



## **Nelson Tasman Cycle Trails Trust Strategy 2020-25 (updated February 2024)**

### ***Our Vision: Nelson-Tasman – The Heart of Biking – creating great cycle trails for our communities***

The Nelson Tasman Cycle Trails Trust aims to create and maintain unique, safe and diverse cycle trail experiences that showcase the best of the Nelson-Tasman region for visitors and locals, with a focus on regionally and nationally significant trails and linkages.

Our region has an extraordinary range of experiences that can be accessed by bike, and used by walkers and runners:

- Urban cycle paths enable commuting to work and school
- Mountain bike parks offer single track experiences for beginners to elite international competitors
- Back country rides provide opportunities for days rides from urban centres, to overnight adventures, and enduro races
- The Great Taste Trail traverses 200km from the coast to the river valleys, offering local recreation, visitor experiences of the diverse scenery and tastes of the region, and connectivity of local communities

The network of trails has been built up over recent decades by the hard work of various enthusiastic local groups, supported by Nelson and Tasman Councils and local businesses. The quality and diversity of the regions trails is recognised by the International Mountain Bike Association designation of Nelson as an IMBA Gold Ride Centre. For the future we want this network to become even better connected and provide links within the region from Nelson to Golden Bay, and to Marlborough and the Westcoast.

## Who are we and what we do

The Nelson Tasman Cycle Trails Trust has overseen the development and promotion of two nationally significant Great Rides, Tasman's Great Taste Trail (GTT) and the Coppermine Trail. The Trust was set up in 2009 in response to the central government Great Rides initiative and, with Tasman District and Nelson City Councils, was successful in winning funding for the development of the two Great Rides. We have attracted additional central government and other (business and philanthropic) funding for trail construction and maintenance, and advocate for the development of cycling infrastructure.

We support the development of mountain bike trails and commuter cycle ways as a vital element of the region's biking infrastructure, but are not actively involved in their development.

## What next

We still have further work to do to take the final sections of the GTT off-road. Both trails will also require ongoing attention to maintain them to Great Ride quality so local and visiting riders continue to safely experience the best of the region.

Developing the ride experience for users is important, particularly for the GTT. A GTT Experience Development Plan has been prepared with a focus on actions that relate to: the Taste theme, safety, physical infrastructure, wayfinding & interpretation.

There is opportunity to extend and link the trail network, to enhance the trail surroundings and to better connect to the tastes and experiences of the region. This will enhance Nelson Tasman as *the Heart of Biking*, enticing more locals onto bikes for their health and welfare and for the health of our environment. It will also provide economic benefit, attracting growing numbers of visitors to sample the extraordinary diversity of the region. Connecting the Nelson Tasman trail network to Golden Bay, Marlborough and the Westcoast will also broaden the possibilities for diverse multi-day cycle experiences.

## Nelson Tasman Cycle Trails Trust Strategic Framework 2020-25

<b>Vision</b>	<b>Nelson Tasman the Heart of Biking</b>			
<b>Purpose</b>	<ul style="list-style-type: none"> <li>• The creation and on-going management and maintenance of high-quality cycle assets within the Nelson-Tasman region that meet the needs of both local users and visitors/tourists;</li> <li>• The creation and promotion of trail experiences that are unique to the Nelson/Tasman region to encourage users - local, national and international;</li> <li>• To collaborate with other entities to continue to promote and achieve the Trust's purposes.</li> </ul>			
<b>Strategic Goals</b>	<b>Infrastructure</b> Construct and maintain a high-quality trail for CT and GTT that meets the needs of users	<b>Resourcing</b> Access resources for long-term sustainability of the trails and the Trust	<b>Promotion</b> Trail experiences attract locals and visitors to the region	<b>Advocacy</b> Work with others to expand trail networks and experiences across the region
<b>Priorities</b>	<ul style="list-style-type: none"> <li>- Complete the GTT loop</li> <li>- Maintain trails to a high standard</li> </ul>	<ul style="list-style-type: none"> <li>- Trail Manager and Administrator are funded</li> <li>- Support from TDC, NCC and local communities</li> <li>- External funding including MBIE</li> <li>- Trust cash reserved for resilience and leverage</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance trail experiences – signage/ picnic areas/artwork</li> <li>- Strong brand assets, website, social media, photos, video</li> <li>- Work through NRDA regional promotion</li> <li>- Support trail related business development and marketing</li> </ul>	<ul style="list-style-type: none"> <li>- Establish new partnerships</li> <li>- Engage with NCC and TDC on future trail development and active transport initiatives</li> <li>- Extend the regional network</li> </ul>

## Completed/underway: 2020-December 2023

<b>Infrastructure</b> Construct and maintain a high-quality trail for CT and GTT that meets the needs of users	<b>Resourcing</b> Access resources for long-term sustainability of the trails and the Trust	<b>Promotion</b> Trail experiences attract locals and visitors to the region	<b>Advocacy</b> Work with others to expand trail networks and experiences across the region
<ul style="list-style-type: none"> <li>• GTT Airport-Tahunanui, Kohatu-Tapawera &amp; Tapawera-Woodstock - completed</li> <li>• MGR projects – Waimea inlet enhancement, Waimea flood plain, Motueka Reserve, Tunnel Rd, GTT Tasman View, shelters, taste signs, NPD fence, CT rock crusher - completer</li> <li>• GTT route from Tapawera to Woodstock via Baton Valley - completed</li> <li>• Enhance trail experiences with plantings, rest areas and artworks</li> <li>• CT Coppermine Saddle-Maitai remediation underway, pipeline slip section resolved</li> <li>• Enhance trail experiences with plantings, rest areas, artworks</li> <li>• Implement/ ongoing review of GTT maintenance programme and trail renewals, review &amp; improve wayfinding signage – completed</li> <li>• Updated H&amp;S Manual</li> </ul>	<ul style="list-style-type: none"> <li>• E&amp;E funding* for Tapawera-Woodstock</li> <li>• Renewed NCC Council Consultancy Agreement to 30 June 2025 Renewal of TDC Maintenance Contract (inc Consultancy) to October 2025</li> <li>• Build Trust cash reserves for contract staff, maintenance projects &amp; leveraging new projects</li> <li>• Encourage community involvement in trail maintenance and enhancement</li> </ul>	<ul style="list-style-type: none"> <li>• GTT “tastes of ..” signage -</li> <li>• Profiled the GTT loop Tapawera-Woodstock</li> <li>• Updated GTT and CT brochures and website</li> <li>• Develop promotional opportunities alongside NRDA and engage with Destination Management Plan development - ongoing</li> <li>• CT marker post signage</li> <li>• Implement Experience Development Plan – stories, safety, tastes signage, wayfinding and interpretation</li> <li>• Instagram &amp; Facebook postings</li> <li>• Installed NZCT CT Great Ride start/finish sign</li> <li>• Engage with:               <ul style="list-style-type: none"> <li>○ businesses operating on the trail &amp; supporting cycling in the region</li> <li>○ NZCT marketing activities &amp; leverage off the Great Ride ‘family’</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Advocate for cycle infrastructure – recreational and commuter, with TDC, NCC &amp; DoC; NCC and TDC LTPs; NCC ‘Out and About – On Tracks’ Off Road Tracks Strategy review; Active Transport planning</li> <li>• Advocate for separate Rocks Rd cycle/walkway in Nelson Future Access study</li> <li>• Explore and promote mechanisms for joined up regional planning and communication across key organisations; encourage development of a regional cycle trail framework</li> <li>• Advocate for cycle infrastructure – recreational and commuter, with TDC, NCC, NZTA &amp; DoC</li> <li>• Engage with Waka Kotahi and WSP for optimal outcome on Whakatu Drive shared pathway upgrade</li> <li>• Develop Nelson-Tasman-Golden Bay regional cycle trail plan for next LTP review</li> </ul>

\* E & E funding: Great Rides Enhancement and Extension fund

MGR funding: Maintaining the Great Rides fund

## Our Priorities: January 2024-December 2025

<b>Infrastructure</b> Construct and maintain a high-quality trail for CT and GTT that meets the needs of users	<b>Resourcing</b> Access resources for long-term sustainability of the trails and the Trust	<b>Promotion</b> Trail experiences attract locals and visitors to the region	<b>Advocacy</b> Work with others to expand trail networks and experiences across the region
<p><b><u>Priorities GTT:</u></b></p> <ul style="list-style-type: none"> <li>• Complete trail Pokororo to Ngatimoti</li> <li>• Complete off-road Kohatu-Tapawera</li> <li>• Complete off-road trail Hoult Valley Rd to Wai-iti Reserve</li> <li>• Maintain trail standards</li> </ul> <p><b><u>Priorities CT:</u></b></p> <ul style="list-style-type: none"> <li>• Complete CT downhill Coppermine Saddle-Maitai remediation</li> <li>• CT Maintenance Plan</li> </ul> <p><b><u>Review five-year plan and resourcing needs</u></b></p> <p><b><u>Other opportunities as resources allow:</u></b></p> <ul style="list-style-type: none"> <li>• GTT improvements - Tapawera-Baton off-road sections, TOAD Hall to Motueka foreshore reroute, Rabbit Island to Mapua link, Easyrider, Motueka West Bank, Waimea Estuary enhancements</li> <li>• CT improvements - Connect new Maitai bike hub to CT, Groom Creek, shelter at Saddle, links to Brook Sanctuary and Maungatapu,</li> <li>• Continue to add off-road trail Ngatimoti to Riwaka/Motueka</li> <li>• Further develop the trail experience – spur trails, rest areas, plantings, artwork, signage etc</li> </ul>	<ul style="list-style-type: none"> <li>• Adequate resourcing for ongoing construction, maintenance &amp; Trust operations – MBIE Great Rides, Council and other funding sources</li> <li>• Renegotiate Council support June 2024</li> <li>• Encourage community involvement in trail maintenance and enhancement e.g. Friends of the Trail</li> <li>• Prepare fundraising campaign for Hoult Valley Rd to Wai-iti Reserve off-road</li> <li>• Develop general fundraising campaign for ongoing projects e.g. tap and go.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue implementing the Experience Development Plan, including taste opportunities &amp;</li> <li>• Waimea Inlet enhancement &amp; telling the cultural stories of the GTT loop</li> <li>• Maintain and refresh brand assets</li> <li>• New partnership initiatives</li> <li>• Keep building social media audiences</li> <li>• New linking/spur trails</li> <li>• Install NZCT GTT Great Ride start/finish sign</li> <li>• Leverage off existing events to promote GTT and CT</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate for cycle infrastructure – recreational and commuter – with TDC, NCC, NZTA &amp; DoC</li> <li>• Engage with Nelson Future Access developments &amp; Council active transport initiatives</li> <li>• Encourage and engage with regional cycle forums</li> <li>• Engage with Waka Kotahi and WSP for Whakatu Drive shared pathway upgrade</li> <li>• Submission to 2024 LTP about extending the regional trail network</li> <li>• Support Golden Bay cycleway development</li> <li>• Advocate for separate Rocks Rd cycle/walkway</li> <li>• Develop a Friends of the Trail volunteer network for planting, weeding, trapping, projects etc</li> </ul>



# Experience Development Plan

Revised December 2023



# 1. Strategic alignment

This plan is predominantly informed by the current experience of riders and operators using the trail. Information came from NZCT rider survey data, interviews with several Operators on the trail, and hui held in 2021, 2022 and 2023 with operators and partners. This plan also draws inspiration from NTCTT Strategy 2020-25 and the NRDA Destination Nelson Tasman 2021 – 2026.

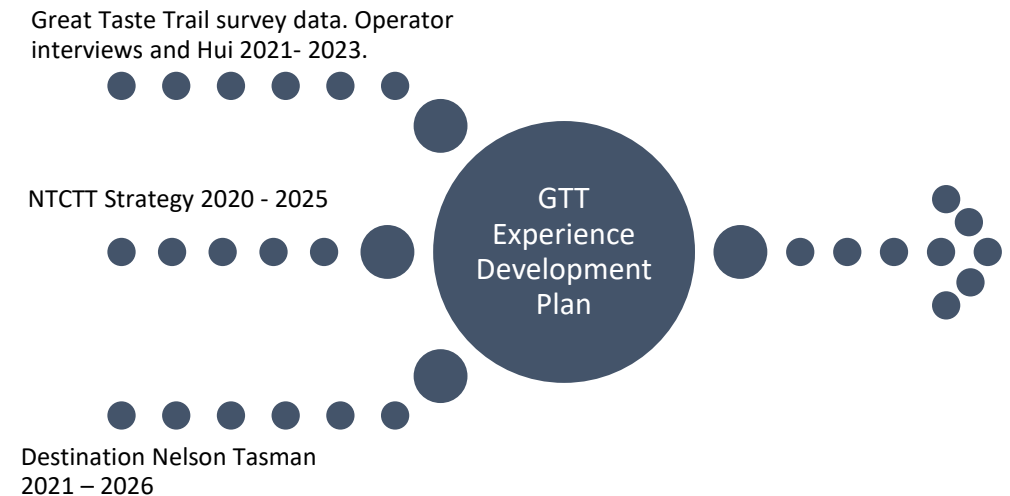
## Target Audiences

### Visitors

- Repeat riders of easy trails looking to step up to a multi day adventure
- Couples and groups of friends 50+ years riding together over multiple days – possibly for a special occasion e.g. a reunion or birthday
- Family groups with younger children aged 8 to 15 years on a half to two-day (i.e. weekend) ride
- Half day recreational riders 30+ visiting wineries, cafes and retail businesses

### Locals

- Regular commuters, individuals, ride groups and friends on social outings e.g. riding for training purposes or to nearby cafes.



*Strategic Framework for this Experience Development Plan*

# 3. The story

The Great Taste Trail story is one of great diversity of experiences or “tastes” along and around the journey.

The Trail loops the region, allowing riders to access the highlights and get a wonderful “taste” of the region itself.

**Four chapters of the story:** Four distinctly different sections of the trail enable themes, stories and experiences unique to each section.

## Section

1. Nelson CBD – Richmond – Brightwater – Wakefield
2. Richmond – Rabbit Island – Mapua – Motueka – Kaiteriteri
3. Wakefield – Spooners – Tapawera
4. Tapawera – Baton – Ngatimoti – Riwaka

## Theme

- Town and Country  
Sparkling Coastline  
Rural Tasman  
Back and Beyond





# 4. Developing the experience

The following areas form the focus areas for further developing the ride experience:

1. The Taste theme
2. Safety
3. Physical infrastructure
4. Wayfinding & Interpretation

Each trail section will be developed using these four components as a framework.

## Collaboration with NRDA and Others

Aligned to our Experience Development strategy is planning that has been facilitated by NRDA, under the Nelson Tasman Destination Management Plan. We also align our activity in this area with Tasman District Council and Nelson City Council initiatives.



## Section 1: Town to Country

### Nelson CBD–Richmond– Brightwater– Wakefield

#### **Great Taste theme**

Nelson to Wakefield showcases the CBD, the internationally significant Waimea Inlet, Vineyards, Wairoa River and swing bridge, and two rural townships with rich histories. Riders experience the edge of the Waimea Inlet and view from the trail along Whakatu Drive. The city and small towns offer a selection of local food and beverages within easy reach of the trail. WOW factors are the urban eateries and attractions near the trail. Future developments on Whakatu Drive should elevate this to a WOW.

#### **Safety**

This section of trail is generally flat, with much of the surface sealed. Safety issues include narrow trail around the Inlet, which is becoming more concerning with increased patronage and e-bikes.

#### **Physical infrastructure**

A major trail upgrade along Whakatu Drive is in the early planning stage with Waka Kotahi. The trail will be widened, distanced and/or screened off from the highway, feature boardwalks etc.

#### **Wayfinding & Interpretation**

There is also anecdotal feedback (but not evidenced in survey data) that having the same blue signs as Council cycle paths may be confusing.





# Section 1: Town and Country

What	Who	When
<b>Section 1 – Town and Country</b>		
<b>Taste Theme and WOW Factors</b>		
Use the framework of four sections of trail (and their WOW features) in marketing & communications.	EB	Ongoing
Collaborate on <u>Whakatu</u> Dr redevelopment, including interpretation, sculpture, arts.	TM	2025
<b>Safety</b>		
Talk to Council about cyclist crossing at Quarantine Road.	TM	2024
Investigate building a shelter at the Reservoir Creek Hub after NRSBU upgrade is complete. The area has views of the Waimea Inlet, there attractive plantings and volunteers who look after the area.	TM	2024
Undertake ongoing safety checks and fixes. Refer to TM 1/3/5 year Maintenance Plan for detail. S Johnston rides the GTT quarterly (one section per month) and reports to TDC on items such as bridge, gravel, maintenance.	TM	Ongoing
<b>Physical infrastructure</b>		
<u>Whakatu</u> Drive trail redevelopment.	TM	2024-5
Advocate for Rocks Road off-road cycle trail.	TM	2024-5
Identify & plan accessible section/s for mobility impaired people.	TM	2024
<b>Wayfinding &amp; Interpretation</b>		
See section 5.		



A scenic view of a lake with a forested background and a person riding a bicycle on a wooden boardwalk in the foreground. The image is partially obscured by a white graphic element on the right side.

## Section 2: Sparkling Coastline

### Richmond–Rabbit Island– Mapua–Motueka– Kaiteriteri

#### **Great Taste theme**

The section from Richmond to Kaiteriteri goes across boardwalks around the Waimea Inlet, over swing bridges and around sparkling beaches. The Waimea Inlet is home to many wading and migratory birds. The trail-side experience around the industrial estate at the base of the Inlet can be enhanced with screen fences, artwork etc in the planning. Mapua offers art, food & beverage options. Side trips can be taken from here to visit vineyards and local artisans e.g. Upper Moutere. The Coast has beaches that include Rabbit Island, the Motueka Foreshore, Raumanuku and Kaiteriteri beach. Kaitertiteri is home to an adventurous mountain bike park with views of Tasman Bay. WOW factors include Mapua village, Tasman View, Motueka Foreshore, Kaiteriteri, Waimea Inlet.

#### **Safety**

The trail around the Inlet is narrow in parts with blind corners, and some vegetation overgrowth. There are reports of near misses of head on collisions with bikes travelling at speed in both directions. The Trust gets regular feedback over the difficulty (grade 3) of the Easy Rider trail into Kaiteriteri and information for this section needs to provide realistic expectations.

#### **Physical infrastructure**

This section of trail has many WOW factors and there is an opportunity to make more of these with enhanced physical infrastructure to encourage people to stay longer and/or have an improved experience.

#### **Wayfinding & Interpretation**

Trail wayfinding is less of a “problem” for this section of trail.

## Section 2: Sparkling Coastline

Section 2 – Sparkling Coastline		
<b>Taste Theme and WOW Factors</b>		
Use the framework of four sections of trail (and their WOW features) in marketing & communications.	EB	Ongoing
<b>Safety</b>		
Talk to Council about cyclist crossing at Lower Queen Street.	TM	2024
Work with KRR to improve <u>Easyrider</u> access to Kaiteriteri	TM	2024-5
Undertake ongoing safety checks and fixes. Refer to TM 1/3/5 year Maintenance Plan for detail. S Johnston rides the GTT quarterly (one section per month) and reports to TDC on items such as bridge, gravel, maintenance.	TM	Ongoing
Resolve narrow sections of trail around Waimea Inlet.	TM	2024-5
<b>Physical infrastructure</b>		
Promote public transport network for Mapua to Rabbit Island	TM	Ongoing
Waimea Inlet enhancement and WOW factors including new viewpoints or meandering boardwalks and Waimea Inlet concept plan implementation	TM	2024-5
New spur trails to food & beverage hubs e.g. <u>Connings</u> .	TM	2024-5
<b>Wayfinding &amp; Interpretation</b>		







## Section 3: Rural Tasman

### Wakefield–Spooners Tunnel– Tapawera

#### **Great Taste theme**

This rural section of the Trail features farmland, a free-range poultry farm, the Wai-iti river, Spooners Tunnel, native bush and hop farms. There is a taste of history as the trail follows a railway that from 1876 to 1955 operated from Nelson to Glenhope. The railway line was closed in 1955, against major protests at the time. WOW factors include Spooners Tunnel, rich Railway history, views across hop plantations and farmland to Mt Arthur/Wharepapa.

#### **Safety**

The main safety concerns for this section include a stretch of trail on the shoulder on the State Highway between Wai iti and Hoult Valley Road. There are also several road crossings.

#### **Physical trail infrastructure**

The most significant infrastructure improvement will be taking the trail away from the road edge between Wai iti and Hoult Valley Road.

#### **Wayfinding & Interpretation**

Trail wayfinding is less of a “problem” for this section of trail.

## Section 3: Rural Tasman

Section 3 – Rural Tasman		
<b>Taste Theme and WOW Factors</b>		
Use the framework of four sections of trail (and their WOW features) in marketing & communications.	EB	Ongoing
<b>Safety</b>		
Undertake ongoing safety checks and fixes. Refer to TM 1/3/5 year Maintenance Plan for detail. S Johnston rides the GTT quarterly (one section per month) and reports to TDC on items such as bridge, gravel, maintenance.	TM	Ongoing
<b>Physical infrastructure</b>		
Develop a fundraising strategy for taking the Hoult Valley to Wai-iti Domain section of off-road	EB	2024-5
Complete section of trail alongside Rodgers land at Tapawera.	TM	2024
<b>Wayfinding &amp; Interpretation</b>		
See section 5.		



## Section 4: Back and Beyond

### Tapawera – Baton – Ngatimoti - Riwaka

#### **Great Taste theme**

The Motueka Valley, which sits at the foot of Kahurangi National Park, is remote and very picturesque. The experience takes in vistas of the mountains, backcountry rural farmlands, rivers and clear skies. Beyond the towns at either end (Tapawera and Riwaka), there are almost no cafes and shops. WOW factors include the Baton Valley, Hop farming in the area, Motueka River (swimming), and the general unspoilt backcountry environment.

#### **Safety**

Much of the trail shares back roads. Between Tapawera and Baton bridge the road is used by trucks. For the section on the West Bank Rd to Brooklyn, the road is relatively narrow but has light traffic volumes. There is poor cell phone coverage and no medical or emergency services in remote areas. This means that riders should be encouraged to be self sufficient.

#### **Physical trail infrastructure**

The priority is to complete the trail to Ngatimoti and then to Riwaka, which completes the whole loop.

#### **Wayfinding & Interpretation**

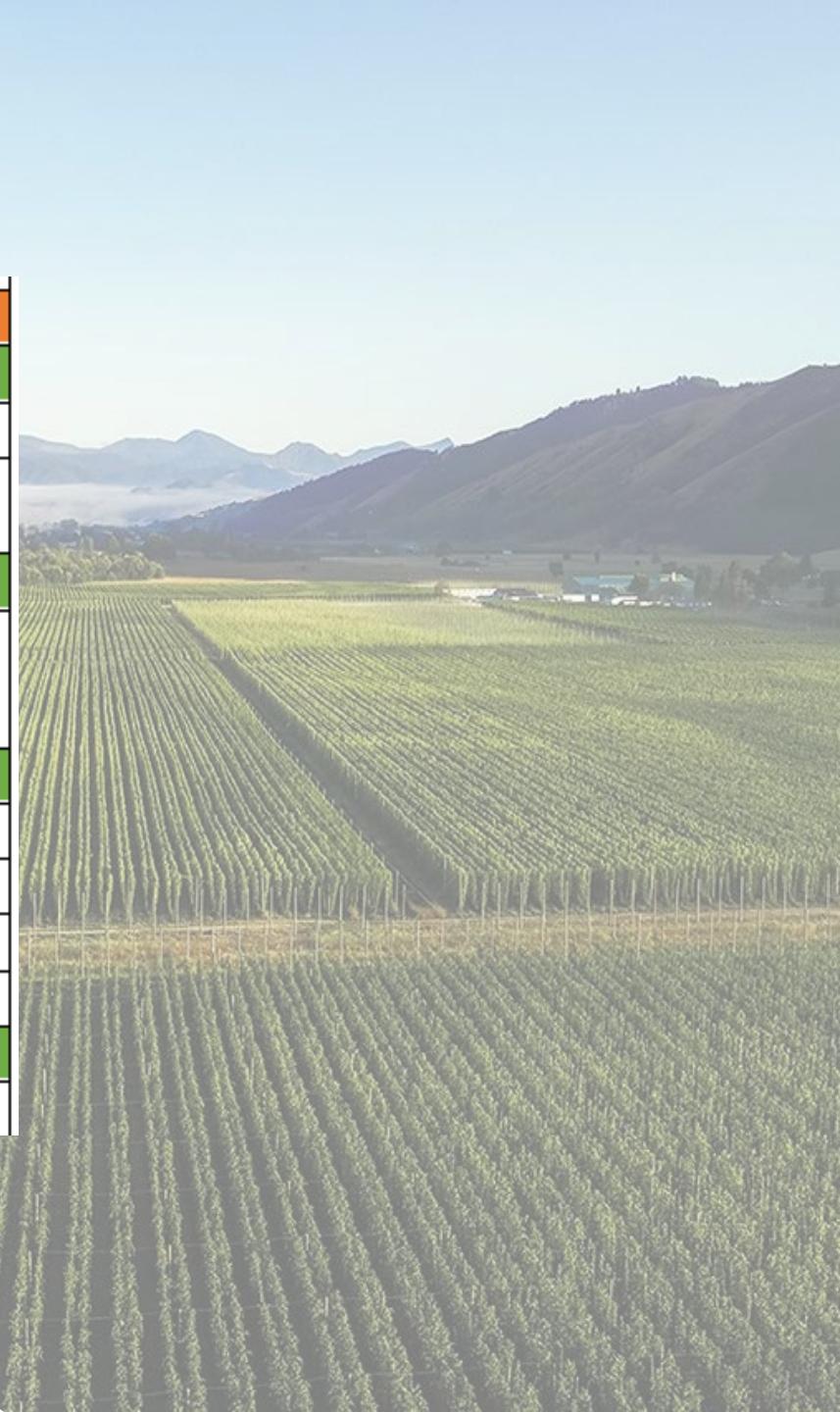
The new sections will require wayfinding.





## Section 4: Back and Beyond

Section 4 – Back and Beyond		
<b>Taste Theme and WOW Factors</b>		
Profile and promote development of tastes between Tapawera and Riwaka	EB	2024
Use the framework of four sections of trail (and their WOW features) in marketing & communications.	EB	Ongoing
<b>Safety</b>		
Undertake ongoing safety checks and fixes. Refer to TM 1/3/5 year Maintenance Plan for detail. S Johnston rides the entire GTT quarterly (one section per month) and reports to TDC at the monthly engineering meetings on items such as bridge, gravel, maintenance.	TM	Ongoing
<b>Physical infrastructure</b>		
Tapawera Baton Valley trail off-road	TM	2024
Motueka Valley West Bank off-road	TM	2024
Complete Trail to Riwaka.	TM	2024
Provide shade, picnic tables and rest areas.	TM	2024
<b>Wayfinding &amp; Interpretation</b>		
See section 5.		



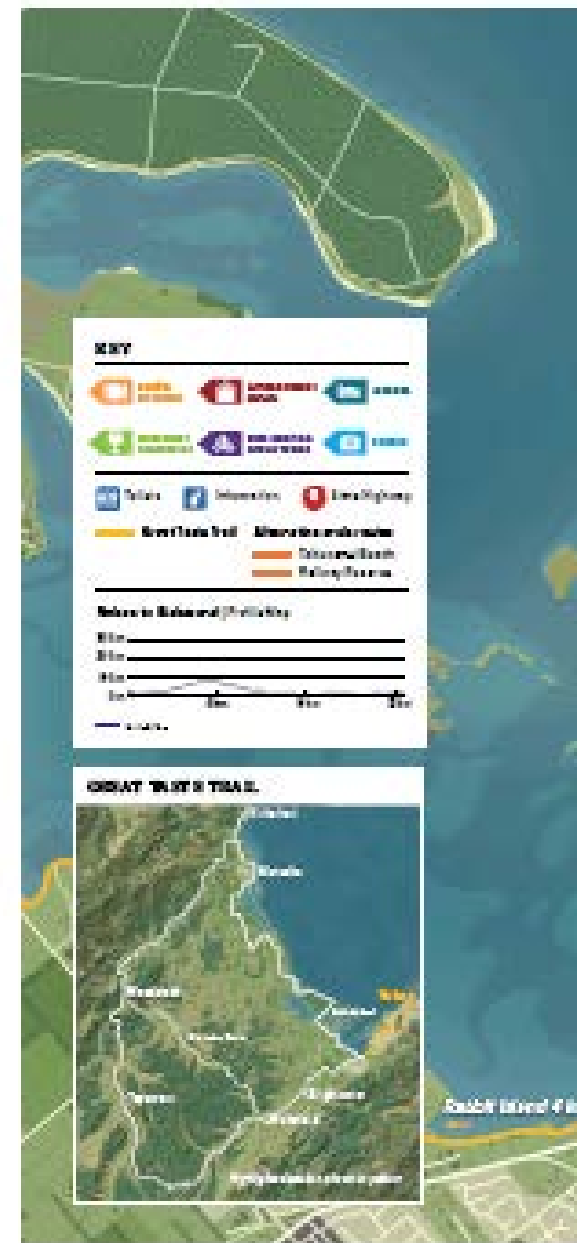
# 5. Trail wayfinding & interpretation

**Wayfinding** is a set of information systems to help point visitors in the right direction guiding them through a physical environment. Regular trail users don't need much help finding their way, but visitors and new users do.

Wayfinding is about directions, it is not interpretation or story telling. For our purposes here "wayfinding" refers to on-trail directional signage. Effective wayfinding anticipates the decision points: the places where a rider may be required to make a decision of which way to go. They occur at intersections, forks in a trail, or at some attractions, towns or rest areas along the way. Ongoing feedback tells us people are still getting lost at the key decision points, and this needs to be addressed.

We have the opportunity to align as a nationally branded New Zealand Great Ride.

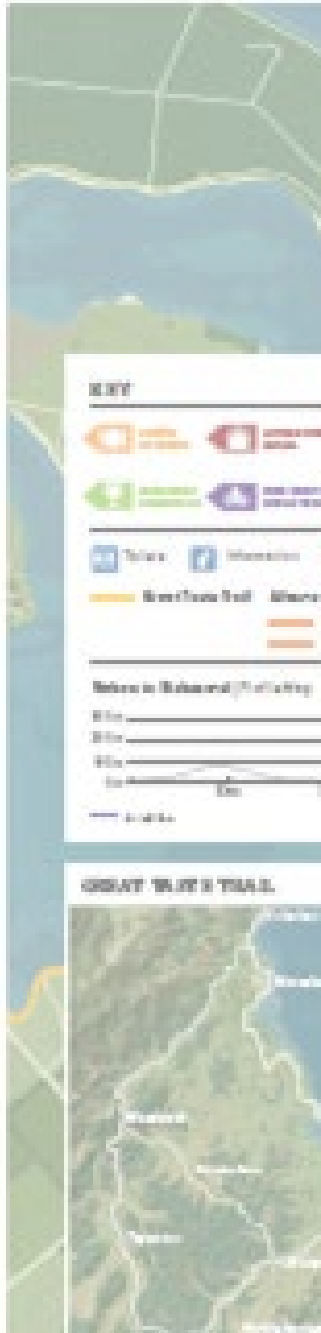
Consideration needs to be given to the type of **interpretation** provided along the trail from information panels, sculpture and artwork to rest area design, landscaping, town entrances and even tours of places along the journey. Interpretation for each trail section is distinct and include specific WOW factors. There are also ongoing request for information about where to find Tastes on the trail.





# Trail Wayfinding and Interpretation

Section 5 – Wayfinding & Interpretation		
<b>Wayfinding</b>		
Review wayfinding and whether want to rebrand with new designs, colours and Great Rides branding. A specific issue is to differentiate signage colours from NCC and TDC signs.	TM	2025
Continue to review wayfinding as a whole, and add new signs at locations where people get confused, and/or at decision points.	TM	2024
Communicate that GTT is complete and is a loop trail. Installing official start and end point signage, halfway and/or access points. Update reference collateral - HoB website, itineraries etc. and review related party websites – NCC, TDC, NZCT, NRDA, TNZ etc. so that show correct route.	EB	2024
<b>Interpretation</b>		
Update TASTE information boards so the map reflects the completed GTT loop and is accurate. Consider additional taste signs.	EB/TM	2024



# Summary of WOW Factors

Theme	WOW Factor
Town to Country	<ul style="list-style-type: none"><li>- Urban eateries and attractions near trail (with spur trails to them)</li><li>- Whakatu Drive</li></ul>
Sparkling Coastline	<ul style="list-style-type: none"><li>- Mapua village</li><li>- Tasman View</li><li>- Motueka Foreshore</li><li>- Kaiteriteri</li><li>- Waimea Inlet</li></ul>
Rural Tasman	<ul style="list-style-type: none"><li>- Spooners Tunnel</li><li>- Railway history</li><li>- Views as enter Tapawera</li></ul>
Back of Beyond	<ul style="list-style-type: none"><li>- Hop Farms</li><li>- Baton Valley</li><li>- Motueka River Swimming</li></ul>