia may only serve to replace existing facilities in those provinces, it is likely that capacity and spectator experience levels will be enhanced, making these sites more attractive to NZR and other event organisers.

The NZR has indicated that 12 New Zealand based tests will be played over the next two years (2019-2021).

### 5.1.2 Cricket Fixture Use

**Table 5.2 New Zealand Cricket Grounds that Hosted International Cricket matches 2014/15 to 2018/19**

Location / Ground / Seating capacity	Capacity	Test	ODI	T20	Women ODI	Women Domestic	Youth ODI
Whangarei Cobham Oval**	6,000		1			6	6
Auckland Eden Park ***	41,000	2	10	9			
Hamilton Seddon Park*	10,000	4	15	3	1	2	
Mt Maunganui Bay Oval*	10,000		9	6	9		7
Napier McLean Park***	10,500		9	1	1		
Wellington Basin Reserve	6,500	6	3			8	
Wellington Westpac Stadium***	30,500		10	4			
Nelson – Saxton Oval**	6,000		11	1			
Christchurch Burt Sutcliffe Oval	3,000		2		14	7	10
Christchurch Hagley Oval	10,000	6	14		2	11	3

Location / Ground / Seating capacity	Capacity	Test	ODI	T20	Women ODI	Women Domestic	Youth ODI
Queenstown – John Davies Oval**	6,000						9
Dunedin University Oval	5,000	2	8			7	

\*denotes venues with night game capability

\*\*denotes those facilities with no permanent media and broadcast solutions

\*\*\*denotes venues with night game capability, dual code and drop-in pitch

There are 12 venues in New Zealand that have hosted one or more international cricket fixtures since the 2014/15 season (with John Davies Oval in Queenstown being the exception<sup>29</sup>). In the past five years there have been 119 men's and women's ODIs, 24 men's T20 and 20 men's test matches held in New Zealand.

The number of ODIs is arguably larger than an average five-year period due to the hosting of the men's Cricket World Cup in 2015, where 23 internationals were played across seven New Zealand venues (including Saxton Oval which hosted three fixtures).

The capacity of a venue, particularly when hosting higher profile international teams is an important factor for NZC to consider when allocating future internationals as this is closely linked to potential financial yield for the national sporting body. However, NZC has also signalled an intent to continue to host lower tier games, which historically attract smaller crowds regardless of venue capacity, at "boutique" grounds as these are an attractive broadcasting option compared to larger stadia that require a more significant number of spectators so as to provide the desired atmosphere.

When considering the wider network of cricket venues that are available there are only two large scale stadia used for cricket matches (Eden Park and Westpac Stadium). The other ten venues have a capacity range of 3,000 – 10,500. Saxton Oval has the third lowest capacity of any ground at 6,000 spectators and there are six venues that have greater capacity being able to seat approximately 10,000-10,500.

Of note, Saxton Oval is the only venue that has hosted more than one international (in the five-year period) that does not have permanent media and broadcast infrastructure<sup>30</sup>.

All one-day internationals held at Saxton Oval (apart from the Cricket World Cup 2015 fixtures) have been held in either late December or early January reflecting NZC's desire to locate games in popular holiday destinations over the peak summer months (Bay Oval in Mount Maunganui being another popular peak season venue).

<sup>29</sup> It is understood this venue will be actively pursuing future internationals.

<sup>30</sup> Details of what each key venue's broadcast and media provision provided by NZC

### 5.1.3 Other Sporting Fixtures

NCC could seek to attract other high-level sporting events at Trafalgar Park as it currently meets the general requirements to host high-level matches in a number of other codes including Sevens Rugby, Football, Rugby League, and Touch Rugby.

Because high level franchise sports, such as Rugby League and football, are often locked into stadium deals it can be difficult for alternative venues to attract events of this nature (for example, the Phoenix are contracted to Westpac Stadium and the Warriors to Mount Smart Stadium). However, there are examples of other franchise teams playing a home game in New Zealand, for example, this year the Manly Sea Eagles played a home game in Christchurch against the New Zealand Warriors and the Melbourne Storm v St George Illawarra game played at McLean Park in 2015 was on the same basis.

Pre-season or exhibition games are another option, although their appeal to a wider audience is usually less than for in-competition games.

There are increasing opportunities in hosting women's sport. There is a rise in popularity both from an attendance and televised perspective, so greater consideration could be given to host women's internationals in Nelson, particularly in Rugby, Sevens and Football.

A well-co-ordinated bidding approach involving all potential partnerships is essential to ensure any hope of success to secure high level sporting events. At the very least this needs to include the Council, regional code, NRDA and venue manager (if there is one). In most but not all cases, the regional code will be made aware of potential bidding opportunities as they arise. Council, either directly or through NRDA could consider a direct approach to the national codes expressing an interest in hosting high profile events with an outline of what Nelson has to offer both in terms of a quality spectator experience and potential financial yield. Again, this needs to be developed in consultation with NRDA, the regional codes and venue manager if there is one.



## 6.0 Conclusions and Recommendations

The purpose of this report was to investigate the standards for holding international fixtures and provide an analysis of these standards against ratepayer investment and returns.

### 6.1 Trafalgar Park

Trafalgar Park competes in a highly competitive market with a number of venues across New Zealand for a limited number of international fixtures on an annual basis.

Although Trafalgar Park has an excellent playing surface, some improvements are needed for player and spectator comfort as well as for increased capacity i.e. seating, that are currently provided at other centres. The ability to provide a streamlined service for broadcasters is also an increasingly important element for all large-scale fixtures.

Due to the number of venues and cities competing for fixtures throughout New Zealand, along with the resources required to host a major international fixture, the authors consider that it is unlikely that Trafalgar Park will be selected to regularly host international rugby. Accordingly, the high level of financial investment required to develop permanent spectator seating, for the level of spectators that were at the All Blacks v Argentina game in 2018, would be an unwise investment in the short to medium term while the current temporary seating still has a number of year's life left in them.

We believe that further use of Trafalgar Park is more likely to occur through the attraction of other non-franchise sporting and/or non-sporting events like international football, women's rugby, rugby sevens (men's and women's), off-shore rugby league teams (such as the Melbourne Storm v St George Illawarra game that McLean Park secured in 2015) and touch. Given its multi-use nature, the protection of the grass surface should be seen as a high investment priority. There should also be an emphasis placed on implementing a coordinated approach to securing and managing large scale events in the future.

#### 6.1.1 Recommendations for Trafalgar Park

In light of the above, the recommended priority for additional investment at Trafalgar Park is:

1. Continue to invest in temporary overlay, rather than permanent solutions to meet NZR requirements for international fixtures in the short to medium term
2. Ensure protection of the grass surface through the hire/purchase of additional matting product, enough to cover the entire playing surface, and associated storage, or extend the requirement of event organisers
3. Bring forward the LTP 2021/22 budget for investigation into demolition of Eastern Stand and the 2023/24 investigation into the Cycle track to 2020/21 to ensure any developments take a "whole of park" approach
4. Depending on the results of the investigation - demolish the Eastern Stand
5. Pending the results of the investigation into the fate of the cycle track, erect appropriate signage identifying the health and safety issues and possibly some temporary coverage at specified entry points to level the pitch of the track

6. Undertake maintenance of Lighting Towers as recommended in the Lighting Report (December 2018)
7. Ensure any future bidding of major events is a coordinated city-wide approach with roles and responsibilities clearly identified and appropriately resourced
8. Revisit investment in permanent seating solutions closer to the end of life of the current temporary seating

## 6.2 Saxton Oval

Saxton Oval is well suited to hosting international cricket. The Oval's position in the national context could be further cemented by the provision of permanent broadcasting facilities, which Nelson Cricket are proposing to develop, along with the already scheduled upgrade to the wicket block. There are also some relatively minor modifications to meet additional requirements around drug testing, medical space and officials' security.

Nelson Cricket also aspires to increase the capacity of the ground to a similar level as many of the competing grounds (i.e. 9,000-10,000 spectators). This would allow Nelson to bid for games involving some of the more popular teams (e.g. India and England). However, this capacity increase would most likely need to be complemented by the installation of floodlighting to suit broadcasting schedules, both in New Zealand and overseas. Regardless of the additional capacity, Saxton Oval would still be competing with several venues for these high-profile games.

As visitor numbers to Nelson are high during the peak summer months and already generate high economic impact for the region, the additional economic benefit of holding larger scale cricket events is uncertain. As spectator numbers have historically been below ground capacity, it is also uncertain as to whether Nelson would be able to attract the larger spectator crowds expected to successfully host higher ranked nations. Further investigation, before the capacity is increased or floodlighting is installed, is recommended.

While installing lights and increasing the embankment size may see some higher profile games being secured at Nelson, due to the additional cost of approximately \$3-\$4m, these are not recommended as a priority investment.

### 6.2.1 Recommendations for Saxton Oval

The priority for additional investment at Saxton Oval should be:

1. Upgrade the cricket block under the guidance of suitably qualified professionals
2. Support Nelson Cricket as they establish permanent facilities for broadcasters (media towers)
3. Re-align sight screens as part of broadcasting facilities development.
4. Re-purpose some space within existing pavilion for separate drug testing and medical areas
5. Investigate a separate, secure access point from the playing Oval to the Pavilion for match officials
6. Do not increase the size of the embankment, as it is not an NZC requirement for current fixtures, unless a decision is made to increase the overall capacity of the ground

## 7.0 Appendices

### Appendix One - Stakeholder Input

Input has been received from the following:

- Mitch Pownall, Andrew Petheram, Rosie Bartlett, Gabrielle Thorpe, Jock Edmondson, Gary Alsop, Lynette Hack – Nelson City Council staff
- Mark Mecalick, CLM - Trafalgar Park Venue Manager
- Hayden Bryant – Sport Tasman, Saxton Pavilion Booking Manager
- Mark Rawson – Nelson Regional Development Agency
- Chris Gribben – New Zealand Sports Turf Institute
- Tony Lewis – Tasman Rugby Union
- Dan Tatham – New Zealand Rugby
- Kevin Bailey – New Zealand Rugby League
- Nic Foster - Nelson Bays Football
- Jamie Milne – New Zealand Football
- Ian McKendry - New Zealand Cricket
- David Leonard – Nelson Cricket
- Glenn McGovern – Sport New Zealand
- John Dawson – Sport New Zealand
- Kevin Murphy – Napier City Council
- Gavin Wallis – Tauranga City Council

## Appendix Two – Reference List

- KPI assessment post IRC Test v Argentina played at Trafalgar Park September 2018 - NZR
- 2018-2028 Parks and Reserves Asset Management Plan - NCC
- 2018-2028 Property and Facility Asset Management Plan - NCC
- 2018 Supply and Demand – (Nelson) Winter Sports Field Report – GLG
- Nelson Events Strategy 2018
- Sportsground Lighting Assets Condition Report – Dec 2018 – Xyst
- Saxton Oval Sportsfield Maintenance Management Plan – NZSTI 2018
- Trafalgar Park Sportsfield Maintenance management Plan - NZSTI 2018
- Rutherford and Trafalgar Parks Development Plan 2013 – Minutes and directions of Council meeting held 18 July 2013
- Reserves Management Plan 2010 – Rutherford and Trafalgar Parks - NCC
- Excerpts from Trafalgar Park Facilities Management Contract relating to CLM - 2018
- Saxton Field Facilities Management Contract – signed July 2018
- Pre and Post Bay Dreams Assessment of Trafalgar Park – NZSTI 2019
- Profloor Portable Flooring pricing and supporting documentation
- NZC WOF – Venue Minimum Requirements
- ICC Pitch Monitoring Process – Jan 2018
- ICC Playing Handbook 2018
- Steinlager Series 2018 – Section 4 Facilities and Minimum Standards
- World Rugby Ground Laws
- NZF Club Licensing Regulations 2018-19
- NZF Club Infrastructure Form
- NZF Club Licensing Support Manual
- FIFA Stadium Safety and Security Regulations Feasibility Brief INF Netball World Cup 2023
- 2019 Super Rugby Fixtures – [www.superrugby.co.nz](http://www.superrugby.co.nz)
- 2018 Mitre 10 Cup Draw – [www.nzrugby.co.nz](http://www.nzrugby.co.nz)
- 2014-2018 Cricket grounds data - [www.nzc.nz](http://www.nzc.nz)
- Economic Benefits of Mountain Biking in Nelson – Berl Feb 2018
- DHL NZ Lions Series 2017 – Evaluation Report – PWC
- Melbourne Storm v St George Illawarra NFL Match – Napier 2015 – Economic Impact Assessment – ESL
- All Blacks b Argentine Rugby Test – Napier 2014 – Economic Impact Assessment – ESL
- Basketball NZ – Economic Value of Events – 2018 – MI Associates

## Appendix Three - Other considerations when attracting events

The degree of alignment to relevant local strategies will play a part in the likely level of local support in attracting future events. For example, the Nelson City Events Strategy has some clear areas it is targeting, including:

- A rich events calendar: A rich events calendar which maximises opportunities throughout the year
- Economic value: Measurable economic outcomes for Nelson city
- Sense of identity: An events programme that attracts visitors to Nelson and gives the local community a sense of pride in being 'Nelsonian'
- Community wellbeing: Promotion of the wellbeing and cohesion of the local community
- Partnership: A healthy partnership between the events sector, the community and Nelson City Council

The type of event that is being proposed will impact a venue's attractiveness. Currently, there is a trend for event owners to provide their events in areas of New Zealand that can draw on a large population base for ticket sales, whilst also limiting travel and associated costs, generated by moving players, officials and administrators around the country.<sup>31</sup>

When determining a district's suitability for hosting an event, and particularly for major sports events, there are a number of factors the event owner will consider to ensure the event can be successfully delivered and to minimise risk. Some of these factors are considered more critical than others. An indicative list is below:

**7.3.1 Quality of the Venue:** including playing surfaces, lighting, player areas, spectator facilities, media, VIP, corporate hosting, access, parking, broadcasting capability, catering and backup/redundancy considerations.

This is often the number one consideration when determining the ability of a city or region to host an event. Without an adequate venue there is no event. This is not to say that venues must have permanent infrastructure in place to accommodate the level of event sought, as temporary overlay is a common and accepted practice.

Minimum standards for hosting fixtures may also change over time, as they have previously. However, it is unlikely that there will be significant changes to the playing surface requirements of the venues considered in this report. Any increase in requirements is likely to come in the areas of player, media, hosting and spectator capacity, safety and comfort.

### 7.3.2 Operational delivery

Most major events require a coordinated effort from a number of agencies including Councils, Regional Sports Organisations, Police, Transport and many others. Preference is given where there is a single event contact, resourced to support events, and in districts where groups of local representatives can work together to deliver the operational aspect of the event itself.

<sup>31</sup> The Women's Rugby World Cup 2021 will be held in Auckland and Whangarei.

This role often falls to the local Council to coordinate as the 'host city', generally referred to as a Local Organising Committee.

#### **7.3.3 Financial**

Major sports events are often a key income stream for event owners and may subsidise other aspects of that code's annual operations. Therefore, a whole-of-event cost-benefit approach is considered that includes the cost of venue hire and temporary overlay, traffic management as well as other expenses against income such as ticket yield. Any support a host can provide in any of these areas is likely to make their region more attractive to the event owner.

#### **7.3.4 Risk management**

A successful event is a desirable outcome for all parties. Key to achieving this is the management of risk. This includes the management of risks related to the financial, reputational, safety, customer satisfaction and operational delivery of the event.

#### **7.3.5 City Hosting**

Event-goers are increasingly looking for a total inclusive 'experience' when attending an event and event owners are looking to hosts to assist in providing this when hosting an event. Many cities now include event support outside the venue or event itself as part of a package when bidding for events to create a festival or event atmosphere for locals and visitors alike, whether they are attending the actual event or not.

#### **7.3.6 Legacy**

The intrinsic one-off temporary nature of events can often be criticised as a waste of investment in a facility that may become an unused/underused white elephant for the community. As such, there is a strong focus now on legacy aspects of events. This can take many forms such as infrastructure development through to sector capacity and capability building to increase in participation levels.

#### **7.3.7 Demand**

There also needs to be a strong level of local demand for events to be hosted within Nelson. Many live sporting fixtures are experiencing a decline in live audiences. Rigorous testing of expected spectator numbers needs to be factored into any event bid

## Appendix Four - Protection of the Playing Surface

Image 7.1 Photo of Trafalgar Park surface illustrating effects of Protective Matting



Photo Source: CLM

### 7.4.1 Trafalgar Park

Pre and post assessment of the sand carpet turf following the Bay Dreams concert in January 2019 (which saw over 20,000 concert goers occupy the main field) raised no major concerns.

The turf assessments were undertaken by NZSTI which has a good understanding of the turf due to also preparing the annual maintenance plans for the Park.

The pre-assessment provided advice to the event organisers/Council on ground protection, for example, application of fungicide before laying temporary flooring, watering schedules and making sure the flooring was lifted within 72 hours of installation.

Additional matting (the same product) was hired by the event organisers at a cost of \$50,000 (incl GST), with an additional \$50,000 to lay it. This ensured that half of the ground (approx. 3,000m<sup>2</sup>) was covered.

Post-assessment did not raise any major concerns for NZSTI however, they noted the odd minor burn from liquid spillage and heat stress on the unprotected half of the field. NZSTI was confident the turf would bounce back as moisture levels increase and new growth is produced. Further anecdotal damage was reported concerning a 50mm compression in the area where alcohol queues were located.

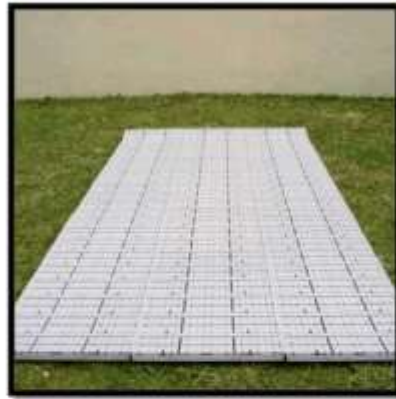
We recommend that NCC consider more temporary flooring for events, particularly for events with more than 12,000 attendees such as Bay Dreams, to cover the whole ground. This should

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enable maintenance of the turf at the required international standard for sporting events. NZSTI agrees this would be beneficial for the ground, especially when accompanied by adherence to the necessary pre and post-event maintenance regimes.<sup>32</sup>

Temporary flooring to protect the whole ground is estimated to cost \$300,000 (approximately \$40 per m<sup>2</sup>)<sup>33</sup>. This is currently a cost to the event organiser rather than Council. However, if Council decided to purchase temporary flooring it could also be used at Saxton Oval and some costs recouped through hiring it out to event organisers. For example, if charged out at \$50,000 per event, it would take six events to recoup the initial outlay and as Council was charged this amount to only cover half the ground for the one event, it would not be unreasonable to consider increasing this rate.

*Temporary flooring similar to that shown in the adjacent Photo is considered the best way to protect a playing surface.*



Care must be taken applying temporary flooring as that is potentially when damage can be done. Temporary flooring also needs to be lifted within 72 hours of application.

The extent of any damage will depend on the state of the ground when and how the temporary flooring is laid (wet/dry - how wet), disease from the grass being wet or the volume of people and what they may be doing on the temporary flooring (sitting/dancing).

The grass is diseased, largely from those installing it, but the risk of damage will depend on how wet it is prior to flooring going down. Damage can also arise from disease if the grass under the flooring has been wet, and when dry conditions return, but this risk can be preventively managed<sup>34</sup>.

If the ground is wet, temporary flooring will still protect the surface better than if there was no flooring. If minimal rain, then any damage would be marginal. If intensive rain prior to and/or during an event, then more damage would be expected as the ground becomes saturated. Additionally, the movement of people on the flooring can cause tearing of the grass as the floor moves.

Events that are known to create more significant damage, such as motor cross, drifting and the like, are best timed to coincide with planned major renovations. This is because material,

<sup>32</sup> Chris Gribben, Agronomist, NZSTI

<sup>33</sup> Profloor Portable Flooring PTY Ltd

<sup>34</sup> Chris Gribben, Agronomist, NZSTI



like ramps and tracks, tends to need to be in place for a longer period, sometimes more than a week. This can kill the grass resulting in the turf requiring re-surfacing or re-grassing.

If Council decided to purchase more ground protection, special storage racks would need to be costed and installed to enable the temporary flooring to be rolled out and back on to these. Costs to lay and lift the flooring each time it is used would need to be factored in.

#### **7.4.2 Saxton Oval**

While pre/post event ground assessments were not undertaken by NZSTI for the Opera in the Park event held in February 2018, Nelmac reported to NZSTI that the wicket block area was roped off and kept clear. Apart from small areas of burning from alcohol, there were no issues with the outfield. The setup of the stage and operational area meant Nelmac couldn't access the ground with machinery, which would affect pitch preparation and outfield maintenance for any cricket fixtures.

The annual performance check of the Oval by NZSTI some six weeks later did not identify any damage to the ground as a result of the event. Council staff noted that the stage covered the block and there was good airflow under it. The only damage was small patches from the stage feet, but the ground had bounced back from this.

## Appendix Five - Summary Assessment of Trafalgar Park

Of all the major sporting codes, NZR sets the highest bar for recognition as an international match venue. Meeting their requirements will also ensure recognition by NZRL<sup>35</sup> and NZF.<sup>36</sup> The NZR's specifications and requirements have therefore been used as the baseline for conducting this assessment.

**Table 7.1 Assessment of Current Provision at Trafalgar Park<sup>37</sup>**

Trafalgar Park	NZR reqs	Status	Considerations
The ground	Met	Meets all NZR requirements with respect to: Dimensions Perimeter spaces Goal posts / markings Turf specifications Warm up area	Annual maintenance plan meets standard (developed by NZSTI and adhered to by Nelmac).
Training Areas	Met	Meets all NZR Requirements	(Limited provision on site, but proximity to other grounds is an acceptable solution) Ability for closed practice sessions

<sup>35</sup> Kevin Bailey, Football Operations, NZRL

<sup>36</sup> Jamie Milne, Community Development Officer, NZF

<sup>37</sup> Dan Tatham, Head of Rugby Operations, NZR against NZR requirements for international venue recognition

Trafalgar Park	NZR reqs	Status	Considerations
Technology - Scoreboard / Official Clock/ PA System/ WIFI/ Ground Announcements	Met	Meets NZR requirements with Temporary overlay	Scoreboard is owned and provided by TRU and meets requirements, so as long as they continue to provide it this requirement will be met. Council may need to consider purchasing their own in the future. The permanent sound system at the Park does not provide consistent sound quality around the grounds and therefore does not meet NZR requirements. However, temporary overlay organised by TRU for the All Blacks match, at a cost of \$14,000, did meet requirements. An additional \$10,000 per annum is incurred to ensure consistent sound quality for Mako games. This cost is met by TRU.
Event Control Room	Partially Met	NZR was comfortable with the temporary provision that was provided in 2018 <sup>38</sup>	Other facilities are available to fulfil this function, such as the Petanque club room Current facilities do not meet NZR requirements for a Venue Operations Centre that has control over cameras, sound system and emergency management systems, however,

<sup>38</sup> Dan Tatham, Head of Rugby Operations, NZR

Trafalgar Park	NZR reqs	Status	Considerations
Match Officials Office, Television Match Official (TMO) and Assistant Timekeeper room	Met	Meets NZR requirements	All located on the mezzanine floor of the Pavilion While a tight fit and didn't meet NZR requirements for separate rooms for each, they were satisfied with the provision
Lighting	Met	Meets NZR requirements	The current lighting has 1500 lux which is stated by NZR as a minimum requirement. 2000 lux for High Definition coverage of large-scale internationals is preferred Issues identified in a lighting review in December 2018 noted <sup>39</sup> : No easy access to masts Suffering water ingress and early deterioration Control gear cabinets have flat roofs and are beginning to corrode
Media accommodation	Partially Met	Meets NZR requirements with Temporary overlay	While NZR was prepared to accommodate media in temporary infrastructure for a one-off test it is not desirable from both a comfort and health and safety perspective due to risk of tripping over wires that are better concealed in permanent accommodation and media discomfort

<sup>39</sup> Sportsground Lighting Asset Condition Report – Xyst. Additional issues relate to high levels of light pollution, excessive glare to neighbours, likely to exceed District Plan lighting standards and resource consent

Trafalgar Park	NZR reqs	Status	Considerations
Spectator accommodation/ comfort	Partially Met	Meets NZR requirements with Temporary overlay	Additional overlay required for seating (adding to existing semi-permanent east stand, at north and south end of the ground and also along the west side), public toilets and food/beverage outlets Temporary stands, Port-a-loo's and food and beverage offerings are acceptable NZR was concerned with the long queues for the All Black Test match, for toilets and food and beverage, although out of towners were not aware that there were more on-site permanent toilets available to them Adequate space on the training ground behind the Pavilion to accommodate NZR requirements of one four-lane cashier bar per 1500-person seating capacity and one four-lane cashier food outlet per 1500-person seating capacity Accommodates a temporary big screen that can be used for match information and replays
Pavilion	Met	Meets NZR requirements	Space is restricted in the Pavilion but still met the requirements of NZR in 2018
Changing Rooms	Partially Met	Technically doesn't meet NZR requirements but they were prepared to waive this requirement for the 2018 All Blacks match	Provision of two changing rooms per team met NZR requirements  Leaves only one changing room available for referee/other match officials/ball boys and anthem singer

Trafalgar Park	NZR reqs	Status	Considerations
Drug Testing Room	Not Met	Does not meet requirements given all changing rooms are already required for other services	No separate room currently available for drug testing and no available space to accommodate one if all changing rooms are in use If provision for a separate drug testing room was required, this could be accommodated by portacom with room and separate toilet and hand basin facilities located in close proximity to the Pavilion/changing rooms
Medical Room	Met	Meets NZR requirements	Area for player medical assessments downstairs by the changing rooms No on-site equipment so hirers need to be advised to bring all necessary equipment themselves
Coaches Seating	Met	Meets NZR Requirements	
Car Parking/traffic flow	Met	Meets NZR requirements	There is some on-site parking that meets the needs of the teams and officials (minimum of 40 required). There is easily accessible parking around the neighbourhood and town within a short walk to the ground.
Public Transport	Met		Close to public transport. Additional buses well patronised.
Wider hosting needs outside the grounds - accommodation / food & beverage	Met		Close proximity to the city centre and associated accommodation and wider hospitality is seen by NZR to enhance the spectator experience

Trafalgar Park	NZR reqs	Status	Considerations
Management <sup>40</sup>	Partially Met		<p>NCC have a contractor in place to manage the facility. The Facility Manager is not located on site but based close by at the Trafalgar Event Centre.</p> <p>NCC maintain the venue and contract Nelmac to maintain the playing surface.</p> <p>NZR has indicated, for any future event the size of the All Blacks game, that a venue manager be resourced for the 12 months prior to lead the organisation of such an event. The absence of a venue manager was a key issue for NZR<sup>41</sup>.</p>

<sup>40</sup> While not technically an NZR requirement for international status, it was raised by NZR as an issue that they would not deal with in the future

<sup>41</sup> Refer to KPI assessment for IRC test v Argentina provided by Dan Tatham, Head of Rugby Operations, NZR to TRU.

## Appendix Six - Summary Assessment of Saxton Oval

The following table provides a summary of the assessment of Saxton Oval provided by NZC and Nelson Cricket against NZC requirements. The requirements are grouped under common headings. The considerations column is direct feedback from NZC and Nelson Cricket.

**Table 7.2 -Assessment of Current Provision at Saxton Oval<sup>42</sup>**

Saxton Oval	NZC reqs	Status	Considerations
Wicket block	Met	Meets NZC requirements.	Current depth of the block is too deep. Sits lower than the outfield.  Clay type needs to be changed.
Outfield Requirements	Met	Meets all NZC requirements.	Irrigation has recently been upgraded.  Outfield re-sown over the 2018 winter.
Boundary Size	Met	Comfortably within NZC and ICC requirements for all forms of international cricket.	Meets minimum requirement of 137.16 metres from boundary to boundary square of pitch and 64m for straight boundaries.  Meets minimum requirement of 3 metres between boundary rope and any signage inside perimeter fencing.
Sight Screens	Met	Meets NZC Requirements.	New sightcreens still require sign off by NZC.

<sup>42</sup> NZC Warrant of Fitness requirements for International venue recognition



Saxton Oval	NZC reqs	Status	Considerations
Technology - Scoreboard / Official Clock/ PA System/ WIFI / power system	Met	Meets NZC requirements with some temporary overlay.  Wi-Fi is good and meets the NZC requirements	Temporary scoreboard and ticket stations required for big events.  NZC requires sufficient and uninterrupted power to meet the needs of the media, particularly when matches are televised. Temporary food facilities caused an overload and power tripping at a recent ODI, this meant that requirement was not met.  This appears to be a one-off incident but needs to be investigated to ensure it doesn't happen again.  .
Covers	Met	Meets NZC requirements.	
Signage	Met	Meets NZC requirements.	
Lighting	Not Met	No lighting for matches	No lighting available for night games, which is a requirement of most T20 and ODIs matches in order to consistently secure higher profile teams.
Media accommodation	Partially Met	Meets NZC requirements with temporary overlay.	Inadequate for larger events/internationals.  No ability for Sky (or other broadcasters) to "arrive, plug in and play."

Saxton Oval	NZC reqs	Status	Considerations
Spectator accommodation/ comfort	Met	Capacity meets NZC requirements.  Some temporary seating provided.  Embankment used by majority of spectators.  Food and Beverage operators successfully brought in for previous events.	Limited permanent seating.  Little shelter from the sun.  Toilet facilities on site in good condition but some temporary overlay still required for large events.
Practice Facilities	Met	Meet NZC requirements.  <b>Indoor training venue</b> excellent from a location and layout perspective.  <b>Outdoor training</b> wicket block is located nearby.	Trees to the North of outdoor training block may limit some growth / maintenance
Pavilion	Met	Generally, meets NZC requirements	May need separate access for match officials to enter/exit the Pavilion from the Cricket Oval.
Changing Rooms	Met	Meets NZC requirements for Changing Areas	Two of excellent quality.
Medical Room	Partially Met	Currently the Medical and Drug Testing functions operate out of one space.	It is a contractual requirement between NZC and Drug Free Sport New Zealand that there is a separate Drug testing room with a toilet isolated from the main changing room and accompanying hand basin
Drug Testing Room	Partially Met	As above	Refer above

Saxton Oval	NZC reqs	Status	Considerations
Umpires, Third Umpire and Scorer Spaces	Met	Meets NZC requirements.  Utilises a mix of Pavilion and Nelmac building to cater for all areas.	
Car Parking/traffic flow	Met	Currently more than adequate car parking around the Saxton Field complex close by the Oval.	If future development of Alliance area occurs then parking close by may become an issue
Public Transport	Met	Additional services put on for major events.	Limited regular Public Transport.
Wider hosting needs outside the grounds - accommodation / food & beverage	Met	Nine hotels and motels and a number of restaurants/bars are nearby.	Only one motel is within walking distance.



### 8.3 SAXTON FIELD ACTIVITY REPORT

Information Only - No Decision Required

**Report To:** Saxton Field Committee  
**Meeting Date:** 21 February 2020  
**Report Author:** Richard Hollier, Reserves and Facilities Manager  
**Report Number:** RSFC20-02-3

#### 1 Summary

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

- 1.1.1 athletics track renewal;
- 1.1.2 mountain bike track;
- 1.1.3 shade sails;
- 1.1.4 velodrome lighting;
- 1.1.5 Champion Drive/Saxton Field link road design;
- 1.1.6 Alliance Green – drainage and irrigation design;
- 1.1.7 cricket block renewal;
- 1.1.8 operational activity; and
- 1.1.9 Reserve Management Plan review.

#### 2 Draft Resolution

**That the Saxton Field Committee receives the Saxton Field Activity Report RSFC20-02-3.**

### **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 athletics track renewal;
  - 3.1.2 mountain bike track;
  - 3.1.3 shade sails;
  - 3.1.4 velodrome lighting;
  - 3.1.5 Champion Drive/Saxton Field Link Road – Stage 2 Design;
  - 3.1.6 Alliance Green – drainage and irrigation design;
  - 3.1.7 cricket block renewal;
  - 3.1.8 operational activity; and
  - 3.1.9 Reserve Management Plan review.

### **4 Capital Projects 2019/2020 Update**

#### **Athletics track renewal**

- 4.1 The project to lay a new Spurtan BV polyurethane track surface to replace the original athletics track surface laid in 2009 was completed on 30 October 2019, in time for the t20 cricket match between New Zealand v England at Saxton Oval on 5 November. The final cost was \$902,000. Some subsequent issues relating to the track surface and line marking are presently being worked through with the contractor.

#### **Mountain bike track development**

- 4.2 The substantive work on the construction of the Grade 2 Mountain Bike Trail has now been completed. The final cost was within the \$30,000 budget and a small amount remains for the production of an interpretation board which will relate to the esplanade environment and memorial planting area.

#### **Shade sails**

- 4.3 The poles have been installed and awaiting availability of the contractor for installation of the sails.

#### **Velodrome lighting**

- 4.4 Track lighting installation is substantially complete with some work on access control still required.

#### **Champion Drive/Saxton Field Link Road – Stage 2 design**

- 4.5 Updated design work is underway for the next stage of the link road. This link will provide for road access from Champion Road to Saxton Drive, and further car parking which can also serve as a cycling criterion circuit. The current year's budget is \$49,000 and covers the design work. Construction is planned for 2020/2021 with a budget of \$1,500,000. Early indications are that the construction cost may exceed the available budget and the work may need staging or phasing.

**Alliance Green – Stage 1 drainage and irrigation design**

- 4.6 Procurement is underway in relation to the design work for the drainage and irrigation at Alliance Green. Design work is programmed for the first half of 2020, with construction programmed for 2021/2022.

**Cricket block renewal**

- 4.7 The Saxton Oval cricket block requires renewal earlier than expected and is scheduled to be undertaken in March 2020. This is expected to cost between \$40,000 and \$50,000 and will be covered from existing budgets. Funding allocated for this purpose in 2022/23 is expected to be required for renewals to the practice nets.

**5 Operational Activity**

- 5.1 The international cricket t20 match between England and New Zealand held on 5 November was a success, with around 6,000 attendees.
- 5.2 A baseball tournament has been scheduled to take place in April, with around six teams expected.
- 5.3 The Radio NZ field is getting more use for junior and social football and not recovering as well. Due to the site restrictions (e.g. buried copper wires, etc), it is a difficult ground to effectively renovate.
- 5.4 The Saxton Creek upgrade project is using the area to the south of the archery site for stock piling purposes. This will be tidied up by the contractors when they finish (expected by 30 June) and is expected to see a net improvement to the area.
- 5.5 There were two incidences of vandalism to the Avery Changing rooms and public toilets in November. The young offenders were caught and have been dealt with by the Justice system.

**6 Reserve Management Plan Review Update**

- 6.1 Staff have engaged a consultant to undertake work on the Saxton Field Reserve Management Plan (RMP) review. We have started the public consultation process for the preparation of the draft RMP, including early engagement with iwi. The submission period closed on 16 December and there were 112 responses.

**Progress to date**

- 6.2 The first stage of consultation is complete (early suggestions and concerns) – including online questionnaire, written responses and direct meetings. The outputs are summarised below.
- 6.3 Iwi consultation is well-advanced and we are currently coordinating hui dates with Tiakina Te Taiao and Te Atiawa.

**Emerging issues**

- 6.4 Raine Estate structure plan - potential for major influence on future patterns of use and development of Saxton Field, considering new proximate residential population and potential for new adjacent open space, residences (including reverse sensitivity issues) and community facilities.

- 6.5 Cultural values – major opportunity to interpret the values of all Te Tau Ihu iwi onsite – probably one of the few locations in the region where this would be appropriate and possible. Hui planning underway with Tiakina and Te Atiawa to explore the idea further.
- 6.6 Development of an entrance to Saxton Field and improved roadside presence – the grand welcome. Linked to improved wayfinding and structure for walking and casual recreation (also considering Raine estate development).
- 6.7 Competition for development opportunities for new facilities. The management plan is unlikely to settle which ones are appropriate, but rather confirm policies to help make facility decisions.
- 6.8 Radio NZ aerial land – what is the future for that?

**Suggestions from early feedback**

- 6.9 There were 114 responses to the questionnaire format: 112 via Survey Monkey and two hardcopy, six direct representations and written submissions. 101 responses from individuals.

*Early feedback from the following organisations:*

- Nelson Suburbs Football
- Sherwood Archery Club
- Tasman Wheelers Cycling Club
- Nelson Children's Athletics
- Nelson Hockey Association
- Nelson Basketball Association
- Nelson Netball Centre Incorporated
- Sport Tasman
- Stoke Nayland Cricket
- Tasman Regional Sports Trust
- Tim Barnes - Strength and Conditioning
- Gymnastics Nelson
- Cycling Nelson
- Nelson Marlborough DHB
- Tasman Wheelers Club
- Champion Green Facilities Committee
- NZ Catchball Association

*Key themes from suggestions:*

- Maximise capacity of the venue for regional/national/international sport and events and maintain fields to withstand high use (turf maintenance and drainage, lights, seating,



artificial turfs, additional facilities, sports hubbing, concerts, festivals, more shared facilities, more indoor facilities, better promotion). And some feedback to keep it as it is.

- Some facilities considered to be at capacity. Netball, parking, football?
- More capacity for casual recreation and sport, better walking, play and cycling opportunities, improved wayfinding, better connections with Richmond, shade, water, more casual seating, café.
- Greenspace – better developed and more.
- Streamline management and field booking systems.
- Satisfaction with sport opportunities and major events is higher than for casual play and recreation and the natural environment and landscape.

### Next steps

- 6.10 Develop themes and visions to be used in consultation.
- 6.11 Coordinate next stages of consultation with Raine estate structure plan (Nelson City Council) and marketing strategy (Tasman District Council). Expecting drop-in sessions at Saxton Stadium and workshops with codes and clubs. Does the Committee want to be involved?
- 6.12 Hui with Tiakina and Te Atiawa and develop recommendations for cultural values. Meet with Rangitāne's new planner.

<b>7 Attachments</b>
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Nil