

OPEN

MINUTE ITEM

ATTACHMENTS

Ordinary meeting of the
Sports and Recreation Committee

Thursday 5 October 2017
Commencing at 9.00am
Council Chamber

Civic House

110 Trafalgar Street, Nelson

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Promoting the Brook Valley Holiday Park – how can I help?

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*...enough lead time to give the camp a marketing
push on social media, through camping apps, and
at Nelson's iSite, and "build on" last summer's
use...see more tourists pitch up in the Brook
Valley Holiday Park this summer*

Brook Valley Holiday Park open for business this summer

HANNAH BARTLETT

Last updated 10:55, August 29 2017



Adele Williams Fairfax NZ

The Brook Valley Holiday Park will be open this summer.

The Nelson City Council is hoping a marketing push will see more tourists pitch up in the Brook Valley Holiday Park this summer.

The park, which was closed to casual campers in 2014 but reopened for last summer, has been the subject of much council deliberation over its future.

Council staff are still recommending a more comprehensive review of all council-owned campgrounds, as part of the Brook Recreation Reserve management plan which was adopted in principle at the end of 2015.

However for this summer at least, Brook Valley Holiday Park will be open for business.

<https://www.stuff.co.nz/nelson-mail/news/96199425/brook-valley-holiday-park-open-for-business-this-summer>

What could be the style ...to guide marketing?

- .Retro*
- .All levels of outdoors-y*
- .No frills*
- .Reserved in the river reserve*

“Loved the hard-core hill climb” ... “It was so peaceful in the park” ... “Basics done brilliantly” ... “So right by the river”

Marketing

- .High up in online searches for 'camping'
- .i-Site listing timing + NCC website; NCC facebook
- .Venue for summer city eg, yoga in the reservoir?
- .Online reviews eg, Trip Advisor
- .Memories of The Brook Camp NCC facebook photo competition (then and now)
- Picnics
- Weddings and engagement photos

Bonuses of The Brook camp

- .All levels active (mountain biking; walking; see the sunrise)
- .Leave the car behind - Bus service (to the market; events; non-drivers) and ex footpath
- .The Valley (eg, walk to the community garden)
- .Peaceful picnic spots in the bush, by the river (old reservoir; over the river)
- .Educational (eg, woodland; railway; water)
- .Real locals right here (community; projects; volunteers)

The reservoir pool park - now



The reservoir pool - then



Further tourist and camping facilities in and around Nelson have been discussed recently and while there are two favourite schemes for expansion, it is unlikely that either can be proceeded with for several years. A large body of opinion favours the use of Rabbit Island and another section is keen on establishing a camp site on reclaimed land at Wakapuaka. In the meantime, however, efforts should be made to ensure that prospective visitors are not turned away for want of accommodation. Only the Maitai and Brook street camps have the room to expand to any great extent. Facilities are another thing. At Brook street a bathing pool of some description is urgently needed. The picture above shows a small section of the old reservoir at Brook street camp. From a cursory inspection it seems that the erection of one wall and the filling of the floor to allow a maximum depth of about 7ft, would provide the camp with a first class bathing pool. An alternative scheme - the damming of the Brook Creek at the camp - has also been suggested. A play area for the camp is another necessity.

Photo
News
1961

Hard-core
hill track?

Appetite and next steps

- .Talk with NCC marketing experts?
- .Picnics in The Brook
- .Projects eg, hard-core hill track walk (composting
loo); tidy up picnic spots...
- .Visit to The Brook camp, or chat further:

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Item : Motion: Attachment 1

Presentation to the Sports and Recreation Committee

5 October 2017



Tēnā koutou

Your Worship the Mayor, Chairperson, Councillors and members of the public gallery, my name is Ian Goldschmidt. I am a Committee member for the Nelson Mountain Bike Club (NMTBC) and today I represent the 2800+ member of the club. I thank you on behalf of NMTBC club and committee for the opportunity to speak here today.

I am speaking in relation to agenda item 10 Document R8442

The NMTBC's core purpose is to: **facilitate, advocate, promote and encourage mountain biking in Nelson.**

To support this purpose the club has recently develop a 3 year strategic plan that has **5 key goals**

1. **Strengthen relationships with stakeholders, community groups and club membership.**
2. **Lead the development and maintenance of Nelsons mountain bike trails and associated mountain bike assets.**
3. **Encourage mountain biking to all Nelson community members through running and supporting events and being a voice for mountain biking.**
4. **Create and display community value from mountain biking.**
5. **Successfully operate the Commercial Wairoa Gorge bike park as a regional tourism destination.**

One of the core activities to support our strategic plan is ensuring Nelson City Council (NCC) and NMTBC stay aligned in relation to future development of mountain biking in Nelson. Mountain biking as an activity, either as a sport or leisure, is growing quickly and the club believes Nelson needs to be in a position to capitalise on this growth.

The aim of the MOU in front of you today is to streamlining some of our shared processes, keep each other informed of what we are doing and planning and ensure a positive and constructive relationship going forward. This agreement will ensure future assets either constructed by the club or council are what the mountain biking community wants and needs and ensure these are suitable for members of the Nelson community. The future for mountain biking on the Nelson Region is bright and very exciting. This MOU will ensure mountain biking in Nelson is well planned and truly world class.

The club supports the staff recommendation for the MOU to be signed by the Chair of this committee.

In closing, I would like to take the time to thank Council staff for listening and supporting us with the development of the MOU and the Sports and Recreation Committee today for taking time to listen and consider if the MOU will be signed.

Thank you.

A1843011

Ian Goldschmidt
Nelson Mountain Bike Club
Public Forum
Sports and Recreation Committee