



HURUNUI
District Council

Hurunui Tourism Board

AGENDA

FOR AN ORDINARY MEETING TO BE HELD ON:

MONDAY 9 APRIL 2018
COMMENCING AT 1 PM

The Hanmer Springs Retreat, Hanmer Springs Rd, Hanmer Springs

Community partnership in growth and wellbeing.

HURUNUI TOURISM BOARD

Committee Membership:

Janice Fredric (Chairperson)
Mayor Dalley
Cr Marie Black
Cr Dick Davison
Cr Jason Fletcher
Geoff Shier - Waipara Valley North Canterbury
Winegrowers Inc. Rep.
Christian Chester - Hanmer Springs Business
Association Rep.
Grant Lilly – Hanmer Springs Thermal Pools and
Spa Management Committee Rep.

Quorum: not less than 5 members

Secretary Maree Hare

Significance Consideration

(Guidelines from Hurunui District Council's 'Significance and Engagement Policy')

The Council, in considering each matter, must be:

- a. Satisfied that it has sufficient information about the practicable options and their benefits, costs and impacts, bearing in mind the significance of the decisions.
- b. Satisfied that it knows enough about and will give adequate consideration to the views and preferences of affected and interested parties bearing in mind the significance of the decisions to be made.

Questions

- a. Does the Council have sufficient information about the issue, proposal, decisions or other matter?
- b. Does the issue, proposal, decisions or other matter:
 - Affect all or a large portion of the community in a far-reaching way?
 - Have a potential impact or consequence on the affected persons (being a number of persons) that is substantial?
 - Have financial implications on the Council's resources that would be substantial?
 - Generate (or would be expected to generate) a high degree of controversy?
 - Have any impact on Council's capacity to undertake its statutory responsibilities?
 - Fail to flow logically or consequentially from a decision in the Council's Long Term Plan?

Evaluation

Council officers preparing these reports will have regard to Council's policy on significance. Councillors will make the final assessment on whether the subject under consideration is to be regarded as being significant or not. Unless the Council explicitly determines that the subject under consideration is to be deemed significant then the subject will be deemed as not being significant.

HURUNUI TOURISM BOARD

MONDAY 9 APRIL 2018 AT 1PM

HANMER SPRINGS RETREAT, HANMER SPRINGS

| | |
|------|----------------|
| 1 pm | Meeting begins |
| 3 pm | Afternoon Tea |

| ITEM | ORDER OF BUSINESS | Significance | Pages |
|------|--|------------------------------------|--|
| | Health and Safety briefing – details to be advised at the beginning of the meeting | | |
| | Apologies Announced Urgent Business Conflict of Interest Declarations | | |
| 1. | Minutes – Minutes of the February 2018 meeting | | 2 - 7 |
| 2. | Decision Items: There are no decision items for this meeting | | |
| 3. | Discussion Items: 3.1 District Information Boards – verbal update 3.2 HDC Easter Sunday Trading Policy – verbal update 3.3 Hurunui Trails Trust Funding update – verbal update | | |
| 4. | Information Items: 4.1 Freedom Camping Bylaw Review 4.2 Marketing Report 4.3 Financial Report 4.4 Tourism Statistics 4.5 Tourism Development Update 4.6 Action Sheet 4.7 Forward Plan 4.8 Delegate’s Reports - <ul style="list-style-type: none"> • Hanmer Springs Business Association • Hanmer Springs Thermal Pools and Spa • Waipara Valley North Canterbury Winegrowers Inc | Medium Low Low Low Low | 8 – 26 27 – 30 31 – 32 33 – 41 42 – 44 45 46 |
| 5. | Urgent Business: | | |
| 6. | Presentation from Hanmer Retreat representative | | |

HURUNUI DISTRICT COUNCIL MINUTES



| | |
|----------------------|---|
| Meeting | Hurunui Tourism Board |
| Time and Date | 1 pm, Monday 12 February 2018 |
| Venue | Council Chambers, Carters Rd, Amberley |
| Agenda | http://www.hurunui.govt.nz/your-council/meeting-calendar/ |

| | |
|--|--|
| Health and Safety briefing | Those present were advised of the emergency exits from the building and the gathering area outside the building. |
| Members Present | Janice Fredric (Chairperson), Councillors Marie Black, Dick Davison, Geoff Shier, Jason Fletcher and Christian Chester. Mayor Winton Dalley (from 2.16pm). |
| In Attendance | Graeme Abbot (General Manager Hanmer Springs Thermal Pools and Spa and Tourism Development Manager), Shane Adcock (Marketing Manager) Vanessa Nelmes (Tourism Marketing Officer) and Maree Hare (Board Secretary) |
| Apologies | Grant Lilley. Mayor Dalley for lateness. THAT THE APOLOGIES BE ACCEPTED. Chairperson CARRIED |
| Conflict of Interest Declarations | There were no declarations of Conflict of Interest. |
| Urgent Business | <ul style="list-style-type: none"> Visit Hurunui Destination Development Plan |
| Minutes | <p>THAT THE MINUTES OF THE HURUNUI TOURISM BOARD MEETING HELD ON 11 DECEMBER 2017 BE CONFIRMED.</p> <p>Shier/Davison CARRIED</p> <p>THAT THE MINUTES OF THE PUBLIC EXCLUDED SESSION OF THE 11 DECEMBER 2017 MEETING WITH THE ADDITION OF MAYOR DALLEY BEING RECORDED AS AN APOLOGY BE CONFIRMED.</p> <p>Frederic/Shier CARRIED</p> |

1. DECISION ITEMS

1.1 Marketing Plan FY19

The report from the Tourism Development Manager advised that the draft marketing plan was presented and approved at the 11 December 2017 Board meeting subject to the changes agreed to at that meeting and these have now been made.

The changes included correcting the name of the APT route, correcting the year the document covers, and revising the Advertising and Conference and Meetings budget.

THAT THE HURUNUI TOURISM BOARD APPROVES THE FY19 MARKETING PLAN AS PRESENTED.

Black/Fetcher

CARRIED

1.2 District Information Boards

The report from the Tourism Marketing Officer provided options for the update of the district information boards. The report advised that there are 7 information boards around the district and these have previously been updated on a three year cycle with the last full district update being completed in 2014.

The meeting considered the report and noted the following –

- This Report is being brought to the Board because the costs to update the Information boards are not in the current budget.
- The District's Communities take a lot of pride and ownership in the Boards in their areas
- The cost of updating all the Boards at the same time would be in the vicinity of \$35,000 to \$40,000. This would involve a complete update.
- One option suggested was to update the Boards over a three cycle however the accuracy of the information if this was done was queried. The Marketing Officer advised that while there is not a lot of outdated information on the Boards they do need freshening up. An electrical review would also be involved.
- It was also noted that digital technology will be considered as part of the update process however consideration must be given to the budget available.
- The placement of the Board at the Waipara Hills winery was queried and it was suggested that may be better located at the junction of SH1/SH7. G Shier advised that he would take the matter to the Wine Region meeting the following day for consideration.
- The report suggested that the Reserve Fund be used for the updating of the Boards however, the meeting noted that there will be approximately \$40,000 in the Reserve account and if it was used for this project there would be nothing left.
- The sponsorship policy was discussed and it was noted that some of the current Boards have previously been sponsored with a banner across the bottom of the Board costing sponsors approximately \$800 - \$1000.
- The meeting agreed that the Officer reports back to the next meeting on what other options are available including a digital format and also

on possible sponsorship by local businesses or major corporate bodies.

- Cr Davison suggested an application be made to the Kate Valley Landfill Trust for funding but it was noted that while this fund is contestable the funds are only available for use within the catchment of the Waipara School. It was noted however that the Winegrowers could apply for this if they wanted to pay for a Board in their area.

2. DISCUSSION ITEM

2.1 Amberley Business Study

The report from the Tourism Marketing Officer advised that Enterprise North Canterbury has recently completed a series of interviews with a cross section of Amberley Businesses as part of a process to identify the needs of the local business community. The results of this study have been presented to Council and the next step is to bring all Amberley businesses together for a networking meeting. This is to take place on February 22 and Hurunui Tourism has been invited to attend.

The meeting discussed the report and noted the following –

- There was some dissatisfaction within the Amberley business community about the process because not all businesses were approached however it was noted that this is an ENC initiative and the Report is for the information only of the Tourism Board.

3. INFORMATION ITEMS

3.1 Significance and Engagement Update

The Report from the Committee Secretary advised that a Significance and Engagement Policy is a mandatory document for Council and as Hurunui Tourism is a committee of council the Policy applies to the Committee. The policy was reviewed by a Council working group and the recommended policy was adopted by Council on 21 December 2017.

The reviewed policy is a guide to Council and its committees in deciding whether a particular decision is significant and the degree of significance as well as how Council and its committees will engage, inform or consult with the community as part of the decision making process.

The meeting considered the report and noted the following –

- Cr Fletcher advised that this is an important policy and all Council committees have an obligation to consider the significance of any report considered.

3.2 Marketing Activity Report

The report from the Tourism Marketing Officer provided the marketing activity for December 2017 – January 2018 for the information of the Board.

The meeting noted the following points –

- The Autumn campaign is now online and has had a good start.
- Alpine Pacific Touring Route has its own website now which is looking good.

- Community Maps – the next map to be done will be for Cheviot or Hawarden/Waikari.
- The circulation of the Stakeholder newsletter was queried and it was noted that not all members of the Hanmer Springs Business Association receive the newsletter. It was agreed that those who wish to receive it should provide their contact details to the Tourism Marketing Officer.

3.3 Financial Report

The report from the Manager Support Services provided the Financial Report for the year ending December 2017.

The meeting noted the following points –

- The variance for the Marketing consultancy costs was queried and the meeting was advised that this is a timing issue.

3.4 Tourism Statistics

The report from the Marketing Manager provided the tourism statistics for the Industry, Region and Hanmer Springs

The meeting considered the report and noted the following –

- The large increase in guest nights was queried and it was noted that following the November 2016 earthquake event there was an increase in Contractor guest nights however it was not possible to differentiate between these guest nights and tourist guest nights.
- Website statistics – noted that domestic visitor numbers are up by 20% compared to the same time last year and that campaigns during the year have contributed to this increase.

3.5 Action Sheet

The Action Sheet was provided for the information of the Board.

The meeting agreed that the Tourism Development Manager and the Tourism Marketing Manager meet with Doug Pearce when he is next in Hanmer Springs and then report back to the Board.

3.6 Tourism Board Forward Plan

The Forward Plan was provided for the information of the meeting.

THAT ALL OF THE ABOVE REPORTS BE RECEIVED.

Fletcher/Black

CARRIED

3.7 Delegates Reports

- Hurunui Trails– Cr Fletcher reported that the group have not yet had any results from the funding applications made. Work has been done on the Heartland ride however a response is still to come from NZTA and also endorsement by NZ Cycle Trails.

The Trust has adopted a process called Trustworks which is a website that works with charitable trusts to record minutes etc remotely and this is working well.

The Hurunui Trail crosses private land near the Kowai river and a successful meeting has been held with the landowner.

A meeting has been held with interested parties in Cheviot and they are very enthusiastic to help.

The Trust are currently making submissions to the LTP and to the Molesworth Conservation Area review.

- Hanmer Springs Business Association – C Chester advised that Hanmer Springs businesses have had an overall increase in revenue however it was agreed that it is hard to draw trends at the current time with the effect of State Highway disruptions.
- Hanmer Springs Thermal Pools and Spa – G Abbot advised that in the 6 month to December total numbers had increase by 1.5% however January numbers are static compared to the year before. He advised that Revenue is down possibly due to the roading issues however it is hard to pick a pattern. The Café and Spa were on budget.
- Waipara Valley North Canterbury Winegrowers Inc. – G Shier reported that the merger to the North Canterbury Winegrowers is progressing well.

Events held have included the annual Forage Festival and Mayor Dalley noted that this is one of the most rewarding events to be involved in and economically very pleasing.

The Vine Run which was sold out at 450 was very successful as was the Pegasus Bay Opera which had 1000 people attending.

The next event is the Wine and Food Festival in March and sales are ahead of last year.

G Shier noted that the Cheviot Show to be held in March may be the last Show to be held in Cheviot and this is for a number of reasons. Mayor Dalley noted that there are no Sheep Sections at the Cheviot or Amuri Show and this year the Cattle classes have been stopped because of the threat of Mycoplasma Bovis in cattle.

- Recent Events – Mayor Dalley reported that he attended the opening of the new hut on the Waiau Pass recently and noted that with the increase in the number of walkers in the district there is an opportunity for promotion and to pick up our share of other activities.

4. URGENT BUSINESS

4.1 Visit Hurunui Destination Development Plan

The Destination Development Manager tabled the updated Destination Development Plan reminding the meeting that the Plan had been discussed and adopted at the December 2017 Tourism Board meeting subject to suggested changes being made. The tabled document included all those changes.

The meeting considered the Plan and noted the following -

- The four main pillars line up with what is happening with TourismNZ.
- The document is an Action Plan and actions will be based on it.
- The involvement of industry leaders in looking at the bigger picture of the region will be done at a workshop.
- Christchurch Airport and ChristchurchNZ have been very supportive.
- It was suggested that the Industry should be advised of what is happening and that the Plan should be put on the Website.
- It was noted that the Big Country is significant and suggested that staff work with Nelson and Marlborough on this. Cr Davison suggested that the Hurunui Lakes area should be targeted first and the Manager replied that the Lakes area is part of the Big Country but there needs to be engagement with the people first.
- The ingredients for Iconic Events were discussed and the Manager reported that they need to have longevity, size and generate economic benefit.
- The Manager reported that it is planned to engage more with the Hurunui Trails Trust and he is continuing to work with the Hanmer Springs Business Association.
- A meeting has been held with DoC to better understand the current Molesworth Area review.
- The meeting agreed that the Plan should be made available to Council and Cr Black agreed to arrange this.

The meeting ended at 3.18 pm

Meetings in 2018 will be on Monday 12 February in Amberley. The following meetings will be held on Monday 9 April, Monday 11 June, Monday 13 August, Tuesday 16 October and Monday 3 December all at 1pm and venues to be advised.

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Monique Eade, Policy Planner
Date: 9 April 2018
Significance Level: Medium

Freedom Camping Bylaw Review

Recommendation THAT THE INFORMATION BE DISCUSSED.

Executive Summary The Freedom Camping Act 2011 requires freedom camping to be permitted in all territory authority areas unless there is a reason to prohibit it. The Hurunui District Council Freedom Camping Bylaw is currently being reviewed and as part of this needs to bring the bylaw in line with the Act.

A proposed bylaw was notified in September 2017 and further work on the area analysis was commissioned as a result of submissions. A more detailed area analysis has been prepared and is attached to this agenda.

Based on the analysis changes are proposed to the previously notified bylaw.

Background

There are three key drivers underpinning the Freedom Camping Bylaw review:

1. New bylaws are required to be reviewed after five years under the Local Government Act 2002.
2. We know residents are unhappy with the current bylaw.
3. Our current bylaw was made under the Local Government Act 2002 prior to the Freedom Camping Act 2011. Due to inconsistencies between the Act and our bylaw the bylaw is largely unenforceable. We rely on infringing under the Litter Act 1979 and the good will of people to move on. By establishing a bylaw under the Freedom Camping Act we have greater enforcement capabilities.

The table below summarises the steps taken to date.

| | |
|--------------------|---|
| July – Oct 2016 | Initial consultation with Ward Committees and Hurunui Tourism Board Agenda Paper for 13 June 2016 Hurunui Tourism Board meeting: http://www.hurunui.govt.nz/assets/Uploads/13-June-Tourism-Board-Agenda.pdf |
| 28 Sept 2017 | Council resolved to publically notify the Proposed Bylaw |
| 8 Nov 2017 | Submission period closed: 25 submissions received copies available at: http://www.hurunui.govt.nz/news-and-views/have-your-say/recently-closed- |

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|--------------|---|
| | consultations/proposed-responsible-freedom-camping-bylaw/ |
| 9 Dec 2017 | Regulatory Committee resolved to redevelop the s11(2) area analysis. |
| 17 May 2018 | Regulatory Committee to endorse final documents for consultation |
| 31 May 2018 | Council to decide on re-notification of Proposed Bylaw |
| 29 June 2018 | Submissions close |

Legislative Framework

The Freedom Camping Act 2011 provides for freedom camping in all local authority areas apart from where it is restricted or prohibited in a bylaw. Council is only able to make a bylaw if they are satisfied it is necessary for one or more of the following purposes:

- To protect the area:
- To protect the health and safety of people who may visit the area:
- To protect access to the area.

Council then must be satisfied a restriction or prohibition is the most appropriate and proportionate way of addressing the perceived problem. This is demonstrated through an area analysis (or s11(2) analysis).

Process for developing an area analysis

In preparing the area analysis we relied on the guidance provided by Local Government New Zealand and specifically considered the following:

1. The need to protect the area:
 - a. Complaints received specifically regarding:
 - i. Vandalism or damage to the area
 - ii. Injury to indigenous fauna
 - iii. Littering
 - iv. Insufficient protection of amenity values
 - b. Any comments in the relevant Iwi Management Plan
 - c. Any noted environmental reasons.
2. The need to protect the health and safety of people who may visit the area:
 - a. Any offences committed in the area
 - b. Health issues such as insanity conditions due to inappropriate waste disposal
 - c. Safety issues specifically traffic hazards in the area.
3. To protect access to the area:
 - a. The use of the area by the general public
 - b. Any complaints regarding access to the area being compromised due to freedom campers
 - c. Any observations of Council Officers.

Freedom camping in the Hurunui District

Since the Freedom Camping Bylaw 2011 came into force in September 2011 the Council has received 107 complaints. This is an average of 1.4 per month across the district.

82 of the 107 calls related to campers staying in places where the caller did not believe the camper should be staying, regardless of whether the camper was there legally or not. Only 23 raised concerns with the mess left behind by freedom camping, including litter, toilet waste or grey and/or black water disposal.

Who are freedom campers?

There is limited conclusive research about freedom campers. Various pieces have been completed using various methodologies and sample sizes. However, most samples are too small to provide a conclusive picture.

The International Visitor Survey found that an average of 60,000 international visitors per year freedom camped for at least one night. In 2015, 12,882 international visitors reported using freedom camping as their main form of accommodation; this is equivalent to 0.4% of all international visitors to New Zealand in 2015. Information on domestic tourism is more limited.

There seems to be no conclusive evidence on the age of freedom campers. A few studies are noted below and suggest there are two different groups: young travellers under 35 and older travellers over 60.

- Central Otago District Council – primarily domestic and over 60
- University of Otago – 74% of freedom campers were under 35
- Angus and Associates – either 35 and under or 55 and over
- Christchurch – international young people travelling in pairs
- Taranaki – domestic freedom campers tend to be older and stop for short periods of time as part of a 1-2 week holiday while international freedom campers tended to be 20-30 and stop as part of a 12 week holiday.

The International Visitor Survey also found that in terms of international visitors that freedom campers tend to spend more money. They credit this to them generally staying in New Zealand longer and using a mix of accommodation forms.

The Proposed Bylaw looks to provide for certified self-contained vehicles, non-self-contained vehicles and tents.

Certified self-contained vs non-self-contained

A certified self-contained vehicle must meet the ablutionary and sanitary needs of the occupants for a minimum of three days without requiring additional services or discharging waste. The standard requires:

- Fresh water tanks: 4 L per person per day (12 L per person minimum);
 - A sink: (via a smell trap/water trap connected to a water tight sealed waste water tank);
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- Grey/black waste water tank: 4 L per person per day (12 L per person minimum, vented and monitored if capacity is less than the fresh water tank);
 - Evacuation hose: (3 m for fitted tanks) or long enough to connect to a sealed portable tank;
 - Sealable refuse container (rubbish bin with a lid);
 - Toilet (portable or fixed): Minimum capacity 1 L per person per day (3 L net holding tank capacity per person minimum); toilets must be able to be used when the bed is made up.
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Proposed approach

Certified self-contained vehicles – generally able to park in most areas, excluding some of the beach communities and some settlement areas which problems have arisen or are anticipated.

Non-self-contained vehicles – only permitted outside certain public toilets facilities.

Tents – permitted at two sites.

The section 11(2) area analysis is attached for your information and goes into more detail.

**Significance
Consideration**

It is considered that the level of significance for this issue is medium. Council received 25 submissions in the first round of consultation. These were provided by a mixture of accommodation providers, residents, groups and freedom campers.

Freedom camping can be an emotive issue for some and some of the Councils such as Central Otago and Queenstown Lakes have experienced significant issues with the vast numbers of freedom campers.

Engagement

Council is required to publically notify the bylaw in accordance with s83 of the Local Government Act 2002. If a new Area Analysis is adopted by Council we will be required to re-notify the bylaw.

The Special Consultative Procedure requires Council to prepare and adopt a Statement of Proposal. This must include a copy of the bylaw and a description of how interested parties can express their views on the issue. Consultation must be for no less than one month.

As we have already received submissions on the bylaw we will notify each of the submitters and provide them with the opportunity to:

- Retain their original submission
- Withdraw their original submission
- Amend and resubmit their submission based on the new information
- Prepare a supplementary submission to be read in conjunction with their original submission.

Given the above, the recommended level of engagement in accordance with the [Significance and Engagement Policy](#) and the Engagement Spectrum (at the back of the agenda) is:

Consult - *To obtain public feedback on analysis, alternatives and/or decisions.*

Appendices

Draft s11(2) area analysis

Report Prepared by:


Monique Eade
Policy Planner





Report Reviewed by:


Judith Batchelor
Manager Regulatory Services





Officer in Attendance:



The report author will be in attendance to speak to this report.

| Area – AMBERLEY WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|----------------------|---|--|--|--|--|--|
| Amberley | Amberley settlement area | Camping in vehicles directly outside residential properties can impact on the sense of privacy and security enjoyed by residents. | The main road through Amberley forms part of SH1 and can get particularly busy especially during popular holiday periods. Facilities are not available outside the specified areas below. | Amberley is part of the key north-south transport route. Parking is required to access cafes, toilets and rest areas. | Restrict freedom camping to certified-self-contained vehicles to protect the health and safety of visitors and access to the area except where freedom camping is permitted or prohibited below. | It is appropriate that freedom campers in non-self-contained vehicles camp near to facilities to ensure litter and waste is appropriately disposed of. |
| | Amberley Reserve / Domain and Pool | The Reserve is landscaped with amenity trees planted by local school children. A native plantation area has also been established. The pavilion is used to host indoor bowls, concerts and other public and social occasions. | Facilities available. | The reserve and pavilion are heavily utilised by schools and the community for organised sports and recreational activities. The carpark is in high demand during evenings, early mornings and weekends. | Prohibit freedom camping to protect the grounds and protect access to the area. | This high use area has community significance as a main recreating area which needs ongoing protection. The cost of regularly having to maintain and repair sports grounds after camping would be prohibitive. The current car parks are needed to service sport and recreation users. |
| | Chamberlin Reserve | Chamberlin Park is a well-maintained park used by locals and visitors for passive recreation. The Cob Cottage dates back to the 1800s and there is a new Chinese Garden. Both need to be protected and maintained to a high standard due to their cultural and historical significance. | Facilities available. | Parking for the Reserve is on SH1 or at the western side of the site by the Scout Hall and bird aviary. The limited parking is required in the evenings by those accessing the reserve, playcentre or scout hall. | Prohibit freedom camping to protect the area and protect access to the area. | The Reserve is significant historically and culturally and has high quality amenity values. The existing car parks are required for recreation users. |
| | Eastern Reserve | The Reserve is being developed to include a full sized international cricket oval. The development caters for the significant population growth and growing demand for leisure and sporting facilities in Amberley. The playing surface will need to be protected once developed. | Facilities are not currently available. | The Reserve is being developed to meet the growing need for facilities from the community. Parking is likely to be in high demand in the evenings and weekends. | Prohibit freedom camping to protect the grounds and protect access to the area. | This will be a high use area of community significance which needs ongoing protection. The cost of regularly having to maintain and repair sports grounds after camping would be prohibitive. |
| | Hurunui District Council carpark, 66 Carters Road | Off-street car parking is available. | Facilities are available on the street. | Carpark is predominantly used by Council officers and community members and groups accessing the St Johns Ambulance building and hall. The carpark provides the only ambulance access so unfettered access is required. | In order to protect the area, the health and safety of visitors and access: Restrict freedom camping: <ul style="list-style-type: none"> • To any vehicle regardless of self-contained status • No more than five vehicles • Camping activities to occur between 8pm and 8am only • Vehicles are to occupy no more than one space • No vehicle may park for more than two nights in any 30 day period • No tents. | Parking is limited and access is required to St Johns at all times. Restricting the number of vehicles ensures ambulances are able to come and go as needed. |



| Area – AMBERLEY WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|---|--|--|--|---|---|--|
| Balcairn cemetery | | Cemeteries have a cultural and historical significance. Headstones and other items placed at graves are particularly sensitive and vulnerable to damage. | Some health and safety concerns where open ground arising from plot digging and equipment used for this. There are no facilities provided. | Cemeteries are visited at all times of the day. Parking is at a premium during funerals and burials, the occurrence is random and uncontrollable. | Prohibit all freedom camping to protect the area and to protect access to the area. | The amenity value of a cemetery needs ongoing protection from the identified issues. |
| Amberley Beach  <p>Rock protection at Amberley Beach</p> | | Amberley Beach settlement area including all reserves within the settlement area Camping in vehicles directly outside residential properties can impact on the sense of privacy and security enjoyed by residents. “There are numerous wāhi tapu and wāhi taonga in the Waipara and Kōwai catchments, including a high concentration of registered archaeological sites along the coast between the Kōwai and Waipara River Mouths.” (Mahaanui Iwi Management Plan). | The settlement has a 30km/hr speed limit to reflect the narrow streets in the settlement and the significant number of pedestrians during the holiday periods. Amberley Beach is subject to coastal erosion and there are rock barriers in place to help protect the roads. | Popular day excursion and holiday area used throughout the year by a number of recreational users creating potential access issues particularly during the main tourist periods. Need to protect access for visitors and local residents. | Prohibit freedom camping to protect the area, to protect the health and safety and access of visitors and local residents. | This settlement is not appropriate for freedom camping due to the high level of cultural significance, narrow roads and limited parking opportunities. |
|  <p>Lagoon at Grierson Plantation</p> | | Grierson Plantation The Grierson Reserve includes a lagoon, wetland, plantation and community walkway. The area has high biodiversity values. | There are no facilities and limited parking available at the planation. | Limited parking available for day use. | Prohibit freedom camping to protect the area and access to the area. | This area has a high degree of environmental significance that requires protection and which is incompatible with freedom camping. |
| | | Mimimoto Lagoon This land is largely undeveloped and important as part of Amberley’s stormwater management. | The area is vulnerable to erosion and drainage issues. | | Prohibit freedom camping to protect the area and to protect the health and safety of visitors to the area. | The function of this reserve makes it incompatible for freedom camping. |
| Leithfield The limited parking at Coulbeck Reserve  | | Coulbeck Reserve | Limited parking is available and this is not likely to be suitable for larger vehicles. | The limited parking is required by those wishing to use the park. | Prohibit freedom camping to protect access to the area. | Access is limited and the area can be busy in the daytime due to users of the reserve. The parking is not appropriate for large vehicles. |
| Leithfield Beach  <p>Courts and playground at Leithfield Beach Balance Reserve</p> | | Leithfield Beach settlement area including all reserves within the settlement area Camping in vehicles directly outside residential properties can impact on the sense of privacy and security enjoyed by residents. The community centre and courts are well-used by the community. | The settlement has a 30km/hr speed limit to reflect the narrow streets in the settlement and the significant number of pedestrians during the holiday periods. | Popular day excursion and holiday area used throughout the year by a number of recreational users creating potential access issues particularly during the main tourist periods. Need to protect access for visitors and local residents. | Prohibit freedom camping to protect the health and safety and access of visitors and local residents. | This area is not appropriate for freedom camping due to narrow roads and limited parking opportunities. |
| | | Kowai Lagoon The lagoon is a semi-natural wetland with high biodiversity values. Walking tracks enable pedestrians to access the Kowai River Mouth through this reserve. | Facilities not available. | Parking is limited and access is required to the lagoon for day visitors. | Prohibit freedom camping to protect the area. | There is a high degree of cultural and environmental significance that requires protection and which is incompatible with freedom camping. |





| Area – AMBERLEY WARD | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|---|--|--|---|---|--|
| Local authority road reserves within the Ashley and Okuku Forestry areas | There is little to distinguish a Council road from a private forestry road. Rayonier has noted issues with litter. | No facilities are available. Fire risk in warmer months. Some areas are inappropriate for parking creating hazards for road users. Some areas are also difficult to turn around. | Risk that vehicles will block access for forestry worker, visitors to the area or emergency services. | Prohibit all freedom camping to protect the area, health and safety of those who may visit the area, and access to the area. | Forestry roads are not suitable for the requirements of freedom camping. |



| Area – AMURI WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|---|--|---|--|---|---|---|
| <p>Culverden</p>  <p>Upgrading of the Ring Road carpark – new toilets to the left of the photo</p>  <p>Back of the main public toilet block</p> | <p>Culverden settlement area</p> | <p>Camping in vehicles directly outside residential properties can impact on the sense of privacy and security enjoyed by residents.</p> | <p>Culverden sits on a key transport route, especially when SH1 is closed. The main road is often full with parked cars. This parking is vital to ensure vehicles embarking on long journeys have a safe place to pull over and rest.</p> <p>No public facilities available outside those listed below.</p> | <p>The parks on the main street service the local shops and cafes.</p> <p>Residents require uninterrupted to properties.</p> | <p>Restrict freedom camping to certified-self-contained vehicles to protect the health and safety of visitors and access to the area except where freedom camping is permitted or prohibited below.</p> | <p>It is appropriate that freedom campers in non-self-contained vehicles camp near to facilities to ensure litter and waste is appropriately disposed of.</p> |
| | <p>Culverden Recreation Reserve / Public toilet car-park</p> | <p>The Recreation Reserve is split into two distinct parts. The southern section contains the cricket grounds, a fitness trail and a camping ground.</p> <p>The northern part of the reserve contains a grassed area and children's playground. This area fronts SH7, is visually appealing and well-used by locals and visitors to the area.</p> <p>The carpark serves the local stores and public toilet block.</p> | <p>Following the completion of the Ring Road upgrade the area will be well-lit, monitored by security cameras and have additional toilets available.</p> <p>Adequate parking is vital to ensure drivers have a safe place to pull over and rest. This is required at all times during the day and night.</p> | <p>Area frequented by thorough-fare traffic. Area is particularly busy over the summer holiday period with the temporary closure of SH1.</p> <p>Access to the reserve, public toilets and shops need to be available and protected.</p> | <p>In order to protect the area, the health and safety of visitors and access:</p> <p>Restrict freedom camping:</p> <ul style="list-style-type: none"> To any vehicle regardless of self-contained status No more than two vehicles in each of areas designated on the Culverden map Camping activities to occur between 8pm and 8am only Vehicles are to occupy no more than one space No vehicle may park for more than two nights in any 30 day period No tents. <p>Prohibit freedom camping elsewhere in the reserve.</p> | <p>The carpark is important as it provides a safe rest area for drivers. Limiting the number of vehicles able to use it for camping ensures that visitors to the area still have off-streets parking.</p> |
| | <p>Culverden cemetery</p> | <p>Cemeteries have a cultural and historical significance.</p> <p>Headstones and other items placed at graves are particularly sensitive and vulnerable to damage.</p> | <p>Some health and safety concerns where open ground arising from plot digging and equipment used for this</p> | <p>Cemeteries are visited at all times of the day.</p> <p>Parking is at a premium during funerals and burials, the occurrence is random and uncontrollable.</p> | <p>Prohibit all freedom camping to protect the area and to protect access to the area.</p> | <p>The amenity value of a cemetery needs ongoing protection from the identified issues.</p> |
| <p>Rotherham</p> <p>Freedom camping area at Rotherham</p>  | <p>Rotherham settlement area</p> | <p>Ongoing complaints have been received by residents regarding issues with freedom campers in Rotherham. Five complaints were received between January 2016 and December 2017 siting human waste, fires and rubbish as issues.</p> | <p>Facilities not available.</p> <p>The leaving of waste, litter and wastewater in the area creates health hazards.</p> | | <p>Prohibit all freedom camping to protect the health and safety of visitors caused by the identified issues.</p> | <p>Providing rubbish bins at the self-contained freedom camping site have not curbed the problems experienced by residents. Health and safety concerns warrant prohibition.</p> |
|  <p>Example signage</p> | <p>Rotherham Reserve / Rotherham Domain Freedom Camping Area</p> | <p>Issues have been raised with rubbish and human waste left at the site despite its self-contained only status. On 18 November 2015 the Amuri Community Committee resolved to close the site. The site is yet to be closed and five complaints were received between January 2016 and December 2017 siting human waste, fires and rubbish as issues.</p> | <p>The leaving of waste, litter and wastewater in the area creates health hazards.</p> | | <p>Prohibit all freedom camping to protect the health and safety of visitors.</p> | <p>A rubbish bin was provided but this did not curb issues.</p> <p>Residents have consistently expressed concerns with the site and it was resolved that the site be closed.</p> |
| | <p>Rotherham cemetery</p> | <p>Cemeteries have a cultural and historical significance. Headstones and</p> | <p>Some health and safety concerns where open ground arising from plot digging and equipment used for this</p> | <p>Cemeteries are visited at all times of the day. Parking is at a premium during</p> | <p>Prohibit all freedom camping to protect the area and to protect access to the area.</p> | <p>The amenity value of a cemetery needs ongoing protection from the identified issues.</p> |




| Area – AMURI WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|---|--|--|--|--|---|--|
|  <p>Toilet paper found at various locations on the freedom camping site</p> | | other items placed at graves are particularly vulnerable to damage. | | funerals and burials, the occurrence is random and uncontrollable. | | |
| <p>Waiau</p>  <p>Parking outside the Waiau Village Green</p> | | <p>Waiau settlement area</p> <p>Camping in vehicles directly outside residential properties can impact on the sense of privacy and security enjoyed by residents.</p> | No facilities are available outside those specified below. | Residents require uninterrupted to properties. | Restrict all freedom camping to certified-self-contained vehicles to protect the area. | Public facilities are not available outside the Village Green and the Reserve. Vehicles that are not self-contained need to be parked near to toilet facilities. |
| | | <p>Waiau Village Green</p> <p>The Village Green was developed as a community project. The Cob cottage and historical church are Category II buildings under the Historical Places Trust.</p> | The diagonal parks are too small to safely accommodate freedom camping vehicles. Caravans would be unable to park in a way where they are entirely within one carpark and do not protrude onto the street causing a hazard for passing vehicles. | The Waiau Hall and Library and the Waiau Village Green are part of the social hub of the community. | Prohibit all freedom camping to protect the area due to the limitations in parking. | The current parking is not suitable for large vehicles. The cost of regularly having to maintain and repair the grounds means it is not appropriate for tents. |
| | | <p>Waiau Memorial Hall and Library</p> <p>The Waiau Memorial Hall and Library is located across the road from the Waiau Village Green.</p> <p>Parking directly outside the Hall on the Cheviot Street front is prohibited.</p> | | It remains a popular venue for community functions. Parking requirements are generally high in the evenings. | Prohibit all freedom camping to protect the area and access to the area. | Community use of the area is high in the evening and the access requirements are unsuitable for freedom camping. |
| | | <p>Waiau Reserve</p> <p>The Reserve is home to the local tennis, netball, rugby and cricket clubs. It is also used by the Waiau Pony Club. It is also used for community events.</p> <p>Playing surfaces need protecting.</p> | | The Waiau Reserve is a well-used facility which serves a number of community clubs. Access for these clubs needs to be protected. | Prohibit all freedom camping to protect the grounds and protect access to the area. | This high use area has community significance as a main recreating area which needs ongoing protection. The cost of regularly having to maintain and repair sports grounds after camping would be prohibitive. The current car parks are needed to service sport and recreation users. |
| | | <p>Waiau cemetery</p> <p>Cemeteries have a cultural and historical significance.</p> <p>Headstones and other items placed at graves are particularly sensitive and vulnerable to damage.</p> | Some health and safety concerns where open ground arising from plot digging and equipment used for this | Cemeteries are visited at all times of the day. <p>Parking is at a premium during funerals and burials, the occurrence is random and uncontrollable.</p> | Prohibit all freedom camping to protect the area and to protect access to the area. | The amenity value of a cemetery needs ongoing protection from the identified issues. |
| <p>Layby area on the southern side of the Wandle Bridge</p> | | | Facilities not available. The ground is uneven and rocky. There are limited parking opportunities at the site. | Day access to the river required. | In order to protect the health and safety of visitors and access: Restrict freedom camping: <ul style="list-style-type: none"> To certified-self-contained vehicles No more than two vehicles Camping activities to occur between 8pm and 8am only No vehicle may park for more than two nights in any 30 day period No tents. | Protection is required for the health and safety of visitors due to the lack of facilities and the issues with litter and waste elsewhere in the district from freedom campers. It is appropriate to require all campers to be self-contained. |




| Area – AMURI WARD | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|----------------------------------|---|---|--|---|---|
| Mt Lyford Reserve carpark | Access to the reserve is via a private access road. | The roads are narrow, steep and can be icy in winter. The road also serves as the access road for the skifield. | Access to the reserve is via a private access road | Prohibit all freedom camping as the only access is via a private road. | The private access road does not make the area appropriate for freedom camping. |



| Area – CHEVIOT WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|--|--------------------------------|---|---|--|---|--|
| <p>Cheviot</p>  <p><i>Cheviot Service Centre carpark</i></p>  <p><i>Foundations of Cheviot Hills homestead</i></p> | Cheviot Settlement Area | Camping in vehicles directly outside residential properties can impact on the sense of privacy and security enjoyed by residents. | There are no public facilities outside the areas listed below. | Cheviot serves as a key transport route when SH1 is open. Parking is required on the main road to access cafes, toilets and rest areas. | Restrict freedom camping to certified-self-contained vehicles to protect the health and safety of visitors and access to the area except where it is permitted or prohibited otherwise below. | It is appropriate that freedom campers in non-self-contained vehicles camp near to facilities. |
| | Cheviot Domain | This is a key area for community recreation. Vehicles and tents can damage the playing surface. These are well maintained and used by the community and need to be protected. | Facilities are not available when the clubrooms are being used. | The Cheviot Domain hosts the Cheviot Rugby Club. The club consists of clubrooms, a changing shed and a main playing field. The buildings were built by the club and the site is maintained by the club. The balance of the reserve is currently leased for grazing. | Prohibit freedom camping to protect the grounds and protect access to the area. | This high use area has community significance as a main recreating area which needs ongoing protection. The cost of regularly having to maintain and repair sports grounds after camping would be prohibitive. The current car parks are needed to service sport and recreation users. |
| | Homeview Cemetery | Cemeteries have a cultural and historical significance. Headstones and other items placed at graves are particularly sensitive and vulnerable to damage. | Some health and safety concerns where open ground arising from plot digging and equipment used for this. There are no facilities provided. | Cemeteries are visited at all times of the day. Parking is at a premium during funerals and burials, the occurrence is random and uncontrollable. | Prohibit all freedom camping to protect the area and to protect access to the area. | The amenity value of a cemetery needs ongoing protection from the identified issues. |
| | Cheviot Service Centre carpark | | | This medium sized off-street carpark provides parking for the Service Centre, library and public toilets. The carpark is required to access the service centre, library and public toilets during the day. | In order to protect access: Restrict freedom camping: <ul style="list-style-type: none"> To any vehicle regardless of self-contained status No more than two vehicles Camping activities to occur between 8pm and 8am only Vehicles are to occupy no more than one space No vehicle may park for more than two nights in any 30 day period No tents. | Access is limited and the area can be busy in the daytime due to users of public services. |
| | Cheviot Oxidation Ponds | Reserve is for sewerage and irrigation ponds and otherwise leased for grazing. | Health and safety risks to campers due to presence of sewerage ponds. There are no facilities provided. | Unrestricted access by staff is required. | Prohibit freedom camping to protect the health and safety of visitors and staff. | Health and safety issues mean that the area is not suitable for freedom camping. |
| | Findlays Plantation Reserve | Area is currently grazed for maintenance purposes. | Part of the reserve is used for commercial forestry purposes which carries with it health and safety risks. | Day use area with no facilities or off-street parking available. | Prohibit freedom camping to protect the area, health and safety of visitors and access. | No off-street parking is available at the Reserve. |
| | Cheviot Hills Reserve | Mixed purpose reserve with significant heritage values both to Cheviot and the wider community. The foundations of the Cheviot Hills homestead built between 1867 and 1868 remain at the site. Used for active and passive recreation, sports clubs and grazing. | | The carpark is limited and already required for day walks, sports clubs and access to the plantation. | Prohibit freedom camping to protect the area and protect access to the area. | The Reserve is significant historically and has high quality amenity values. The existing car parks are required for recreation users and does not provide for freedom camping. |


| Area – CHEVIOT WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|--|--|---|--|---|---|--|
| <p>Spotswood</p>  <p><i>St Anne's Lagoon</i></p> | Spotswood Reserve and Hall | The reserve is planted with memorial trees and contains a hall and war memorial. | Facilities are not available for public use after hours | Hall is well-used by the local community and public meetings, events and private functions. There is no off-street parking and road-side parking is required for use for evening events in the hall. Parking requirements are generally high in the evenings. | Prohibit all freedom camping to protect the area and ensure community access is not disturbed. | The Reserve is significant historically. Community use of the area is high in the evening and the access requirements are unsuitable for freedom camping. |
| | St Anne's Lagoon | The Lagoon supports a large bird population and has been designated as a passive recreation reserve. The biodiversity of the lagoon needs protecting. The flora and fauna need general protection from damage or degradation caused by cumulative depositing of grey or black water, human waste or litter. | Limited facilities available for day use. | Access is required to the lagoon for day visitors. | Prohibit freedom camping to protect the area, health and safety of visitors and access. | There is a high degree of cultural and environmental significance that requires protection and which is incompatible with freedom camping. |
| <p>Claverley and Conway Flat</p>  <p><i>Road just north of Claverley settlement</i></p>  <p><i>Conway Flat Road</i></p> | Claverley and Conway Flats Settlement Areas | The Conway River is a statutory acknowledgement area due to the immense historical, cultural and spiritual importance. | Concern has been raised about the number of freedom campers using the area and the impact this is having in terms of human waste and litter being left behind. Nine complaints have been received relating to these areas. Four of the complaints include regularly finding human waste left behind or irresponsible disposal of wastewater. The last of these was received in November 2015, this may be in part due to the effect of SH1 being closed due to earthquake damage. No facilities are available. Fowling reserves, litter and wastewater create health hazards. | | Restrict freedom camping to certified-self-contained vehicles to protect the area and the health and safety of visitors. If problems start to occur again area to be reassessed. | There is a high degree of cultural and environmental significance that requires protection. Health and safety issues mean that the area is not suitable for freedom camping in anything other than self-contained vehicles. |
| | <p>Domett</p> <p><i>Some of the rubbish found at the Stock Resting Reserve on 7 December site visit</i></p>  | Domett Stock Resting Reserve | Frequent issues identified with rubbish, fires and human waste onto reserve. The area is subject to erosion. | There are no facilities available at the site. Fowling reserves, litter and fires create health hazards. Council only owns part of this reserve. The land owned is either planted for forestry or currently a wilderness area. Neither part is suitable for camping. | Maintenance work is currently ongoing at the site. | Prohibit freedom camping to protect the area, health and safety of visitors and access. |
| | Domett Recreation Reserve | The reserve is well planted with memorial amenity trees. | No facilities available. Entrance to the reserve is via a gate which also manages stock access. | A public tennis court is available and well used by the community. The area is currently leased for grazing. | Prohibit freedom camping in the area to protect the area and access to the area. | Areas leased for grazing are required to provide for pedestrian access only. Gates are important to control stock movement and the lessee may choose to lock a gate at any time. Council must honour obligations in its lease agreement. |





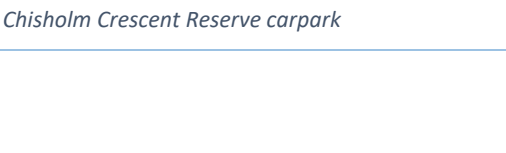
| Area – CHEVIOT WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? | |
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| <p>Hurunui River Mouth and Reserves</p>  <p><i>Looking out over the Hurunui River at the Pacific Ocean</i></p> | | <p>Concern has been raised about the number of freedom campers using the area and the impact this is having on the environment in terms of human waste and litter being left behind.</p> <p>The Hurunui River Mouth has special landscape character, archaeological and historical values. Parts of the reserve are prone to erosion.</p> <p>The Mahaanui Iwi Management Plan 2013 states: “The Hurunui River mouth is of immense significance to Ngāi Tahu, culturally and ecologically. Culturally, the site is rich in wāhi tapu and wāhi taonga values, as a major Moa-Hunter Occupation site. Ecologically, the hāpua provides a freshwater sea water interface that is critical to mahinga kai habitat.”</p> <p>Seven complaints have been received. Six of these included human waste, two for fires during the restricted fire season and one was for vandalism.</p> | <p>Fowling reserves, litter and wastewater create health hazards. Open fires create fire risks.</p> <p>The only facilities available are part of the campsite.</p> | <p>Access to the River Mouth is required by day users.</p> | <p>Prohibit freedom camping to protect the area and the health and safety of visitors due to the ongoing area issues at the site.</p> | <p>The area has significant cultural value. Health and safety issues regarding rubbish, human waste and fires mean freedom camping is not appropriate. Issues have decreased since the “no camping” signs were installed.</p> | |
| <p>Gore Bay and Port Robinson</p>  | | <p>Gore Bay Settlement Area including all reserves within the settlement</p> | <p>Several archaeological sites are located near the shore around Gore Bay and Jed Vale.</p> | <p>The settlement has a 30km/hr speed limit to reflect the narrow streets in the settlement and the significant number of pedestrians during the holiday periods.</p> | <p>Popular day excursion and holiday area used throughout the year by a number of recreational users creating potential access issues particularly during the main tourist periods.</p> | <p>Prohibit freedom camping to protect the health and safety and access of visitors and local residents to the area with the exception of the Old School Reserve Carpark where facilities are available.</p> | <p>The settlement is not suitable for freedom camping primarily due to access restrictions.</p> |
| | | <p>Old School Reserve Carpark</p> | <p>This medium sized off-street carpark serves as the major off-street parking for Gore Bay.</p> | <p>Day visitors need to be able to access the toilet block and park safely.</p> | <p>Popular day excursion and holiday area used throughout the year by a number of recreational users creating potential access issues particularly during the main tourist periods.</p> | <p>Restrict freedom camping:</p> <ul style="list-style-type: none"> • No more than two vehicles • Camping activities to occur between 8pm and 8am only – vehicles are to occupy no more than one space each through the day • No vehicle may park for more than two nights in any 30 day period • No tents. | <p>Access is limited and the area already has congestion in the daytime due to the popularity of the beach. Access issues are incompatible with freedom camping in the daytime.</p> |
| | | <p>Jed Cemetery</p> | <p>Cemeteries have a cultural and historical significance.</p> <p>Headstones and other items placed at graves are particularly sensitive and vulnerable to damage.</p> | <p>Some health and safety concerns where open ground arising from plot digging and equipment used for this</p> | <p>Cemeteries are visited at all times of the day.</p> <p>Parking is at a premium during funerals and burials, the occurrence is random and uncontrollable.</p> | <p>Prohibit all freedom camping to protect the area and to protect access to the area.</p> | <p>The amenity value of a cemetery needs ongoing protection from the identified issues.</p> |
| | | <p>Port Robinson Coastal Reserves and Water Springs Reserve including Port Robinson Road, Cathedral</p> | <p>The Reserve is designated as an outstanding natural landscape.</p> | <p>The roads in this area are very narrow with limited opportunity to turn around.</p> | <p>This area and the surrounding streets have little or no opportunities to pull over. Parking is likely to block access to one of the local residences.</p> | <p>Prohibit freedom camping to protect the area and protect access to the area.</p> | <p>The amenity value of this area, health and safety concerns and access issues mean the area is not suitable for freedom camping. The access issues arise from the site's environmental issues.</p> |

| Area – CHEVIOT WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|--|--|--|--|---|--|--|
|  <p>Above: Toilet paper at Gore Bay</p> <p>Left: Narrow roads with limited parking</p> | Road and Manuka Bay Road | | | | | |
| Area – GLENMARK WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
| <p>Motunau Beach</p>  <p>Cliffs at Motunau Beach</p> | Motunau Beach settlement area | <p>Two geo-preservation sites have been identified containing important fossil discoveries.</p> <p>The river mouth contains an important pied shags colony which is thought to be the last remaining breeding site on the South Island's east coast.</p> | The settlement has a 30km/hr speed limit to reflect the narrow streets in the settlement and the significant number of pedestrians during the holiday periods. | Parking on the streets near the parade has the potential to block access for vehicles with boat trailers. | Prohibit freedom camping to protect the health and safety of visitors to the area and to protect access. | The settlement area is not suitable for freedom camping due to the high amenity value of the area and access restrictions. |
| | Motunau Beach Clifftop Coastal Reserve | | Narrow clifftop reserve vulnerable to high rates of erosion and slumping. | | Prohibit all freedom camping to protect the health and safety of visitors. | This site is not appropriate due to the health and safety issues at the site. |
| | Motunau Beach Parade Reserve | | Access to the boat ramp is required at all times to protect the health and safety of visitors to the area. | The Motunau River has a tidal barrier. Boat access is only available at high tide. At certain times of the year this involves departing particularly early in the morning when freedom campers may not be awake or returning late at night. Access to the area needs to be protected. | Prohibit freedom camping to protect access to the area. | Access is limited and the area already has congestion in the daytime due to the popularity of the beach. Access issues are incompatible with freedom camping in the daytime. |
| <p>Greta Valley</p>  <p>Tavern Drive Reserve</p> | Greta Valley settlement area | Camping in vehicles directly outside residential properties can impact on the sense of privacy and security enjoyed by residents. | No public facilities are available. | The roads in the settlement are narrow and there is limited space to turn around. | Prohibit freedom camping in the settlement area to protect the area and to protect access to the area. | Access issues create problems for residents. Freedom camping is permitted in all forms at the nearby Scargill Motunau Reserve. |
| | Tavern Drive Reserve | The reserve serves as the village green. It is maintained to a high level by the Greta Valley Resident's Association. | No facilities available. | The reserve backs on to the local pub and there is no off-street parking available. | Prohibit freedom camping to protect the area. | The area is of significant value to the community. There is no vehicle access into the reserve and parking on the reserve will impact on the community space. |
| | Ti Papa Stream Reserve | Currently leased for grazing. Entrance to the reserve is via a gate which also manages stock access. | The reserve is a rough area of land separated by small stream gullies creating health and safety concerns. | Need to protect access for lessees. | Prohibit freedom camping to protect the area, to protect health and safety and to protect access to the area. | Areas leased for grazing are required to provide for pedestrian access only. Gates are important to control stock movement and the lessee may choose to lock a gate at any time. Council |

| Area – GLENMARK WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|---|--|--|--|---|--|---|
|  <p>Freedom campers at Scargill Motunau Reserve</p> | Scargill Motunau Reserve, Scargill Valley Road | The reserve is a centre for sporting, recreation and social activities including a sports domain and nine-hole golf course. | Facilities are available. | Recreation users should enjoy undisturbed use of the grounds. | <p>Permit freedom camping in all forms within the designated area of the reserve as depicted in map [X] for a maximum of two nights in any 30 day period.</p> <p>Prohibit freedom camping in the rest of the reserve.</p> | <p>must honour obligations in its lease agreement.</p> <p>It is reasonable to restrict freedom camping to a designated area in the reserve to protect the area and ensure camping activities do not damage the sporting grounds and encroach on the community's ability to use the grounds.</p> |
| | Omihi Reserve | <p>The reserve is used by the local community primary for rugby, netball and tennis.</p> <p>Vehicles and tents can damage the playing surface. These are well maintained and used by the community and need to be protected.</p> | | The grounds are used by the community in the evenings and weekends. | Prohibit freedom camping to protect the area and to protect access to the area. | This site is not appropriate for freedom camping due to the need to protect the playing surfaces and limited parking. |
| <p>Waipara</p>  <p>Grove of trees in the Glenmark Domain</p>  <p>Open paddock at the Glenmark Domain where freedom camping is permitted</p> | Waipara settlement area | Camping in vehicles directly outside residential properties can impact on the sense of privacy and security enjoyed by residents. | No public facilities are available outside the Domain. | | Prohibit all freedom camping in the settlement area except for the Glenmark Reserve. | Freedom camping is permitted in all forms and more appropriate at the Glenmark Reserve which is located within the Waipara settlement area. |
| | Glenmark Reserve / Domain | The Glenmark Reserve is well-maintained by the Glenmark Reserve Committee. The Reserve is home to the scout den building, tennis courts and community centre. | <p>It is made up of two distinct parts; a large grove of mature oak trees and an open recreation area. Access to the grove of oak trees is via a narrow road and the paddock is uneven and not appropriate for camping.</p> <p>The paddock to the northeast of the grove is flat with picnic facilities and toilets.</p> | Undisturbed access to Glenmark Pavilion and tennis courts needed for local residents. | <p>Permit all freedom camping within the designated area of the reserve as depicted in map [X] for a maximum of 2 nights in any 30 day period</p> <p>Prohibit freedom camping outside the designated access to protect health and safety and access to the area.</p> | It is reasonable to restrict freedom camping to a designated area in the reserve to ensure camping activities do not damage the sporting grounds and encroach on the community's ability to use the grounds. |
| | Glenmark Cemetery | <p>Cemeteries have a cultural and historical significance.</p> <p>Headstones and other items placed at graves are particularly sensitive and vulnerable to damage.</p> | Some health and safety concerns where open ground arising from plot digging and equipment used for this | <p>Cemeteries are visited at all times of the day.</p> <p>Parking is at a premium during funerals and burials, the occurrence is random and uncontrollable.</p> | Prohibit all freedom camping to protect the area and to protect access to the area. | The amenity value of a cemetery needs ongoing protection from the identified issues. |
| | Waipara Memorial Hall | The Waipara Memorial Hall is well used by the community. | Facilities are not available for public use afterhours. | The hall is well used by the community. Parking requirements are generally high in the evenings. | Prohibit all freedom camping to protect community access to the site. | Community use of the area is high in the evenings. The nearby Glenmark Domain is more appropriate for freedom camping. |

| Area – HURUNUI WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|---|---|---|--|---|--|---|
| <p>Waikari</p>  <p>Waikari public toilet carpark</p>  <p>Access to the Domain and Camp Ground</p> | Waikari settlement area | <p>Waikari is located on SH7. During the day the main road is busy with traffic.</p> <p>Parking directly outside residential properties can impact on the sense of privacy enjoyed by residents.</p> | Parking on grass verges is a fire risk during warmer months. | Access to off-street parking is important for access to the local cafes and rest areas. | Restrict freedom camping to certified-self-contained vehicles to protect the health and safety of visitors and access to the area except where freedom camping is permitted or prohibited below. | It is appropriate that freedom campers in non-self-contained vehicles camp near to facilities to ensure litter and waste is appropriately disposed of. |
| | Stocks Reserve / Waikari public toilet carpark area | <p>A huge amount of volunteer input has gone into the development of the reserve which includes artwork installations by local artists.</p> | The reserve is a key rest stop on SH7. Parking is required to access the public toilets and picnic area. | Parking is required by visitors to the area to access cafes, local shops, toilet and picnic area. | <p>In order to protect the area and access:</p> <p>Restrict freedom camping:</p> <ul style="list-style-type: none"> • To any vehicle regardless of self-contained status • No more than two vehicles • Camping activities to occur between 8pm and 8am only • Vehicles are to occupy no more than one space • No vehicle may park for more than two nights in any 30 day period • No tents. | Access to the rest area is important for day use activities. Some freedom camping is appropriate but this should not encroach on residents ability to enjoy the reserve and access the main street. |
| | Waikari Bowling Club Reserve | <p>The Waikari Bowling Club Reserve is a well-developed reserve maintained by the Waikari Bowling Club.</p> <p>The Club have a lease agreement as the exclusive occupiers and managers of the premises they use.</p> | No facilities are available. | Parking is required at all times for use by the club. | Prohibit freedom camping to protect the area and access to the area. | Freedom camping is not appropriate at the site due to a long-term lease agreement with the Bowling Club. |
| | Waikari Hall | | Facilities are not available for public use after hours | Halls are well-used by the local community and public meetings, events and private functions. There is no off-street parking and road-side parking is required for use for evening events in the hall. Parking requirements are generally high in the evenings. | Prohibit all freedom camping to ensure community access is not disturbed. | Community use of the area is high in the evening and the access requirements are unsuitable for freedom camping. |
| | Waikari Recreation Reserve / Domain | <p>The Domain was developed as a large sports facility. Part of this is now leased out as and used as a camp ground. The balance provides for cricket, netball, tennis and rugby as well as more passive recreation.</p> <p>The Reserve is used by the neighbouring Waikari School.</p> | | <p>The Domain is an important community facility.</p> <p>Vehicles and tents can damage the playing surface. These are well maintained and used by the community and need to be protected.</p> | Prohibit freedom camping to protect the area and to protect access to the area. | This site is not appropriate for freedom camping due to the need to protect the playing surfaces and protect community access. |
| | Waikari Cemetery | <p>Cemeteries have a cultural and historical significance.</p> <p>Headstones and other items placed at graves are particularly sensitive and vulnerable to damage.</p> | Some health and safety concerns where open ground arising from plot digging and equipment used for this | <p>Cemeteries are visited at all times of the day.</p> <p>Parking is at a premium during funerals and burials, the occurrence is random and uncontrollable.</p> | Prohibit all freedom camping to protect the area and to protect access to the area. | The amenity value of a cemetery needs ongoing protection from the identified issues. |

| Area – HURUNUI WARD | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|--|--------------------------------------|---|---|---|---|--|
| <p>Hawarden</p>  <p><i>Hawarden Community War Memorial Hall</i></p> | Hawarden Community War Memorial Hall | The Hall is regularly used by the community throughout the week and for community events on the weekend. | Public toilets available. | Access to the hall is required by the community during the evenings and weekends. | <p>In order to protect the area and access:</p> <p>Restrict freedom camping:</p> <ul style="list-style-type: none"> • To any vehicle regardless of self-contained status • No more than five vehicles • Vehicles are to occupy no more than one space • No vehicle may park for more than two nights in any 30 day period • No tents. | Some freedom camping is appropriate at this site. It is reasonable to restrict the number of vehicles able to stay at the site to ensure freedom campers don't impact on the neighbouring residents or compromise access to the area. |
| | Hawarden Reserve | <p>The Hawarden Reserve serves as the social centre for the Hawarden community.</p> <p>Vehicles and tents can damage the playing surface. These are well maintained and used by the community and need to be protected.</p> | | The grounds are used by the community in the evenings and weekends. | Prohibit freedom camping to protect the area and to protect access to the area. | This high use area has community significance as a main recreating area which needs ongoing protection. The cost of regularly having to maintain and repair sports grounds after camping would be prohibitive. The current car parks are needed to service sport and recreation users. |
| | Horsley Down Cemetery | <p>Cemeteries have a cultural and historical significance.</p> <p>Headstones and other items placed at graves are particularly sensitive and vulnerable to damage.</p> | Some health and safety concerns where open ground arising from plot digging and equipment used for this | Cemeteries are visited at all times of the day. | <p>Parking is at a premium during funerals and burials, the occurrence is random and uncontrollable.</p> | Prohibit all freedom camping to protect the area and to protect access to the area. |

| Area – HANMER SPRINGS | | Protect the area – s11(2)(a)(i) | Protect the health and safety of visitors to the area – s11(2)(a)(ii) | Protect access to the area – s11(2)(a)(iii) | Is restriction or prohibition appropriate? | Is restriction or prohibition proportionate to concern? |
|---|---|--|---|--|---|---|
| <p>Hanmer Springs</p>  | <p>Hanmer Springs settlement area</p> <p>Hanmer Springs was formally known as Te Whaka takaka o te karehu o te ahi a Tamatea (the resting place of the embers of the fires of Tamatea).</p> <p>Today Hanmer Springs is a busy tourist centre with a high proportion of holiday homes and visitor accommodation providers. 25 complaints have been received about freedom camping in Hanmer Springs despite the current ban on freedom camping and numerous signs.</p> | <p>The main road and surrounding streets are busy with pedestrians, cyclists, village cruiser bikes and vehicles.</p> <p>Facilities are limited to a few toilet blocks close to the main street.</p> | <p>Hanmer Springs caters for a high visitor population. Accordingly there are numerous restaurant and bars which occupy the main street.</p> <p>Adequate parking is required for these businesses and other visitors to the area throughout the day and into the evening.</p> | <p>Restrict all freedom camping in the Hanmer Springs settlement area to protect the area, to protect health and safety of visitors to the area and to protect access to the area.</p> | <p>Hanmer Springs is a popular tourist destination with high amenity values. Freedom camping in the area needs to be managed in a way that does not impact on the ability for all visitors to enjoy the area.</p> <p>There are three designated freedom camping locations for certified-self-contained vehicles within 5 minutes' drive of the village:</p> <ul style="list-style-type: none"> • Hanmer River Reserve (HDC) • Hanmer River Bridge (NZMCA) • Pawsons Road Site (DOC). | |
|  | <p>Hanmer River Reserve (683-692 Hanmer Springs Rd)</p> <p>Area is mostly a grassed reserve used for fishing and other recreational activities.</p> <p>The river environment must be protected from waste and other pollutants.</p> | <p>There is one chemical toilet and rubbish must be carried out.</p> | <p>Area used by day-trippers and for local recreational purposes.</p> | <p>In order to protect the area, health and safety of visitors and access:</p> <p>Restrict freedom camping:</p> <ul style="list-style-type: none"> • To certified-self-contained vehicles • No more than ten vehicles • No vehicle may park for more than two nights in any 30 day period • No tents. | <p>The current facilities at the site are not sufficient to service large numbers of visitors to the area. As the facilities become overrun toileting is more likely to occur in the bushes which sit on the river bank.</p> <p>Access is site required by those wishing to access the river for day trips.</p> | |
|  | <p>Hanmer Springs Sports Reserve</p> <p>This is a key area for community recreation. Vehicles and tents can damage the playing surface. These are well maintained and used by the community and need to be protected.</p> | <p>Facilities are not available when the clubrooms are being used.</p> | <p>The sports park is heavily utilised by the community for organised sports and recreation activities. The carpark is in high demand during evenings and weekends for practices and matches.</p> | <p>Prohibit freedom camping to protect the grounds and protect access to the area.</p> | <p>This high use area has community significance as a main recreating area which needs ongoing protection. The cost of regularly having to maintain and repair sports grounds after camping would be prohibitive. The current car parks are needed to service sport and recreation users.</p> | |
|  | <p>Dog Stream Reserve, Brooke Dawson Park and Tarndale Park</p> <p>The area is popular with mountain bikers, walkers and horse riders. The "wilderness experience" is an important attraction to the reserve.</p> | <p>No facilities.</p> | <p>Area well-used by locals and visitors during the day for active and passive recreation.</p> | <p>Prohibit all freedom camping to protect the area, health and safety of those who may visit the area, and access to the area.</p> | <p>This high use area has public significance as a main recreating area which needs ongoing protection.</p> | |
|  | <p>Hanmer Springs Cemetery</p> <p>Cemeteries have a cultural and historical significance.</p> <p>Headstones and other items placed at graves are particularly sensitive and vulnerable to damage.</p> | <p>Some health and safety concerns where open ground arising from plot digging and equipment used for this</p> | <p>Cemeteries are visited at all times of the day.</p> <p>Parking is at a premium during funerals and burials, the occurrence is random and uncontrollable.</p> | <p>Prohibit all freedom camping to protect the area and to protect access to the area.</p> | <p>The amenity value of a cemetery needs ongoing protection from the identified issues.</p> | |
| <p>All Council roads surrounding and within the Hanmer forestry area as depicted on map [X]</p> | <p>Little to distinguish a Council road from a private forestry road.</p> <p>Rayonier has noted issues with litter and fire risk, and occasionally locks a gate to prevent access on private roads.</p> | <p>No facilities.</p> <p>Some areas inappropriate for parking creating hazards for road-users.</p> <p>Warm car exhausts on dry grass pose a fire risk in warmer months.</p> | <p>Risk that vehicles will block access of forestry workers.</p> | <p>Prohibit all freedom camping to protect the area, health and safety of those who may visit the area, and access to the area.</p> | <p>Freedom camping is not permitted on private land. The site is not appropriate for freedom camping.</p> | |

Chemical toilet at the Hanmer River Reserve

Bushes bordering Hanmer River

Stormwater pond at Chisholm Crescent – caravans parked on street due to size of carpark

Chisholm Crescent Reserve carpark

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Vanessa Nelmes, Tourism Marketing Officer
Date: 9 April 2018
Significance Level: Low

Marketing Activity Report

Recommendation THAT THE INFORMATION BE RECEIVED.

Executive Summary The marketing activity report for February 2018 – (part of) April 2018 is provided for the information of the Hurunui Tourism Board.

Selling The Destination

Collaboration

Membership and Joint Ventures

SOUTH (CIAL): a meeting was held Friday 23 March where the results from the latest campaign were shared. The Top of the South itinerary performed well amongst Native placements, it was second overall and with Display it was first.

Touring Route Development:

Alpine Pacific Touring Route (APT) – the website is now live:
www.alpinepacific.nz

Facebook & Instagram are set up with campaign launch beginning April. This will be resourced by the Tourism Marketing Officer moving forward with assistance from a Lincoln University intern who is completing her masters in Tourism.

Ocean Alpine Sea (OAS) – No update.

Digital

Website: Content was updated on a regular basis. No substantial changes are planned for the website while the overall review is being undertaken.

Instagram account: @hurunuidistrict

Our account continues to grow steadily. There has been an increase of 92 followers since the last board report. As at 03/04/18 we have 978 followers and have posted 331 times.

When reviewing the Instagram statistics we've had 15,447 'likes' across all of our posts.

The most popular post still continues to be of The Cathedrals (143 likes), posted 13 September 2017



Collateral

OVG: 60,000 copies of the 2017-18 OVG were printed. Display contracts are being renewed with i-SITEs as they fall due.

Community maps: discussions have occurred with the Cheviot Promotions Group and they would like to continue with their township map. Updating will begin in mid-April.

Communications

Stakeholder Newsletters: the monthly stakeholder newsletters continue to receive a good opening rate however for the last 6 newsletters the average open rate has dropped from 43.48% to 42.93%.

Stakeholder Survey: Completed. Next survey to be undertaken August 2018.

District Visits: 2 March visited Terrace Edge Winery & Waipara Hills Wines with the Marketing Manager and Marketing Executive.

Media Results:

January

<https://www.stuff.co.nz/travel/destinations/nz/101109774/hanmer-springs-new-zealands-best-hot-springs-escape> writer was hosted by Heritage Hanmer Springs.

March

<https://www.christchurchnz.com/media/story-library/spotlight-on-canterbury-food-and-drink-producers/>

Trade

Trade Shows:

Planning for TRENZ (Dunedin, May 2018) is underway, and it is pleasing to see that once again the district will be represented by 4 operators; Hanmer Springs Thermal Pools & Spa, Hanmer Springs Attractions, Hanmer Adventure and Heritage Hanmer Springs. This is partly a result of staff continuing to work with the operators on their approach to the international market.

Famils:

| Media | | | |
|------------------|----------------------|---|-----------------|
| Date | Who | Reach | Organised by |
| 10 & 11 February | Christchurch Foodie | Instagram 5,011, FB 1,284 | Hurunui Tourism |
| 26 February | The Daily Meal (USA) | UVPM 1,811,000; FB 954,594; Twitter 104,000 | TNZ |

| Trade | | | |
|---------|------------------------|--------------|--|
| Date | Who | Organised by | Visited |
| 7 March | Inbound tour operators | VR Hotels | Hanmer springs Retreat, Hanmer Adventure and HSTPS |

Advertising

AA Publications: 2019 advertising is currently being discussed, likely package will be:

- ½page advert Christchurch & Canterbury Guide
- Full back cover Christchurch & Canterbury Guide
- ½ page advert NZ Cycle Trail Guide
- Share two pages NZ Walking Guide
- Website listings

Domestic Digital Initiative: The autumn campaign will finish the week of Monday 9 April. Key metric results will be available at the next meeting.

Year End Key Metrics: as at end of 2017 Spring campaign

| | |
|---|--|
| To see a 10% increase in visits to www.visithurunui.co.nz | KPI met ☺ 30.67% increase |
| A 7% increase in pages viewed compared to the previous period. | KPI met ☺ 34.44% increase |
| Media – to achieve the industry standard (0.002%) or better on advert click through | KPI met ☺ CTR varied 0.09% to 0.91% |

Conference & Meetings

Attend MEETINGS and Convene South: Completed.

MEETINGS: 30 & 31 May 2018, Auckland.

Convene: September 2018, Christchurch.

In-Market

Consumer shows: Hurunui Tourism will be attending consumer shows in Brisbane and Sydney in February, in conjunction with CIAL and FlightCentre. Attendance numbers for Brisbane were 24,731 and Sydney had 27,332 people attend.

Brisbane: our stand was close to AirNZ which was a great help as they had a special onto NZ and fed people our way and vice versa. At times our stand was 3-4 people back!


Sydney: location of the stand, towards the back in a very large venue may have limited visitors to the stand. Good interaction with visitors who asked about South Island locations.

Significance Consideration

This report is of low significance because it is an update on the activities in yearly marketing plan that has been approved by the Hurunui Tourism

Board.

**Report Prepared
by:**



Vanessa Nelmes
Tourism Marketing Officer

**Report Reviewed
by:**



Shane Adcock
Marketing Manager

**Officer in
Attendance:**

The Tourism Marketing Officer will be in attendance to speak to this report.

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Jason Beck (Manager Support Services)
Date: 9 April 2018
Significance Level: Low

Financial Report to February 2018

Recommendation THAT THE INFORMATION BE RECEIVED.

Executive Summary The financial report to February 2018 is attached. The Board is responsible for managing its own budget.

Appendices

- Financial Report to February 2018.

Report Prepared by: Jason Beck
 Manager Support Services

| |
|--|
| Hurunui Tourism Board Financial Report for the Eight Months to 28 February 2018 |
|--|

| | <u>Year to Date</u> <u>Actual</u> | <u>Year to Date</u> <u>Budget</u> | <u>Year to Date</u> <u>Variance</u> | <u>Full Year</u> <u>Budget</u> | <u>Full Year</u> <u>Forecast</u> |
|--|--------------------------------------|--------------------------------------|--|-----------------------------------|-------------------------------------|
| OPERATING STATEMENT | | | | | |
| Operating Revenue | | | | | |
| Targeted Tourism Rate | 153,170 | 149,005 | 4,165 | 223,508 | 227,673 |
| Allocation from Hanmer Springs Thermal Pools & Spa | 36,056 | 36,053 | 3 | 54,080 | 54,080 |
| Website Marketing | 3,198 | 0 | 3,198 | 0 | 0 |
| Hanmer Trail Videos | 2,600 | 0 | 2,600 | 0 | 0 |
| Total Operating Income | 195,024 | 185,059 | 9,965 | 277,588 | 281,753 |
| Less Operating Expenditure | | | | | |
| Fixed Costs | | | | | |
| Wages & Salaries | 39,161 | 39,542 | (381) | 59,313 | 59,313 |
| Marketing Consultancy Costs (HSTP&S) | 30,000 | 20,000 | 10,000 | 30,000 | 30,000 |
| Travelling Expenses | 269 | 458 | (189) | 687 | 687 |
| Other Board Expenses | 1,116 | 0 | 1,116 | 0 | 0 |
| | 70,546 | 60,000 | 10,546 | 90,000 | 90,000 |
| Developing the Destination | | | | | |
| Tourism Growth Package | 7,500 | 20,000 | (12,500) | 30,000 | 30,000 |
| Event Development | 1,127 | 3,333 | (2,206) | 5,000 | 5,000 |
| | 8,627 | 23,333 | (14,706) | 35,000 | 35,000 |
| Selling the Destination | | | | | |
| Collaboration | 13,250 | 23,333 | (10,083) | 35,000 | 35,000 |
| Digital | 10,844 | 13,333 | (2,489) | 20,000 | 20,000 |
| Collateral | 16,937 | 26,667 | (9,730) | 40,000 | 35,000 |
| Communications | 12,186 | 10,000 | 2,186 | 15,000 | 17,186 |
| Trade | 2,651 | 12,000 | (9,349) | 18,000 | 18,000 |
| Advertising | 26,265 | 29,333 | (3,068) | 44,000 | 44,000 |
| Conferences and meetings | 824 | 6,667 | (5,843) | 10,000 | 10,000 |
| In-market | 7,411 | 3,333 | 4,078 | 5,000 | 9,078 |
| | 90,368 | 124,667 | (34,299) | 187,000 | 188,264 |
| Total Operating Expenditure | 169,541 | 208,000 | (23,753) | 312,000 | 313,264 |
| Net Surplus/(Deficit) for period | 25,483 | (22,941) | 33,718 | (34,412) | (31,511) |
| CAPITAL STATEMENT | | | | | |
| Opening Balance | 103,400 | 103,400 | 0 | 103,400 | 103,400 |
| Surplus/(Deficit) for period | 25,483 | (22,941) | 48,424 | (34,412) | (31,511) |
| Closing Balance | 128,883 | 80,459 | 48,424 | 68,988 | 71,889 |

1 share of website and hanmertrails costs from HSTPS

2 extra revenue received for Visitor Guide has offset costs

3 attendance at Aust consumer shows and NZ Bike Expo

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Shane Adcock, Marketing Manager
Date: 9 April 2018
Significance Level: Low

Tourism Statistics

Recommendation THAT THE INFORMATION BE RECEIVED.

Executive Summary This report contains tourism statistics for the following:

Industry

- International Visitor Arrivals

Region

- Regional Tourism Estimates
- Commercial Accommodation Monitor

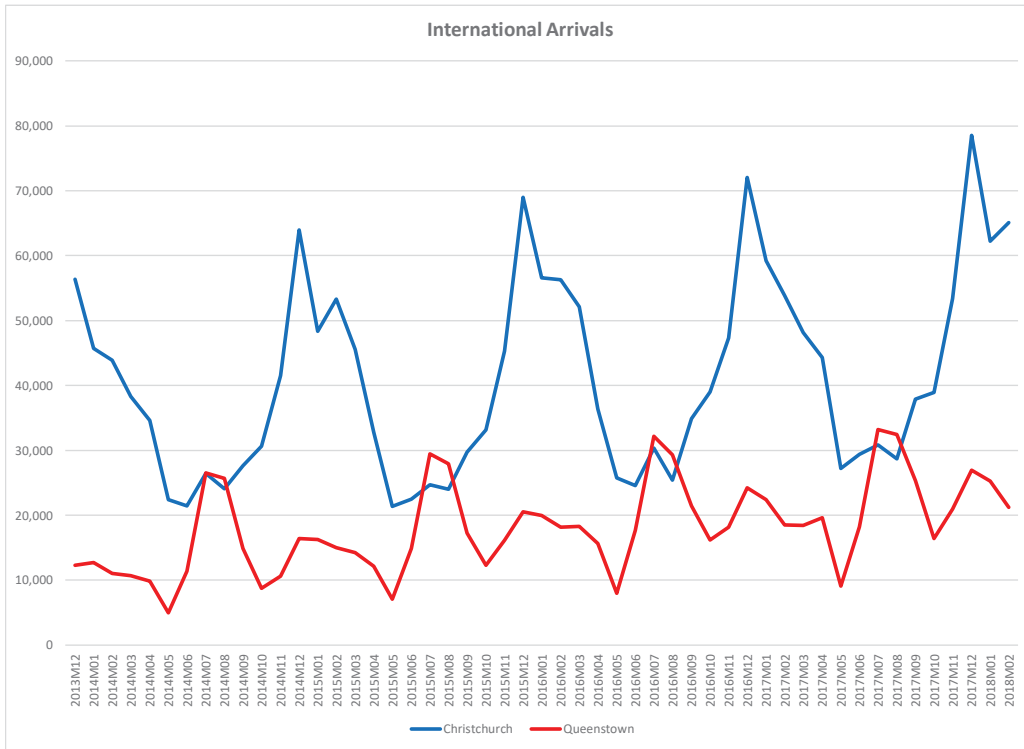
Hanmer Springs

- Thermal Pools Origins of customers
- Hanmer Springs commercial Holiday Homes

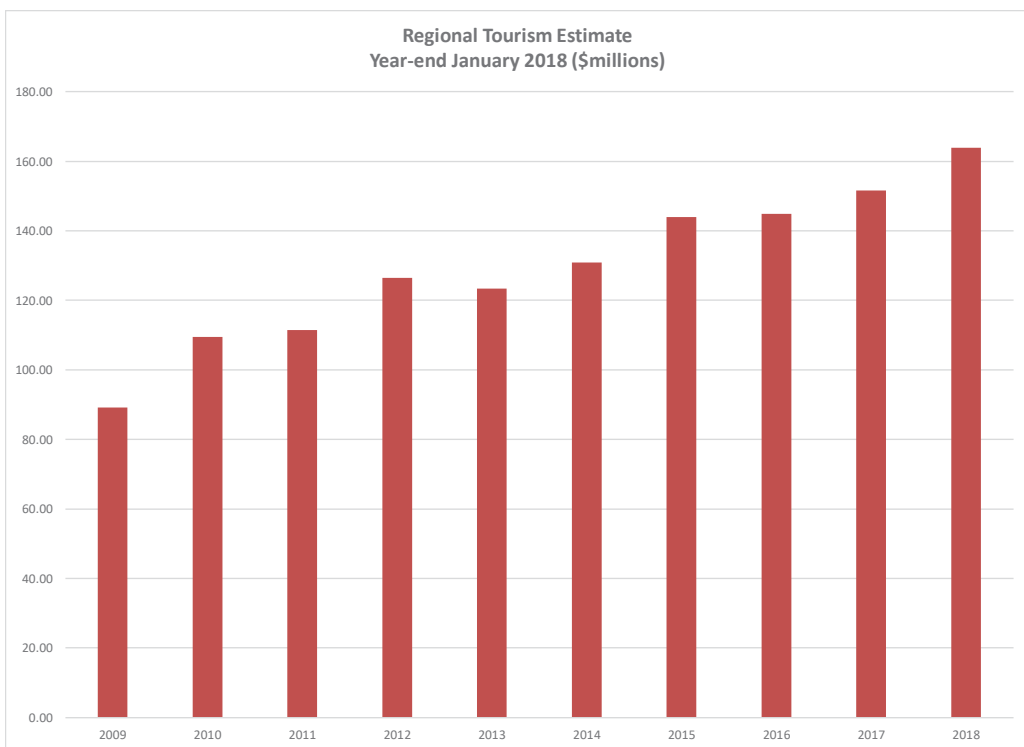
Hurunui Tourism is currently meeting both the KPI of RTE growth, with growth of 8.1% to \$163million (year-end January 2018), and the KPI of increase in guest nights with an increase of 5.7% (year-end January 2018). Note that the significant increase in guest nights can be partially attributed to the effect of the earthquake in November 2016. Nonetheless, there are signs of strong growth.

The industry, and thermal pools statistics, show continuing growth from all major international markets. Of continuing interest is the growth in visitors from the UK and Europe, with these markets now making up 10.1% of RTEs (greater than Australia and just behind both the North Island and South Island).

Industry



Region

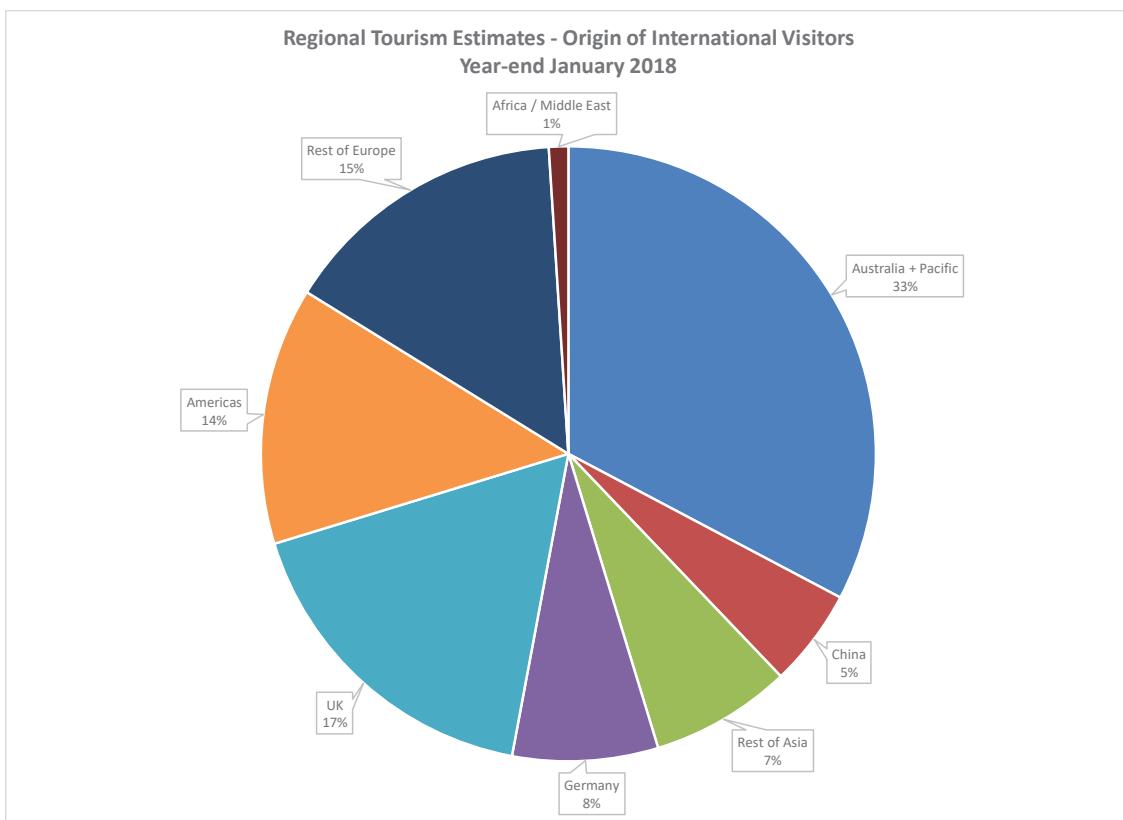
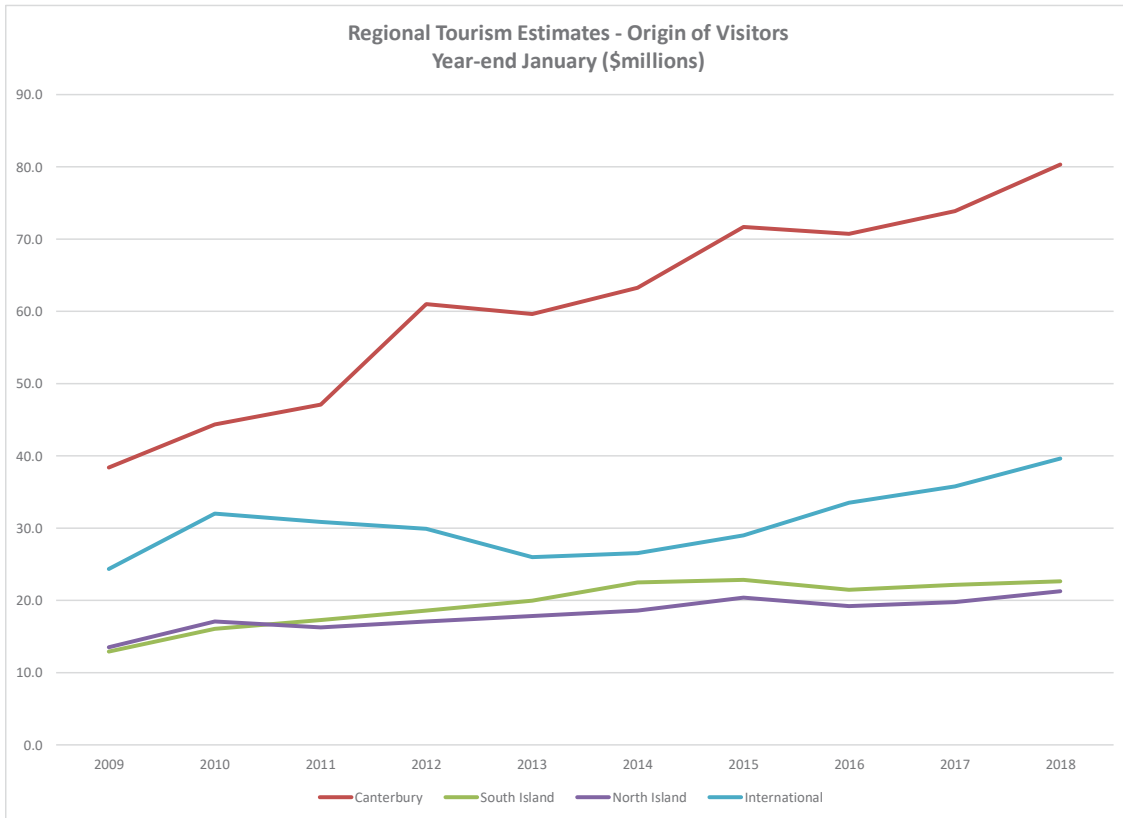


KPI: Increase visitor expenditure by more than the national average. YE Jan 18 vs YE Jan 17:



National average = 7.0%

Hurunui performance = 8.1%



| District Guest Nights (Commercial Accommodation Monitor) | | | | | | (YTD Jan 2018) |
|--|--------------------------|---------------|-----------|-------|-------|----------------|
| Year | Hurunui | | Total | | | |
| | Domestic | International | | | | |
| YE June 2012 | 251,591 | 95,519 | 347,110 | | | |
| YE June 2013 | 233,975 | 99,406 | 333,381 | -7.0% | -4.0% | |
| YE June 2014 | 250,704 | 85,180 | 335,884 | 7.1% | 0.8% | |
| YE June 2015 | 266,160 | 88,900 | 355,060 | 6.2% | 5.7% | |
| YE June 2016 | 273,556 | 99,075 | 372,634 | 2.8% | 4.9% | |
| YE June 2017 | 255,663 | 118,069 | 373,731 | -6.5% | 0.3% | |
| YTD 2016-2017 | 151,992 | 63,424 | 215,415 | | | |
| YTD 2017-2018 | 153,573 | 74,228 | 227,800 | 1.0% | 5.7% | |
| Year | Combined Canterbury RTOs | | | | | |
| | Domestic | International | Total | | | |
| YE June 2012 | 2,408,960 | 1,507,986 | 3,916,942 | | | |
| YE June 2013 | 2,420,130 | 1,660,376 | 4,080,504 | 0.5% | 4.2% | |
| YE June 2014 | 2,532,919 | 1,820,776 | 4,353,694 | 4.7% | 6.7% | |
| YE June 2015 | 2,590,660 | 2,049,696 | 4,640,356 | 2.3% | 6.6% | |
| YE June 2016 | 2,646,291 | 2,255,572 | 4,901,864 | 2.1% | 5.6% | |
| YE June 2017 | 2,512,327 | 2,359,784 | 4,872,109 | -5.1% | -0.6% | |
| YTD 2016-2017 | 1,491,780 | 1,360,074 | 2,851,853 | | | |
| YTD 2017-2018 | 1,644,908 | 1,434,254 | 3,079,163 | 10.3% | 8.0% | |

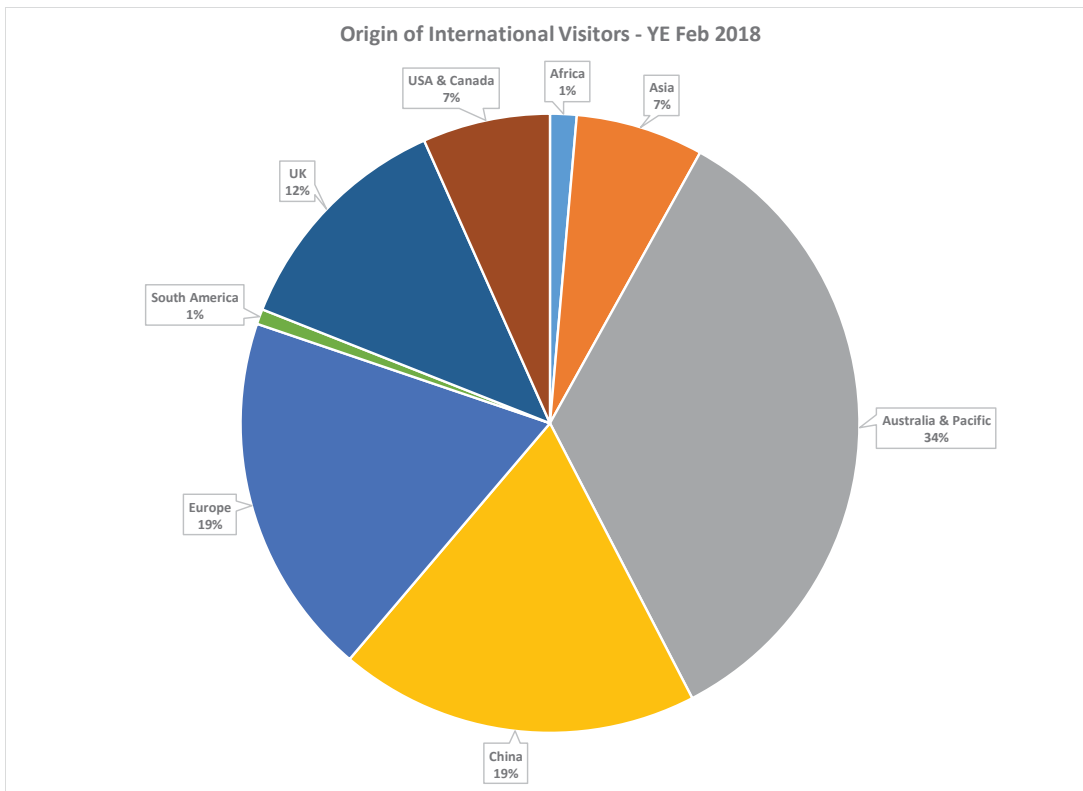
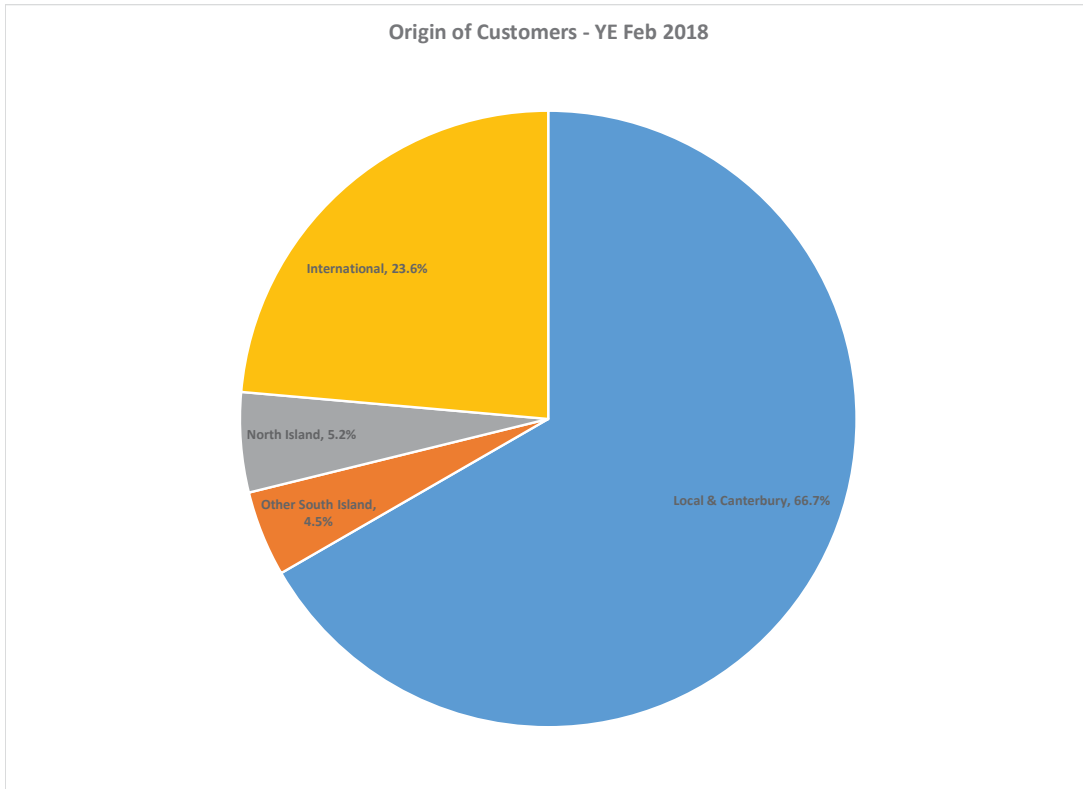
KPI: Increase guest nights by more than the national average:

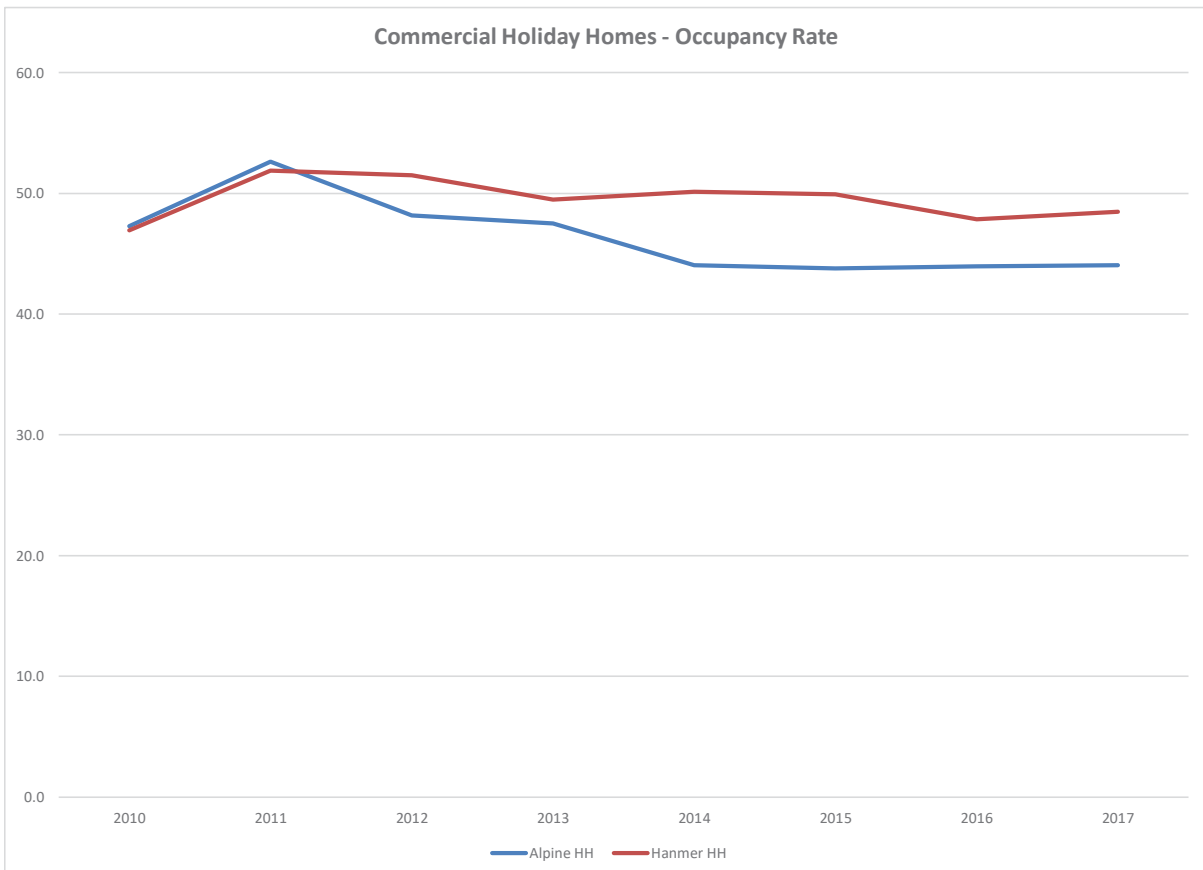
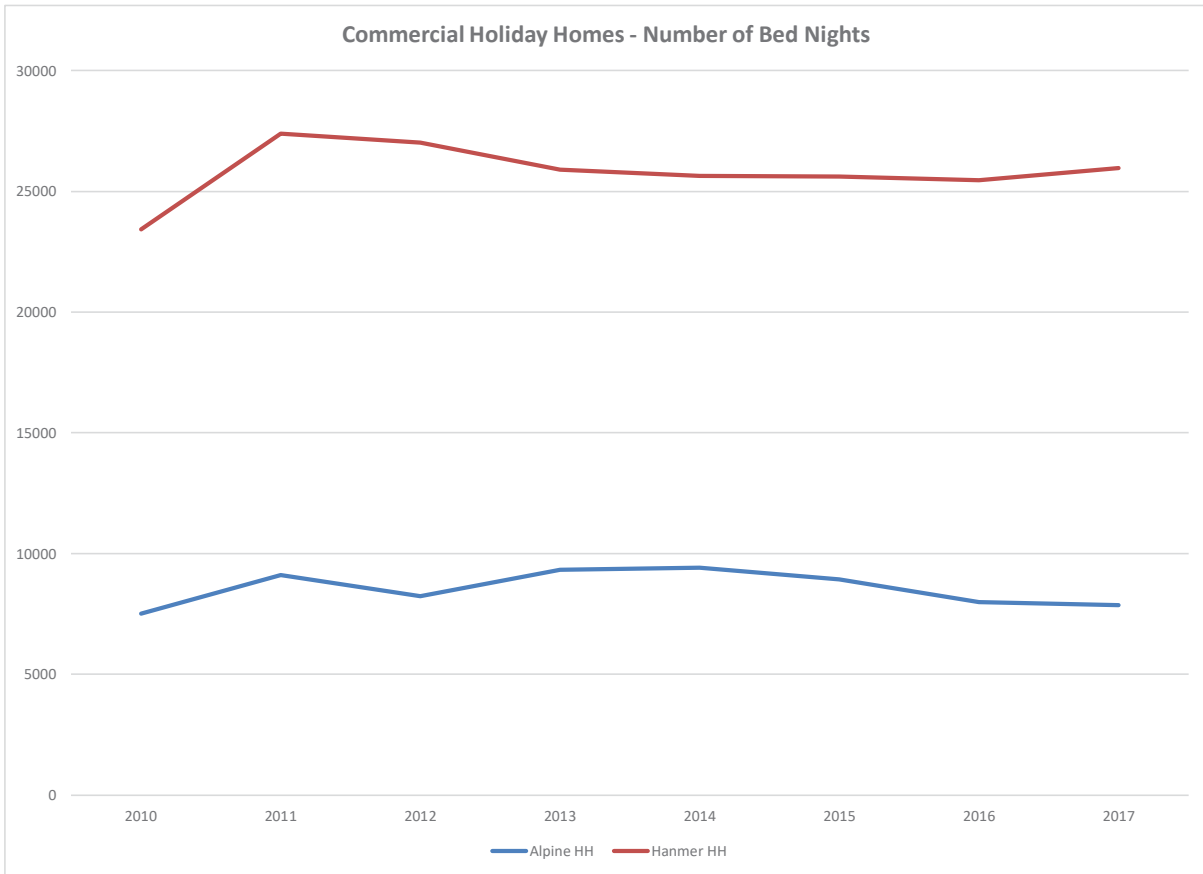


National average (YTD Jan 2018) = 2.5%

Hurunui performance (YTD Jan 2018) = 5.7%

Hanmer Springs





Report Prepared by:



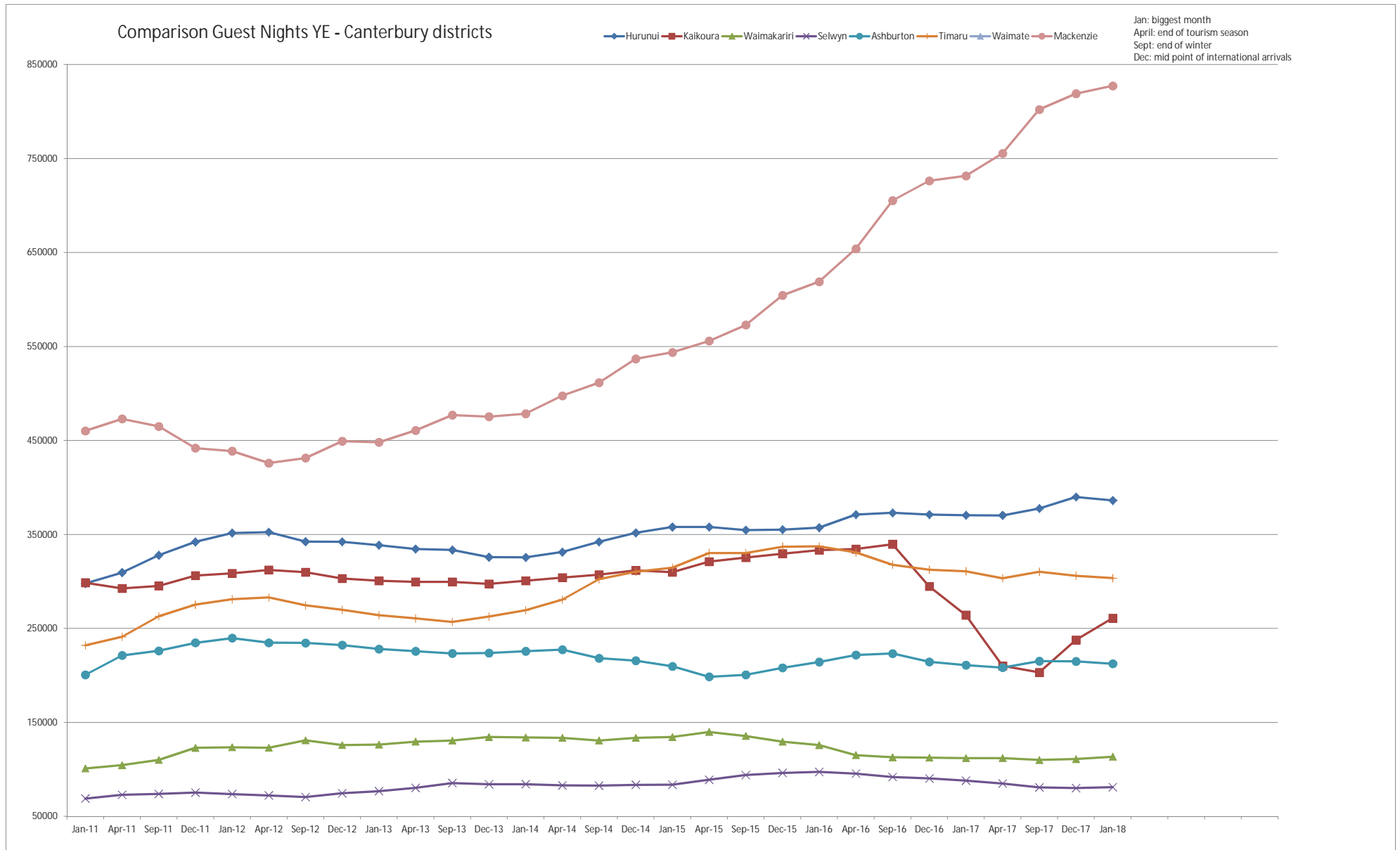
Shane Adcock
Marketing Manager

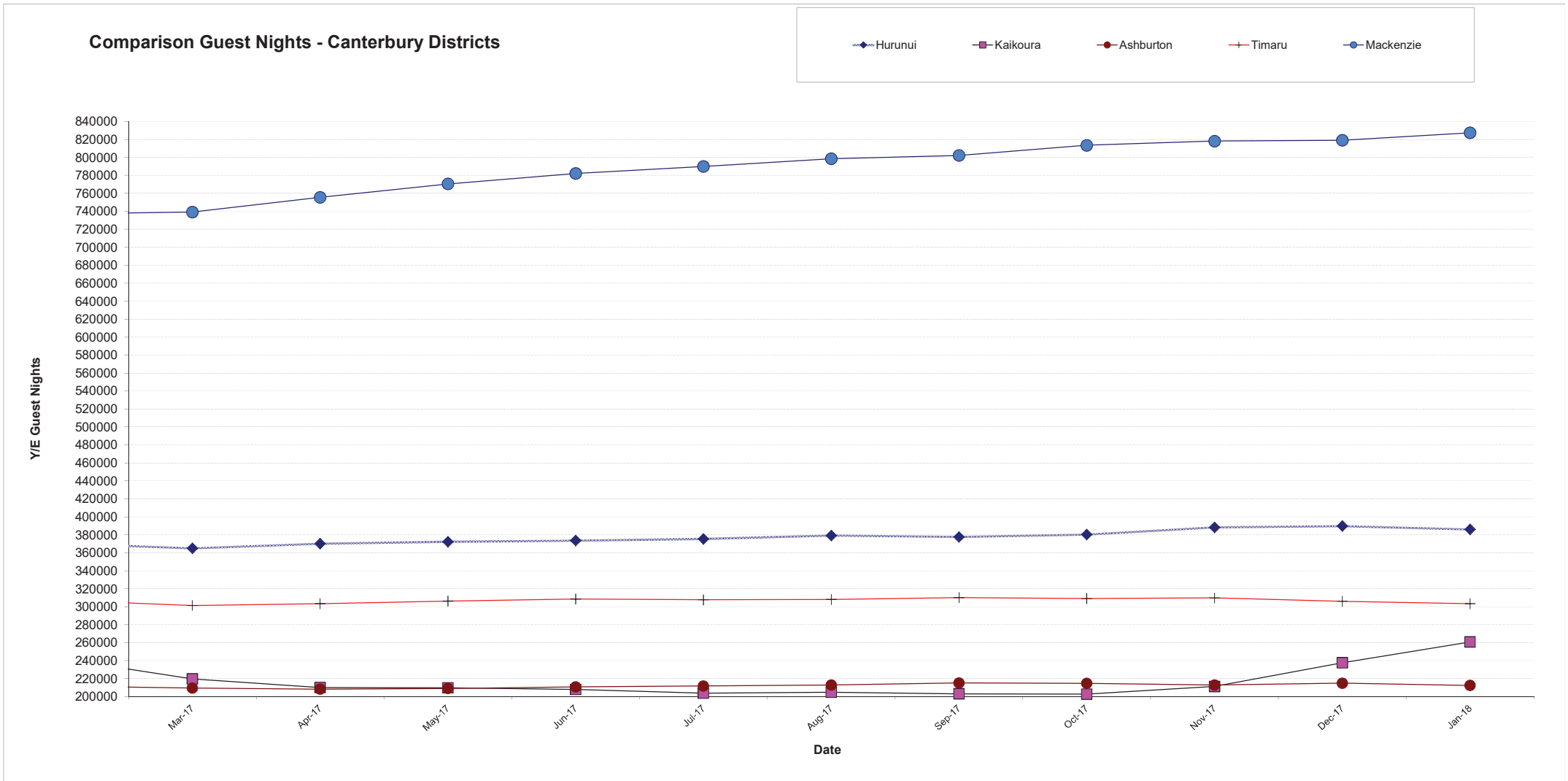
Report Reviewed by:



Graeme Abbot
General Manager, Hanmer Springs Thermal Pools & Spa

Officer in Attendance: The report author will be in attendance to speak to this report.





HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Graeme Abbot, Tourism Development Manager
Date: 9 April 2018
Significance Level: Low

Tourism Development Update

| | |
|--------------------------|---|
| Recommendation | THAT THE INFORMATION BE RECEIVED. |
| Executive Summary | The tourism development report for February and March is attached for the information of the Hurunui Tourism Board. |
| Wine Tourism | Due to unforeseen issues regarding our bore pump I had to withdraw from an opportunity to engage with the wine industry. I will reschedule. |
| Walking | <p>Awaiting an update from DOC regarding the Kaikoura to Hanmer Springs Walkway. Should the bid not be successful then I will approach the organising body to see if there is an appetite to continue the work with the long term prospect being to create the trail.</p> <p>Have had discussions with Hanmer Springs transport businesses about understanding shuttle options for St James Walkway and Te Araroa walkways.</p> <p>Potential new product for day trekking aimed at the Chinese market in the first instance being developed.</p> <p>Potential new tree planting product being developed.</p> |
| Cycling | <p>Work is progressing on the 'wheels to Waipara' concept with a document setting out the concept being completed.</p> <p>The next step is to secure funding for the feasibility study.</p> <p>This project has the endorsement at officer level of</p> <ul style="list-style-type: none"> • Hurunui tourism • Hurunui Trails Trust • Enterprise North Canterbury • Waimakariri District Council • Christchurch City Council • Environment Canterbury • ChristchurchNZ • Cycle Journeys <p><u>Hurunui Tourism is now a scheduled participant in all of the Hurunui Trails</u></p> |

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| | <p>Trust meetings and correspondence.</p> <p>Meeting held with the Chairman of NZ Cycle Trail to discuss the state of the St James. Richard Leggat has concerns about the state of the ride. He is of the view that it can become an iconic ride. With this position Richard is seeking meetings with Crown ministers to request support and priority for the St James Ride. Follow up phone indicates progress is slow.</p> <p>DOC has a plan in place. I am hoping to see this plan in the near future.</p> |
| District Wide Promotion of Cycling | <p>As part of the review of the HSTPS platform of websites provision is being made for a district wide cycle platform.</p> |
| Events | <p>Hurunui Garden Tours are condensing this years program in to a weekend in Early November.</p> <p>Dialogue has started as to how we can assist this project. This will include advice and the assistance of the Hurunui i-SITE to determine relevant database's and communicate the offering with them.</p> <p>Mike from The Christmas Country Fete has proposed a potential new event for the Waipara area. I will discuss this at the meeting.</p> <p>Dialogue has been had with Laura Forbes from Art in a Garden over new opportunities.</p> |
| The Big Country | <p>No progress has been made in this sector.</p> |
| Homestay Farmstay | <p>No progress has been made in this sector.</p> |
| Regional Development | <p>Work has continued on the first project that being the joint initiative with HSTPS to convene a workshop of industry leaders.</p> <p>The first step is to determine the positioning as to 'who we are'. I have met with the consultant who carried out a similar piece of work for CIAL. I am awaiting a proposal from her. CIAL has offered funds for this piece of work.</p> |
| 2050 Programme | <p>No progress made in this area.</p> |
| Cruise Conference | <p>No progress made in this area.</p> |
| Queen Mary Hospital | <p>Two parties have expressed interest in the Queen Mary Hospital site. Both parties have been shown through the buildings and have been supplied the 2015 Chisholm Spa MOI document.</p> <p>Follow up meetings with one party is confirmed and the second party I expect to hear from over the next couple of weeks.</p> |
| New Entrants | <p>Energy Jet has established its business in Cheviot offering jet boating experiences in the Hurunui River. Products include The Energizer, Sea Blast and River BBQ. TripAdvisor feedback although small in numbers is very high in its praise (5).</p> <p>The VR Group who has ten accommodation properties in New Zealand, two in Australia and four in the USA have taken over the lease of the Hot Springs</p> |

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| | Hotel & Motels. The accommodation has been rebranded Hanmer Retreat. VR Group is very positive about their position in the Hanmer Springs market and have high goals for growth. |
| Existing Business | A meeting with an existing business evaluating their long term options was positive. |
| Significance Consideration | This report is of low significance because it is an update on the activities of the Destination Development Plan which has been approved by the Hurunui Tourism Board. |
| |  |
| Report Prepared by: | Graeme Abbot Tourism Development Manager |
| Officer in Attendance: | The report author will be in attendance to speak to this report. |

Hurunui Tourism Board Action Sheet

| Item | Action Required | Actioned By/Mana ger | Status of Action |
|-------------|---|-------------------------------------|-------------------------|
| | Report to April meeting on options for the revamp of the Information Boards | Vanessa | |
| | Hurunui Trails Trust to report to June, October, and February meetings | Cr Fletcher | |
| | | | |

Hurunui Tourism Board Forward Program

| Meeting date | Report/Other |
|---------------|--|
| October 2021 | Consideration of 5 year |
| December 2021 | Tourism Strategy Workshop |
| February 2022 | Review draft 5 year Tourism Strategy |
| April 2022 | Approve 5 year Tourism Strategy – 2022- 2027 |

| Item | Frequency | Action | Date |
|-------------------------------|--|--|------------------|
| HTB – Marketing Plan | Set annually 1 July – 30 June | Review draft Marketing Plan and Budget for coming year | December meeting |
| | | Submission to HDC re funding for coming year | February/March |
| | | Approve HTMP and budget for coming year | February meeting |
| HTB – Tourism Strategy | Set 5 yearly 1 July 2017 – 30 June 2022 | Annual review of Tourism Strategy | December meeting |
| | | Feed outcomes into Marketing Plan for coming year | |
| | | Consideration of 5 year Tourism Strategy | October 2021 |
| | Reviewed annually | Tourism Strategy Workshop | December 2021 |
| | | Review draft 5 year Tourism Strategy | February 2022 |
| | Approve 5 year Tourism Strategy | April 2022 | |
| HDC – Annual Plan | Annual Submission | | February meeting |
| HDC - LTP | | Submission to HDC re funding for coming three years – for consideration when renewing LTP effective from 1 July 2018 | October 2017 |

Acronym Key

- HTMP – Hurunui Tourism Marketing Plan – Activities for financial year 1 July – 30 June
- HTS – Hurunui Tourism Strategy – 5 year update due June 2022
- Review annually
- HDC AP – Hurunui District Annual Plan – reviewed April/May every year covers 1 July to 30 June
- HDC LTP – Hurunui District Council Long Term Plan
- Effective 1 July 2015 to 30 June 2025
- Renewed every three years – next renewal effective 1 July 2018
- To be reviewed Oct 2017

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|-------------------------------|--|
| Committee Name | HURUNUI TOURISM BOARD |
| Type of Committee | Council Subcommittee |
| Subordinate to | Public Services Committee |
| Subordinate Committees | None |
| Legislative basis | Committee reconstituted by the Council as per Schedule 7, Section 30 (1) (A), LGA 2002. Committee delegated powers by the Council as per Schedule 7, Section 32, LGA 2002. |
| Membership | <ul style="list-style-type: none"> • The Mayor • Three councillors (3) one of which is to be a member (but not the Chairperson) of the Public Services Committee. • Independent members (5) made up of: <ul style="list-style-type: none"> ○ Member of the Hanmer Springs Thermal Pools & Spa Management Committee. ○ Member of the Waipara Valley North Canterbury Winegrowers Inc. ○ Member of the Hanmer Springs Business Association. ○ Two (2) independent members. |
| Delegations | <ul style="list-style-type: none"> • Destination marketing and destination management of the Hurunui district. • Utilise the resources and capabilities already in place in the form of the Marketing Manager, Hanmer Springs Thermal Pools and Spa, and existing advertising agency arrangements servicing the Hanmer Springs Thermal Pools and Spa, and the Hurunui i-site, in agreement with the Hanmer Springs Thermal Pools and Spa Management Committee. • Oversee the expenditure of targeted tourism rate funds in promotion of the Hurunui district. • Marketing associated development of business, activities, services and communities. • Collaborate with and utilise the resources of Enterprise North Canterbury with regard to regional development and business capability to boost tourism opportunities. |
| Limits to Delegations | <p>Matters that cannot be delegated by the Council include:</p> <ul style="list-style-type: none"> • the power to make a rate. • the power to make a bylaw. • the power to borrow money, or purchase or dispose of assets, other than in accordance with the long-term plan. • the power to adopt a long-term plan, annual plan, annual report or strategic plan. • the power to appoint a chief executive. • the power to adopt policies required to be adopted and consulted on under this Act in association with the long-term plan or developed for the purpose of the local governance statement. • the power to adopt a remuneration and employment policy. |

Council Resolutions

THAT THE COUNCIL CONFIRMS THE RECONSTITUTION OF THE HURUNUI TOURISM BOARD AS A SUBCOMMITTEE OF THE PUBLIC SERVICES COMMITTEE.

THAT THE COUNCIL DETERMINES THE COUNCIL MEMBERSHIP ON THE HURUNUI TOURISM BOARD BEING THE MAYOR AND COUNCILLORS MARIE BLACK, DICK DAVISON AND JASON FLETCHER.

THAT THE COUNCIL DELEGATES THE POWER TO ACT IN THE ABOVE AREAS TO THE HURUNUI TOURISM BOARD.

Significance and Public Engagement Consideration

(Guidelines from Hurunui District Council's 'Significance and Engagement' Policy)

The Council, in considering each matter, must be:

- a. Satisfied that it has sufficient information about the practicable options and their benefits, costs and impacts, bearing in mind the significance of the decisions.
- b. Satisfied that it knows enough about and will give adequate consideration to the views and preferences of affected and interested parties bearing in mind the significance of the decisions to be made.

Questions

- a. Does the Council have sufficient information about the issue, proposal, decisions or other matter?
- b. Does the issue, proposal, decisions or other matter:
 - Affect all or a large portion of the community in a far-reaching way?
 - Have a potential impact or consequence on the affected persons (being a number of persons) that is substantial?
 - Have financial implications on the Council's resources that would be substantial?
 - Generate (or would be expected to generate) a high degree of controversy?
 - Have any impact on Council's capacity to undertake its statutory responsibilities?
 - Fail to flow logically or consequentially from a decision in the Council's Long Term Plan?

Significance Evaluation

Council officers preparing these reports will have regard to Council's policy on significance. Councillors will make the final assessment on whether the subject under consideration is to be regarded as being significant or not. Unless the Council explicitly determines that the subject under consideration is to be deemed significant then the subject will be deemed as not being significant.

Engagement Consideration

Council officers preparing these reports will also have regard to appropriate public engagement according to the level of significance. Officers will use the Engagement Spectrum shown in the table below alongside the Significance and Engagement Policy to help identify and recommend the engagement level.

| Engagement Spectrum | | | | |
|---|--|---|--|---|
| Inform | Consult | Involve | Collaborate | Empower |
| To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions | To obtain public feedback on analysis, alternatives and/or decisions | To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered | To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution | To place final decision making in the hands of the public |