

Hurunui Trails Trust

Strategic Plan to 2020

Version 0.9

July 2017

Contents

1.0 Background.....	2
2.0 Introduction – Who is this plan for?	4
3.0 Trail Users (Our Audiences).....	4
4.0 Key Issues and Opportunities	6
5.0 Our Plan at a Glance	7
6.0 Strategies and Actions.....	8
Appendix 1: SWOT Analysis	14

1.0 Background

Between December 2007 and December 2008 a number of enthusiastic individuals met regularly with the objective of developing a series of trails in the Hurunui based on existing parts of rail and road networks, some currently disused, with the intention of creating new trails. The major goal is to establish a network of trails suitable for pedestrians and cyclists covering the Hurunui District.

The Hurunui Trails Trust (HTT) was registered with the Charities Commission in April 2009 and now the trust has moved into more of a governance role to enable projects that will enhance and expand the cycling and walking trails throughout the district.

The Trust's vision involves providing a coordinated approach to the development of cycling and walking trails throughout the region to take advantage of the growing interest in these activities for recreation.

The HTT works closely with the Hurunui District Council. The Council's Walking & Cycling Strategy 2017-2020 focuses on tourism, recreation, community connections, regional connections and earthquake recovery. The Council's Walking & Cycling Strategy and this Strategic Plan have been developed at the same time and are strategically aligned. The Council supports the HTT in their goal of becoming the champions for walking and cycling in the Hurunui District.

Achievements for the Trust thus far include:

The Waipara Valley Vineyard Trail

The Waipara Valley Vineyard Trail (Vineyard Trail) was the Trust's first project, commencing in 2008 which traverses through picturesque vineyards and farms. Many of the members of the Trust had an interest in building other trails in the envisaged network too, but it was agreed to build the Vineyard Trail first to attract attention to the Trust's activities and establish a platform to then build and promote other trails. Support has included local community fundraising, donations and some limited agency funding from entities such as the Glenmark Ward and the Walking Access Commission. It is estimated that over \$200,000 of both financial and in-kind contributions has been invested in the Trail's development to date.

The Vineyard Trail has been open to the public since 2012, having been built in 2 stages. Stage 3 remains to be finished which completes the trail as a loop and would involve building a bridge over the Omihi Stream. The level of use is estimated to be approximately 5,000 +/- 1000 users per year. Recreational events like the Festival of Cycling and the Southern Cycle Cross have used the trail and at present there is interest in building a half marathon event in connection with the trail.

Most of the trail goes over private land which has required some sensitive negotiation between the Trust Board and each landowner. Each landowner on the Vineyard Trail agreed to a set of rules which they will abide by, and has contracted with the Trust in separate agreements to use their best endeavours to maintain and keep the Trail open.

Eventually easements would be preferable to make the trail binding. In the meantime, the aim is to show current landowners and potential landowners of any new proposed trails in the Hurunui that allowing the public to access private land via the Trust's trails its safe and easily managed.

Amberley Area Cycle Trail (Amberley Trail)

Stage 1 of the Amberley Trail was completed and open December 2015. The trail allows people to ride or walk safely between Amberley and Leithfield without needing to use State Highway 1. This project has been initiated and undertaken 100% by the Amberley Area Cycle Trail Group who organised fundraising, construction and signage. They have a trustee representing them on the Trust Board. All labour was carried out by the group and volunteers.

The District group is now talking to local council wards about funding the trail to Amberley Beach.

Hurunui Heartland Cycle Tour

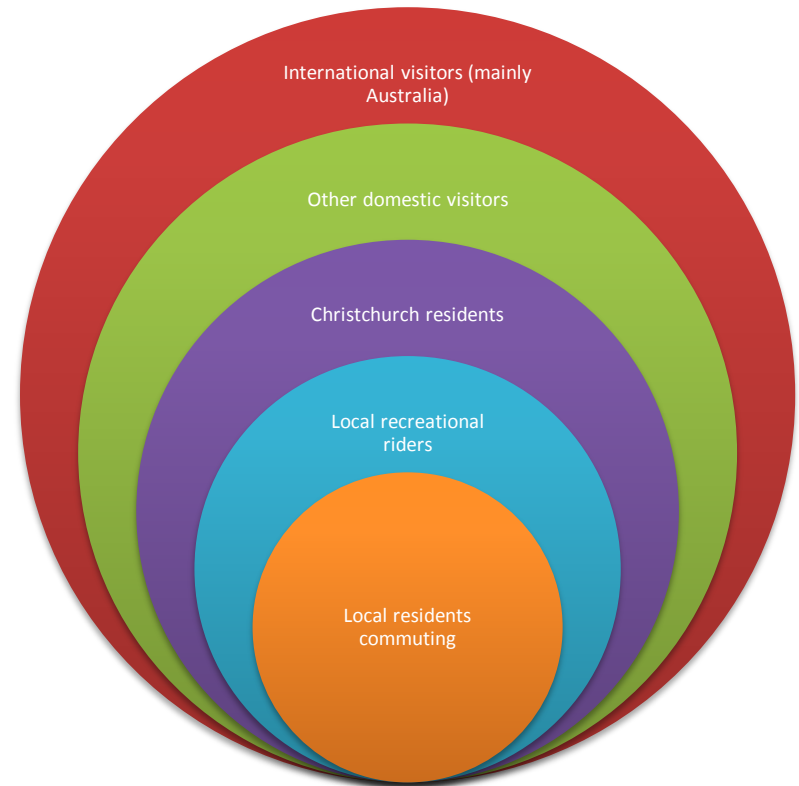
The proposed Hurunui Heartland Cycle Tour will be an on-road touring route from Leithfield and Amberley through the Hurunui heartland countryside to Kaikoura, on quiet back roads, with just a couple of short stretches on main roads. Thanks to funding from the Lotteries Earthquake Relief Fund, Mark Inglis has been appointed as coordinator, to establish the route, meeting legal and safety requirements along with developing and installing signage along the route, and establishing the Trail as part of the NZ Cycle Trail network.

2.0 Introduction – Who is this plan for?

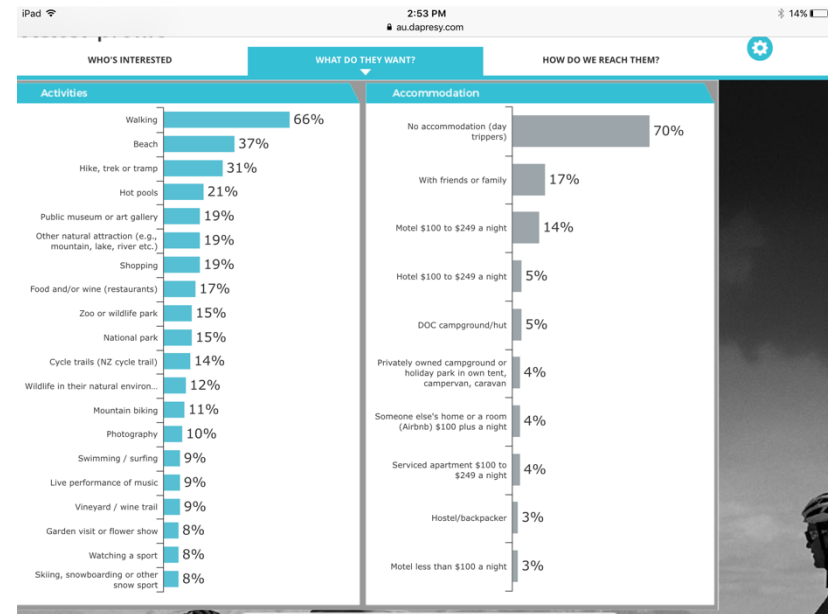
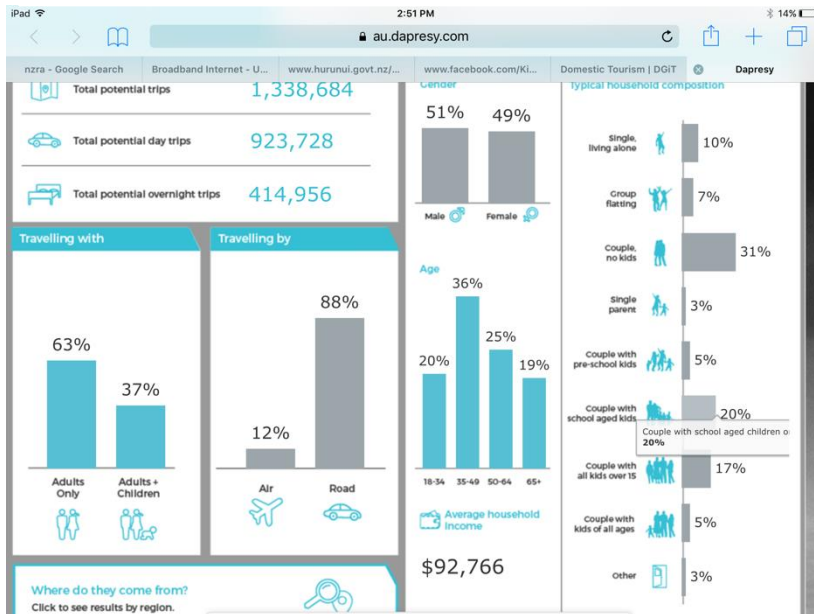
Hurunui Trails Trust is an enabler and supporter of cycling and walking trail projects in the district. Any group with ideas to develop existing or new cycling and /or walking trails in the district are encouraged to contact the HTT to determine whether their project is able to be supported by the trust.

Work to improve the cycling and walking trails throughout the Hurunui District will be coordinated with the Hurunui District Council (as they update their cycling and walking strategy). And there are many community groups, cycling and mountain biking groups, businesses and individuals who will want to understand how they can be involved in delivering on this strategy. In short, this strategy is for anyone with an interest in cycling and walking in our beautiful district.

3.0 Trail Users (Our Audiences)



Domestic tourism estimates based on domestic travellers interested in walking, hiking, cycling, mountain biking and horse trekking in the Canterbury region.



4.0 Key Issues and Opportunities

1. Optimising Existing Trails

Optimising our existing trails and infrastructure so that we encourage more people to ride and walk these trails for a variety of reasons. We also need to complete some connections necessary to further enhance our existing network.

2. Developing New Trails

Focusing on developing additional sections of trails or new cycle trails that will ultimately connect up in order to deliver the greatest value to our various user groups (from local commuters to recreational riders and visitors). Connecting communities within the district and creating connections to other cycling and walking networks in neighbouring districts.

3. Marketing

Growing awareness and demand for locals and visitors to enjoy our network of cycle trails and pathways. Continuing to promote our trails could extend to providing new itineraries or scenarios for locals and visitors to use our trails.

4. Working with Stakeholders

Work with others in order to achieve our goals sooner through coordinated activities ranging from fundraising (e.g. a professional fundraiser) to marketing (e.g. partnerships with Hurunui Tourism, CCT and South).

5. Fundraising and Financial Sustainability of the HTT

Enabling local trail building groups to enhance existing trails and build new sections through a coordinated effort to fundraise so that we can attract funding from within and outside the district.

5.0 Our Plan at a Glance

The plan that follows addresses the issues and opportunities of Section 4.0 and is structured around five key objectives:



These objectives are supported by the strategies and actions (or projects) that are detailed in section 6.0. It is envisaged that these five objectives will become focus areas with trust members dedicated to each in order to report on progress.

Our Objectives

Objective 1: Make the most of our existing trails by completing sections that will make riding them more appealing for local commuters and visitors alike.

Objective 2: In conjunction with stakeholders, continue to develop our trails by making smart investments in priority areas that will ultimately add up to an integrated user-friendly network.

Objective 3: Grow awareness and utilisation of our trails by promoting them cost effectively. Utilising avenues already provided by others to achieve this eg Hurunui Tourism, NZCT, NZ Wine Industry, CCT etc

Objective 4: Work with the local community and key agencies who have a vested interest in our cycling and walking trails in order to pursue synergies and create optimal results.

Objective 5: Establish an effective fundraising solution or process or service that will support local trail building or enhancement projects plus ensure the financial sustainability of the HTT and the network. Seek to engage a part time HTT Coordinator who can assist the Trust with obtaining the objectives.

6.0 Strategies and Actions

Objective 1: Make the most of our existing trails by completing sections that will make riding them more appealing for local commuters and visitors alike.

Strategies & Actions	Who	Timing / Budget	Measures
1. Complete missing sections of existing popular trails: <ul style="list-style-type: none"> Waipara to Omihi Stream. Amberley Rail Bridge to Grays Road. 	HTT/WWT/HDC HTT/AACT/HDC	30 July 18 / \$60k 30 Nov 18 / \$30k	Section completed Section completed
2. Work with landowners and stakeholders to future proof access to trail corridors <ul style="list-style-type: none"> Upon completion of Waipara Wine Trail negotiate easements or right of use with all landowners involved. New Trails as created 	HTT/HDC HTT/HDC	Dec 2019 Ongoing	Easements/access secured No further trails built across land that has no assured access
3. Develop new itineraries, tourism products or events such as supported visitors where riders can easily ride multiple trails or sections of trails: <ul style="list-style-type: none"> Create new half, one day and multi day itineraries combining attractions and activities for visitors. Brochures and web based maps Work with tourism operators in Christchurch and locally to encourage the creation of new half, one day and multi day itineraries or tour products with in their businesses combining attractions and activities for visitors. Work with Hurunui Tourism to encourage the creation of cycle hire businesses (Torlesse Wines, Waipara have some bikes. Hanmer Springs has a bike hire shop.) Work with Hurunui Tourism to encourage the development of cycle friendly accommodation and food stops, especially along HHCT route. 	HTT/HT HTT/HT HTT/HT HTT/HT	Dec 2018 / \$50k Dec 2018 Dec 2020 Ongoing	Brochure(s) produced with itineraries mapped. Minimum of one new tour operator running regular tours Minimum of one new cycle hire business in the district. Establishment of (or identification of existing) such outlets.

<ul style="list-style-type: none"> Host an annual event on each trail to celebrate community or visitor support. 	HTT/HDC		Event held
4. Encourage a high standard of trail maintenance: <ul style="list-style-type: none"> Seek feedback from various trail networks on their needs Identify and apply for funding streams to assist with maintenance Identify resources (both voluntary and paid) that may assist with maintenance Providing trail specifications and building standards to meet requirements for HTT endorsement 	HTT HTT HTT HTT	Yearly (in line with each trail networks maintenance program) – budget as required at time of applications. Ongoing	Responses received. Funding/resources secured for the maintenance required to be carried out. Latest information readily available for those who ask
5. Ensure trail signage is consistent and obvious across all Hurunui Trails endorsed by HTT <ul style="list-style-type: none"> HHCT signage in place and compliant with NZCT and NZTA requirements Apply same signage standards to new trails endorsed by HTT Review existing signage across the rest of the trails endorsed by HTT in the District and create a plan for transitions to the compliant signage if required 	HHCT Coordinator HTT HTT Coordinator	Oct 17 Ongoing Oct 2018	Correct signage in place Correct signage used Transition plan formulated

Objective 2: Continue to develop our trails by making smart investments in priority areas that will ultimately add up to an integrated user-friendly network.

Strategies & Actions	Who	Timing / Budget	Measures
<p>1. Identify then prioritise trail developments that will deliver the greatest value to our user groups – from commuters to recreational riders and visitors:</p> <ul style="list-style-type: none"> • Agree an annual Trail Development Programme (TDP) that makes the best use of resources and buildings to our overall network in complementary ways. • 	HTT Coordinator	Produce TDP by November each year	Programme updated each year
<p>2. Work closely with the Hurunui District Council, New Zealand Transport Agency and NZCT in determining an agreed set of priorities and where these agencies might fund specific work.</p>	HTT Coordinator	Yearly in line with agency grants	Discussion held with each party
<p>3. Give guidance to assist with building and upgrading of tracks and trails for cycling/walking /hiking to agreed standards – as per the annual TDP:</p> <ul style="list-style-type: none"> • Ensure track work is completed within budget of any grants sourced by HTT • Review track building projects to understand lessons learned and share these with other relevant groups. 	HTT Coordinator supporting various trail building groups		Trails built within budgets Lessons learned are shared

Objective 3: Grow awareness and utilisation of our trails by promoting them cost effectively.

Strategies & Actions	Who	Timing / Budget	Measures
<p>1. Continue to produce trail maps and promote online as well as in print:</p> <ul style="list-style-type: none"> • Print maps – perhaps combining with other Trails and businesses where there’s a benefit for users / visitors. • Further develop www.hurunuitrails.org.nz district-wide web portal and regularly update 	HTT Coordinator/Trail Groups/HT	Prior to summer each year	Maps printed and cost effectively distributed
<p>2. Grow awareness of our trails and innovative itineraries for using them through unpaid media activity / coverage:</p> <ul style="list-style-type: none"> • Ensure the Christchurch Press and other relevant travel writers have latest information provided to them at least every year....Also invite media on familiarisation tours annually e.g. a ‘What’s new’ tour or ride.... • Invite national TV shows e.g. Seven Sharp or Breakfast TV etc. to record segments in the district or promote stories relating to our trails. 	HTT Coordinator/HT		Measure approximate equivalent advertising value (EAV) of media coverage.
<p>3. Monitor trail usage:</p> <ul style="list-style-type: none"> • Produce an annual report of various trail usage using track counters • Share details of success / growth with Hurunui Tourism / relevant media. • Use reported usage statistics in future funding applications to show the successes already being achieved. 	HTT Coordinator	Yearly	Minimum 1 trail per year measured using track counters

Objective 4: Work with the local community and key agencies who have a vested interest in our cycling and walking trails in order to pursue synergies and create optimal results.

Strategies & Actions	Who	Timing / Budget	Measures
<p>1. Create an advocacy / support alliance:</p> <ul style="list-style-type: none"> • Manage relationships with a range of essential stakeholders: <ul style="list-style-type: none"> ○ Hurunui District Council ○ Neighbouring Councils ○ Neighbouring Cycle Networks ○ NZ Cycle Trails Trust ○ NZ Transport Agency ○ Large national trusts / funding agencies (including Lotteries etc...) ○ Smaller regional, community or local trusts 	<p>HTT Chair</p> <p>HTT Chair</p> <p>HTT Chair/Coordinator</p> <p>HTT Coordinator</p> <p>HTT Coordinator</p> <p>HTT Coordinator</p> <p>HTT Coordinator</p>	<p>Report to HDC Public Services Committee 6 monthly</p>	<p>Attendance to meetings</p>
<p>2. Establish / formalise promotional alliances:</p> <ul style="list-style-type: none"> • Also work closely with promotional agencies so that they always have the latest information about our trails, events etc. Stakeholders here include: <ul style="list-style-type: none"> ○ Hurunui Tourism ○ CCT / South 	<p>HTT Coordinator</p>	<p>Ongoing</p>	
<p>3. Ensure strong local support for trails</p> <ul style="list-style-type: none"> • Update regular users of trail happenings / events e.g. our “Friends of...” database. • Provide an incentive for local school groups to ride trails to encourage off-peak (midweek) usage and support of both recreational and commuter trails. • Engage with other relevant community groups likely to enjoy using trails and providing support e.g. Lions Clubs, Probus Groups etc... 	<p>HTT Coordinator</p> <p>HTT Coordinator</p> <p>HTT Coordinator</p>	<p>Quarterly digital publication</p> <p>Yearly</p> <p>Ongoing</p>	<p>Publication sent</p> <p>Contact made with all local schools</p>

Objective 5: Establish an effective fundraising solution or process or service that will support local trail building or enhancement projects plus ensure the financial sustainability of the HTT.

Strategies & Actions	Who	Timing / Budget	Measures
<p>1. Obtain a ½ FTE with suitable qualifications to assist the HTT with the day to day operation of the Trust, the strategy and its objectives:</p> <ul style="list-style-type: none"> • Source Funding for role • Search and select the right person or people. • Agree to conditions of employment and engagement 	<p>HTT HTT Chair/HDC HTT Chair/HDC</p>	<p>Sept 2017/\$40K Oct 2017 Oct 2017</p>	<p>Funding sourced Appointment made Contract signed</p>
<p>2. Obtain a professional fundraising advisor / contractor with contacts and application templates able to be used:</p> <ul style="list-style-type: none"> • Learn about the most suitable / impactful fundraising solutions from other not-for-profits (and from other regions) • Search and select the right person or people. • Agree a target and likely timings 	<p>HTT Coordinator</p>	<p>March 2018</p>	<p>Minimum of one appointed to assist with fundraising</p>
<p>3. Leverage any local funding with regional or national funding (or both) in order to multiply the funds available (where this is possible)</p> <ul style="list-style-type: none"> • Build our own fundraising base so we can use allocations of our own funds to match or unlock regional or national funds on a dollar for dollar basis. 	<p>HTT Coordinator</p>	<p>Ongoing</p>	
<p>4. Promote to local cycling and hiking groups that the fund is available for any new ideas or improvement projects they have</p> <ul style="list-style-type: none"> • Make the fundraising service of the HTT known within the community of riders, walkers and community groups in order to align the fundraising work with trail building or enhancement projects. 	<p>HTT Coordinator/HT/ENC/HDC</p>	<p>Ongoing</p>	

Appendix 1: SWOT Analysis

Strengths

- Wineries
- Rural lifestyle
- Hanmer Springs
- Weka Pass Railway
- Existing paper roads / corridors / quiet country roads
- Proximity to Christchurch and the Airport
- Weather
- Between popular cycling areas
- Small population – not crowded
- Small towns that are close
- Iron Ridge Quarry / limestone theme
- Existing trails + BMX track (Amberley)
- Signage
- Maps x 4
- Hanmer MTB promotion could expand across district
- Hanmer wellness options / linkages
- Christchurch Adventure Park
- Keen supporters e.g. Waiata Vineyards

Weaknesses

- Limited accommodation (smaller towns)
- Inadequate funding
- No admin person / resource

- Broad focus
- Burnout of volunteers
- Access to private land / reluctant owners
- Waipara Trail access not long terms or permanent (no easements)
- Lack of appreciation from council
- Lack of DOC land in southern Hurunui
- Lack of population

Opportunities

- Leverage Hanmer's MTB marketing
- Negotiating innovative land access solutions – using a personal approach
- Linking existing trails
- Suggested itineraries (wine, limestone, small towns, farming, foraging)
- Powerful champions / advocates in the district
- Working with others e.g. CCT, CIAL, South, Hurunui Tourism
- Integrate out plans regionally (e.g. Hurunui District Council) and nationally (e.g. NZ Transport Agency)
- Truffles / foraging / food of the area
- Forage Festival
- Leveraging existing biking events
- Amuri ski field, St James etc – linking with other rides
- A road less travelled – backcountry links
- Involve wineries
- Lions Clubs across North Canterbury

- Funding opportunities – planning and scheduling applications:
 - Council – amenity rates + resources
 - User pays (especially tour companies)
 - NZTA
 - Sponsorship
- Fundraising resources:
 - Professional fundraiser
 - Business support
 - User pays
 - Council / community
- Business selling food / beverages / coffee along trails
- Establishing commuting trails – between towns e.g. Waipara - Amberley – Leithfield
- Standardise signage design
- Recruitment of influencers / trustees

- To cycling / MTB clubs

Threats

- Christchurch Adventure Park
- Losing the St James as a Great Ride

Opportunities to Build Infrastructure

- Complete:
 - Waipara – Omihi Stream on SH1
 - Amberley – rail bridge to Grays Road
- Connect:
 - Waipara to Amberley / Iron Bridge / Kaikoura
 - St James to Hanmer
 - Amberley to Amberley Beach
 - Amberley to Christchurch / Rangiora
- Promote:
 - To local trail groups / builders
 - Suggested itineraries
 - Hire bikes and luggage transfer / shuttle services

