



Nelson Tasman Cycle Trails Trust

Strategic Plan 2025-30



Reviewed and Updated December 2024

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

The Trust aims to create and maintain unique, safe, and diverse cycle trail experiences that showcase the best of the region for visitors and locals.

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 day rides from urban centres, to overnight adventures, and enduro races.
- The Great Taste Trail traversing 200km from the coast to the river valleys, offers local recreation, visitor experiences of the diverse scenery and tastes of the region, and connectivity of local communities.

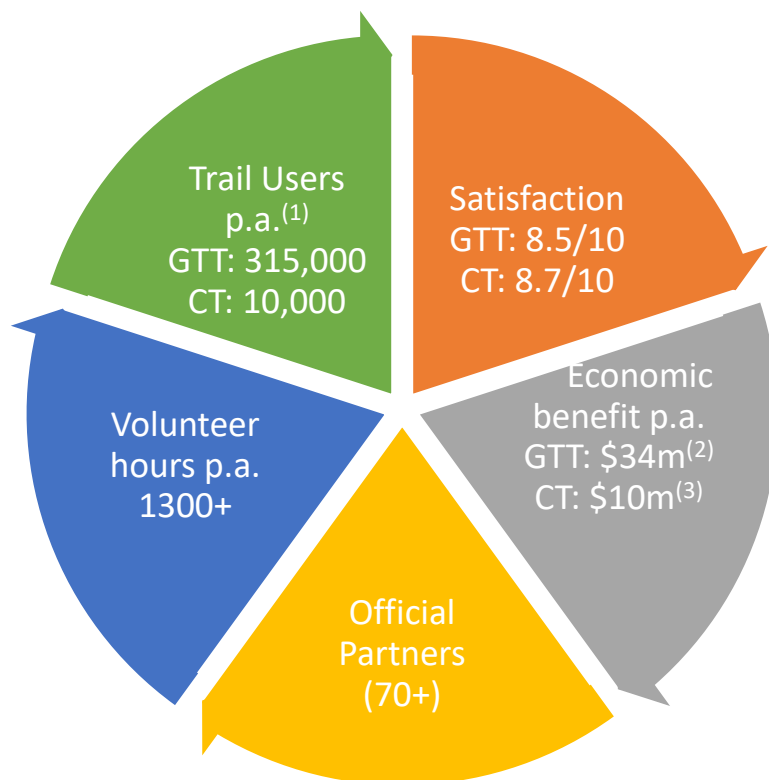
The network of trails has been built up over recent decades by the hard work of enthusiastic local groups, supported by Nelson and Tasman Councils and local businesses. The quality and diversity of the region's trails is recognised by the International Mountain Bike Association designation of Nelson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

Who are we and what we do?

The Trust manages the development, maintenance and promotion of two nationally significant Great Rides, Tasman's Great Taste Trail (GTT) and the Coppermine Trail (CT). It was set up in 2009 in response to the central government Great Rides initiative and, with Tasman District and Nelson City Councils, gained funding for developing the two Great Rides. Besides trail construction and maintenance, we attract central government and other (business and philanthropic) funding for trail work, and we advocate for the development of cycling infrastructure.

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

After 15 years, this is a snapshot of the Trails today:



1. Cyclists and pedestrian trail counts: GTT Evaluation Nga Haerenga Great Rides of New Zealand, NZCT, 2021 and CT is an estimate of unique users recorded on the trail counters
2. Social and Economic Impact Assessment for the GTT Angus, 2024
3. Mountain biking – the economic opportunity and risk for Nelson Tasman, 2023, BERL. Direct spend from MTB activities was \$48.8 million. The Coppermine is estimated at one-quarter of this spend.

What next?

Ongoing maintenance of the trails is a focus, especially as some sections are 10+ years old. Both trails require attention to maintain Great Ride quality, and so local and visiting riders continue to safely experience the best of the region. We also have further work to do to take more sections of the GTT off-road.

Enhancing the ride experience for users is important, particularly for the GTT. For each of the GTT and CT an Experience Development and Marketing Plan has been prepared with a focus on actions that relate to: WOW factors, sustainability, safety, physical infrastructure, wayfinding & interpretation.

There are opportunities to link the trail network, improve trail surroundings, and better connect the trails to the tastes and experiences of the region. This will enhance Nelson Tasman as the **Heart of Biking**, entice more locals onto bikes for health and wellbeing and align with increased environmental awareness. 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 West Coast will also broaden the possibilities for diverse multi-day cycle experiences.

Nelson Tasman Cycle Trails Trust Strategic Framework 2025-30

Vision	<i>Nelson Tasman the Heart of Biking</i> <i>Creating great cycle trails for our communities</i>			
Purpose	<ul style="list-style-type: none"> • 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. • The creation and promotion of trail experiences that are unique to the Nelson/Tasman region to encourage users - local, national and international. • To collaborate with other entities to continue to promote and achieve the Trust's purposes. 			
Strategic Goals	Infrastructure Construct and maintain a high-quality trail for CT and GTT that meets the needs of users	Resourcing Access resources for long-term financial sustainability of the trails and the Trust	Promotion Attract locals to use the trails and visitors to come to the region	Advocacy Work with others to expand trail networks and experiences across the region
Priorities	<ul style="list-style-type: none"> - Maintain trails to a high standard and to NZCT Guidelines - Take further sections of GTT off-road 	<ul style="list-style-type: none"> - Funding for Trail Manager and Administrator positions - Support from TDC, NCC and local communities - Funding from external agencies including MBIE - Reserve Trust cash resilience and leverage - Explore additional funding options e.g. donations 	<ul style="list-style-type: none"> - Enhance trail experiences e.g. signage/ picnic areas/ artwork/ tastes - Strong brand assets, website, social media, brochures, photos, video - Work through NZCT Great Rides and NRDA visitor promotion - Support trail-related business development and marketing 	<ul style="list-style-type: none"> - Establish and enhance partnerships with others working in the cycle space - Engage with NZTA, NCC and TDC on future trail development - Support active transport initiatives - Encourage regional network linkages - Leverage off NZCT networks and voice.

Our Priorities: January – December 2025

Infrastructure Construct and maintain a high-quality trail for CT and GTT that meets the needs of users	Resourcing Access resources for long-term financial sustainability of the trails and the Trust	Promotion Attract locals to use the trails and visitors to come to the region	Advocacy Work with others to expand trail networks and experiences across the region
<p>Priorities GTT:</p> <ul style="list-style-type: none"> • Complete off-road Kohatu-Tapawera • Commence off-road trail Hoult Valley Rd to Wai-iti Reserve • Continue to add off-road trail Ngatimoti to Riwaka/Motueka • Enhance trails for differently abled users • Implement GTT maintenance plan • Address remaining NZCT audit recommendations • Progress Waimea Estuary resilience/enhancements • Wai-iti de-weeding and restoration programme • Plan for OFO harvest operations and Spooners Tunnel closure <p>Priorities CT:</p> <ul style="list-style-type: none"> • Implement CT maintenance Plan <p>Other opportunities as resources allow 2026-2030:</p> <ul style="list-style-type: none"> • GTT improvements - Tapawera-Baton off-road section, TOAD Hall to Motueka foreshore route, Easyrider, 	<ul style="list-style-type: none"> • Adequate resourcing for ongoing construction, maintenance & Trust operations – MBIE Great Rides, Council and other funding sources • Renegotiate NCC funding post-June 2025 • Encourage community involvement in trail maintenance and enhancement e.g. Friends of the Trail • Prepare fundraising campaign for Hoult Valley Rd to Wai-iti Reserve off-road • Explore additional fundraising opportunities for projects and maintenance • MBIE Maintenance funding April 2025 • Finalise the Trust’s reserve policy • Consider Trustee succession planning • Ongoing review of Trust finances 	<ul style="list-style-type: none"> • Implement the GTT and CT Experience Development & Marketing Plans (see Appendix 1) • Tell the cultural stories of the GTT and CT • Maintain and refresh brand assets as needed • Keep building social media audiences • Promote linking/spur trails e.g. Tahunanui and Kaiteriteri • Leverage off events to promote GTT and CT <p>Other opportunities as resources allow 2026-2030</p> <ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Highlight risks to the GTT, monitor, and respond to developments of the Hope bypass proposal. • Advocate for Whakatu Drive and Rocks Road shared pathway upgrades • Advocate for cycle infrastructure – recreational and commuter – with TDC, NCC, NZTA & DOC • Engage with Councils on active transport initiatives • Engage with regional cycle forums and others working in the cycle space • Support Golden Bay cycleway activity • Promote the concept of a Te Tauihu Cycle Highways (network), including linkages to the Heartland Rides, Maungatapu and the Gowan • Explore options for Mapua Ferry <p>Other opportunities as resources allow 2026-2030</p>

<p>Motueka West Bank</p> <ul style="list-style-type: none"> • CT improvements – Review and maintenance plan. • Connect the CT to the Maitai Hub • Develop the trail experience e.g. spur trails, rest areas, plantings, artwork, signage • Explore resilience to climate change and sea level rise 			
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Attachment 1

- 1. Great Taste Trail Marketing Plan 2025**
- 2. Coppermine Trail Marketing Plan 2025**



Experience Development & Marketing Plan 2025

Great Taste Trail



Approved December 2024

Strategic alignment

This plan is informed by:

- Experiences of riders and operators using the trail.
- NZCT rider survey data 2021 – 2024.
- Interviews with trail operators in 2023 by Angus & Associates.
- Huis held in 2021, 2022 and 2023 with operators and partners.
- This plan also draws inspiration from NTCTT Strategic Plan 2020-25, the Destination Nelson Tasman Plan 2021 – 2026 and NZCT marketing activity.

Domestic and International 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.
- 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.

NZCT Persona - Socialisers

- Enjoy collective (shared/communal) rides and want to connect with others.

The story

The Great Taste Trail story is one of diversity of experience and “tastes” along the journey. The Trail loops the region, allowing riders to access the highlights and get a wonderful “taste” of the region and four distinctly different sections enable the development of unique themes, stories and experiences:

1. Town and Country: Nelson CBD – Richmond – Brightwater – Wakefield
2. Sparkling Coastline: Richmond – Rabbit Island – Mapua – Motueka – Kaiteriteri
3. Rural Tasman: Wakefield – Spooners – Tapawera
4. Back and Beyond: Tapawera – Baton – Ngatimoti – Riwaka

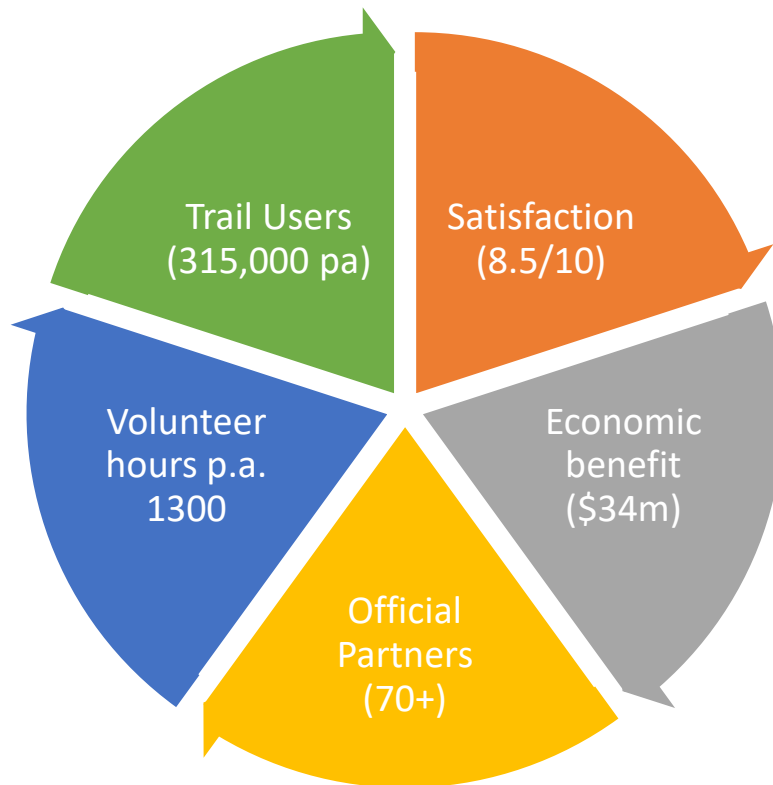


WOW Factors

Town and Country	Urban eateries and attractions near trail (with spur trails to them)
Sparkling Coastline	Mapua village Tasman View Motueka Foreshore Kaiteriteri Waimea Inlet
Rural Tasman	Spooners Tunnel Railway history Views as enter Tapawera
Back and Beyond:	Hop Farms Baton Valley and Lublow's Leap Oasis Motueka River Swimming

Creating Great Cycle Trails for Our Communities

After 15 years, this is a snapshot of the Great Taste Trail today:



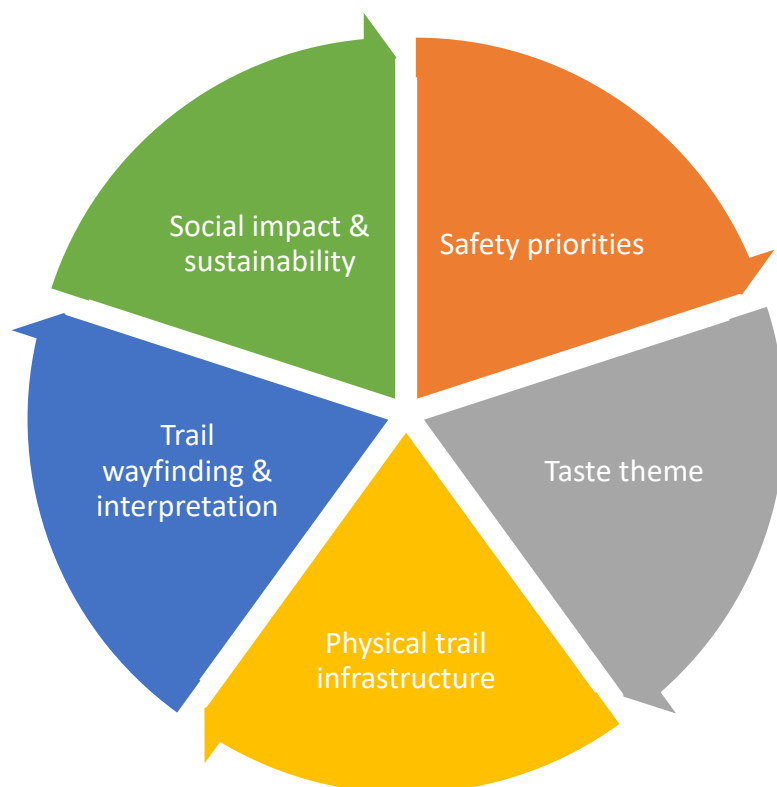
Developing the experience

The following areas form the focus areas for further developing the ride experience and each trail section will be developed using these five components as a framework:

1. Taste theme
2. Safety priorities
3. Physical infrastructure
4. Trail wayfinding & interpretation
5. Social impact & sustainability

Collaboration with Others

Aligned to our Experience Development plan is work facilitated by Ngā Haerenga New Zealand Cycle Trail and the NRDA (Nelson Tasman Destination Management Plan). We also align our activity with Tasman District Council and Nelson City Council initiatives. We collaborate with other agencies wherever possible e.g. volunteer groups, Tasman Environmental Trust, Kaiteriteri Mountain Bike Park.



Section 1: Town to Country

Nelson CBD–Richmond–Brightwater–Wakefield

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; taste clusters are a focus for future development.

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

Having the same blue signs as Council cycle paths – especially in Nelson city – is confusing and signage to make it easier to navigate from the Nelson CBD to Richmond (and vice versa) is needed.

Social impact & sustainability

This section of trail is the most heavily used, including by school students and commuters. Encouraging people to cycle instead of driving is good for the environment as it reduces vehicle emissions. Cycling also promotes health and wellbeing and there is an opportunity to use the trail for events that promote this.

Actions

What	Who	When
Taste theme		
Use the framework of four sections of trail (and their WOW features) in marketing & communications.	Admin	Ongoing
Enhance Alliance Reserve Hub alongside the Waimea Inlet with plantings, signage and potentially a shelter.	TM	2025
Highlight that the Nelson CBD start point is at Parapara Rd, Rutherford Park – update marketing collateral and signage. Investigate photo opportunity, table and bike stand.	Admin TM	2025
Share 'stories' and collateral with NRDA and NZCT and be proactive in collaborating with other agencies.	Admin	Ongoing
Safety		
Talk to Council about options for cyclist crossing at Quarantine Road.	TM	2025
Undertake safety checks and fixes. Refer to TM 1/3/5 year Maintenance Plan for detail. Rides the GTT quarterly (one section per month) and report on items such as bridge, gravel, maintenance.	TM	Ongoing
Physical infrastructure		
Advocate for Whakatu Drive trail upgrade and redevelopment.	TM/Admin	Ongoing
Advocate for Rocks Road off-road cycle trail.	TM/Admin	Ongoing
Identify & plan accessible section/s for mobility-impaired people.	TM	2025
Wayfinding & interpretation		
Information on where to find 'tastes'.	Admin	Ongoing

Signage that makes it easier to navigate from the Nelson CBD to Richmond (and vice versa).	TM	2025
Where appropriate align with national New Zealand Great Ride branding.	TM	Ongoing
Social impact & sustainability		
Support initiatives that encourage people to swap their car for a bike.	Admin	Ongoing
Support health and wellbeing initiatives, specifically those where the GTT is used for events e.g. Mid-winter marathon.	Admin	Ongoing
Align marketing with the socialiser persona i.e. the call to action is to connect with friends on the ultimate getaway.	Admin	Ongoing
Encourage volunteers to participate in looking after the GTT e.g weeding, planting, rubbish clean up, pest control.	TM Admin	Ongoing

Section 2: Sparkling Coastline

Richmond–RabbitIsland–Mapua–Motueka– Kaiteriteri

Taste theme

The Richmond to Kaiteriteri section goes across boardwalks around the Waimea Inlet, over swing bridges and around sparkling beaches. Mapua offers art, food & beverage options. Side trips can be taken from to visit vineyards and local artisans e.g. Upper Moutere. Coastal beaches 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. Development of taste clusters could elevate WOW factor of this section.

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. Spur trails e.g. to wineries, will help with this. Advocacy for a permanent year-round ferry service at Mapua is essential to mazxmise use of this section of trail.

Wayfinding & Interpretation

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

Social impact & sustainability

The Trust has an opportunity to encourage others to use the trail which showcases the region's coastline. The trail brings high numbers of visitors to townships especially Mapua for food & beverage and accommodation and all year-round use should be encouraged. The Waimea Inlet is home to many wading and migratory birds and the experience around the industrial estate at the base of the Inlet can be enhanced with planting, screen fences, artwork etc.

Actions

Taste theme		
Use the framework of four sections of trail (and their WOW features) in marketing & communications.	Admin	Ongoing
Share 'stories' and collateral with NRDA and NZCT and be proactive in collaborating with other agencies.	Admin	Ongoing
Safety		
Talk to Council about cyclist crossings at Lower Queen Street and Quarantine Roads.	TM	2025
Work with KRR to improve Easyrider access to Kaiteriteri.	TM	2025
Undertake safety checks and fixes. Refer to 1/3/5 year Maintenance Plan for detail. Ride the GTT quarterly (one section per month) and report on items such as bridge, gravel, maintenance.	TM	Ongoing
Physical infrastructure		
Advocate for a permanent year-round ferry service at Mapua	TM/Admin	Ongoing
Identify & plan accessible section/s for mobility-impaired people.	TM	2025
Wayfinding & interpretation		
Information on where to find 'tastes'.	TM/Admin	Ongoing
Where appropriate align with national New Zealand Great Ride branding.	TM Admin	Ongoing
Social impact & sustainability		
Implement additional Waimea Inlet enhancement and WOW factors including art and viewpoints (ref: Waimea Inlet concept plan).	TM Admin	2025
Encourage others to run events along the GTT, especially those that provide income opportunities for the GTT in the form of a donation or which support local business.	Admin	Ongoing
Align marketing with the socialiser persona i.e. the call to action is to connect with friends on the ultimate getaway.	Admin	Ongoing
Encourage volunteers to participate in looking after the GTT e.g. weeding, planting, rubbish clean up, pest control.	Admin	Ongoing

Section 3: Rural Tasman

Wakefield–Spooners Tunnel– Tapawera

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. Development of taste clusters could elevate WOW factor of this section.

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 is to take the trail away from the road edge between Wai iti and Hoult Valley Road. There is also a project to complete the off road section of trail alongside Rodgers land at Tapawera.

Wayfinding & Interpretation

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

Social impact & sustainability

Spooners Tunnel has featured strongly in TNZ international marketing and NRDA domestic marketing. Having the Trail go through the Tunnel preserves and increases appreciation of a unique piece of local history. The Trust has started a restoration project in association with Cycle Journeys on the section of the trail between Kainui Bike Park and Quail Valley Road, which involves de-weeding and planting (and other businesses may also engage).

Actions

Taste theme		
Use the framework of four sections of trail (and their WOW features) in marketing & communications.	Admin	Ongoing
Share ‘stories’ and collateral with NRDA and NZCT and be proactive in collaborating with other agencies.	Admin	Ongoing
Safety		
Undertake safety checks and fixes. Refer to TM 1/3/5 year Maintenance Plan for detail. Rides the GTT quarterly (one section per month) and report on items such as bridge, gravel, and maintenance.	TM	Ongoing
Physical infrastructure		
Develop a fundraising strategy for taking the Hoult Valley to Wai-iti Domain section of off-road.	Admin	2025
Complete the section of trail alongside Rodgers land at Tapawera.	TM	2025
Identify & plan accessible section/s for mobility-impaired people.	TM	2025

Wayfinding & interpretation		
Information on where to find 'tastes'.	Admin	Ongoing
Where appropriate align with national New Zealand Great Ride branding.	TM Admin	Ongoing
Social impact & sustainability		
Progress the Wai-iti Restoration Project With cycle Journeys.	TM	2025
Encourage volunteers to participate in looking after the GTT e.g. weeding, planting, rubbish clean up, pest control.	Admin TM	Ongoing
Align marketing with the socialiser persona i.e. the call to action is to connect with friends on the ultimate getaway.	Admin	Ongoing

Section 4: Back and Beyond

Tapawera – Baton – Ngatimoti – Riwaka

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, Motueka River (swimming), and the general unspoilt backcountry environment. Development of taste clusters could elevate WOW factor of this section.

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 and riders should be encouraged to be self-sufficient.

Physical trail infrastructure

Taking the section of trail between Brooklyn and Motueka Bridge off-road is the second infrastructure priority. The existing trail is along a busy road an alternative trail that follows the stop banks is possible. The third infrastructure priority is to take the Tapawera-Baton section of trail off-road and to explore trail on land owned by Baigent and Newcombe along the Wangapeka River.

Wayfinding & Interpretation

Review directional signage for this section.

Social impact & sustainability

The cycle trail brings visitors to an area that most would not otherwise experience and in particular, businesses in Tapawera will benefit from cyclists riding through. There is an

opportunity to increase accommodation and service offerings in this section and especially at Tapawera.

Actions

Taste theme		
Use the framework of four sections of trail (and their WOW features) in marketing & communications.	EB	Ongoing
Share 'stories' and collateral with NRDA and NZCT and be proactive in collaborating with other agencies.	Admin	Ongoing
Safety		
Undertake 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 on items such as bridge, gravel, maintenance.	TM	Ongoing
Physical infrastructure		
Investigate off-road trail Motueka Valley West Bank.	TM	2025
Investigate off-road trail to Riwaka along stop banks.	TM	2025
Investigate off-road trail at Wangapeka.	TM	2025
Identify & plan accessible section/s for mobility-impaired people.	TM	2025
Provide shade, picnic tables and rest areas.	TM	2025
Wayfinding & interpretation		
Information on where to find 'tastes'.	Admin	Ongoing
Where appropriate align with national New Zealand Great Ride branding.	TM Admin	Ongoing
Enhance directional signage.	TM	2025
Social impact & sustainability		
Align marketing with the socialiser persona i.e. the call to action is to connect with friends on the ultimate getaway.	Admin	Ongoing
Encourage volunteers to participate in looking after the GTT e.g. weeding, planting, rubbish clean up, pest control. Lublows Leap or a section along the Motueka River could be a suitable focus.	TM Admin	Ongoing
Encourage businesses to establish services for cyclists along the trail between Tapawera and Brooklyn e.g. accommodation, food.	Admin	Ongoing



Experience Development & Marketing Plan 2025

Coppermine Trail



Approved December 2024

Strategic alignment

This plan is informed by:

- Experiences of riders and operators using the trail.
- NZCT rider survey data 2021 – 2024.
- Huis held in 2021, 2022 and 2023 with operators and partners.
- This plan also draws inspiration from NTCTT Strategic Plan 2020-25, the Destination Nelson Tasman Plan 2021 – 2026, the NRDA report into mountainbiking in Nelson-Tasman 2023 and NZCT marketing activity.

Domestic and International Visitors

- Mountainbikers aged 30 – 60 years looking for a challenge.
- Frequent, confident and competent riders who have biking as an integral part of their life.
- Goal-driven riders wanting to improve their fitness and skills and have an adventure.
- 37% riders aged between 40 and 50 years.

Locals

- 89% of riders are local from Nelson/Tasman and they use the trail often for exercise.
- Repeat riders looking for a one-day adventure.
- Individuals, ride groups, and friends on an outing with an element of challenge.

NZCT Persona - Achievers

- Enjoy exciting rides that test self and are motivated by goal setting, fun, fitness and riding fast.

The story

The Coppermine Trail is one of New Zealand's most accessible alpine mountain bike rides, memorable for its relatively easy up, exhilarating down, amazing rocky tops, beech forest, and meandering river trail. Starting amidst Nelson's cafés and pubs, this day ride into the backcountry then heads directly into spectacular hill country via Codger's Trails area and a long climb along the

historic Dun Mountain Railway route. The Coppermine is part of a network of trails in Nelson that are known nationally and internationally for high standards, accessibility, and distinctive natural features.



Collaboration with Others

Aligned to our Experience Development plan is work facilitated by Ngā Haerenga New Zealand Cycle Trail and the NRDA (Nelson Tasman Destination Management Plan). We also align our activity with Nelson City Council initiatives. We collaborate with other agencies wherever possible e.g. volunteer groups, Nelson Mountainbike Club, and Ngāti Koata.

Developing the experience

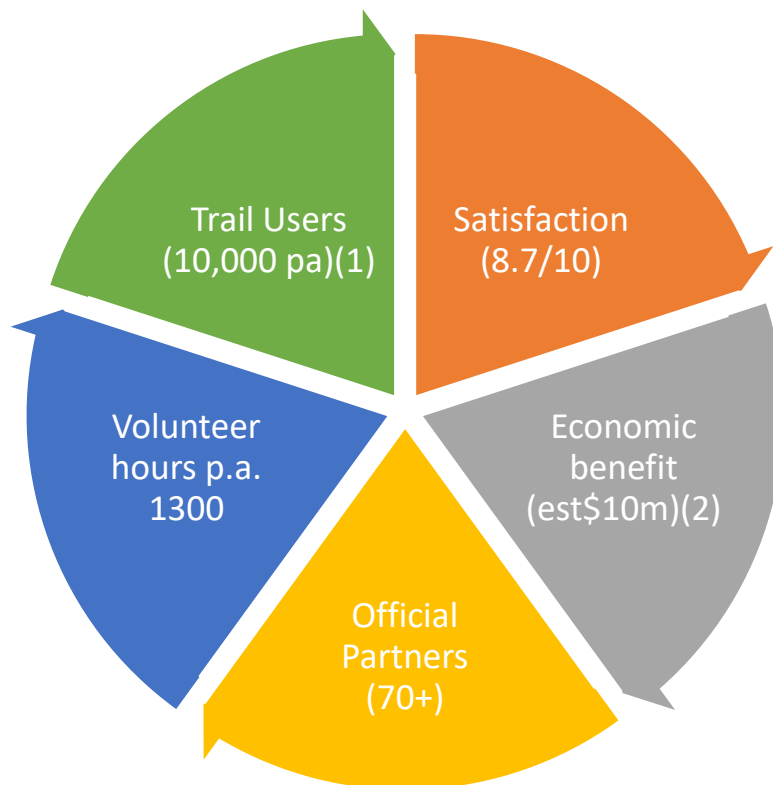
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1. Backcountry theme
2. Safety priorities
3. Physical infrastructure
4. Trail wayfinding & interpretation
5. Social impact & Sustainability



Creating Great Cycle Trails for Our Communities

After 15 years, this is a snapshot of the Coppermine Trail today:



4. Trail counters estimate, 2024.

5. Mountain biking – the economic opportunity and risk for Nelson Tasman report, 2023, BERL estimated that the direct spend from MTB activities was \$48.8 million.

Backcountry theme

The Coppermine has become a key part of the local culture and identity while being a significant provider to the local economy. While it is best suited to fit, experienced singletrack riders, intermediate-grade riders can enjoy a loop around the lower Codgers tracks or a return ride via the Dun Mountain Railway to Third House or Coppermine Saddle.

WOW Factors include:

- Broad panoramas of Tasman Bay
- Rocky tops of Coppermine Saddle and mineral belt
- Sub-alpine
- 10 km downhill through rock gardens and bush
- Leisurely pedal back to Nelson via the pretty Maitai Valley.



Safety

The section of the trail between The Saddle and the Maitai Dam is an alpine environment and is grade 4. Collateral about the trail needs to make it clear that riders will be in an alpine environment that can become cold and windy, and in some areas there is little or no cell-phone coverage.

Physical infrastructure

A major trail upgrade of the section of trail between the Coppermine and the Saddle was completed in 2023-24. This section of trail is most at risk of degradation and regular maintenance is necessary.

Wayfinding & Interpretation

The increase in riders using e-bikes may result in people on the trail who are less aware of outdoor recreation norms and who may require greater service provision e.g. water, shelter at the Saddle, e-bike chargers may be expected.

While wayfinding is not a problem, it needs to be emphasised that while most of the Coppermine is two-way, the full loop should be ridden in an anti-clockwise direction. And that the Coppermine Saddle to Maitai Caves turn-off is downhill one-way only for cyclists.

Social impact & sustainability

This lower section of trail in Codgers Park is the most heavily used, and there is an opportunity to work alongside other volunteers (including Nelson Mountainbike Club Trail Angels, Friends of the Maitai and Right Tree Right Place) to enhance the trail.

Cycling promotes health and wellbeing and the trail can be used for for events that promote this. Events that will work best are likely to be those of competitive nature e.g. Gravity Coppermine event.

Some of the Coppermine is on land owned by Ngati Koata, and managed by Tasman Pine Ltd as commercially run forest. Having access to the trail across land owned by Ngati Koata is a privilege.

Actions

What	Who	When
Backcountry theme		
Use the backcountry persona (and WOW features) in marketing & communications.	Admin	Ongoing
Share 'stories' and collateral with NRDA and NZCT and be proactive in collaborating with other agencies	Admin	Ongoing

Promote a 'cycle highway' that connects with other regions and Great Rides in the top part of the South Island (e.g. Picton/Queen Charlotte Track, Havelock to Pelorus / Hoiere)	Admin	Ongoing
Safety		
Undertake safety checks and fixes. Refer to TM 1/3/5 year Maintenance Plan for detail. Ride the CT monthly and report on items such as bridges, rocks, water management and general maintenance.	TM	Ongoing
Physical infrastructure		
Address out of grade sections identified in the NZCT audit and in particular those between Windy Point and Third House.	TM	2025
Implement the long term maintenance plan and make the trail a consistent Grade 3.	TM	Ongoing
Wayfinding & Interpretation		
Talk with NCC wayfinding and new signage.	TM	2025
Where appropriate align with national New Zealand Great Ride branding.	TM	Ongoing
Social		
Support health and wellbeing initiatives and specifically those where the Coppermine is used for events/training e.g. Enduro, Krankin Kids.	Admin	Ongoing
Align activity and communication with Ngati Koata that recognises having access to trail is a privilege.	TM	Ongoing
Encourage volunteers to participate in looking after the Coppermine Trail – and potentially work with NMTNBC e.g. weeding, planting, rubbish clean up, pest control.	Admin	Ongoing