

COVER SHEET

<p>2.7 District Tourism and Trails Strategy including district and urban walkways / cycleways Project PGF Application</p>	<p>For: Approve</p>
<p>Background & context:</p>	<p>Recommendation:</p>
<p>Applicant Organisation:</p> <ul style="list-style-type: none"> Tararua District Council (TDC) <p>Location:</p> <ul style="list-style-type: none"> Manawatu Whanganui <p>Proposal:</p> <ul style="list-style-type: none"> Develop a comprehensive Tourism and Trails Strategy that includes a Destination Development Plan and Cycle / Walk / Horse Trail Strategy for the Tararua District. <p>Funding Sought:</p> <ul style="list-style-type: none"> Total project value: \$<small>Commercial Inform</small> PGF Funding: \$60,000 <small>Commercial information</small> \$<small>Commercial Inform</small> - committed <p>Background:</p> <p>a) The district does not currently have a comprehensive trails strategy and this has resulted in ad hoc trail development by community groups that often ends up being transferred to TDC when maintenance becomes necessary.</p> <p>b) A key part of the wider project is the development of a trails strategy to both help attract new visitors to Tararua and provide recreation / travel to work opportunities to residents.</p> <p>c) The announcement of a new state highway from Manawatu through to Woodville has created enormous economic opportunities for associated trails, both on the new route and around the old Manawatu Gorge access points.</p>	<p>We recommend that the SROs:</p> <p>a) Note Tourism is one of the nine opportunities identified as focus areas within the Manawatu – Whanganui Economic Action Plan (Accelerate 25).</p> <p>b) Note DOC is very supportive of TDC’s efforts to provide safe recreational opportunities.</p> <p>c) Note TPK support the proposal and flag the potential for this to make a positive contribution to the regional Māori economy.</p> <p>d) Note NZTA has not been involved in this project and it is not in the Horizons Regional Transport Plan. NZTA has indicated a keenness to work with TDC on its strategy.</p> <p>e) Note The project falls outside of the “Great Ride” status and does not qualify for MBIE Cycleways funding.</p> <p>f) Support the recommendation to Approve \$60,000 from the PGF fund towards the District Tourism and Trails Strategy including District and Urban Walkways / Cycleways Project subject to:</p> <ul style="list-style-type: none"> i) Agreement between the PDU and TDC as to the project deliverables, and associated detailed budget; ii) PDU agreement to the make-up of the Stakeholder Advisory Group and

<p>d) TDC's strategy is to diversify their visitor markets and develop events and attractions that bring people into the district rather than rely solely on passing traffic.</p>	<p>proposed project management structure, including the risk management approach; and</p> <p>iii) PDU agreement of the consultant/consultant firm contracted to undertake the work.</p>	
<p>PGF criteria that this proposal supports:</p>		
PGF Criteria	Assessment Commentary	Rating (1✓ to 5✓)
<p>Link with fund and government outcomes</p>		
Creates permanent jobs	No clear alignment regarding additional permanent jobs, however potentially increased tourism would support existing businesses and potentially new businesses	✓
Delivers benefit to the community	The identification of new visitor attractions is likely to provide opportunities to attract inward investment to the district that might otherwise not eventuate. Potentially a positive impact on the holiday home/AirBnB market providing additional income to the region.	✓✓
Increased utilisation and returns of Maori asset base	<p>Local Iwi are interested in exploring tourism opportunities.</p> <p>Key sections of the proposed cycle and walkways will link into existing Maori early tourism developments linked to the Manawatu River corridor.</p>	✓✓
Enhanced sustainability of natural assets	TDC has in the past worked closely with DOC to ensure the development of facilities in a cultural and environmental sensitive manner.	✓✓
Mitigation of climate change effects		
<p>Additionality</p>		
Adding value by building on what is already there	<p>Proposed projects will link with neighbouring districts of Wairarapa and Central Hawkes Bay.</p> <p>Commercial Information</p> <p>██</p> <p>██</p> <p>██</p> <p>██</p>	✓✓

Acts as a catalyst for productivity potential in the region		
Connected to regional stakeholders and frameworks		
Alignment with regional priorities	Tourism is one of the nine opportunities identified as focus areas within the Manawatu – Whanganui Economic Action Plan (Accelerate 25)	✓✓✓
Support from local governance groups (inc. Councils, Iwi/Hapu)	<p>The initiative is supported by Manawatu-Whanganui Maori Strategy Group, Tararua is in their region and aligns with the Te Pae Tawhiti, Maori Economic Strategy.</p> <p>Iwi are partners in the Te Apiti Manawatu Gorge Group due to the cultural significance of the Gorge. TDC has previously worked with both Iwi and DOC on the development of a Mountain Bike Track on the TDC side of the Gorge.</p> <p>Community consultation will be undertaken as part of the project.</p>	✓✓✓
Governance, risk management and project execution		
Robust project management and governance systems	<ul style="list-style-type: none"> The project will be managed by the TDC Economic Development Team and subject to established project management processes. 	✓✓
Risk management approach	<ul style="list-style-type: none"> To be reviewed 	
Future ownership / operational management	<ul style="list-style-type: none"> TDC 	
The purpose of this briefing is to consider recommending PGF funds to the District Tourism and Trails Strategy including District and Urban Walkways / Cycleways Project		
<p>Risks Issues:</p> <ul style="list-style-type: none"> The identification of appropriate skilled resources to complete the strategy. Mitigant: PDU agreement of the consultant/consultant firm contracted to undertake the work. <p>Eligibility points of note:</p> <ul style="list-style-type: none"> <i>Due diligence:</i> Entity due diligence is not required as the applicant is a local authority. <i>Conflict(s) of interest:</i> Based on the information provided no conflict of interest is evident noting that full due diligence will inform this item further. <i>Illegal Activity:</i> Based on the application information provided and feedback from other agencies there is no indication that the applicant or project has been involved in, or associated with illegal activity. <i>Alignment with Regional development plans:</i> <i>Commercial funding availability:</i> Given the nature of the project which is to develop a regional strategy access to commercial funding is not considered a feasible option. 		

Consultation undertaken or implications:									
Legal	N/A	HR	N/A	Finance	N/A	MBIE policy	N/A	Other	DOC, NZTA, TPK
Supporting proposal:					Yes				
Appendices:					Yes - Applications and supporting letters are as annexes				
Sponsor(s):					N/A				
Manager/Author of paper:					Nick Hough, Investment Team				

PROACTIVELY RELEASED