

# Te Taihu Cycling Events and Activity Strategy

February 2022





Photo Credit  
MarlboroughNZ, South Marlborough

**This Cycling Events Strategy has been developed in consultation to inform future, strategic decision-making about cycling events within Te Taihu region.**

Our aspiration is to enable and enhance the long-term sustainability of cycling events in Te Taihu and to maximise the benefits of these events to the region.

We acknowledge the Te Taihu Regional Events Fund for supporting the creation of this strategy.

Implementation and oversight of the Cycling Events Strategy will be led by a regional stakeholder steering group, which will be supported by the Nelson Regional Development Agency, enhancing the attraction of Te Taihu and enriching our communities.

**Fiona Wilson, CE**  
Nelson Regional  
Development Agency

**Jacqui Lloyd, GM**  
Destination  
Marlborough



This strategy is about all forms of cycling, including mountain biking, gravel riding, trail riding, road riding, BMX and track cycling. It is also about formal competitive events, as well as about casual, recreational activities. In short, it is about just about everything with pedals, including e-bikes, that doesn't involve a petrol engine, happening in the Te Taihu region.

In this strategy document, an event means an occasion, activity, gathering, display or celebration of an educational, celebratory, competitive or commemorative nature that is open to the public and occurs for a limited time. Privately hosted events fall outside of this definition. An activity is more casual in nature and may involve an individual or a group of people enjoying a common interest together. This includes tourism business activities, hobbies or exercise activities which are not pre-organised via a publicly accessible platform.

# The importance of cycling in Te Taihu

**Te Taihu (the Top-of-the-South region) is already a great place to be a cyclist, whether you are a competitor or a recreational rider. The region also has a lot to offer, no matter if you are a daredevil mountain biker, an e-bike trail rider, a track racer, or a commuter on two wheels.**

Cycling and cycling events are important contributors to the region's economy. The region's tracks and trails attract visitors from elsewhere in New Zealand. Until COVID came along, they also attracted significant numbers of visitors from overseas, and they will do so again in the future. The visitors' spending helps to sustain the region's motels, cafes, restaurants, retailers and other businesses. Cycling is, therefore, important to many residents' livelihoods.

Cycling also supports more general wellbeing. There are numerous cycling clubs and



Photo Credit  
nelsontasman.nz, Waimea Estuary

informal affinity groups that draw people together and strengthen the social fabric. Being active in different forms of cycling helps to keep the population healthy. And travelling on two wheels, instead of four, is obviously beneficial to the environment.

But more could be done to enhance these various benefits, and this is what this strategy is about. It is about leveraging the region's strengths and harnessing the private and community enterprise that have combined to give Te Taihu a reputation for different types

of cycling. It expresses a vision and a set of aims related to the role, amount of activity and contribution of cycling events in the region. And it specifies a set of short and medium-term actions to ensure that progress is made towards realising the vision and achieving the aims.

The strategy is intended to complement the other plans and strategies, including the Destination Management Plans developed by the Regional Tourism Offices and the three Councils cycling related strategies in Te Taihu.



# What prompted the development of this strategy and how it has evolved



**A report prepared for Nelson City Council in 2018, Mountain Biking Economic Study by Business and Economic Research Limited (BERL), showed that mountain biking in the Nelson Tasman region was economically important. It showed that mountain biking was contributing \$15.5 million in GDP and total additional employment of 211 FTEs into the local economy (roughly half in Nelson and half in Tasman). It also showed that there was potential for mountain biking's economic contribution to increase to \$39.5 million in GDP and the total employment of 538 FTEs in the following decade, especially if it were possible to attract a major event, like Crankworx.**

However, the report indicated that there were constraints to be overcome before mountain biking could reach its potential. In particular, there needed to be more trail head facilities and easier access to trails, as well as more promotion for events and trails.

The report also made specific recommendations, including investment in a central hub for the Maitai Valley area including vehicle parking, toilets, bike wash, waste management and space for commercial operations like hire, repair services and cafés. It also recommended the development of an extensive skills area in the Maitai Valley to encourage mountain biking by all ages. A regional (Nelson-

Tasman) approach to promoting the development of the activity was a further recommendation.

Moving to the present, the MBIE Regional Events Fund, led by the Nelson Regional Development Agency (NRDA) and Destination Marlborough, is the sponsor of this strategy. The original intention was to develop a mountain biking events strategy for Te Taihuhu, but a suggestion was made by BERL that it should encompass all types of cycling events, and this suggestion was accepted. Recognising that what is positive for locals is beneficial for visitors too and may also lead to the development of new events, it was decided that the strategy should include all kinds of cycling activity, rather than events alone.



# How this strategy has been developed

**The NRDA has been supported throughout the strategy development process by BERL. The process involved:**



Photo Credit  
George Guille, Great Taste Trail

**Initial discussions with cycling event organisers and other key stakeholders** – mainly to find out how they saw the opportunities to expand the cycling events calendar and what they saw as the constraints on doing so

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**Desk research** – to show the relationship between the proposed strategy and other strategies and plans in Te Taihū, and to summarise research and data from elsewhere in New Zealand on the economic impacts of cycling

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**Preparation of a consultation document** – which was sent to around 50 cycling event organisers, cycling-related businesses and officials from the three local authorities in the region

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**Analysis of responses to the consultation document** – the findings of which are presented on the next page.

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**Drafting the strategy, taking account of the responses** – to produce this document.





Photo Credit  
Whitehaven GrapeRide, GR Climb Shakespeare

# What was in the consultation document?

The consultation document can be found here [www.nelsontasman.nz](http://www.nelsontasman.nz)

In summary, it started by suggesting a vision for the strategy and a set of associated aims. It then showed how the strategy would fit with other public plans and strategies in Te Taihū, especially the three councils' Long Term Plans. Following that, it presented some data from around the country on the economic impacts of selected cycling events and trails.

A key feature of the consultation document was an analysis of gaps in the 2021 cycling events calendar in the region. To highlight where the gaps were, the analysis included only organised events, excluding regular weekly or monthly club meetings.

Table 1 presents an overview of the events calendar for Te Taihū as a whole. Tables 2 and 3 in the Appendix break down the calendar by local authority area and cycling discipline.



**Table 1:** Cycling events calendar, January 2021 – December 2021, all types of cycling and all of Te Taihū.

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In summary, the analysis reveals that, broken down by time of year, there was a large gap from mid-December to late January, a four-week gap from late February to mid-March, and three other three-week gaps.

Broken down by local authority area, Table 2 in the Appendix shows that Marlborough began the year with a 14-week gap, followed by one three-week gap and three two-week gaps between late May and late August. Between early September and the end of the year, there was only one event held, leaving two significant gaps in the calendar.

Nelson had a five-week gap at the start of January, followed by a four-week gap across February and March. Starting in mid-April, there was a four-week gap, followed by a seven-week gap from late May to July, which was further followed by a significant ten-week gap from late July and ending in late September. To close out the year, there was a three-week gap, a four-week gap, and another three-week gap.

Tasman's event calendar had a four-week gap in January, followed by a five-week gap that ended in mid-March. Subsequently, a three-week gap followed at the start of April, and then a six-week gap which ended at the start of June. Across the middle of the year there

was a significant 21-week gap, which started in mid-June and ended in early November.

Broken down by event type, Table 3 in the Appendix indicates that mountain biking events were most frequent and spread across the calendar, with a maximum gap between events being around five weeks from January to mid-March. Other types of events were held very infrequently or only once across the year, leaving significant gaps across the entire calendar.

Following the gap analysis, the consultation document reported the findings from a set of initial interviews with cycling event organisers. The interviews were designed mainly to discover:

- Their plans for future events
- How they saw opportunities for additional events in the region
- What they regarded as the constraints on organising and running events
- Whether there were cycling groups and activities that were not well provided for
- Their priorities for strategic action.

In terms of constraints on organising and running events, the consultation document reported that the interviews indicated that

there were three main problems that a strategy would need to address:

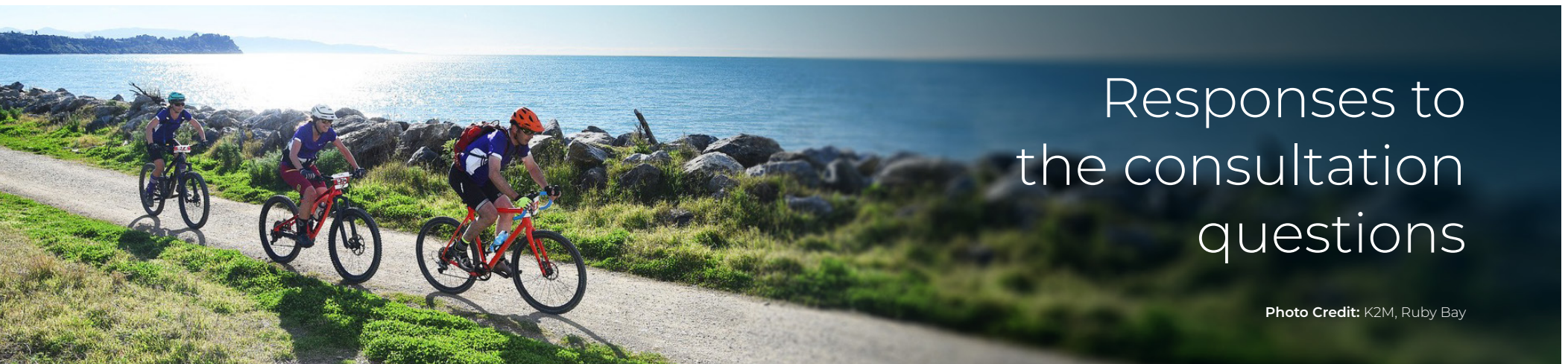
- A need for funding to enable events to be developed and promoted
- Limited capability and capacity to operate events
- The need for cycling-related infrastructure development.

The consultation document also briefly touched on how the strategy might be implemented and managed, and what success might look like.



**Photo Credit**  
Jay French, Cable Bay Adventure Park





# Responses to the consultation questions

Photo Credit: K2M, Ruby Bay

The consultation document included a number of questions intended to prompt responses from the consultees. The responses highlighted a small number of errors and omissions in the consultation document; for example, to note that the Dun Mountain Trail is now known as the Coppermine Trail. Overall, however, the responses to the consultation questions revealed a good degree of consensus. In summary, the responses were:

## **Q1. Do you agree that the ones shown in the consultation document should be the aims of the strategy?**

There was broad support for the aims stated in the consultation document, but a number of respondents also highlighted changes or additions to make them clearer or more specific.

Several respondents suggested better defining what it means to increase the numbers of visitors to the region. Rather than just stating the aim, it needs to be highlighted what increased visitor spending will mean for Te Taihu, and who these visitors actually are.

## **Q2. If not, what should be added, expressed differently, or taken away?**

It was noted that enhancing social, environmental and cultural wellbeing should be expressed differently to better reflect how this can be achieved in Te Taihu, while taking into account the current pool of riders available. Improved economic wellbeing would be achieved by attracting visitors from outside the region, while the other wellbeing benefits would be enhanced by responding to the needs and interests of residents.

## **Q3. Does the document provide an accurate reflection of the gaps in the region's cycling events calendar?**

It was generally agreed that the document provided an accurate reflection of the cycling events calendar, although a few events in the calendar had been missed.

However, what was consistently stressed by respondents is that the strategy should not look to completely fill any and all of the gaps highlighted. The summer period provides good opportunities for recreational riders to visit and use the tracks on a casual basis, and there is also the increased fire risk which puts pressure on organised events during this period. It was also noted that winter conditions can lead to bad track quality. Winter is also a less appealing time for riders to visit.



**Q4. How do you think the gaps could be filled?**

There were two re-occurring suggestions as to how the gaps in the events calendar could be filled.

Firstly, it is suggested that events and infrastructure must be more inclusive. This may involve creating better low grade tracks which are more suited to recreational/beginner riders. At the same time, it could involve building/leveraging off existing events and creating events or activities that would target the families and support teams of riders who come for competitive events. It could also involve running events targeted at the growing niche types of cycling (gravel and e-bikes).

Secondly, there must be a balance between holding events which attract visitors, whether they be domestic or international, and events which are aimed at locals. This must also take into account all other non-cycling events on in the region.

The overarching point was to not fill all the gaps in the calendar and better enable recreational riders/visitors to use the existing tracks during quiet periods. Filling the entire calendar up with events could exclude certain riders, and can also lead to

capability issues, in terms of organisers and resources, such as accommodation (mainly in Marlborough).

**Q5. What, if any, potential future events and opportunities has the document missed?**

The most popular opportunity noted was the growing emergence and uptake of e-bikes. There are currently relatively few events for e-bike riders, although Queenstown is soon to host an e-bike festival. Events for heritage bikes are another possibility and it was noted that Greytown was the host of the inaugural Tweed Ride in New Zealand. There is also growing interest and participation in gravel riding, a relatively new form of cycling, which will present a potentially valuable future opportunity.

**Q6. Where will gaps in the events calendar remain, even after the opportunities outlined in the document have been added?**

It was mentioned that gaps will most likely persist through the January to March period, when volunteers, who traditionally run events, will have the summer off. Tracks are also often closed during this period because there is an increased fire risk.



Additionally, gaps in the winter period will also tend to remain. Some events are fully weather dependent, and there is significant trail damage during this period from the weather conditions.

**Q7. Have the constraints on running additional events been accurately described?**

There was general agreement that the constraints (i.e. the need for funding, capacity and capability development, infrastructure investment) were correctly and accurately described.



### **Q8. What, if any, significant constraints have been missed?**

Another notable constraint was the availability, or lack of it, of accommodation (mainly in Marlborough) when events are held. It is important to consider other events on at the same time, as this will create more competition for accommodation, with an already limited accommodation pool.

On the subject of accommodation, the importance of motels and other providers being able to offer bike-friendly facilities (e.g. lock-ups and bike washes) was highlighted.

There have been fewer than normal flight options to Nelson and Blenheim for riders from the North Island during the COVID pandemic although this issue should be resolved in due course. However, there are no international flights into Nelson or Blenheim airports, which limits the ability to attract as many international visitors as possible when

hosting a large-scale international event. Riders also need the ability to air freight their bikes to the Nelson and Blenheim airports, which is not easy at present.

### **Q9. What would be your order of priority for the three types of action to address the constraints outlined in the document?**

The three priorities were closely ranked by the respondents, but the overall order of priority for the three broad types of actions outlined in the document, was:

1. Provision of funding to enable events to be developed and promoted
2. Building the capability and capacity to operate events
3. Developing the infrastructure.

It was noted that provision of funding and building the capability and capacity to operate events, are two areas of need which go hand in hand. Funding which supports the

development of volunteers/organisers will be able to build the capability and capacities of organisers, which will in turn enable events to be better developed and promoted.

### **Q10. Who/what organisations should lead the three types of action?**

It was suggested that funding should be provided by local and central Government, along with the NRDA and Marlborough District Council, who administer these funds.

For building the capability and capacity to operate events, there were varied responses, with some suggesting commercial entities and public bodies (i.e. the NRDA, Marlborough District Council and Sport Tasman).

In terms of developing infrastructure it was recommended by the majority of respondents that the councils and landowners should lead this action, with the assistance and knowledge of the cycling clubs.

### **Do you have any further comments or suggestions?**

Many of the respondents emphasised the importance of trying to provide informal cycling events and activities for supporters and families of riders who come to the region for formal events and competitions. Encouraging spectators/families/teams at events to be more involved will increase the popularity and value gained from events.



# The vision and aims of the strategy

Taking account of the desk research, the findings of the initial discussions with event organisers and other stakeholders, and the responses to the consultation questions, the vision underpinning the strategy is that:

**Te Taihu will become the pre-eminent region in New Zealand for a wide range of cycling events and activities.**

Similarly, the aims are to:

- 1 Expand the calendar of cycling events and activities in all three council areas within Te Taihu
- 2 Ensure the events and activities are diverse in nature, promoting participation by all interest groups and age groups
- 3 Develop cycling related infrastructure to support growth in events and activities
- 4 Promote the events and activities to increase the number of visitors to the region and support economic growth
- 5 Enhance social, environmental and cultural wellbeing in the region

# Actions to realise the vision and achieve the aims

Based on the vision and aims, the strategy will comprise a set of actions as outlined in this table. It will be noted that some actions will support more than one aim. The table includes some indicators of success, and the organisation with the lead or responsibility for the actions is shown.

The actions are explained further in the text following the table.

Aims & Activities	Indicator or Measure	Responsibility
<b>Aim 1: Expand the calendar of cycling events and activities in all three regions of Te Taihū</b>		
<b>Actions</b>		
Establish a regional cycling events/activities co-ordination function to help maximise regional benefits from events (Yr 1)	Strategy Steering Group established	NRDA
Establish a priority list of cycling events/activities to help fund and promote (Yr 1)	List agreed	Strategy Steering Group
Establish and fund an events management function to help promote and organise key regional cycling events (volunteer burnout) (Yr 1)	Event Coordinator function established	NRDA, MDC
Pursue strategic relationship(s) with relevant organisations in Tasmania to explore potential for trans-Tasman events (Yr 1)	MOU signed & plans developed	NRDA
Commit to host a national/international gravel cycling event (Yr 1-2)	Date agreed & plan established	Private organiser
Host inaugural national/international gravel bike event (Yr 3)	Competitor/Visitor numbers & estimated spend	Private organiser with NRDA/ MDC funding support
First Trans- Tasman MTB Events staged (Yr 2-5)	Number of participants in events both sides of Tasman	NRDA, mtb clubs, private organisers
Attract (or establish) and help fund, one local biking event/activity annually that attracts visitors to the region (Yr 2-5)	Participant numbers and %age visitors	Event Coordinator, clubs, NRDA/DM/MDC
Attract, help fund and support a national/international cycling event biennially (Yr 2-5)	Participant numbers, %age visitors, EIA	Strategy Steering Group, clubs, NRDA/DM/MDC



Aims & Activities	Indicator or Measure	Responsibility
<b>Aim 2: Ensure the events and activities are diverse in nature, promoting participation by all interest groups and age groups</b>		
<b>Actions</b>		
Establish a priority list of cycling events/activities to help fund and promote (Yr 1)	List agreed	Strategy Steering Group
Actively promote e-bike and other cycling skills training that can be provided by existing trainers (Yr 1-2)	Numbers attending training, decline in mtb related ACC claims	Strategy Steering Group
Trial new organised activities for recreational e-bikers (Yr 1-2)	Participant numbers and %age visitors	Private organisers with NRDA/MDC managed funding
Encourage the development of fringe cycling events to coincide with staging of major events	Number of events, participant numbers	Sport Tasman/ NRDA/ DM/Bike Clubs

Aims & Activities	Indicator or Measure	Responsibility
<b>Aim 3: Develop cycling related infrastructure to support growth in events and activities</b>		
<b>Actions</b>		
Promote the completion of the planned Maitai Recreation Hub and support infrastructure (Yr 1).	Hub completed	Strategy Steering Group
Agree a priority list for the development of Grade 2-3 tracks and trails across the region (Yr 1)	List Agreed	Strategy Steering Group, user groups
Encourage NCC to prioritise the development of Grade 2-3 tracks in the roll out of its MTB Track Strategy (Yr 1)	Grade 2-3 tracks prioritised	Strategy Steering Group & bike clubs
Co-ordinate and agree with regional forestry owners, access (and conditions) to prescribed forestry roads for mtb/gravel bike recreational and event use (Yr 1-2)	Kms of forestry roads available for general use	Sport Tasman/ NRDA/ DM/Bike Clubs
Construct further Grade 2-3 tracks and trails as required throughout the region, preferably adjacent to existing tracks/trails (Yr 2-5)	Kms of new grade 2-3 tracks & trails	Councils, mtb clubs, Trails Trusts

Aims & Activities	Indicator or Measure	Responsibility
<b>Aim 4: Promote the events and activities to increase the number of visitors to the region and support economic growth</b>		
<b>Actions</b>		
Attract (or establish) and help fund, one local biking event/activity annually that attracts visitors to the region (Yr 2-5)	Participant numbers and %age visitors	Strategy Steering Group, NRDA, DM, Councils
Attract, help fund and support a national/international cycling event biennially (Yr 2-5)	Participant numbers, %age visitors, EIA	Strategy Steering Group, bike clubs, Councils
Host inaugural national/international gravel bike event (Yr 3)	Competitor/Visitor numbers & estimated spend	Private organiser with NRDA/MDC funding support
First Trans- Tasman MTB Events staged (Yr 2-3)	Number of participants in events both sides of Tasman	NRDA, Event Organiser

Aims & Activities	Indicator or Measure	Responsibility
<b>Aim 5: Enhance social, environmental and cultural wellbeing in the region</b>		
<b>Actions</b>		
Actively promote e-bike and other cycling skills training that can be provided by existing trainers (Yr 1-2)	Numbers attending training, decline in mtb related claims	Event Coordinator
Trial new organised activities for recreational e-bikers (Yr1-2)	Participant numbers and %age visitors	Private organiser, managed funding support (Councils)
Monitor "health" (participation and infrastructure) of all cycling disciplines across the region and determine where future funding would be most beneficial to future growth for the relevant sport and region (Yr 4-5)	Numbers and trends of different types of events	Strategy Steering Group
<b>Notes:</b> <b>Coordination Group</b> - assumes an events focussed function within the existing regional Cycling Interests Group facilitated by NRDA <b>Councils</b> - refers to all Councils unless specified: Nelson District Council (NCC), Marlborough District Council (MDC), Tasman District Council (TDC) <b>DM</b> - Destination Marlborough <b>Event Coordinator</b> - assumes NRDA/ Coordination Group would appoint/adopt such a support role in addition to private and club event organisers <b>NRDA</b> - Nelson Regional Development Agency		

**In more detail, the actions, and what they are intended to achieve, are:**

**Establish a regional cycling events/activities co-ordination function to help maximise regional benefits from events**

The purpose would be to develop a broad range of cycling events and activities across the calendar without creating competing attractions and without clashing with other non-cycling events in the region.

The function would be carried out by a new Event Coordinator role reporting to the Steering Group.

**Establish a priority list of cycling events/activities to help fund and promote**

Although it will not necessarily be possible or desirable to fill all of the gaps in the calendar, cycling events are distributed unevenly across the calendar. In addition, some types of cycling activities are under-provided for.

Identifying a priority list of events to be supported would help to fill some of the gaps in the calendar and would make it possible to cater for a broad range of interests. This would create a more attractive offering for visitors and local residents, and the outcome would be greater participation.

**Establish and fund an events support function to help promote and organise key regional cycling events**

One of the constraints on the ability to add cycling events to the calendar is the capacity of event organisers to undertake all the tasks necessary to put on an event safely and efficiently. Another is volunteer burn-out, with the burden of supporting events often being carried by too few individuals.

The establishment of an event support function would alleviate this problem and it would become possible to organise a greater number of events.

**Pursue strategic relationship(s) with relevant organisations in Tasmania to explore potential for trans-Tasman events**

Tasmania and Te Taihupo have similar advantages in terms of their MTB event and activity offerings. It is believed that developing a strategic relationship between the two locations will be mutually beneficial, especially if international visitors can add them both to their itineraries. The benefits will be compounded if it becomes possible to add both locations to major international event series.

**Commit to hosting a national/international gravel cycling event**

An increasing number of riders are participating in e-bike and conventional bike gravel riding. There is interest within Te Taihupo in the idea of developing a national/international event, and there is the necessary event management expertise. To harness the economic and other benefits of the growing participation in the activity, it should be a priority to commit to, and plan for, a major gravel riding event.



**Photo Credit**  
Jay French, Kaiteiteri Mountain Bike Park



### **Host inaugural national/international gravel cycling event**

Fulfilling the short-term commitment to host a national/international gravel cycling event would, by itself, generate short-term economic benefits. It would also raise the profile of Te Taihu as a great location for the activity, and this would help to attract visitors to the region across the year.

### **Attract (or establish) and help fund, one local biking event/activity annually that attracts visitors to the region**

The strategy is intended to recognise and promote a wide range of interests in cycling, including individuals and groups who are attracted to events that put the emphasis on fun. The events would generally be themed and might include heritage cycles and riders in costume, similar to the Tweed Ride.

### **Attract (or establish) and help fund one new national or international level biking event/activity annually**

It would be desirable to broaden and diversify the cycling events calendar by working to attract, or develop, one new major cycling event each year. This might be difficult in the short term, because of COVID-19, plans should be made for this to happen in the medium-term.

### **Actively promote e-bike and other cycling skills training that can be provided by existing trainers**

People taking up cycling, especially after many years off a bike, can endanger themselves because they have lost the skills and awareness necessary to ride safely. This applies especially to people taking up e-bike riding for the first time.

Mountain bike riding can also be hazardous, especially to young people who lack the skills and judgement of more experienced riders.

Training is available within the region for both e-bike and mountain bike riders, but it needs to be publicised more. Better trained riders will be safer and will get more enjoyment from their participation.

### **Promote urgency for the completion of the planned Maitai Recreation Hub and support infrastructure**

Plans for the hub, which has secured funding from MBIE and Nelson City Council, include the addition of composting toilets, a bike repair station, a bike washdown station, a water fountain, a car parking area and potential for a commercial space to be used for such things as equipment hire or sale, or a cafe.

Work on constructing the hub has just started but its completion will be important as it will encourage participation in mountain biking and will complement the Codgers Tracks facilities in The Brook area. The Maitai Recreation Hub will also be a resource for runners, walkers and golfers.



Photo Credit  
nelsonstasman.nz, Mapua Ferry

### **Agree a priority list for the development of Grade 2-3 tracks and trails across the region**

It is widely acknowledged that there is a shortage of lower grade MTB tracks and trails in the region. Many of the tracks and trails are too difficult, and potentially hazardous, for new riders and visitors. In order to encourage participation and to broaden the offering, it will be important to identify possible additional Grade 2 and 3 tracks in each part of the region.

### **Encourage NCC to prioritise the development of Grade 2-3 tracks in the roll out of its MTB Track Strategy**

The recently closed consultation on Nelson City Council's MTB strategy noted the need for increasing the supply of easier trails. It will be important to go beyond this by prioritising work to get these trails built.

### **Trial new organised activities for recreational e-bikers**

Recreational e-biking is a rapidly growing activity for residents and visitors alike. Engagement in the activity is generally casual, but there will be advantage in trialling new organised events and activities, possibly of the type that have been staged in Queenstown and Greytown.

### **Encourage the development of fringe cycling events to coincide with staging of major events**

These events would make it more attractive for entrants in major events, from outside the region, to bring family members and supporters with them.

For residents, the fringe events would encourage participation and help to generate a festival atmosphere.

### **Co-ordinate and agree with regional forestry owners, access (and conditions) to prescribed forestry roads for mtb/gravel bike recreational and event use**

A number of land owners in the region allow mtb and gravel riders to access their forests, but it would be desirable to encourage greater access in order to satisfy the growing demand.

### **Construct further Grade 2-3 tracks and trails as required throughout the region, preferably adjacent to existing tracks/trails**

Work to construct additional Grade 2-3 tracks and trails should start in the short-term. Realistically, however, the work will need to continue into the medium-term, if the objective of increasing participation is to be achieved.



Photo Credit  
Jay French, Codgers Mountain Bike Park

### **Monitor “health” (participation and infrastructure) of all cycling disciplines (per CNZ) across the region and determine where future funding would be most beneficial to future growth for the relevant sport and region**

Certain types of cycling activity (notably MTB) are already strong in Te Taihū, but others (for example BMX) are likely to require funding and other support to help them flourish. Monitoring the health of the full range of cycling activities will inform decisions about where, what and how much support is required, if the vision of the strategy is to be realised.



# Managing the implementation

It is intended that there will be a Strategy Steering Group, comprising a representative from NRDA, Destination Marlborough, an event coordinator, representatives of event organisers, and, possibly, the three Councils. The size of the group will be limited to prevent it from becoming unwieldy.

The functions of the group will be, firstly, to ensure that the actions specified in the strategy are taken and, secondly, to ensure the impacts of the strategy are evaluated.

It should be noted that the NRDA already co-ordinates a Cycling Interests Group, and it is intended that this Group will keep the Strategy Steering Group updated with current issues and opportunities. The NRDA is also considering establishing a mountain biking interest group and, similarly, it will be important to ensure that this group also works effectively alongside the Strategy Steering Group.



**Photo Credit**  
Jay French, Cable Bay Adventure Park

# What success will look like

**Based on the vision and aims presented earlier in this document, it will ultimately be possible to judge this strategy a success because there will be more, and more diverse, cycling events in the region, spread across the calendar. The events will attract more visitors into the region, and their expenditure will stimulate the growth of the region's economy.**

In addition, the broader wellbeing of the region and its residents will be enhanced. Residents will have access to more, and more varied, opportunities to pursue their livelihoods. They will also have more opportunities to engage in the activities of their communities. And they will enjoy healthier lifestyles that are more environmentally friendly.

Moreover, the enhanced status of Te Taihū as the pre-eminent region in New Zealand for all kinds of cycling events and activities will also help to foster the growth of business and other links between the region and other parts of the world.

The Strategy Steering Group will develop a monitoring and evaluation framework, incorporating the indicators and measures shown in the table of actions above.

Accordingly, it might include measures of the sort listed below. The measures are indicative only and a more definitive list will be developed by the Steering Group.



Participation rates for cycling events increases annually



Annual increases in the number of visitors associated with cycling events



Visitor spend across the region increases by x percent



Trail building funding is targeted at developing Grade 2-3 tracks for the next 5 years



Kilometres of new trails added



The establishment of an event management function/s in the region and available to support the promotion of cycling events



Long term access arrangements are in place between councils, forestry companies and membership based cycling organisations



Facilities are available for all forms of cycling that meet the requirements to hold national cycling events and championships.





# Appendix: The 2021 cycling events calendar

It should be noted that, to make them clearer, the following tables do not include regular weekly or monthly club events. The tables are taken from the Consultation Document, and it is acknowledged that a small number of events might have been missed.

**Photo Credit**  
Rod Bardsley, Queen Charlotte Track

**Table 1:** Cycling events calendar, January 2021 – December 2021, all types of cycling and all of Te Taihū.

[illegible]



Table 2: Cycling events calendar by local authority area, January 2021 – December 2021

Week Ending	Jan 7, 2021	Jan 14, 2021	Jan 21, 2021	Jan 28, 2021	Feb 4, 2021	Feb 11, 2021	Feb 18, 2021	Feb 25, 2021	Mar 4, 2021	Mar 11, 2021	Mar 18, 2021	Mar 25, 2021	Apr 1, 2021	Apr 8, 2021	Apr 15, 2021	Apr 22, 2021	Apr 29, 2021	May 6, 2021	May 13, 2021	May 20, 2021	May 27, 2021	Jun 3, 2021	Jun 10, 2021	Jun 17, 2021	Jun 24, 2021	Jul 1, 2021	Jul 8, 2021	Jul 15, 2021	Jul 22, 2021	Jul 29, 2021	Aug 5, 2021	Aug 12, 2021	Aug 19, 2021	Aug 26, 2021	Sep 2, 2021	Sep 9, 2021	Sep 16, 2021	Sep 23, 2021	Sep 30, 2021	Oct 7, 2021	Oct 14, 2021	Oct 21, 2021	Oct 28, 2021	Nov 4, 2021	Nov 11, 2021	Nov 18, 2021	Nov 25, 2021	Dec 2, 2021	Dec 9, 2021	Dec 16, 2021	Dec 23, 2021	Dec 30, 2021				
Marlborough																																																								
Soup and Bun (Fun Series)																																																								
GrapeRide																																																								
Soup and Bun																																																								
Enduro MMTBC																																																								
Soup and Bun																																																								
XC1 Picton																																																								
XC2 Taylor Forest																																																								
Tour de Gravel																																																								
XC3 Top of the South XC																																																								
Enduro MMTBC																																																								
Downhill																																																								
Championships																																																								
Nelson																																																								
National MTB Downhill Race - Round 3																																																								
Go by Bike day																																																								
Weet-Bix Tryathlon																																																								
Nelson MTB Club Day																																																								
Nelson BMX Easter Racing																																																								
Aorere Enduro																																																								
Gravity Junior Enduro																																																								
The Big Bike Film Night 2021																																																								
Matariki Social Ride																																																								
Coppermine																																																								
The Big Bike Film Night																																																								

**Table 3:** Cycling events calendar by event type, January 2021 – December 2021

	Jan 7, 2021	Jan 14, 2021	Jan 21, 2021	Jan 28, 2021	Feb 4, 2021	Feb 11, 2021	Feb 18, 2021	Feb 25, 2021	Mar 4, 2021	Mar 11, 2021	Mar 18, 2021	Mar 25, 2021	Apr 1, 2021	Apr 8, 2021	Apr 15, 2021	Apr 22, 2021	Apr 29, 2021	May 6, 2021	May 13, 2021	May 20, 2021	May 27, 2021	Jun 3, 2021	Jun 10, 2021	Jun 17, 2021	Jun 24, 2021	Jul 1, 2021	Jul 8, 2021	Jul 15, 2021	Jul 22, 2021	Jul 29, 2021	Aug 5, 2021	Aug 12, 2021	Aug 19, 2021	Aug 26, 2021	Sep 2, 2021	Sep 9, 2021	Sep 16, 2021	Sep 23, 2021	Sep 30, 2021	Oct 7, 2021	Oct 14, 2021	Oct 21, 2021	Oct 28, 2021	Nov 4, 2021	Nov 11, 2021	Nov 18, 2021	Nov 25, 2021	Dec 2, 2021	Dec 9, 2021	Dec 16, 2021	Dec 23, 2021	Dec 30, 2021
Week Ending																																																				
BMX																																																				
Nelson BMX Easter Racing																																																				
General Community																																																				
Go by Bike day																																																				
The Big Bike Film Night 2021																																																				
The Central Challenge																																																				
The Big Bike Film Night																																																				
Gravel																																																				
Tour de Gravel																																																				
Mountain Biking																																																				
National MTB Downhill Race - Round 3																																																				
Wairoa Gorge Womens Day																																																				
Wairoa Gorge Open Day																																																				
Rameka Enduro																																																				
Nelson MTB Club Day																																																				
Aorere Enduro																																																				
Gravity Junior Enduro																																																				
Soup and Bun (Fun Series)																																																				
Kaiteriteri Big Bike Weekender																																																				
Soup and Bun																																																				
Enduro MMTBC																																																				
Soup and Bun																																																				
XC1 Picton																																																				
Matariki Social Ride																																																				
XC2 Taylor Forest																																																				
XC3 Top of the South XC																																																				
Enduro MMTBC																																						</														

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**Table 3:** Cycling events calendar by local authority area, January 2021 – December 2021 – *Continued*

Week Ending	Jan 7, 2021	Jan 14, 2021	Jan 21, 2021	Jan 28, 2021	Feb 4, 2021	Feb 11, 2021	Feb 18, 2021	Feb 25, 2021	Mar 4, 2021	Mar 11, 2021	Mar 18, 2021	Mar 25, 2021	Apr 1, 2021	Apr 8, 2021	Apr 15, 2021	Apr 22, 2021	Apr 29, 2021	May 6, 2021	May 13, 2021	May 20, 2021	May 27, 2021	Jun 3, 2021	Jun 10, 2021	Jun 17, 2021	Jun 24, 2021	Jul 1, 2021	Jul 8, 2021	Jul 15, 2021	Jul 22, 2021	Jul 29, 2021	Aug 5, 2021	Aug 12, 2021	Aug 19, 2021	Aug 26, 2021	Sep 2, 2021	Sep 9, 2021	Sep 16, 2021	Sep 23, 2021	Sep 30, 2021	Oct 7, 2021	Oct 14, 2021	Oct 21, 2021	Oct 28, 2021	Nov 4, 2021	Nov 11, 2021	Nov 18, 2021	Nov 25, 2021	Dec 2, 2021	Dec 9, 2021	Dec 16, 2021	Dec 23, 2021	Dec 30, 2021	
Multi-Sport																																																					
Weet-Bix Tryathlon																																																					
K2M																																																					
Road Cycling																																																					
Tasman Wheelers Junior Tour - Cycling NZ National Road Series																																																					
GrapeRide																																																					
Track Cycling																																																					
Mighty Masters Cycling Festival																																																					
Trail Riding																																																					
Coppermine																																																					