

**SUBMISSION TO
MARLBOROUGH
DISTRICT COUNCIL
ON THE CONSULTATION DOCUMENT FOR
THE 2018 – 2028 LONG-TERM PLAN**

**FROM
MARLBOROUGH MOUNTAIN BIKE CLUB**

14 May 2018

MMBC Submission – Consultation Document for the 2018 - 2028 Long-Term Plan

Full Name of Submitter	Marlborough Mountain Bike Club
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EXECUTIVE SUMMARY

This submission by the Marlborough Mountain Bike Club is requesting funding and support from Marlborough District Council to assist the club to further develop and grow mountain biking in Marlborough.

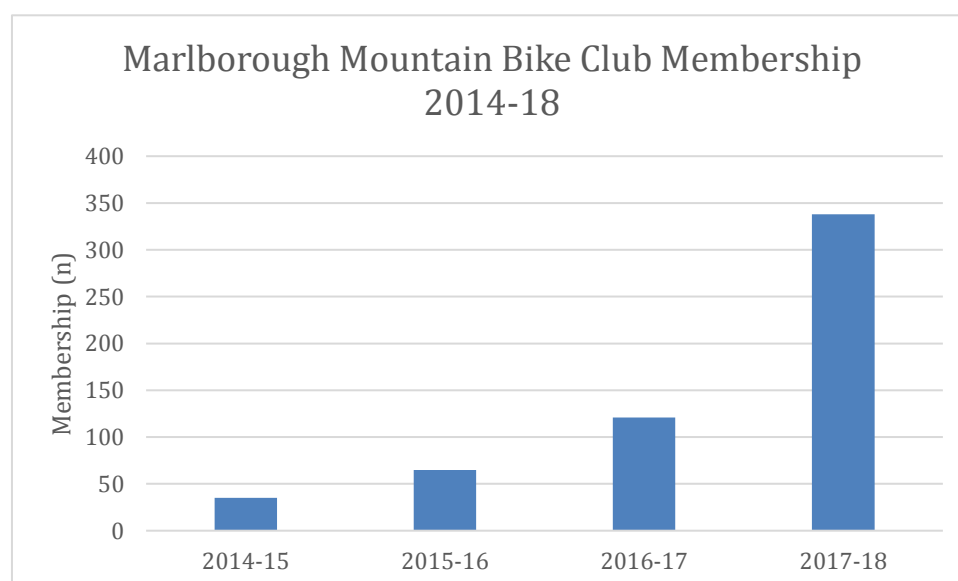
MMBC are requesting an average of approximately \$100,000 per annum over the next 10 years.

This funding will provide increased recreational opportunities for one of the regions most popular sporting activities.

The funding will also provide a strong return on investment in terms of attracting and retaining the popular mountainbike tourism market.

1. MARLBOROUGH MOUNTAIN BIKE CLUB

- 1.1. Marlborough Mountain Bike Club (MMBC) is the only mountain bike club in the Marlborough region, with almost 350 paid annual members. The club covers all disciplines of mountain biking (cross-country, enduro and downhill), with most members being based in Blenheim and Picton. The club has grown in numbers year on year and our projected numbers are over 500 members by 2020.



- 1.2. As the president of the club, my submission today is on behalf of all 300+ members of the Marlborough Mountain Bike Club and the wider mountain biking and cycling community of over 9,000 people in the region.
- 1.3. The MMBC's core purpose is to:
- (a) **facilitate, advocate, promote and encourage mountain biking in Marlborough.**
- 1.4. To support this purpose the club has recently developed a strategic plan that has four key pillars;
1. Strengthen relationships with stakeholders, community groups and club membership.
 2. Lead the development and maintenance of Marlborough's mountain bike trails and associated mountain bike assets.
 3. Encourage mountain biking to all Marlborough community members through running and supporting events, and by being a voice for mountain biking.
 4. Create and display community value from mountain biking.
- 1.5. The MMBC has established an excellent relationship with Council that has lead to the development of new tracks and maintenance of existing ones. Until recently the development of mountain bike trails has been largely volunteer driven. MMBC are now looking to use professional MTB trail builders for a majority of this work. This ensures we are meeting and exceeding our obligations under the local environmental plans.
- 1.6. The Council and MMBC have identified that the economic report recently carried out by Nelson Mountain Bike Club shows that there is significant economic value in mountain biking. This report has highlighted a total annual economic impact at \$39.5m and creation of 538 FTEs over the next 10 years. It would be of value to have a similar report carried out for the Marlborough region to better quantify the exact value and better understand a return on investment in the sport..

2. MMBC SUBMISSION

- 2.1. We thank the Council for this opportunity to comment on the Consultation Document and attachments for the 2018 – 2028 Long Term Plan. MMBC is generally supportive of the direction the Council set out in the Consultation Document, and has the following comments to make.

Comments

- 2.2. MMBC acknowledges the quality of its Consultation Document and recognises the work required to produce this, as required by the Local Government Act Amendment Act 2014. MMBC recognizes the not insignificant challenge of condensing the complex strategic issues into a concise and simplified document, and thanks Council successfully achieving this.
- 2.3. MMBC would also like to recognise the assistance it has received from the Council Reserves department and Bike Walk Marlborough in the development of tracks for the last few years. We would not have been able to achieve the development of exciting new tracks without this help, and had a renewed interest in the club from the community and local business. We believe that we have established a strong working relationship that can form the basis for the successful development of an improved track network in the region.
- 2.4. The key issues identified in the LTP Consultation Document:
- There is no specific identification of mountain biking within the document, however the Link Pathway and Marlborough/Kaikoura Cycleway are both mentioned.
- Part one of the plan does acknowledge that development of community recreation assets is an important element in making Marlborough a great place to live and enjoy.
- 2.5. In line with MMBC's strategic goals, we are requesting an increased level of funding in the ten-year plan to allow us to develop and maintain a more extensive track network in the region. The key factors in the justification of the request for increased funding are: improved recreation opportunities for the regions residents and increased attraction and retention of tourism spending.
- 2.6. The funding will be used to provide tracks for all ability levels, and provide better access to existing ones. The information included in the appendix shows the level of funding we are requesting as well as an outline of the project concepts. It should be noted that not all of these projects have received approval but we believe based upon the relationship we have developed with the landowners/custodians and previously approved projects, that subsequent approval should be forthcoming.
- 2.7. The Mountain Bike Club is appreciative of the support that we have so far received from the Council but feel that there is scope to improve upon the regions appeal to locals and visitors. We see that the club's desire to grow mountain biking in the region fits well with the Council vision of a competitive edge for the region and being, Smart and Connected. Mountain biking is a desirable sport both from a tourism perspective and also retains and attracts talented, skilled and creative people looking to improve upon the regions knowledge based economy.
- 2.8. Our vision and goals align with the Smart and Connected Visitor Growth Plan. Mountain biking both in the region and in the farm park are identified as being key elements of Marlborough's appeal to visitors. A recent survey undertaken by MMBC indicted that the wider mountain bike community was in favour of a greater and further developed trail network within the Wither Hills. We would like to work more closely with Destination Marlborough in how we can facilitate visitor growth and help to improve the local

economy. The growth plan aims to have a tourism GDP of \$446m by 2025, if 1% of this is from Mountain biking, then the level of funding we request is a fantastic investment.

- 2.9. The MBIE *NZ Cycle Trail Evaluation Report 2016* states that over 10,000 people ride the Queen Charlotte track annually, with 14% or 1,400 of these people being overseas tourists. If these overseas tourists can be encouraged to spend one more day in Marlborough, this could add close to \$200, 000 annual GDP to the region.
- 2.10. Given the potential for the development of MTB tourism in the region, based upon the outstanding internationally recognized trails we already have; Nydia Bay, Wakamarina, Whites Bay, and other tracks such as the Link Pathway and Coastal Pacific Highway, Marlborough is ideally positioned to capture some of the significant mountain bike tourism market. This market could be further developed by interested local businesses.
- 2.11. To enable Marlborough to meet its true potential in terms of economic multiplier effects and support international and national mountain bike visitors, Marlborough will require more investment in intermediate level (grade 3) trails which extend the network within the Wither hills, the Picton Domain and on DoC Land.
- 2.12. An aim of the MMBC is to develop a significant “Enduro” style race in the region with the aim to develop it towards a significant nationally recognized race. Whilst the region has some internationally recognized tracks, these disconnected are difficult to use as a race venue. The club would look to further develop tracks in one location, that would simplify the organization of a top-level enduro race.
- 2.13. To better quantify the economic potential of mountain biking to the local economy, MMBC would seek to have a similar report to the one carried out by BERL for Nelson Mountain Bike Club.
- 2.14. The most recently published figures from Sport NZ for 2014 show that mountain biking is the fourth most popular activity in the region behind walking, gardening, and cycling. The activity has a participation rate of 19.8%, which is almost three times the national average. Since 2014 MMBC club membership has grown 1000%, it can be assumed that the wider MTB participation rate has also grown significantly in this time. This clearly shows that mountain biking is an activity that people in Marlborough enjoy doing.
- 2.15. Anecdotally, many club members state that without the network of existing tracks, they would not wish to call Marlborough home. These members are often professionals without family in the region, who can be selective in where they choose to live in NZ. They choose to live in Marlborough, and provide their skills and expertise in improving the local economy. These tracks facilitate the Council goals of a region that is Smart and Connected, and a great place for people to live and work.
- 2.16. It is anticipated that other funding sources may be required to achieve some of the clubs goals, but as most of the development would be on Council owned land we believe that there is a natural fit in the Council providing funding for the professional construction of the development of tracks in these locations.
- 2.17. MMBC is requesting for an increased investment of approximately \$100,000 per annum for trail development over the next ten years of the LTP. Further details can be found in the appendices.
- 2.18. The funds will be used to employ contractors to be construct new tracks. The location of the tracks will be based upon the MMBC strategic plan, and in consultation with MDC and other stakeholder such as DoC, Iwi and running/walking clubs.

- 2.19. The Marlborough Mountain Bike Club will continue to use it's resources to assist in marketing Marlborough as a mountain bike destination, construct and improving the higher graded trails (4 and 5) trails and providing staff and structure to support events.

2.20. **SUMMARY**

MMBC believes there is a solid and valid business case for the investment of approximately \$100,000 per annum for the next ten years, for the following reasons:

- The Marlborough economy will see a financial return on investment from international and domestic tourism.
- The attraction and retention of residents in the region by having greater recreation facilities.
- The benefits associated with providing recreational facilities that provide healthy and active activities for our families, residents and visitors and the general wellbeing of our community.

- 2.21. MMBC wishes to be heard in support of this submission.

Yours sincerely,

A handwritten signature in brown ink, appearing to be 'FB' or 'Fraser Brown', enclosed within a circular loop.

Fraser Brown
President
Marlborough Mountain Bike Club

Marlborough Mountain Bike Club 2018-2028 LTP Submission

Appendix 1 – Requested Funding Overview

					2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Capital Works	Description	Grade	length											
MDC Land														
Quail stream Development	2 way track to provide access to ridgeline	2		\$ 50,000.00		\$ 10,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Bike Park/ Blue Gums		3/4/5		\$ 275,000.00	\$ 50,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
				\$ -			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Mt Vernon Single track	Provide more singletrack on the traverse track	2/3		\$ 120,000.00			\$ -	\$ -	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00
Pump track	Future sealing of pump track	n/a		\$ 50,000.00			\$ 50,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Condors Bend	New tracks and fencing to protect existing tracks	2		\$ 30,000.00			\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -
MTB park to redwood	new track to create loop with existing track.	2		\$ 40,000.00		\$ 20,000.00	\$ -	\$ 15,000.00	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -
kids jumps at pump track	Small jumps to compliment pump track	n/a		\$ 15,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Picton Tracks	Various in Domain			\$ 50,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
	MDC Land Capital Total			\$ 630,000.00	\$ 60,000.00	\$ 65,000.00	\$ 90,000.00	\$ 60,000.00	\$ 65,000.00	\$ 70,000.00	\$ 55,000.00	\$ 55,000.00	\$ 55,000.00	\$ 55,000.00
DoC Land														
Whites Bay new tracks	Various new tracks	3/4/5		\$ 150,000.00	\$ 40,000.00	\$ 20,000.00	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Nydia Area	Various new tracks using old bridle paths	3/4		\$ 32,500.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Wakamarina Track	Maintenance of existing tracks	n/a		\$ 50,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Wakamarina Loop	Create loop using existing tracks	4		\$ 120,000.00			\$ -	\$ -	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00
Mt Freeth	Track along ridgeline - connecting to Link Path	4		\$ 20,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	DoC Land Capital Total			\$ 372,500.00	\$ 55,000.00	\$ 35,000.00	\$ 35,000.00	\$ 22,500.00	\$ 37,500.00	\$ 37,500.00	\$ 37,500.00	\$ 37,500.00	\$ 37,500.00	\$ 37,500.00
	All Works Capital Total			\$ 1,002,500.00	\$ 115,000.00	\$ 100,000.00	\$ 125,000.00	\$ 82,500.00	\$ 102,500.00	\$ 107,500.00	\$ 92,500.00	\$ 92,500.00	\$ 92,500.00	\$ 92,500.00

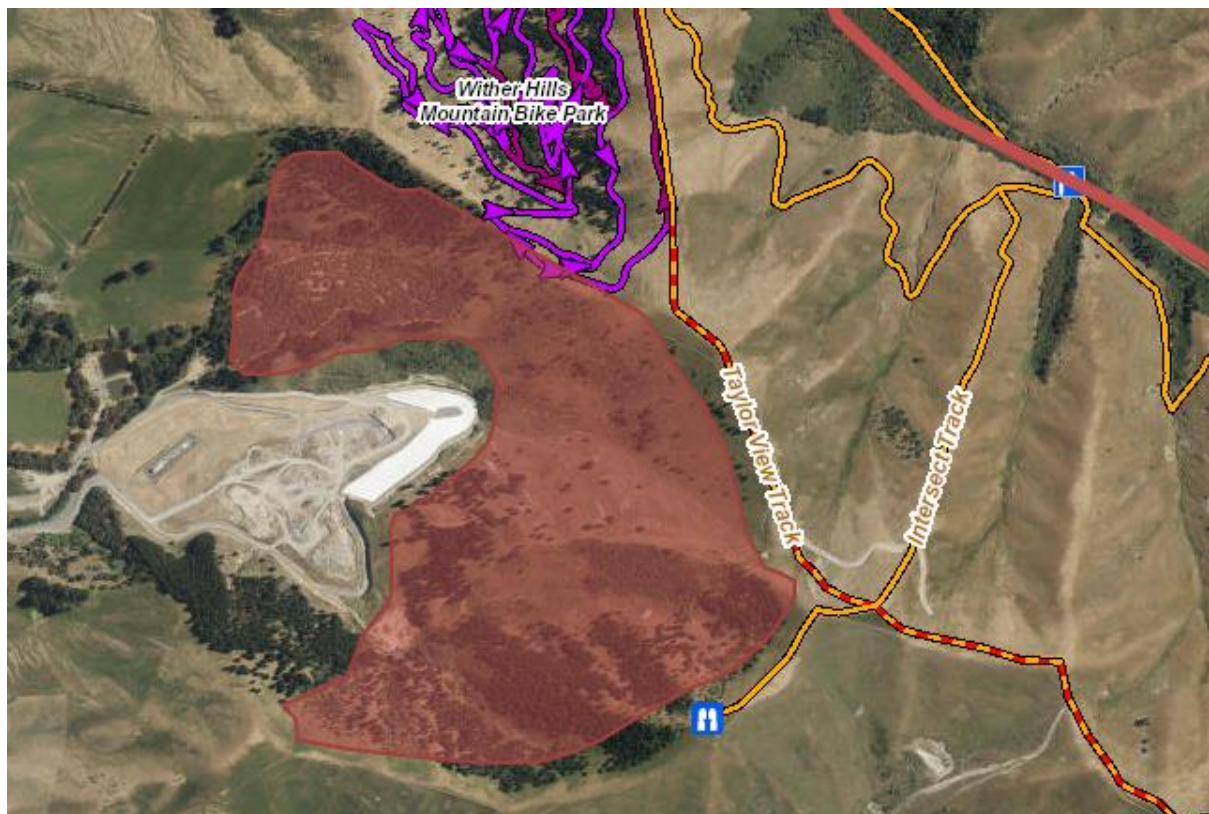
Marlborough Mountain Bike Club 2018-2028 LTP Submission

Appendix 2 – Propsed Track Overview

To be read in conjuction with MMBC 2018-2028 LTP Budget Spreadsheet

Bluegums Area

Note – All new tracks/areas are shown indicatively in light pink.



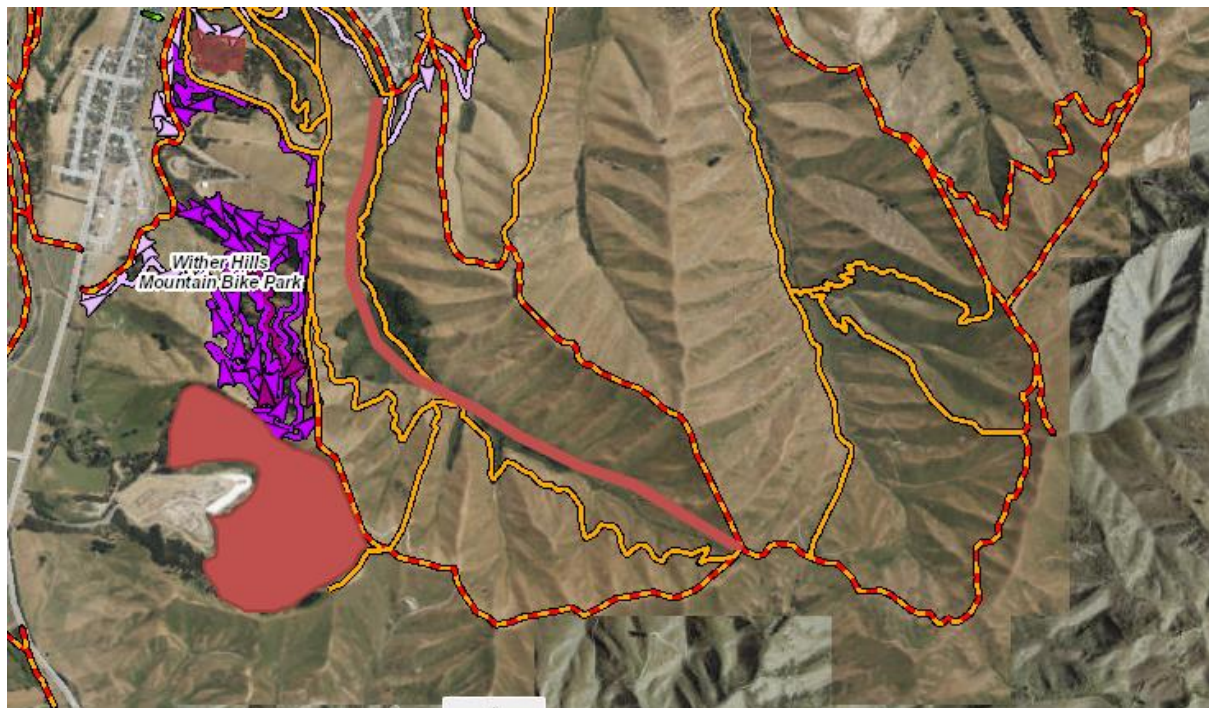
Name	The Blue gums reserve
Description:	Various tracks of a similar nature to the main mountain bike park albeit laid out in a more strategic fashion.
Grade	Various, Beginner, Intermediate, advanced.
Key features	Tracks to be accessed from the southern boundary of the existing bike park.
Approximate Length	TBC
Construction method	Machine dug with hand finishing.
Other items	A suitable fence will be required to separate the tracks from the landfill area.

Rifle Range Jumps



Name	The Rifle Range Jumps
Description:	Jump tracks to be built in a low gradient gully away from walking and existing bike tracks.
Grade	Various; beginner, intermediate, advanced.
Key features	Tracks to be accessed from the rifle range bike track
Approximate Length	TBC
Construction method	Machine dug with hand finishing.
Other items	Some fencing may be required to keep stock out.

Quail Stream Track



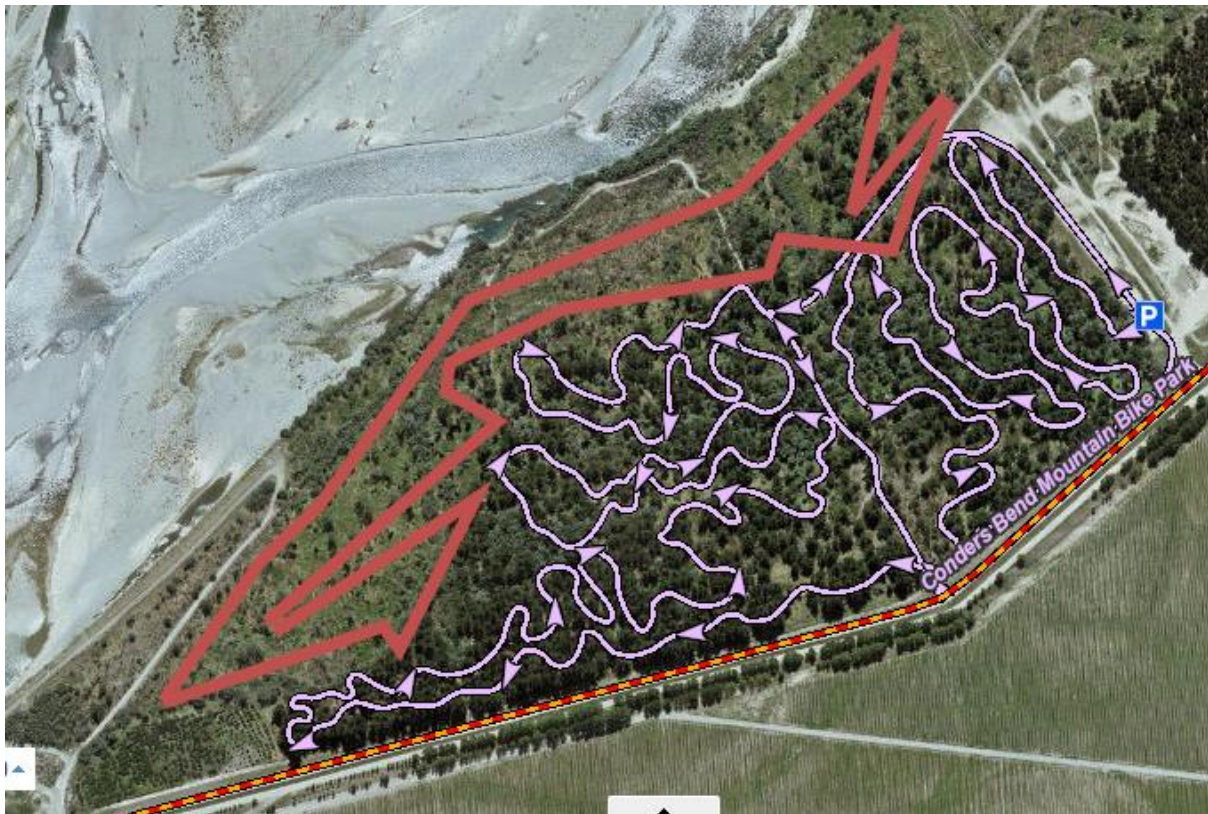
Name	Quail Stream to Mt Vernon Traverse
Description:	A two-way track to provide alternate bike access to the Mt Vernon Traverse whilst keeping walkers and bikers separated.
Grade	Various; intermediate due to gradient at top
Key features	Flatter at the bottom and steepening closer to the top. Likely to require some switchbacks due to gradient in places.
Approximate Length	TBC
Construction method	Machine dug with hand finishing.
Other items	Section above walking track to be multi-use with suitable signage.

Mt Vernon Traverse Singletrack



Name	Mt Vernon Traverse Singletrack
Description:	Build alternative singletrack to the 4wd tracks on Mt Vernon traverse to provide more interest to bikers and runners. Similar to Crater Rim Traverse in Christchurch.
Grade	Various; intermediate due slightly more "backcountry" aspect.
Key features	Singletrack built close to 4wd track with corners and switchback where necessary to reduce track grade.
Approximate Length	TBC
Construction method	Narrow machine dug with hand finishing.
Other items	Multi-use for bikers and runners with appropriate signage.

Condors Bend Improvements



Name	Condors Bend Improvements
Description:	New track and improved fencing.
Grade	Beginner/intermediate
Key features	Additions tracks to tie into and complement the existing tracks. Also improved fencing to prevent 4wds from accessing the tracks.
Approximate Length	TBC
Construction method	Machine dug with hand finishing.
Other items	Multi-use for bikers and runners with appropriate signage.

Monro Street Pump Track Jumps



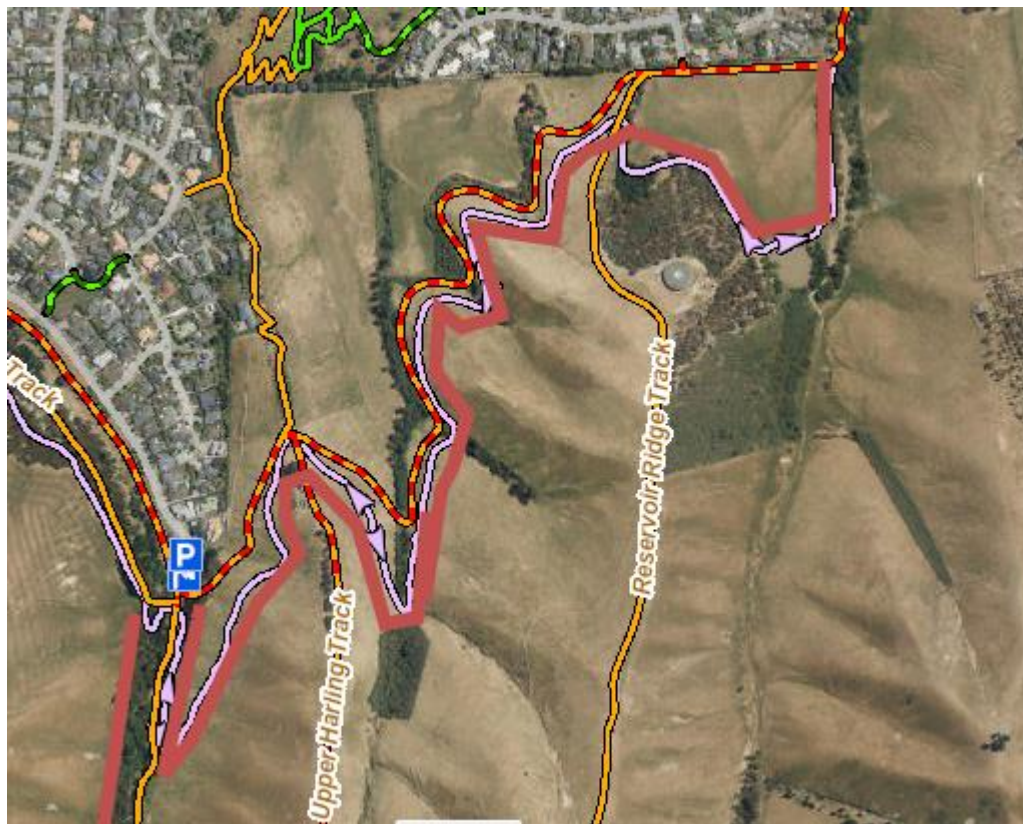
Name	Monro Street Pump Track Jumps
Description:	New jumps to compliment the new pump track.
Grade	Beginner/intermediate
Key features	Small jumps of a grade to match the pump track. Suitable for various abilities to ride safely.
Approximate Length	N/A
Construction method	Machine dug with hand finishing.
Other items	Other features such as benches and shade would be good to have to improve the comfort for those using the area, as well as parents etc.

Rifle Range Pump Track Sealing



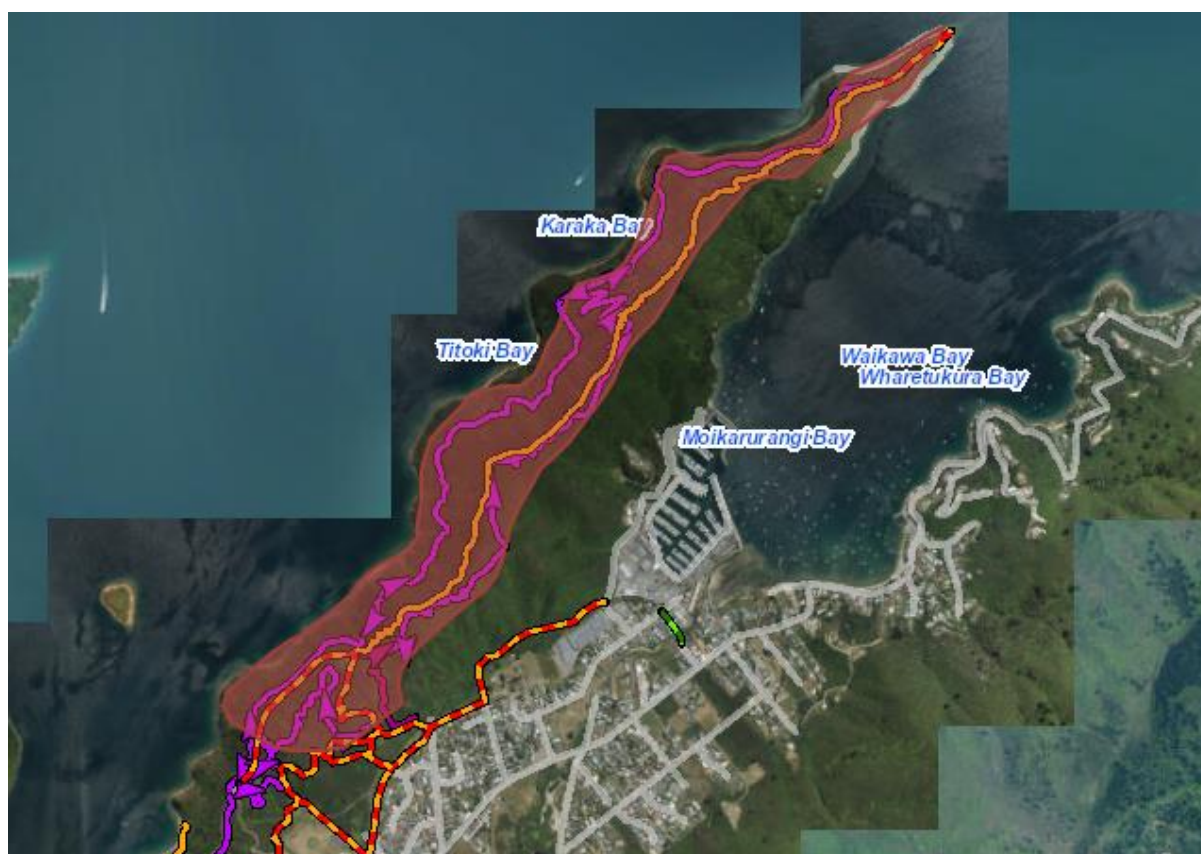
Name	Rifle Range Pump Track Sealing
Description:	Sealing of soon to be constructed pump track
Grade	Beginner/intermediate
Key features	Asphalt sealing of pump track to provide reduced maintenance.
Approximate Length	N/A
Construction method	Hand laid and machine compacted
Other items	

Quail Stream to Redwood Street Loop



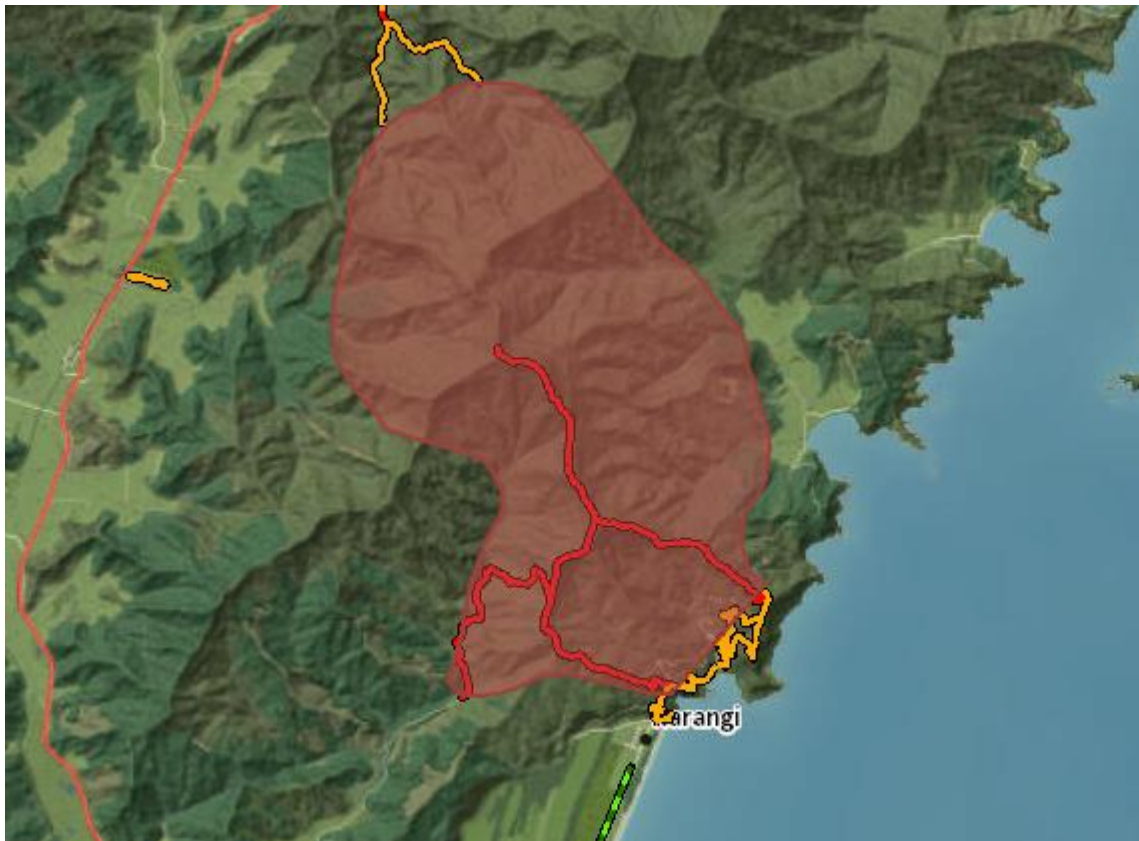
Name	Quail Stream to Redwood Street Loop
Description:	New track built near the existing track to allow tracks to be used "one-way" to reduce potential collisions.
Grade	Beginner/intermediate
Key features	Tracks to follow similar alignment to existing track.
Approximate Length	TBC
Construction method	Machine dug and hand dug.
Other items	Potential to use existing cattle-stops to reduce cost. Direction of use for existing and new track not yet confirmed.

Picton Tracks



Name	Additional Picton Tracks
Description:	Various new tracks to complement the newly developed tracks.
Grade	Beginner/intermediate/advanced
Key features	
Approximate Length	TBC
Construction method	Machine dug and hand dug.
Other items	Track alignments to be sympathetic to the outstanding natural environment.

Whites Bay New Tracks



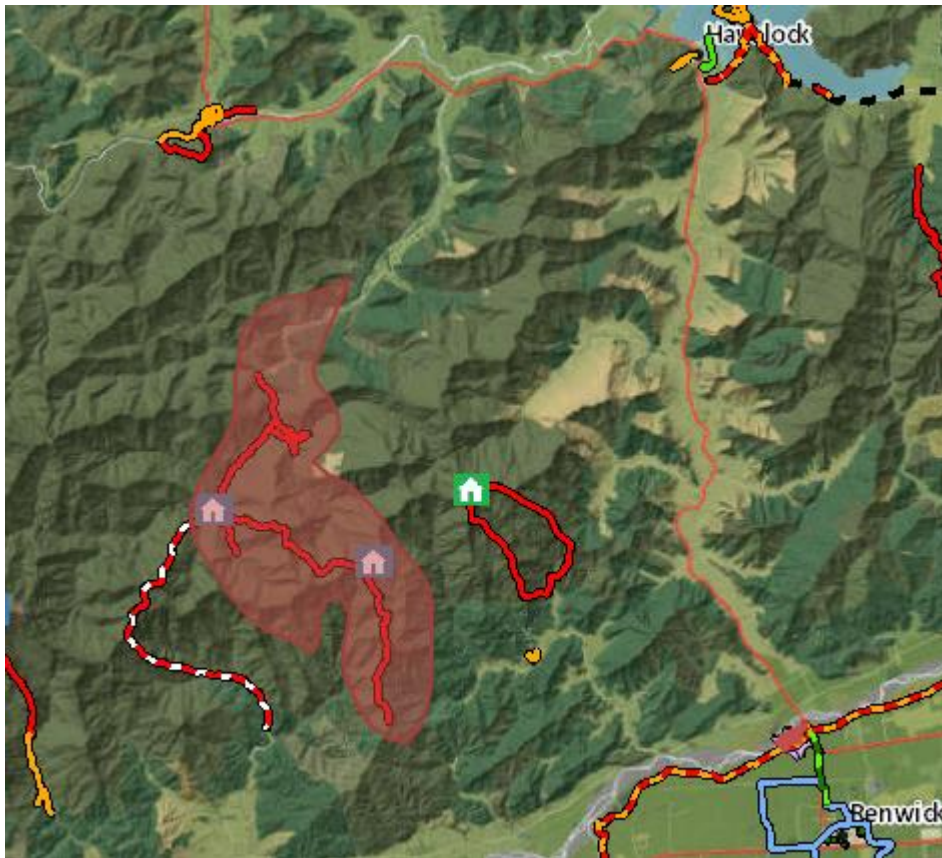
Name	Whites Bay New Tracks
Description:	Development of new climbing and descending tracks around Whites Bay/Mt Robertson
Grade	Beginner/intermediate/advanced
Key features	Climbing tracks to be generally machine dug and descending hand dug.
Approximate Length	TBC
Construction method	Machine and hand dug.
Other items	Initial discussions with DoC have been very encouraging on the concept of further development of the area.

Nydia Bay New Tracks



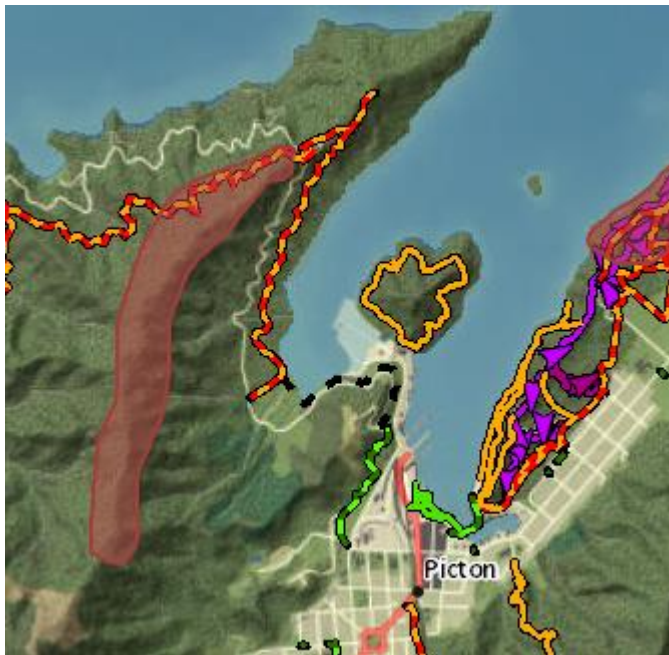
Name	Nydia Bay New Tracks
Description:	Rehabilitation of old bridle-paths and tramways with significant historical elements
Grade	intermediate/advanced
Key features	Tracks to follow the alignments of old historic tracks. Potential to create a Nydia Bay loop, which will increase interest in the track. Good potential to add historic educational elements to the tracks.
Approximate Length	TBC
Construction method	hand dug and cleared
Other items	Initial discussions with DoC have been favourable on the concept of further development of the area.

Wakamarina Development



Name	Wakamarina Development
Description:	Maintenance of existing track and building of a new track to create a loop
Grade	intermediate/advanced
Key features	Alignment of new track to be confirmed.
Approximate Length	TBC
Construction method	Machine and hand dug.
Other items	Initial discussions with DoC have been favourable on the concept of further development of the area.

Mt Freeth Track



Name	Mt Freeth Track
Description:	New track running up the Mt Freeth Ridgeline, connecting to the Link Pathway at the bottom
Grade	intermediate/advanced
Key features	Following the gentle ridgeline grades, the track will require minimal digging to construct.
Approximate Length	TBC
Construction method	Hand dug and cleared.
Other items	Verbal approval has been provided, awaiting formal letter of approval.