

2016 - 2026

SOUTHLAND CYCLING STRATEGY

Acknowledgements

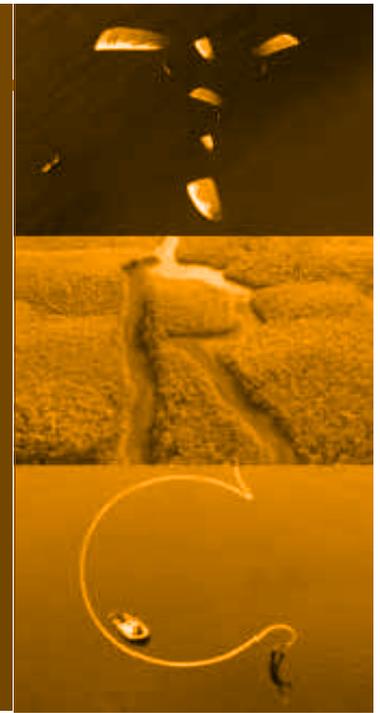
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TABLE OF CONTENT

EXECUTIVE SUMMARY

1 BACKGROUND	7
1.1 PURPOSE OF THE CYCLING STRATEGY	7
1.2 HOW THE DRAFT STRATEGY WAS DEVELOPED	7
1.3 PLANNING CONTEXT	8
1.4 WHAT TYPES OF CYCLING DOES IT APPLY TO?	9
2 VISION FOR CYCLING IN SOUTHLAND	12
2.1 VISION STATEMENT	12
2.2 GUIDING PRINCIPLES	12
3 CYCLING CONTEXT	13
3.1 CYCLING BY NEW ZEALAND RESIDENTS	13
3.2 TOURISM CONTEXT	16
3.3 CYCLE TOURISM	16
Cycle Tourism Trends	16
3.4 SOUTHLAND STRATEGIC CYCLING ISSUES	16
Who are New Zealand's cycle tourists?	17
What cycle tourists do in New Zealand	17
Competitor cycling destinations	18
4 CURRENT CYCLING IN SOUTHLAND	19
4.1 WHERE AND HOW PEOPLE CYCLE	19
4.2 CYCLING EVIDENCE - A CASE FOR CHANGE	19
4.2.1 Safety Information	20
4.2.2 Community Participation	21
4.3 COMMUTER CYCLING	22
4.3.2 RECREATIONAL CYCLING	24
4.4 CYCLE TOURISM	28
4.5 COMPETITIVE AND EVENT CYCLING	32
5 THE WAY FORWARD	36
5.1 MAIN APPROACH	36
5.2 RIDE SOUTHLAND GOVERNANCE STRUCTURE	37
5.3 DECISION MAKING CRITERIA	38
5.4 RISK REGISTER	39
5.5 FUNDING FRAMEWORK	39
5.6 DELIVERY STRATEGY	40
5.7 OUTCOMES	40
5.8 IMPLEMENTATION PARTNERS	41
APPENDIX A. PLANNING CONTEXT	43
APPENDIX B. CASE STUDIES OF NZ CYCLING DESTINATIONS	47
APPENDIX C. SURVEY OF SOUTHLAND CYCLISTS	49
APPENDIX D. SOUTHLAND CYCLING AUDIT	51
APPENDIX E. STRATEGIES AND ACTION	59
APPENDIX F. SOUTHLAND CYCLING STRATEGIC CASE	72

EXECUTIVE SUMMARY

VISION STATEMENT

Our aim is to improve cycling safety and participation so that the people of Southland and our visitors will gain in health, quality of life and appreciative use of their outstanding natural environment.

Cycling opportunities will contribute to Southland's socio-economic and population development by increasing the attractiveness of the region as a family friendly place to live and visit.



CYCLING OVERVIEW

Southland has one of the greatest potentials for cycling participation. This strategy looks to place appropriate Governance and frameworks around those opportunities to support their growth and development. Investment in cycling, be it further infrastructure, coordination or events must be made in a prudent and well considered approach which can demonstrate it is sustainable and can show achievable outcomes. Councils and funders must have confidence in investment and see the contribution to their stakeholders and the community. Against these challenging opportunities, this strategy has been developed and is being considered for adoption by the stakeholders.

WHAT THE STRATEGY DOES

Cycling is a popular activity in Southland engaged in by 29% of the region's population, a higher participation rate than the national average. The Southland Cycling Strategy builds on the community's interest in cycling to develop improved cycling opportunities and ensuring benefits to Southland's community through:

- » improved health through participation in exercise that reduces the ill-health caused sedentary lifestyles
- » improved liveability through encouraging the community to move around in, congregate and meet people in their neighbourhoods, towns and cities
- » lifestyle advantages through opportunities for outdoor recreation and sport participation that contribute to making Southland a desirable place to live
- » provision of a safe, usable and sustainable transport method as part of an integrated land transport system that meets peoples' needs and has less impact on the environment
- » contributing to economic diversification of the region through attraction of cycle tourists and provision of cycling-related services.
- » supporting the development of cycling skills from learning to ride, return riders to enhancing cycling skills of elite riders

The Strategy aligns with the New Zealand Government's direction to provide for safe, accessible cycling as a transport mode and recreational and tourism activity providing health, lifestyle and local economic benefits. The Strategy establishes a process for local government, agencies, the community, cycling organisations, the tourism industry and business to develop and invest in cycling opportunities in a consistent, collaborative and sustainable way.

The Strategy recognises the different ways people cycle in Southland. It applies four broad categories of cycling - commuter (or utility) cycling, recreational cycling, cycle tourism and competitive and event cycling - and the range of cycling styles - road cycling, off-road trail cycling, mountain biking (in its different forms) and BMX riding. The document has a number of high level strategies to assist the development of a framework for establishing governance, identifying actions and how to coordinate the community involvement in cycling in a successful and effective way.

A key fundamental of the strategy establishes the principle that the 'owner' of any project (being a Council, Agency or Group) is encouraged and supported by the Governance Group but investment decisions are made by those who are paying for them.

Cycling Strategy will be followed by the Outcomes Action Plan which will be developed by governance and implementation groups in conjunction with all key stakeholders, to give priorities to programme development.

OPPORTUNITIES FOR SOUTHLAND'S RESIDENTS ACROSS THE RANGE OF CYCLING

In a survey conducted in 2016, Southland residents indicated they are interested in more investment by councils in cycling improvements in the region. The major issues identified included:

- » improved road safety for cyclists, including improved cycle lanes or road shoulders for commuting and recreational road riding
- » more recreational cycling opportunities for families
- » more amenities and services for cyclists on recreational and tourism road routes and trails
- » more off-road recreational and tourism trails and completion of trails under development
- » improved mountain biking opportunities, particularly near urban areas

The Strategy aims to communicate with and encourage greater cycling participation in Southland's communities. Southland cycling groups would not be able to deliver an amazing range of initiatives and events without volunteers. Retention and attraction of new volunteers are crucial to maintain and enhance the current state of cycling in Southland.

Recreational cycling, whether it be in parks, as a family group or through mountain biking - is a key area with an opportunity to further grow the wealth of existing base activities available in Southland. Exciting opportunities can be created with the Department of Conservation being part of the Governance Group and as their policies are reviewed over time.

CYCLE TOURISM

Cycle tourism has the potential to bring socio-economic benefits to Southland through increased recreational and holiday opportunities, the economic flow-on effects of visitor expenditure and business and employment opportunities.

Southland is at an early stage in the development of cycle tourism. Except for the Around the Mountains Cycle Trail (one of the Great Rides in the New Zealand Cycle Trail) there has been little development of cycling routes with linked products and services that meet the expectations of contemporary cycle visitor markets for accessible cycling experiences of between one and several days in length.

The Strategy identifies the opportunity for Southland to develop cycle tourism. It suggests the development opportunity of a small number of high quality, distinctive Southland cycling experiences such as: the Around the Mountains Cycle Trail, Heartland Rides (on-road routes), and the shorter Invercargill to Bluff Cycleway and (subject to route approval) the Te Anau to Manapouri Cycleway. This approach will provide a firm foundation for support for cycle tourism development in the longer term.

COMPETITIONS AND EVENTS

Southland has a strong tradition of cycling competitions and events; including the iconic Tour of Southland road race (now in its 62nd year) together with the SIT Zero Fees Velodrome at Invercargill being a major resource for track cycling competitions and local cycling training and education.

The region also offers some unique, small mountain biking events. Southland's competitive cycling focus has been affected by the growth of cycling events throughout New Zealand. The Strategy aims to give support to rejuvenate local and visiting interest in competitive and participative cycling events in Southland through better coordination, an increase in school competitions and the potential of hosting second tier national and international events, a signature event on the Around the Mountains Cycle Trail, development of a Festival of Cycling and improved promotion of events.

STRATEGIES FOR IMPROVEMENT

Seven main strategies that will be employed to implement the Strategy are detailed as follows:

- A** IMPROVE BASIC INFRASTRUCTURE TO ENCOURAGE MORE PEOPLE TO CYCLE
- B** DEVELOP AND PROMOTE A SUITE OF HIGH QUALITY CYCLING EXPERIENCES
- C** IMPLEMENT PROGRAMMES TO ENCOURAGE PEOPLE TO CYCLE AND RAISE SAFETY AWARENESS
- D** SUPPORT COMMUNITY CYCLING ACTIVITIES AND PARTICIPATION-BASED EVENTS
- E** ASSIST THE REJUVENATION OF COMPETITIVE CYCLING EVENTS
- F** SUPPORT DEVELOPMENT OF LOCAL CYCLE COMMISSIONABLE TOURISM PRODUCTS AND PARTNERSHIPS
- G** IMPLEMENT STRONG LEADERSHIP, COMMUNICATION AND COOPERATION

Decision-making criteria are provided to ensure that decisions on improving, consolidating, maintaining and extending Southland's cycle network are sustainable. The benefits of deploying these strategies will be:

- Improved road user safety
- Improved community connections and social wellbeing through recreational use
- Cycling contributing to our economic growth through areas such as tourism

THE CORE APPROACH

Improve and consolidate current cycling infrastructure and opportunities with an emphasis on safe, enjoyable family-friendly experiences.

Encourage more local cycle participation and development of a cycling culture.

Provide a small number of high quality cycling experiences with a distinctive Southland character.

Over time consider new cycling opportunities that are supported by demonstrated demand and a sound business case.

1. BACKGROUND

The Southland Cycling Strategy is a fundamental document for government, the community, cycling organisations, the tourism industry and business at the local, district and regional levels to develop and invest in cycling opportunities in a consistent, collaborative and sustainable way for Southland.

It is geared to the specific needs, situations and practicalities in Southland while guiding local stakeholders on developing effective initiatives in their local areas.

PURPOSE OF THE CYCLING STRATEGY

1.1 The Strategy applies to the Southland area and covers the Southland District Council, the Gore District Council and the Invercargill City Council.

Underlying the Strategy is the aim to utilise improved cycling opportunities to bring multiple benefits to the Southland community through:

- » improved health through participation in exercise that reduces the ill-health caused by sedentary lifestyles
- » improved liveability through encouraging the community to move around in, congregate and meet people in their neighbourhoods, towns and cities
- » lifestyle advantages through opportunities for outdoor recreation and sport participation that contribute to making Southland a desirable place to live
- » provision of a safe, usable and sustainable transport method as part of an integrated land transport system that meets people's needs and has less impact on the environment
- » contributing to economic diversification of the region through attraction of cycle tourists and provision of cycling-related services.

The Southland Cycling Strategy aligns with the 2015 Southland Regional Development Strategy, which aims to attract migration, a more varied population demographic mix and more diverse economic development to the region. The proposed improvements in cycling infrastructure and opportunities will improve the region's lifestyle choices and attractiveness for migration, tourism and investment.

HOW THE STRATEGY WAS DEVELOPED

1.2 The Southland Cycling Strategy was developed in close consultation with the region's councils, government agencies, cycling organisations and the community.

Southland's population, social, economic and tourism situation was analysed and plans for the region's future directions and previous studies on cycling in the region were reviewed. An audit was conducted of the existing cycling infrastructure, services, experiences and organisation in Southland and competitor cycling destinations. Local and visitor cycling markets and their cycling needs and preferences were also analysed to identify the market segments and types of cycling with most potential for the region.

Community views and input on directions for cycling were provided through interviews with major stakeholders and community open house sessions. Stakeholders were also invited to comment on a paper setting out a proposed strategic approach to cycling development.

The views of Southland's cyclists were sought through an online survey that received **339 responses**.



BENEFITS OF INVESTING IN CYCLING IN NEW ZEALAND COMMUNITIES

The New Zealand Transport Agency has compiled evidence from New Zealand and other countries to show that provision of cycling infrastructure leads to increased cycling participation in communities leading to:

- » improved quality of life and social connection
- » reduction in travel times, improved traffic flows and reduced council road operational costs
- » savings on transport for cyclists
- » attraction of visitors
- » reduced noise and greenhouse gas emissions
- » reduction in the incidence of serious illnesses

PLANNING CONTEXT

1.3

The Southland Cycling Strategy aligns with the New Zealand Government's aims and initiatives to develop safe, accessible cycling as part of an integrated land transport system and as a transport mode and recreational/tourism activity providing health, lifestyle and local economic benefits. More detail on the planning documents related to the Southland Cycling Strategy is provided in Appendix A.

NEW ZEALAND GOVERNMENT'S CYCLING POLICY

Safer cycling throughout New Zealand - *New Zealand's Road Safety Strategy 2010-2020* and the *2015 Cycling Safety Action Plan*

Cycling as an attractive urban transport choice - a goal of additional 10 million annual urban cycling trips by 2019

Great Rides – the 23 rides in the New Zealand Cycle Trail (Nga Haerenga) developed with government and local funding from 2009

Heartland Rides – on-road cycle touring routes on existing roads identified by shoulder width, traffic speed and traffic volume

A connected cycling network – of urban cycling infrastructure, Great Rides and Heartland Rides

Combined government and local funding for cycling improvements – at the national level through the Urban Cycleways Programme and under the National Land Transport Programme.

The Southland Cycling Strategy looks to identify cycling development priorities that will assist the region in applying for government funding.

The National Land Transport Programme provides funding for improved transport throughout New Zealand, including for on-road cycling and off-road cycling trails. The programme operates through Regional Land Transport Plans (developed by Regional Transport Committees) which supports projects submitted by TLAs for inclusion in for funding in the National Land Transport Programme (NLTP) for the New Zealand Transport Agency. Southland is part of the Otago Southland Regional Land Transport Committee; which meets jointly as a more effective and efficient way of inter-regional transport planning. There may be opportunities to develop Southland cycling projects for submission in the following round of funding for 2018-21.

Consideration of specific cycling opportunities in Southland has previously occurred under the Invercargill Walking and Cycling Strategy 2010, the March 2015 Recreational Walking and Cycling Strategy for Invercargill and the 2014 Te Anau and Environs Cycling Opportunities Study. The Otago Southland Regional Land Transport Plans 2015-2021 (developed under the National Land Transport Programme) emphasise:

- » provision for safe cycling in new road construction and where this is necessary for safety
- » building of separate cycleways for commuting or other economic purposes where safety of cyclists is at risk
- » expanding and connecting the cycling network
- » provision of bike racks in town centres and bike carriers on urban buses
- » safe connections between different parts of the New Zealand Cycle Trail.

The developments and recommendations in these strategies and studies have been taken into account in developing the Southland Cycling Strategy.

Conservation lands form a large part of Southland and are important natural assets and recreational destinations for the region's residents and visitors. Mountain biking on management trails occurs on some conservation lands and there has been interest in extending and improving these opportunities.

The Department of Conservation has developed a draft *Southland Murihiki Conservation Management Strategy* indicating locations that may be considered for mountain biking access and facilities subject to meeting identified policies. Mountain biking in the Fiordland National Park, the region's largest national park and an iconic visitor destination, is restricted to some management trails under the Park's statutory management plan. The draft *Southland Murihiki Conservation Management Strategy* indicates that the question of mountain biking access and development of new mountain biking trails will be considered in the review of the management plan.

WHAT TYPES OF CYCLING DOES IT APPLY TO?

The Southland Cycling Strategy focusses on four broad categories of cycling activity as below and also acknowledges that there is cycling activity on sealed roads and off road trails; using different types of bicycles and seeing increased usage of e-bikes.

1.4

COMMUTER CYCLING

On-road and trail cycling as a means of transport to work, school, education institutions, shops and other places primarily in and near urban areas. Commuter cycling infrastructure can also be used for recreational cycling. Also known as 'Utility Cycling'.



RECREATIONAL CYCLING

Cycling by Southland residents during their leisure time across the different types of cycling

CYCLE TOURISM

Participation in cycling of various types by domestic and international visitors to Southland, whether as an element of a wider trip or a trip that focusses on a specific cycling experience



COMPETITIVE AND EVENT CYCLING

Cycling sporting events at the local, regional, national and international level that encourage local cycling participation and/or attract participants and spectators from elsewhere. This category also includes non-competitive participative events in which people participate for the social experience, personal challenge or the charitable aims of the event.

Within these broad categories, cyclists undertake a range of different cycling styles which have their specific cycling markets and experience, bicycle types and infrastructure needs. The Southland Cycling Strategy aims to cater for the range of cycling styles which fall within the broad umbrellas of road cycling, trail cycling, mountain biking and BMX riding.

ROAD CYCLING

Occurs on sealed roads or other sealed surfaces

COMMUTING

Cycling as a means of transport to work, school, education institutions, shops, recreation destinations and places of social interaction and other everyday life purposes.



RECREATIONAL

The most popular form of road cycling undertaken for fitness, leisure and social purposes by a range of markets – individuals, families, social groups. Recreational road cycling also includes non-competitive organised events (often held for charity or in association with competitive events) where the emphasis is on the individual challenge, the journey and social interaction. These events can attract both local and visiting cyclists and contribute to cycle tourism in a destination.

ROAD TOURING

Travelling and exploring by road bike for leisure or holiday purposes on roads or sealed paths for a few hours, a day or a multi-day trip. Participants may use road bikes or hybrid bikes that provide more stability for carrying equipment.



ROAD RACING AND TRAINING

High speed competition and training by local and visiting amateur and professional elite cyclists at a range of competitive levels. Races are held over a range of distances and may involve road closures or traffic regulation. Informal or organised training often involves groups of riders who use pre-determined routes.

TRACK RACING AND TRAINING

Competitive racing and training on purpose-built indoor or outdoor velodromes using purpose-built bicycles.



OFF-ROAD CYCLING

OFF-ROAD TRAIL CYCLING

Off-road trail cycling on cycle paths, rail trails, and management trails in parks and forestry areas for recreational or tourism purposes. Riders may use hybrid bicycles or mountain bikes depending on the surface and terrain. Trail cycling covers a range of experiences from a few hours, to a day to multi-day trips and a range of fitness levels from trails with gentle gradients to demanding cycles in remote and steep terrain. Recreational and tourism cycle trail experiences (such as the New Zealand Cycle Trail, Nga Haerenga) have been developed in many countries and often include supporting accommodation and other services. Part of the routes covered by these trails may include unsealed and sealed vehicle roads.



Photo by Ben Arthur

MOUNTAIN BIKING

Involves riding a purpose-built mountain bike on specially-constructed mountain bike trails (often in bike parks or trail networks) or on other off-road trails such as management trails.

Mountain bike parks or trail networks often contain trails for a range of riding types and difficulty levels. The different sub-types or disciplines of mountain biking have their own competitive events.

Mountain bike touring - The 'softer' end of the mountain biking spectrum that crosses over with off-road trail touring and cross-country riding. It involves travel on cycle trails or management trails for a few hours, day trips or multi-day trips.

CROSS COUNTRY

Cross Country

A broad type of recreational or competitive mountain biking on relatively flat terrain on purpose-built single-track, management trails or 4WD trails. All-mountain riding is a more recent evolution of cross-country riding on more varied, technical and steep terrain using specialised bikes with dual, longer travel suspension.



DOWNHILL (OR GRAVITY) RIDING

Recreational and competitive riding downhill on purpose-built tracks (with a range of difficulty ratings) with an emphasis on speed and technical challenges such as jumps, berms and drops. Downhill bikes are not designed to be ridden uphill and downhill facilities usually incorporate lift access or a shuttle service to transport riders to the beginning a descent. Downhill has evolved into different racing disciplines including four cross and dual slalom which involve several riders on one track or parallel tracks.



DIRT JUMPING

Technical riding on specialised bikes (allied with BMX bikes) usually in purpose-built facilities over a series of mounds and jumps. Pump track cycling is an evolution of dirt jumping and consists of riders generating initial speed on a downhill run to carry them through the course of jumps and berms without pedaling.



BMX

Technical riding over obstacles in purpose-built facilities. An urban-based activity popular with young people.

2. VISION FOR CYCLING IN SOUTHLAND

VISION STATEMENT 2.1

Our aim is to improve cycling safety and participation in Southland.

GUIDING PRINCIPLES 2.2

The vision will be guided by the following principles:

- 1 Quality cycling experiences** A best-practice approach will be taken to developing and delivering cycling experiences of a high standard that are suited to the needs and preferences of Southland residents and visitor markets.
- 2 Inclusive, accessible family-friendly cycling** The different demography, styles, skill and fitness levels of Southland's cyclists and cycle visitors will be catered for in the provision of cycling opportunities.
- 3 Cycling infrastructure that provides meaningful and workable connections** Completed cycling routes and trails will provide linked cycling connections to the places residents and visitors cycle.
- 4 Fit-for-purpose infrastructure and facilities** Cycling routes, trails, signage and other facilities will be designed to function effectively and safely for, and meet the needs of, the type and number of users.
- 5 Safe cycling** Measures will be developed to assess how safe cycling is being achieved on roads and trails.
- 6 Encouragement of participation in cycling** Communities will be encouraged to participate in cycling through coordination of events, activities and opportunities.
- 7 Sustainable cycling** Cycling infrastructure and opportunities will be developed and managed in a way that is compatible with protecting Southland's natural and cultural values and the quality of its natural environment.
- 8 Socio-economic benefits for Southland** Cycling will be developed in a way that improves healthy recreation, lifestyle and economic opportunities for local communities, assists in attracting people to live in Southland and contributes to the economic benefits of tourism in the region
- 9 Outcomes that are achievable** Cycling proposals to be supported will need to be realistic and meet business case considerations. Decisions on development of upgraded or new infrastructure and facilities will be made by the council owning the infrastructure
- 10 Links to national and regional cycling transport objectives** Cycling initiatives will contribute to Strategic development plans, Regional Land Transport Programmes, Activity Plans and Council's long term plan to provide safe, connected, convenient and reliable cycling journeys.

3. CYCLING CONTEXT

Cycling in Southland takes place in the wider context of cycling demand by New Zealand and local residents and by domestic and international visitors to New Zealand and the region.

CYCLING BY NEW ZEALAND RESIDENTS

Cycling is an increasingly popular sport and active recreation activity for New Zealand adults (people aged 16 years and over)¹. More people cycle in Southland proportionally than in New Zealand on average. In 2013/14² an estimated 29% of Southland residents (about 26,000 adults) cycle at least once a year compared with 24.8% in New Zealand as a whole (about 823,000 adults). This data covers the range of cycling types, including mountain biking.

3.1

In New Zealand overall cycling is the third most popular activity after walking and swimming (see Figure 1). Cycling participation has increased by around 3% since 2007/08 when an estimated 22% of New Zealanders cycled.

This is the highest increase rate among the most popular sport and recreation activities³. In the same period participation in walking and swimming decreased by 5.9% and 3.9% respectively. Cycling is popular among all age groups up to age 74, especially in the middle age and older age groups between 35 and 74 years.

Most active recreation by New Zealanders takes place on an informal basis on their own or with others. About 22.2% participate in regular club competitions while 8.8% and 7.9% respectively take part in short-term organised competitions or events.

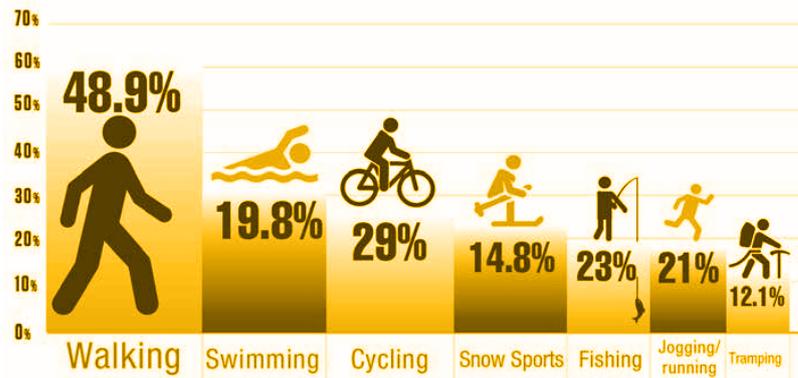
¹ Sport New Zealand (2015). Sport and Active Recreation in the Lives of New Zealand Adults. 2013/14 Active New Zealand Survey Results. Wellington, Sport New Zealand.

² Sport New Zealand (2015). Sport and Active Recreation Regional Profile: Southland Region – Findings from the 2013/14 Active New Zealand Survey. Wellington: Sport New Zealand.² Note that there was some variation in data collection between the two survey with gardening being taken out

Cycling was the second most popular physical recreation activity in Southland after walking (48.9%) (see Figure 2).

About 19.7% of Southland adults participated in at least one sport or recreation event in 2013-14, a similar rate to all New Zealand. An estimated 2.9% of Southland residents participated in bike events, compared with 2% for all New Zealand. Among non-cyclists in Southland, 7% were interested in trying cycling. This was the second highest level of interest compared with other activities after golf (8.3%).

Figure 2: Southland participation in sport and active recreation, 2013/14.



SOUTHLAND - POPULATION AND DEMOGRAPHIC

In Southland the demand for cycling in general and the different cycling styles will be linked to regional population trends and demographics.

At June 2015 Southland was estimated to have a population of 96,300 people – 2.3% of New Zealand’s population. The population is concentrated in the south east in the urban areas of Invercargill (50,300 people or 51.7% of Southland’s population), Gore (9,910), Winton (2,310), Te Anau (2,000), Bluff (1,870) and Riverton (1,510)⁴.

About 30% of Southland’s population lives in rural areas - twice the national average for New Zealand’s rural population. Most of Southland’s population is of European origin (78.6%) but has been gradually diversifying. Southland’s Maori population has been increasing and at 11.8% of the Southland population is the largest Maori population on the South Island⁵.

As generally in New Zealand, Southland’s population structure is showing an increase in older age groups. Around 21% of the population (19,929 people) is aged 65 years and older –slightly higher than the New Zealand average of 20%. The distribution of other age groups in Southland is – 21% aged 0 to 17 years (25,158 people), 24% aged 20 to 39 years (22,005 people) and 28% aged between 40 and 64 (26,253 people).

- » Southland’s population structure and future population trends (including immigration and increases in the numbers of older residents) are important for the types of cycling opportunities and infrastructure sought by local people.
- » With the population distributed fairly evenly between age groups a range of different cycling opportunities is desirable.

3 Sport New Zealand (2015). Sport and Active Recreation Regional Profile: Southland Region – Findings from the 2013/14 Active New Zealand Survey. Wellington: Sport New Zealand.

4 Statistics New Zealand. Subnational Population Estimates 30 June 2015.

5 Southland Mayoral Forum (October 2015). Southland Regional Development Strategy.

The strategic issues for Southland have been considered and using the Governments Investment Logic Mapping process, three strategic problem statements were identified:

1. URBAN SAFETY

Lack of cycle infrastructure and poor road user behaviour in urban areas, particularly Invercargill, results in risks to personal safety and defers cycle use.

2. REGIONAL ACCESSIBILITY

Limited number of inter-connected cycle routes and amenities in the region restricts cycling opportunities for commuters, school travel, recreational users and tourists.

3. REGIONAL COORDINATION

Lack of coordination of cycle initiative across the region limits social and economic opportunities for Southland.

The full mapping documentation is included in Appendix E.

The benefits anticipated from investment would address the problems by providing:

BENEFIT

Improved Road User Safety

Improved Community Connectivity and Social Well-being

Contribution to economic growth and productivity

OBJECTIVE

To achieve a declining trend of cycling related crashes on Southland roads by 2025

To increase the number of completed and connected cycle routes in Southland in 2025

To achieve an increasing trend in cycling participation for Southland residents & tourists by 2025.

In context, Southland communities should make informed investment, decisions which would address issues but also bring value (economics and/or social) back to the province. These investments must link and contribute with other strategies including Southland Regional Development (SORD), Tourism Strategies and Land Transport (Roding) Programmes to deliver benefits which can be measured.

Improving cycle safety is acknowledged as a key issue and either factually or perceived as a limitation to increasing cycling participation.

Increasing tourism cycling in an economic generator and will contribute to growing the Southland economy. Developing and connecting to existing tourism products will provide journeys for visitors and bring associated growth with services and amenities needed to service those customers.

Coordinating cycling actions with all the Southland Communities through shared initiatives has been proven from other activities to be effective at both a local level and regionally. Increasing participation through links existing original activities and having an agreed focus on deliverable will most effectively the somewhat limited resources for Southland given our small population and wide geographic area.

Councils are now seeking to have a more active participation in both regional accessibility and accountability for cycling.

TOURISM CONTEXT

- 3.3** Development of cycling in Southland is taking place in a growing New Zealand and Southland visitor economy.
The number and characteristics of visitors to Southland will influence demand for cycling experiences in the region.

Southland is experiencing increases in expenditure and guest nights from both domestic and international visitors. While Southland Regional Tourism Organisation (RTO) area receives primarily domestic visitors (nearly half from the within the Southland region), the more sparsely populated Fiordland RTO (with its iconic destinations of Fiordland National Park, Milford South and several 'Great Walks') has a high proportion of international visitors.



CYCLE TOURISM

Cycle tourism is a global phenomenon that is expanding as a way to travel while on holiday or as an activity to undertake among other holiday activities.

- 3.4** These trends will influence the cycling expectations of Southland's visitors.

Cycle Tourism Trends

Several factors have contributed to the growth of cycle tourism across a range of markets and demographics:

- » Increasingly popularity of cycling for recreation and development of cycling cultures
- » Increased provision of cycling infrastructure and routes, including specific routes and cycling trails to attract tourism. Well-promoted and packaged soft adventure cycling routes and trails with associated attractions, accommodation and services are now an established part of cycle tourism in North America, the UK, Europe and Australia and have been developed in New Zealand through the New Zealand Cycle Trail
- » A growth in specialised cycling tour products.
- » Promotion of and investment in cycle tourism by governments and communities as the economic benefits of cycle tourism have become evident. Cycle tourists tend to stay longer in an area and hence spend more in that area than vehicle based travelers
- » Development of cycle-friendly services by businesses and communities to encourage cycle tourism visitation to destinations and improve the cycling experience (see Scotland's Cyclists Welcome Scheme example)
- » The popularity of mountain biking and development of purpose-built mountain biking facilities which attract riders due to the quality of riding
- » A wide range of cycling competitions and participatory events which attract both participants and spectators
- » The trend to more experiential travel (as opposed to mass tourism) where travelers seek to immerse themselves in new places and cultures.

Who are New Zealand's cycle tourists?

Cycle tourism has increased in New Zealand as a whole and is being targeted as a visitor growth area by the New Zealand Government in its marketing and infrastructure development. This is an opportunity for Southland.

For the purposes of New Zealand's visitor data collection cycle tourists are defined as domestic and international visitors who participate in cycling at least once during a trip. They include people who visit an area for a specific cycling journey or event and people who cycle on a trip when an opportunity presents itself.

There is little recent relevant data on New Zealand's cycle tourists. The latest detailed analysis of international and domestic cycle tourism in New Zealand was conducted in **2008**¹¹ and updated for international cycle tourists in the **5 years** from **2008** to **2012** in **2013**¹².

In **2008** New Zealand received an estimated **314,900 domestic** cycle tourists (who came mainly from New Zealand's largest population centres) and **42,100 international** cycle tourist (dominated by visitors from Australia, North America and Continental Europe).

In that year cycle tourists comprised about **1%** of all **domestic** visitors and **4 %** of all **international** holidaymakers. It was estimated in **2008** that road cycling comprised about **54%** of **international** cycle tourism and **44%** of **domestic** cycle tourism, while mountain biking comprised about **46%** of **international** cycle tourism and **56%** of **domestic** cycle tourism.

The most popular areas for cycling by international visitors are the Auckland, Canterbury, Queenstown, West Coast, Wellington, Rotorua, Nelson, Lake Taupo and Lake Wanaka areas. Domestic visitors are primarily attracted to cycle in the Rotorua, Auckland and Canterbury, Hurunui, Queenstown, Lake Taupo areas.

Emerging changes towards more Free Independent Travelers in the large Chinese source market, suggest that cycling experiences may be appealing to more visitors from China in the future¹³

What cycle tourists do in New Zealand

Cycle tourism in New Zealand consists of:

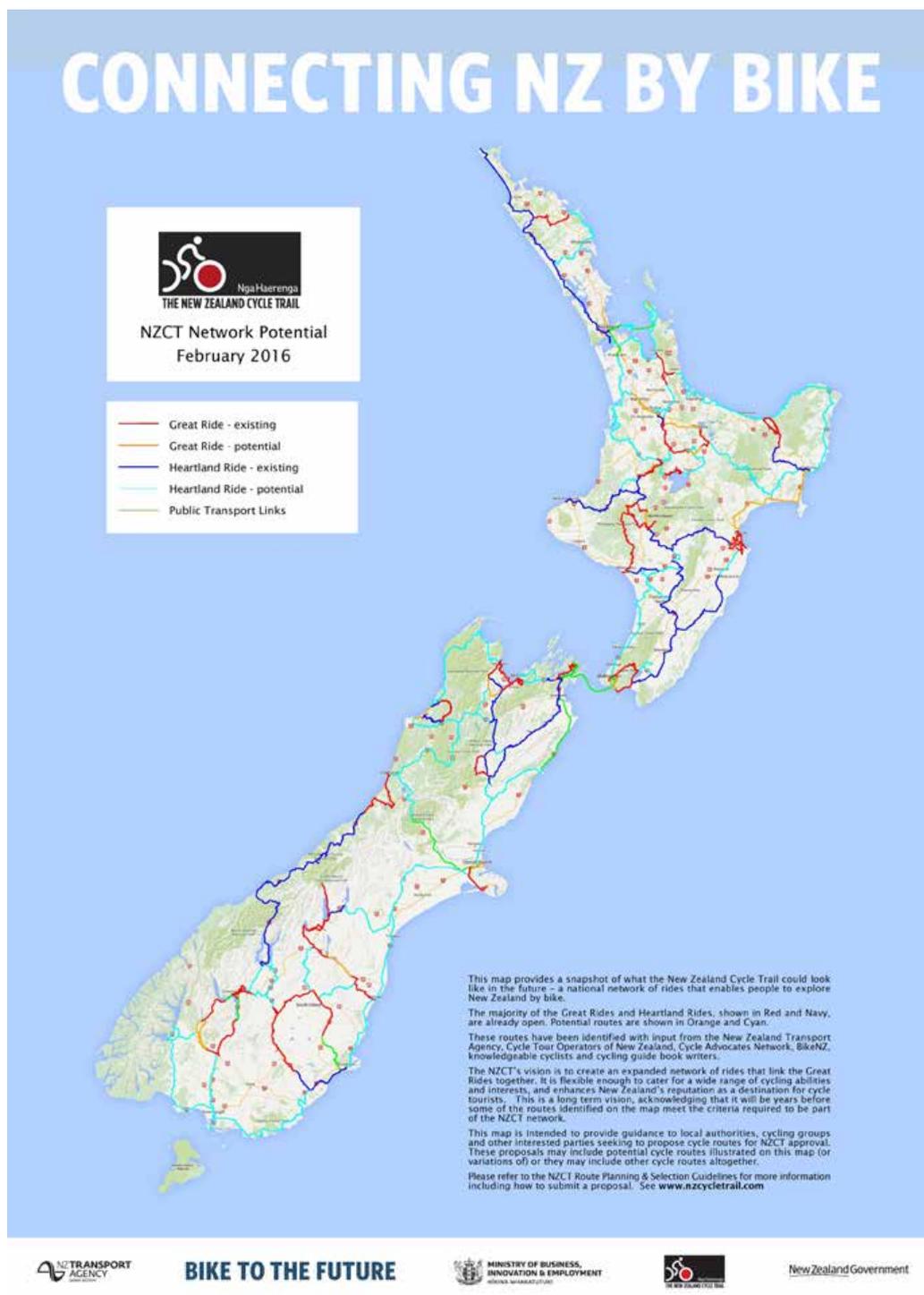
- » Specific **multi-day cycle** rides on roads or trails
- » **Small guided** or **self-guided** cycling groups with pre-arranged accommodation and supported by a transport supplier who also transports the luggage. Such **boutique trips** may last up to **7 to 10 days**
- » Individuals or small groups undertaking **self-supporting** cycling **journeys** (road, trail and mountain bike trails) carrying their equipment on their bikes
- » **Day** and **overnight** visitors undertaking mountain biking at a mountain bike facility or trails network
- » **Domestic** and **international** travellers who undertake a cycling experience as one of several experiences during their trip
- » **Day visitors** who undertake a road or trail cycle experience
- » **Participants** and **spectators** at cycling events. For example the the **Lake Taupo Cycle Challenge**, New Zealand's largest cycling event with both competitive and non-competitive elements, attracts over **10,000 participants** and additional spectators, with over **90% of participants** from **outside the area**.

The New Zealand Government has made a major investment in cycle trail tourism through the New Zealand Cycle Trail (Nga Haerenga) concept which was initiated in 2009. The New Zealand Cycle Trail is intended to be a world-class network of **23 multi-day cycle trails** (or 'Great Rides') throughout the country with linked accommodation, services, shuttle transport and attractions.

¹¹ New Zealand Government (2009). Tourist Activity – Cycle tourism. Tourism Sector Profile Series B5, September 2009

¹² Tourism New Zealand (2013), Tourist Special Interest – Cycling, April 2013; Tourism New Zealand website, Special Interest – Cycling and Mountain Biking, 15 June 2015, www.tourismnewzealand.com/markets-stats/sectors/special-interest/cycling-and-mountain-biking/.

Figure 3: Nga Haerenga – The NZ Cycle Trail – existing and potential routes¹⁷



Cycling destinations

Two of New Zealand's most successful cycling destinations for domestic and international visitors – Otago and Queenstown – are located in regions close to Southland (see Appendix B for descriptions of the Otago Central Rail Trail and the development of trails at Queenstown).

Both these destinations have developed through substantial collaborative effort of many parties. The Otago Central Rail Trail gains its appeal from its access to spectacular scenery, easy cycling suited to a range of markets and variety of linked activities and attractions that offer a highly immersive experience. The Queenstown trail network owes its success to its location in an iconic visitor destination and the wide variety of quality trail and mountain biking experiences.

¹⁷ Source: http://nzcycletrail.com/wp-content/uploads/2015/07/NZCT_Network_Potential_20150219-final.pdf

4. CURRENT CYCLING IN SOUTHLAND

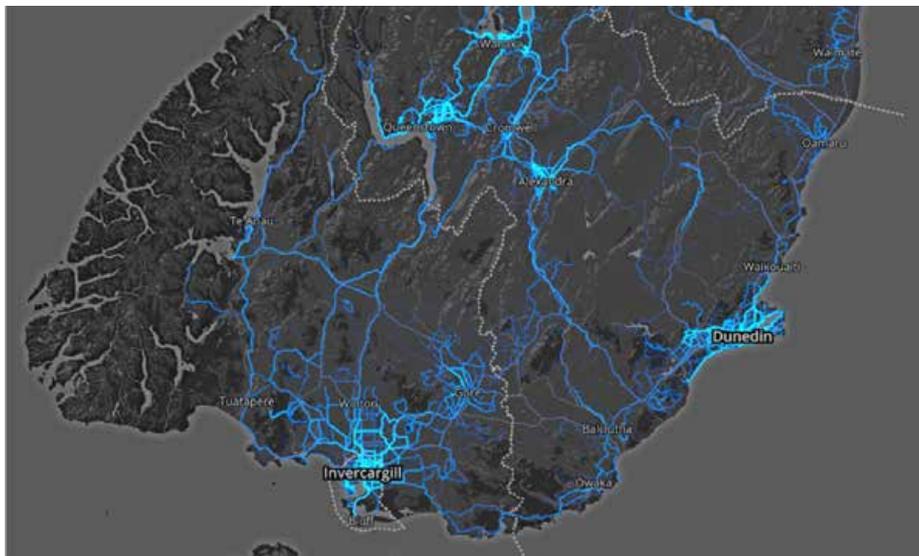
WHERE AND HOW PEOPLE CYCLE IN SOUTHLAND

This section describes the types of cycling that occurs in Southland, where it occurs, the needs and preferences of Southland's cyclists and cycling markets and evidence upon which investment can be considered. The cycling survey conducted during the development of this Strategy provided insight into the places Southland residents cycle and their needs, preferences and concerns. The outcomes of the survey are summarised in Appendix C.

The main cycling routes, trails, events and services in Southland are summarised in the following sections and in Appendix D. As shown in Figure 4, cycling in Southland and neighbouring regions (as generated by the 2015 Strava Heat Map²⁰) is concentrated around population centres and major trail and road cycling routes.

4.1

Figure 4: 2015 cycling patterns in Southland and nearby districts from Strava Heat Map



WHAT SOUTHLAND'S CYCLISTS WANT

2016 Southland Cycling Survey

CYCLING EVIDENCE A case for change

4.2

To support any investment decision, sufficient evidence needs to be available to inform a case for change. In this context, safety based data can add to the value of how safe are we cycling whilst participation information provides valuable intelligence in what the community is doing, its interest and growth expectations and the value it brings to the region.

²⁰ Sourced on <http://labs.strava.com/heatmap/#8/169.76074/-45.12005/blue/bike>

SAFETY INFORMATION

4.2.1

Road safety information is sourced from the New Zealand Transport Agency Crash Analysis System (CAS).

These records of crashes involving cyclists are for a period from 1997 to 2017.

Additionally NZTA also prepares the "Community at Risk Register" to rank different communities around NZ with regard to selected road safety risks of which is considered in this strategy. This register looks to highlight those communities which are "over-represented" in terms of road safety risk. This process highlights sources of disproportional risk.

The source information is again the CAS data (as above) and uses a rolling five year period of fatal and serious injury crash information.

The calculations of exposure to risk is based on 100 million vehicle kilometres travelled (100MVKT) for travel and for cyclists and pedestrians, million hours of travel from the MOT Household Travel Survey.

Invercargill is highlighted as being significantly higher risk compared to other districts.

Cyclist involved						
2017 Register						
PERSONAL RISK	Ranking	Standard Deviation	COLLECTIVE RISK	PERSONAL RISK	Road Safety Regions	COLLECTIVE RISK
DSI/Mhrs	Territorial Authority		5yr AVG DSI	DSI/Mhrs		5yr AVG DSI
189	Invercargill City	1 STDEV	3	4	NORTHLAND	3
30	Kapiti Coast District		2	7	AUCKLAND	40
22	Grey District		1	8	WAIKATO	17
22	Taupo District	0.5 STDEV	3	9	BAY OF PLENTY	8
17	Westland District		0	6	TARANAKI	5
16	Auckland Urban Central		22	3	MANAWATU WANGANUI	8
15	Rotorua District		2	10	GISBORNE	2
15	Queenstown-Lakes District		4	7	HAWKE'S BAY	8
15	Nelson City		5	7	WELLINGTON	22
13	Tauranga City		4	8	TASMAN NELSON MARLBOROUGH	8
11	Waitomo District		0	16	WEST COAST	2
11	Whakatane District		1	2	CANTERBURY	40
11	New Plymouth District		4	7	OTAGO	14
10	Hastings District		5	63	SOUTHLAND	3
10	Hamilton City		7			
10	GISBORNE District		2	7	NATIONAL	180
9	Dunedin City		9			
9	Buller District	MEAN	0			
9	Auckland Urban West		4			
8	Hauraki District		1			
8	Opotiki District		0			
8	Wairoa District		0			
8	Thames-Coromandel District		1			
8	Christchurch City		35			
8	Auckland Urban North		6			
8	Waipa District		2			
7	Wellington City		14			
7	Napier City		2			
7	Waikato District		2			
6	Far North District		1			
6	Wanganui District		2			
6	South Taranaki District		1			

It is recognised that having reliable and up to date information is key to ensuring robust investment decisions to be made and is an area where further data sourcing can occur and be validated.

Data utilised from CAS utilised only information gathered by the NZ Police for Death and Serious Injuries. Some further investigation has been undertaken through work by the Otago Regional Council (ORC) which looked to utilise other datasets such as ACC, Hospital and Community records to better understand the extent of risk and safety. It is recognised that CAS is known to under report the number of injuries (minor particularly) compared to actual injuries which are often attendances at hospitals or doctors.

WHAT SOUTHLAND'S CYCLISTS WANT

2016 Southland Cycling Survey

83% of respondents considered that investment in cycling could lead to community benefits **81%** agreed cycling was a good investment for councils

15% of respondents cycled regularly for transport, though over **60%** thought it cycling was a viable form of transport.

Most respondents agreed with council investment in cycling.

Road safety was a major concern, with strong support for improved cycle lanes or road shoulders in urban and rural areas.

Recreational and tourism road routes and trails need more amenities and services, especially toilets, drinking water, camping, accommodation and cafes.

There was support for more recreational/tourism trails, including trails suitable for families. There is a need for improved mountain biking opportunities near urban areas where most of Southland's mountain bikers ride.

A greater range of difficulty levels (including for families and young riders) and better trail maintenance is sought by mountain bikers especially at existing facilities.

COMMUTER CYCLING

As elsewhere in New Zealand, commuter (also known as utility) cycling in Southland is more popular in urban areas than in rural places. Due to the general lack of traffic congestion the time benefits that accrue to cycling commuters in larger cities are limited in Southland where the benefits of commuting by bicycle centre around health, financial and environmental benefits.

4.3

Some cycling groups consulted indicated that there is a need to educate drivers on safe driving with cyclists and to promote cycling safety in schools.

In the **2013** Census, **813 (1.8%)** Southland residents chose cycling as their main means of travel to work, a decrease from **1,029 (2.4%)** in **2001**²¹. This compares with a New Zealand average of **2.6%** in main urban areas and **1.7%** in rural centres. Cycling to and from work is most popular in Invercargill (**2%**) followed by Gore (**1.6%**) and Southland District (**1.4%**). While over **60%** of respondents to the **2016** Southland cycling survey agreed that cycling for transport was viable in the region, only **15%** of respondents indicated they cycled regularly (more than once a month) for transport.

All Southland territorial areas have seen a small decline in the proportion of people choosing cycling as their main means of travel to work. The rate of cycling to work is relatively static across New Zealand.

Cycling to school has **declined** significantly in Southland over the years. To some extent this has been replaced by the use of scooters. Observations of a sample of schools suggest that less than **10%** of primary school students arrive at school by bike and **10% to 20%** arrive by scooter.

The introduction of electric power-assisted bicycles (E- bikes) is improving the accessibility of cycling, particularly for older cyclists. E-bikes also have advantages for commuter cycling by reducing effort and enabling commuters to avoid wearing sports clothing when cycling to work. The number of E-bikes is increasing but is still relatively low given their higher cost.

Invercargill

The Invercargill City Council has developed a network on on-road cycle lanes (in particular from east to west across the city). About **80%** of this proposed on-road cycle lane network is complete. Cycle tracks developed by Environment Southland on the flood banks make a useful contribution to commuter and recreation cycling. The cycle lane between Oreti Beach and the city has potential as a commuter and recreation/tourism route but needs significant improvement to encourage safe and popular use.

Facilities for bicycle storage is provided in a number of areas including the inner city, library and pool recreational facilities. Further provision of storage facilities by Council is in the design and approval stages. The airport terminal does not include any facilities for cyclists.

Southland Area

In the other major towns of the region, cycling facilities are limited and roads have not been generally designed with consideration for the needs of cyclists. Increasing traffic volumes related to tourism and the dairy industry place cyclists at higher risk on some State Highways and arterial roads.

While some recent road improvement projects in the region have considered the safety needs of cyclists, further improvement is needed to encourage cyclists to use them.

²¹ Statistics New Zealand (2015). 2013 Census QuickStats about Transport and Communications.

COMMUTER CYCLING

Market	Market Needs & Preferences	Issues Identified in Southland ²²	Opportunities & Barriers
Local commuters	<p>Safe, accessible and connected on-road and trail routes for cycling to work, school and other daily activities.</p> <p>Bike racks and other facilities (such as storage, showers) at destinations.</p>	<p>Road safety is a major concern - Around 56% of survey respondents were concerned about the safety of cycling on urban roads.</p> <p>Southland's current and potential commuter cyclists seek:</p> <ul style="list-style-type: none"> » more or better designed cycle lanes in Invercargill and other places » addressing of cycling safety issues at certain 'hot spots' » identification of safe road routes » safe linkages along cycling routes and between cycle lanes and cycle paths » development of motorist and cyclist safety awareness » more bike racks and storage facilities at destinations, including changing and showering facilities at workplaces. 	<p>Future on-road and off-road infrastructure improvements required to address safety and encourage more commuter cycling in Invercargill and other towns need to be examined further and prioritised.</p> <p>Funding resources are limited. Proposals need to be developed to take advantage of funding programmes such as the Urban Cycleways Programme and the National Land Transport Programme.</p> <p>Cycling programmes for school children may assist in attracting more children to cycle to school and in developing road safety awareness. The Velodrome is a potential resource for such programmes.</p> <p>Continuing cycling awareness programmes/campaigns aimed at motorists and cyclists will assist in developing safe road practices and a cycling culture.</p>

²² Compiled from the responses to the 2016 cycling survey and consultation with stakeholders.

RECREATIONAL CYCLING

Recreational cyclists in Southland include children learning to ride, families riding together, mountain bikers (both cross country and downhill) and road cyclists who engage in cycling for recreation as a non-competitive activity.

Organisations such as the Cycling Southland, Southland Mountain Bike Club and Te Anau Cycling Inc. encourage and support both recreational and competitive riding.

4.3.2

There are good opportunities for recreational riding within the City of Invercargill given its low topography. As well as on-road opportunities, the city's parks (in particular Queens Park) are well suited to safe beginner and recreational riding for families and the elderly. A network of shared trails within parks offers off-road riding on grade 1 and 2 trails. The stop bank trails developed by Environment Southland are well used by walkers, runners and cyclists. The trail network in Invercargill would benefit from improved signage, removal of barriers (such as gates and bollards) and improved interconnectivity.

A trail is being constructed between Invercargill and Bluff but has not been completed. The road route between Invercargill and Bluff is heavily used by cyclists but is considered to be unsafe.

The SIT Zero Fees Velodrome provides a venue for some recreational riding including some learn-to-cycle and therapeutic cycling programmes for the young and elderly run by Cycling Southland. The Graeme Cockroft Cycle Park in Invercargill provides a safe location for learning to ride but has restricted access which does not enable casual use by residents.

There are many opportunities for road cycling throughout Southland as roads other than the main highways are generally scenic and relatively quiet, though there is truck traffic on main routes. Both casual and formal road cycling occurs throughout Southland with popular excursions being made from Invercargill to the western side of the Oreti River or east towards the Mataura River. In Te Anau road cycling is popular along the Milford Road and from Te Anau to Manapouri returning via The Key. There has been little development of cycle-friendly services and products for recreational riding, although efforts are underway.

Southland cyclists have indicated a desire to improve road riding conditions through wider roads, smoother verge surfaces and development of cycle lanes according to the 2016 cycling survey (see below).

In Invercargill specialist mountain biking opportunities are provided at Sandy Point (pump track, cross country trails to grade 2 and 3) and Bluff Hill (downhill trails grade 2 to 6). These experiences have been provided by the Southland Mountain Biking Club and have received support from the Invercargill City Council.

In Te Anau mountain bike trails are provided in Ivon Wilson Park. Some concern has been expressed that these trails are too difficult for the range of potential users²³.

A new mountain bike park featuring 10km of singletrack has recently been opened on private land at Perenuka near Te Anau. Mountain bike trails are also present at Croyden Bush (Gore) where a new trail is currently under construction. Informal and remote mountain biking activities occur at Bald Hill (Longwood Forest – permit required) and a range of management trails in Fiordland National Park, including the ride to Percy Saddle on Borland Road. Mountain biking also occurs on 4WD tracks and management and forestry trails dispersed throughout Southland, including in the Mavora area and areas north of Mossburn and Lumsden.



²³ Personal communication.

BMX facilities are provided in Invercargill and Gore and are used both by recreational and competitive riders. An off-road trail between Te Anau and Manapouri (the Te Anau-Manapouri Cycleway) has been proposed to offer recreational riding opportunities for locals as well as visitors. The Fiordland Trails Trust is raising funds for the development of the first stage of this project which will be a grade 1 and 2 shared trail from Te Anau along the Waiou River to the Rainbow Reach carpark²⁴. Part of the remainder to the proposed trail route passes through part of Fiordland National Park and requires approval from the Department of Conservation. However, under the current Fiordland National Park Management Plan, cycling is not permitted in this section of the national park.

RECREATIONAL CYCLING

Market	Market Needs & Preferences	Issues Identified in Southland ²⁵	Opportunities & Barriers
Recreational Road Cyclists	<p>Safe and accessible routes for a range of cycling levels and distances based around or starting from population centres.</p> <p>Attractive, cycle- friendly destinations with cafés and other attractions suitable for a short, half-day to day excursion or relaxing after a fitness/training ride.</p> <p>Good information on cycling routes through online and social media sources. Social cycling opportunities.</p>	<p>Road safety is a major concern - around 71% of survey respondents were concerned about cycling safety on Southland's roads outside of cities and towns.</p> <p>Wider and smoother road shoulders or cycle lanes on highways and rural roads to improve the cycling experience and safety.</p> <p>Cyclist warning signs on roads.</p>	<p>Road works, signage and other infrastructure requirements to address cycling safety and comfort on highways and rural roads need to be examined, prioritised and included in road and other relevant infrastructure work programmes.</p> <p>Funding resources are limited. Proposals need to be developed to take advantage of funding programmes such as the National Land Transport Programme.</p> <p>There is already a range of road cycling routes used by Southland residents. Designation of preferred road cycling routes (with signage and safety improvements) could encourage more road cycling and improve existing cycling experiences. Over time, encouragement of cycle-related service partners along routes will improve experience and generate more demand.</p> <p>Development of Heartland Rides for tourism (see next section) would be linked to this initiative and would benefit local residents.</p> <p>Accessible online information on cycling routes will assist in informing residents of road cycling routes.</p> <p>More social riding opportunities such as the 'Tweed Rides' may assist in attracting more people to cycle. Cycling programmes for school children, older people and social groups may assist in attracting more people to road cycling.</p>

²⁴ Information sourced from the Fiordland Trails Trust, www.trailstrust.co.nz

²⁵ Compiled from the responses to the 2016 cycling survey and consultation with stakeholders.

RECREATIONAL CYCLING

Market	Market Needs & Preferences	Issues Identified in Southland ²⁵	Opportunities & Barriers
Recreational Trail Cyclists	<p>Accessible, well-connected trails for a range of cycling levels and distances.</p> <p>Includes trails suitable for children, families and older people.</p> <p>Attractive cycle- friendly destinations with cafes and other attractions suitable for a short, half-day to day excursion.</p>	<p>Enhancement and improved connections on the Invercargill shared trail network including signage, removal of barriers (such as gates and bollards).</p> <p>Completion of the Invercargill to Bluff Cycleway.</p> <p>Improved cycle trail opportunities near population centres, especially Te Anau and Gore.</p> <p>Completion of the Around the Mountains Cycle Trail and development of linkages to Te Anau and other places.</p> <p>More cycle-friendly amenities along riding routes – toilets, shelter, drinking water, cafes.</p> <p>More trails in the region, especially trails suitable for families.</p> <p>Better trail maintenance, including removal of broken glass.</p> <p>Provision of toilets along trails is a major concern, together with access to car parking, shelter, drinking water, signage and trail information.</p>	<p>A review of the Invercargill shared trail network is required to identify and prioritise improvements to infrastructure and the cycling experience.</p> <p>City centre rejuvenation in Invercargill may provide opportunities for cycling excursions if cycle-friendly facilities are provided and cycling is promoted.</p> <p>Completion of the Invercargill to Bluff cycleway (including provision of amenities, information and interpretation) will require adequate arrangements for funding and future management and maintenance.</p> <p>Completion of the Around the Mountains Cycle Trail is related to the outcome of a legal challenge. Development of facilities and linked attractions along this trail will provide opportunities for both Southland residents and visitors, but will require resourcing and encouragement.</p> <p>Some residents seek a greater variety of off-road trail experiences closer to population centres. This is likely to require significant investment in trail construction.</p> <p>The level of demand, costs and benefits for such trails will need to be established.</p> <p>Partnerships are desirable to provide cycle- friendly products and services linked to trail riding.</p> <p>Accessible online information on cycle trails will assist in promoting use of trails.</p>



RECREATIONAL CYCLING

Market	Market Needs & Preferences	Issues Identified in Southland ²⁵	Opportunities & Barriers
Mountain Bikers	<p>Local mountain bikers are often in the young adult to middle age groups. They may include school and youth groups undertaking outdoor education activities.</p> <p>Seek diversity and challenge for each difficulty level. Single-track inter-connected trail networks with a range of trail types, difficulty levels and technical challenges, preferably providing at least a day's riding activities to maintain interest.</p> <p>Opportunities for beginners to learn and develop skills. Accessibility from population centres. Trailhead facilities. Where relevant transport (lifts, vehicle shuttles) to the top of downhill rides.</p> <p>Longer endurance riding opportunities (on management trails, single-track), including in backcountry locations.</p>	<p>Greatest demand is for more or improved facilities near population centres (Invercargill, Gore and Te Anau), including a greater variety of difficulty levels and trails suitable for families and younger riders.</p> <p>There is concern over the quality of trail networks. Some survey respondents sought professionally designed, purpose built trails or better maintenance of existing trails.</p> <p>Provision of wash down facilities and toilets at trail networks is desirable.</p> <p>More mountain biking opportunities in Fiordland National Park and other remote places are sought by a smaller numbers of riders.</p> <p>Some riders seek more downhill runs in Southland, and may go to Queenstown or other places for challenging technical riding.</p>	<p>Enhancement of the existing mountain biking hubs at Invercargill (Sandy Point and Bluff), Te Anau and Gore has most potential for offering improved riding for a large number of Southland mountain bikers. There is potential for improvement/ additions to these networks if resources are available for professional trail construction, amenities, management and maintenance.</p> <p>Riding programmes for schools, outdoor education, youth and other groups could assist in attracting more young people to participate in mountain biking.</p> <p>Support for and encouragement of volunteer trail maintenance partnerships has potential for improving the resources for trail maintenance.</p> <p>Ways to improve riding opportunities on 4WD tracks and management trails need to be investigated. On public conservation lands (except for Fiordland National Park) potential mountain biking opportunities and assessment criteria are identified by the Department of Conservation in the draft Southland Murihiki Conservation Management Strategy. Investigation of further opportunities in Fiordland National Park is likely to be considered in the review of the Park's management plan.</p> <p>More comprehensive and accessible online information on Southland's mountain biking opportunities is required.</p>



CYCLE TOURISM

4.4

Cycle tourism in Southland has not developed to the same extent as in other parts of New Zealand. Anecdotal information from industry observers suggests that cycle tourism in Southland is in a relatively static state except for mountain biking participation which is increasing. Strong competition comes from the nearby iconic cycling destinations of Central Otago and Queenstown.



Currently Southland has some small group and self-supported cyclists who cycle on routes and trails such as the following:

- » Lumsden to Invercargill road trip (Southland Traverse)
- » the Te Anau – Tuatapere – Riverton – Invercargill road trip (Southern Scenic Route)
- » a south-north road route from Balclutha through the Catlins to Invercargill (Catlins Coastal Route)
- » a backcountry road and trail trip from Queenstown /Lake Wakatipu through Mount Nicholas Station, Von Valley and Mavora Lakes to Te Anau.

There has been little development of these routes for cycle tourism through cycle-friendly services and products.

The Lake Wakatipu to Te Anau cycling trip is currently the most popular route and receives fewer than 1,000 cyclists a year. Part of this route is included in the Around the Mountains Cycle Trail (ATMCT) which is being developed by the Southland District Council and is part of the New Zealand Cycle Trail. This 180 kilometre trail is a loop which starts at Queenstown and, after a boat crossing of Lake Wakatipu, continues from Mount Nicholas Station up the Von Valley, down the Oreti Valley to Lumsden then to Kingston before returning to Queenstown (see Figure 6). Parts of the trail can also be ridden on day trips.

Construction of the ATMCT has been completed except for a section in the Upper Oreti Valley which has received construction consent but which is currently under appeal. A decision on the appeal is expected in 2016. The ATMCT is open to cyclists and shuttle bus transport is available for the uncompleted section of the trail. A number of cycle tour and accommodation products is operating along the trail.





Figure 6: Around the Mountains Cycle Trail route

When completed, it is estimated that the **ATMCT** will be a significant New Zealand cycle trail attracting up to **12,000 multi-day** and about **50,000 day** cyclists annually within **five years** of opening²⁶.

This trail has the potential to be a significant contributor to Southland's cycling opportunities. It offers a soft adventure riding experience through varied backcountry valleys with stunning mountain views.

The Welcome Rock Trails on the Nevis Range near Garston is a private trail network for mountain biking and hiking that has on-trail bookable private hut and glamping accommodation²⁷. Use of this trail is in the hundreds.



More amenities and services are sought along recreational and tourism cycling routes and trails, such as this stop on the Around the Mountains Cycle Trail.

Southland's current and potential cycle tourism markets are::

- » **Road Tourers** – Southland residents, domestic visitors and international visitors (likely to be mainly from Europe) for whom the road journey is an intrinsic part of the visit and a major reason from visiting the region.
- » **Holiday and Soft Adventure Trail Cyclists** – Southland residents, domestic and international visitors seeking an immersive trail experience. They tend to be younger couples and social groups and people in the middle to older age groups. They are likely to come from the main New Zealand population centres and Australia, the UK, the USA and Germany. Patterns of use of the New Zealand Cycle Trail and cycle trails in other countries suggest that most of this market is seeking shorter trail experiences of a day, weekend or 3 to 4 days as opposed to extended trips.
- » **Location-based Holiday Cyclists** – A diverse group of visitors for whom a cycling experience (short road, trail or mountain bike experiences generally up to a day) is one of several activities undertaken at a destination, adding to the diversity of the holiday and providing an experience expressing the character of the destination. They range from experienced cyclists to people who rarely cycle.
- » **Mountain Bikers** – Southland residents, domestic and international mountain bikers seeking a special mountain biking experience different from other places or with a reputation for challenge and/or a distinctive landscape. They are likely to come from the main New Zealand population centres, Australia and possibly Europe and North America. They are often knowledgeable about mountain biking destinations and well connected to other mountain bikers.

²⁶ TRC Tourism Pty Ltd (2014). Around the Mountains Cycle Trail – potential market demand. Prepared for Southland District Council

²⁷ www.welcomerock.co.nz

CYCLE TOURIST

Market	Market Needs & Preferences	Issues Identified in Southland ²⁸	Opportunities & Barriers
Road Tourers	<p>May be on short to extended cycling journeys. Safe roads.</p> <p>Routes with a variety of scenery, terrain, cycle- friendly facilities, food, attractions and accommodation. Good online and digital information sources. Bicycle shops.</p>	<p>Southland is not currently perceived as a major road touring destination.</p> <p>While it has attractive and varied scenery, it is disadvantaged by its relative geographical isolation, perception of weather and competition from more developed, cycle-friendly destinations in New Zealand.</p>	<p>Development of Heartland Rides, signage, safety measures, promotion, information and cycle-friendly products, accommodation options and services would be needed to attract more road touring visitors to the region. Improved connections between entry points (such as Invercargill airport) and cycling routes. Better information and promotion of Heartland road touring route opportunities and distinctive Southland experiences would be needed to attract tourists once improvements were made.</p> <p>Funding resources are limited for road safety improvements. Proposals need to be developed to take advantage of funding programmes such as the National Land Transport Programme.</p>
Holiday and Soft Adventure Trail Cyclists	<p>Soft adventure trails for day and multi-day cycling in scenic landscapes. Many seek 'must do', iconic trails that offer a distinctive experience.</p> <p>Supporting services enabling a seamless trail experience – transport to the trail, luggage storage/ shuttles, overnight accommodation on or off the trail, guided and self- guided options, bicycle and equipment hire.</p> <p>Engaging interpretation and storytelling that enable immersion in landscapes and cultures.</p> <p>Good online and digital information and booking.</p>	<p>The Around the Mountains Cycle Trail (ATMCT) offers an opportunity to develop this market in northern Southland subject to the completion of the Trail and development of quality Southland- focussed accommodation and products to balance the emphasis on Queenstown as the start and end point of the trail experience.</p> <p>There are some expectations that further Great Rides could be developed in Southland, including linkages from the ATMCT to Te Anau (and further south) and Gore, connections from the Clutha Gold Trail (in Otago) to Gore and a trail through the Catlins.</p>	<p>Attraction of this market faces competition from New Zealand's established iconic cycle trails including those in neighbouring regions, especially the Queenstown Trails and the Otago Central Rail Trail. Soft adventure cyclists would need the encouragement of quality experiences distinct from Queenstown and Otago to travel the additional distance to cycle in Southland.</p> <p>The proposal to link trails in Otago and Queenstown to form a 500 km cycle trail network (while creating further competition) is a potential opportunity for trail links into Southland, including to Gore in the longer term. The private trails at Welcome Rock are near the ATMCT route and could contribute to the development of this part of Southland as a trail cycling destination.</p> <p>Development of further cycle trails (including extension of the ATMCT) would be costly. Demonstration of market demand and a sound business case would be required for such proposals to be considered for funding.</p>

²⁸ Compiled from the responses to the 2016 cycling survey and consultation with stakeholders.

CYCLE TOURIST

Market	Market Needs & Preferences	Issues Identified in Southland ²⁸	Opportunities & Barriers
Location-based Holiday Cyclists	<p>A range of road and trail experiences with points of interest, cycle-friendly facilities, bike hire and associated experiences (food, nature, culture).</p> <p>These experiences will ideally be close to tourist destinations or be offered as short guided or self-guided packages. They may be parts of longer trails.</p>	<p>Opportunities exist for cycling visitors to use existing cycling infrastructure in Southland, but these are generally not well-promoted or packaged to be easily accessible to visitors.</p>	<p>Improvement of the range of road, trail and mountain biking experiences for local people and cycle tourists in Southland will provide opportunities for this market if well promoted and accessible.</p> <p>Bike hire and cycle-friendly facilities and products will be vital to encourage visitors to cycle while in the region.</p> <p>Short cycling experiences with provision of amenities and attractions that provide a different way to experience Southland are more likely to attract non-expert cyclists.</p>
Mountain Bikers	<p>Seeking quality, challenging riding often in iconic mountain biking destinations. Willing to travel for the right experience. World class trail networks that offer 2 to 3 days of riding opportunities.</p> <p>IMBA ratings²⁹ can be an incentive to visit.</p> <p>Challenging endurance riding, including IMBA Epic Rides³⁰.</p> <p>Good transport to riding destinations with cycle-friendly services and accommodation. Shuttle services to downhill or remote rides.</p>	<p>Southland has limited current potential to attract this market due to the small scale of mountain biking facilities and competition from mountain biking destinations such as Taupo, Rotorua, Nelson and Queenstown.</p>	<p>There is some potential to attract New Zealand mountain bikers (especially from nearby regions) to events such as the Moonshine Trail which offer riding on areas normally closed to the public.</p> <p>Improved management and promotion of backcountry mountain biking routes also has the potential to attract riders seeking a more remote experience.</p> <p>Where relevant this would entail assessment by the Department of Conservation in the draft Southland Murihiki Conservation Management Strategy and consideration of routes in Fiordland National Park in the review of the park management plan.</p> <p>More comprehensive and accessible online information on Southland's mountain biking opportunities will assist in informing mountain biking tourists of possible opportunities.</p>

²⁹IMBA has a 3-tiered Ride Centre rating system for facilities which offer quality riding for a range of riders. Ride Taupo on the North island has silver rating.

³⁰IMBA Epic Rides are demanding rides in a natural setting at least 20 miles in length and composed of more than 80% single-track.

COMPETITIVE AND EVENT CYCLING

4.5

Southland has a very strong history of competitive cycling although anecdotal evidence suggests that participation in cycling events has not increased.

Competitive cycling events are held for track cycling (in the Southland SIT Zero Fees Velodrome in Invercargill), road racing, mountain bike riding and BMX riding.

The SIT Zero Fees Velodrome (operating 7 days a week), in Southland's multi-purpose ILT Stadium Southland, was New Zealand's only indoor velodrome until 2014 and is a major centre for track cycling competitions in New Zealand. Opened in 2006, the Velodrome regarded as one of the fastest tracks at sea level in the world, has hosted numerous competitions at the local, domestic and international levels. Cycling Southland, the major club and advocate group for track and road cycling in the region, is based at the stadium. The Velodrome is being developed as a regional performance hub for young cyclists from Southland and Otago as well riders for all ages can enjoy facilities and a variety of programmes on offer from 'learn to ride' to green prescription activities.

The scheme (aimed to be operational by the end of 2016) is for young cyclists to train and participate in Southland cycling competitions with the aim of competing for slots in the New Zealand national squad.



Southland hosts the Tour of Southland³¹ which is now in its 60th year. The Tour of Southland had official sanction as an international road race from the world cycling body, Union Cycliste Internationale (UCI) until 2014. UCI ranking of the Tour is no longer being pursued due to impractical conditions, costs and limitations on participation of New Zealand riders who are not members of a registered national team³². The Tour is considered to be a significant event for local and New Zealand cyclists, with **ten riders** from Southland participating in 2015. Over time it has attracted many of New Zealand's best cyclists, up to **20 teams** of international cyclists and considerable spectator and media attention. The course taken by the Tour varies from year to year but is usually mostly contained within Southland District. The main Tour of Southland has also spawned a number of other events such the Great Southern Cycle Challenge - a junior tour and a mini tour open to all to raise funds for charity. The economic benefits of the Tour are thought to be significant for local economies due to the flow on effect from use of facilities and accommodation in towns in the region.



³¹ www.tourosouthland.com

³² Personal communication from Cycling Southland.

The Milford Mountain Classic between Milford Sound and Te Anau is a relatively new road race organised by the Te Anau community and other stakeholders. It is becoming a popular event since it involves New Zealand's most spectacular scenic highway and the challenging climb up to, and through, the Homer Tunnel.

Regular national and local road races are held in Invercargill and elsewhere. The Tour de Lakes, event start in Queenstown (Roads of Southland, Fiordland and Central Otago), and the Yunca Junior Tour of Southland are also significant annual Southland cycling events.

The Southland Mountain Bike Club actively hosts regional mountain bike events in summer and in winter. Cross country events are held at the Sandy Point Mountain Bike Track in Invercargill and downhill events (such as the Ride Cycles Bluff Enduro) are held at Bluff. The winter race series attracts over **170 participants**. The Ivan Wilson Park at Te Anau is also the site for mountain bike races. Individual annual mountain biking events in Southland are:

- » the MLT Moonshine Trail³³ mountain biking event near Gore has been running for **ten years** and attracted **204 participants** in **2016**. The event is based at Dolamore Park with courses extending from **39 km to 45 km** and including private land which is not normally accessible to the public.
- » the Meridian Whitehill Windfarm Classic is a **25 km** mountain bike event centred around the Whitehill Windfarm near Mossburn. The event attracted **120 participants** in **2016**.
- » the Mount Linton Muster offers a variety of mountain bike courses from **12 km to 40 km** on Mount Linton Station near Ohai and Nightcaps. The event has run since **2008** and attracts around **130 participants**
- » the Bannockburn Gutbuster, a well-established, **75 km** race that begins at Garston in northern Southland and finishes at Bannockburn in the Central Otago District. There were **188 participants** in **2015**.

Southland BMX races are hosted by the Southland BMX Club at their BMX track at Elizabeth Park in Invercargill. Participation in cycling competitions as opposed to general commuter or recreational cycling is in the low hundreds. There is now a large variety of events available in Southland and neighbouring Otago and Queenstown. Many competition participants have become selective about which events they attend, which is seen in a decline in registrations for some events such as the iconic Motatapu off-road cycling and running event held in Queenstown. The cost of attending such events can be a major disincentive for potential participants.

Markets for competitive and event cycling in Southland are:

- » **Local competitive road and track cyclists** – Local residents at various ages (including young people) interested in training for and competing in cycling races at various levels.
- » **Elite, amateur and professional competitive cyclists** – Local and visiting road and track cyclists training for and competing in local, national and international level competitions.
- » **Local and visiting competitive mountain bikers** – Interested in local and higher level competitions
- » **Social event riders** – Local and visiting cyclists across cycling disciplines interested in riding in non-competitive, participative events.
- » **Event spectators** – People who accompany event participants or who attend cycling events for the spectacle.

Cycling Southland's principal competitive road cycling programme is run from September to May each year, with up to 75 riders turning out each Saturday to ride courses around the province, in separate A, B, C and D grades. Additionally the long-standing "Wednesday World" series of road rides are offered within daylight saving dates on Wednesday evenings on a course handy to Invercargill – with up to 60 riders attending.

The longstanding non-competitive annual Surf to City event attracts over 2,000 recreational and family cyclists, across event distances of 3km, 6km and 12km.

The Glenham Trainwreck Ride in Eastern Southland attract around 120 competitors.

³³ www.moonshinetrail.co.nz

COMPETITIVE & EVENT CYCLING

Market	Market Needs & Preferences	Issues Identified in Southland ³⁴	Opportunities & Barriers
Local road and track cyclists	<p>Safe training routes and venues suitable for a range of levels.</p> <p>A range of well-organised competitions including for young cyclists and different skill and competition levels.</p>	<p>Low participation in competitions.</p> <p>Perceptions of the low safety of road cycling.</p>	<p>Increased use of the SIT Zero Fees Velodrome for training and cycling programmes.</p> <p>School cycling programmes to stimulate interest among young people.</p> <p>Improving road safety for general cycling will also improve road conditions for cycle training and competitions and remove a barrier to cycle participation. However, this will require funding (see Recreational Cycling section above).</p> <p>Rejuvenation and promotion of existing major cycling events and hosting more events may stimulate local interest in competitive cycling.</p>
Elite, amateur and professional cyclists	<p>National and international standard routes and circuits at a range of distances/terrain suitable for training and competitions at the club, national or international levels.</p> <p>Well-organised competitions on safe routes with appropriate traffic management and provision of food, water and first aid.</p> <p>The reputation of a competition, its route and challenges and level of competition can be important factors in drawing participants.</p>	<p>Southland has several established events, including the Tour of Southland, that provide opportunities for local and visiting elite and developing cyclists.</p> <p>With the proliferation of cycling events in New Zealand and other countries, cyclists are becoming more selective about which events they attend.</p>	<p>Rejuvenation and promotion of the existing major competitions may assist in developing their reputation and in attracting more participants.</p> <p>Hosting a greater range of competitive events in Southland.</p>



³⁴ Compiled from the responses to the 2016 cycling survey and consultation with stakeholders

COMPETITIVE & EVENT CYCLING

Market	Market Needs & Preferences	Issues Identified in Southland ³⁴	Opportunities & Barriers
Local and visiting mountain bikers	<p>'Best of the best' trails and courses maximising the riding experience or offering an unusual challenge or landscape.</p> <p>A range of courses suitable for different skill levels, especially if an event attracts social, club or family groups.</p> <p>Well-organised events with on-course water, food and first-aid and transport to the event location.</p>	<p>While there is potential for local level competitions Southland has limited potential for visiting competitive markets due to the small scale of its mountain biking facilities.</p> <p>Improved range of trail standards, sustainable design and maintenance to facilitate local competitions.</p> <p>Several small distance events that attract some local and visiting interest.</p>	<p>Improvement of local mountain biking facilities for general riding and a diversity of skill levels should take account of local competitive riding needs.</p> <p>There is some potential to attract New Zealand mountain bikers (especially from nearby regions) to events such as the Moonshine Trail which offer riding on areas normally closed to the public.</p> <p>There is potential to stimulate local interest in mountain biking competitions and participatory events through school and other cycling programs.</p>
Social event riders	<p>A range of well-organised non-competitive events (across the different types of cycling) that offer interest and personal challenge.</p> <p>Linked activities that add to the appeal – entertainment, food, festivals.</p>	<p>Southland has some social road cycling events.</p> <p>Lack of a signature social riding event.</p>	<p>The ATMCT may provide an opportunity to develop a signature trail event. Several of the New Zealand Cycle Trails offer one or more such events, often with cycling, running and walking options.</p>
Event spectators	<p>Well-organised competitive and non-competitive events with a reputation for challenging cycling.</p> <p>Range of linked activities – such as entertainment, food, accommodation, tours, festivals.</p>	<p>There has been limited development of activities for spectators in Southland.</p>	<p>As part of the rejuvenation of cycling events there may be opportunities to developed linked experiences and packages to attract spectators.</p> <p>This might include development of a festival of cycling in conjunction with a major event.</p>

³⁴ Compiled from the responses to the 2016 cycling survey and consultation with stakeholders

5. THE WAY FORWARD

MAIN APPROACH

The Southland Cycling Strategy focuses on providing a firm foundation of quality infrastructure, experiences and awareness building upon which cycling opportunities can be built and extended over time. It needs a framework which all cycling projects can utilise to add value to the 'vision' - to improve cycling safety and participation in Southland.

5.1

The Strategy is the strategic response to the issues (problem statements) and needs identified, including how the individual strategies will contribute to the benefits and objectives. The strategies developed, and their contributions, are outlined in the following sections.

The Framework "(The Way Forward)" are the key elements which when utilised and deployed, either individually or collectively will create actions or responsibilities to be allocated for the parties to manage and deliver.

The Framework elements are:

1. LEVEL ONE

Vision

- Principals
- Objectives

Governance Structure

- Memberships
- Structure and Groups
- Decision Making Approved
- Risk Register
- Funding Agreements (shared service)

2. LEVEL TWO

Delivery Strategies

- Strategy
- Objectives
- Key performance indicators
- Decision making tools

3. LEVEL THREE

Actions & Timetable

- Outcomes Action Plan

Resources

- Community coordination
- Council staff
- Volunteers
- Educational materials
- Asset/equipment

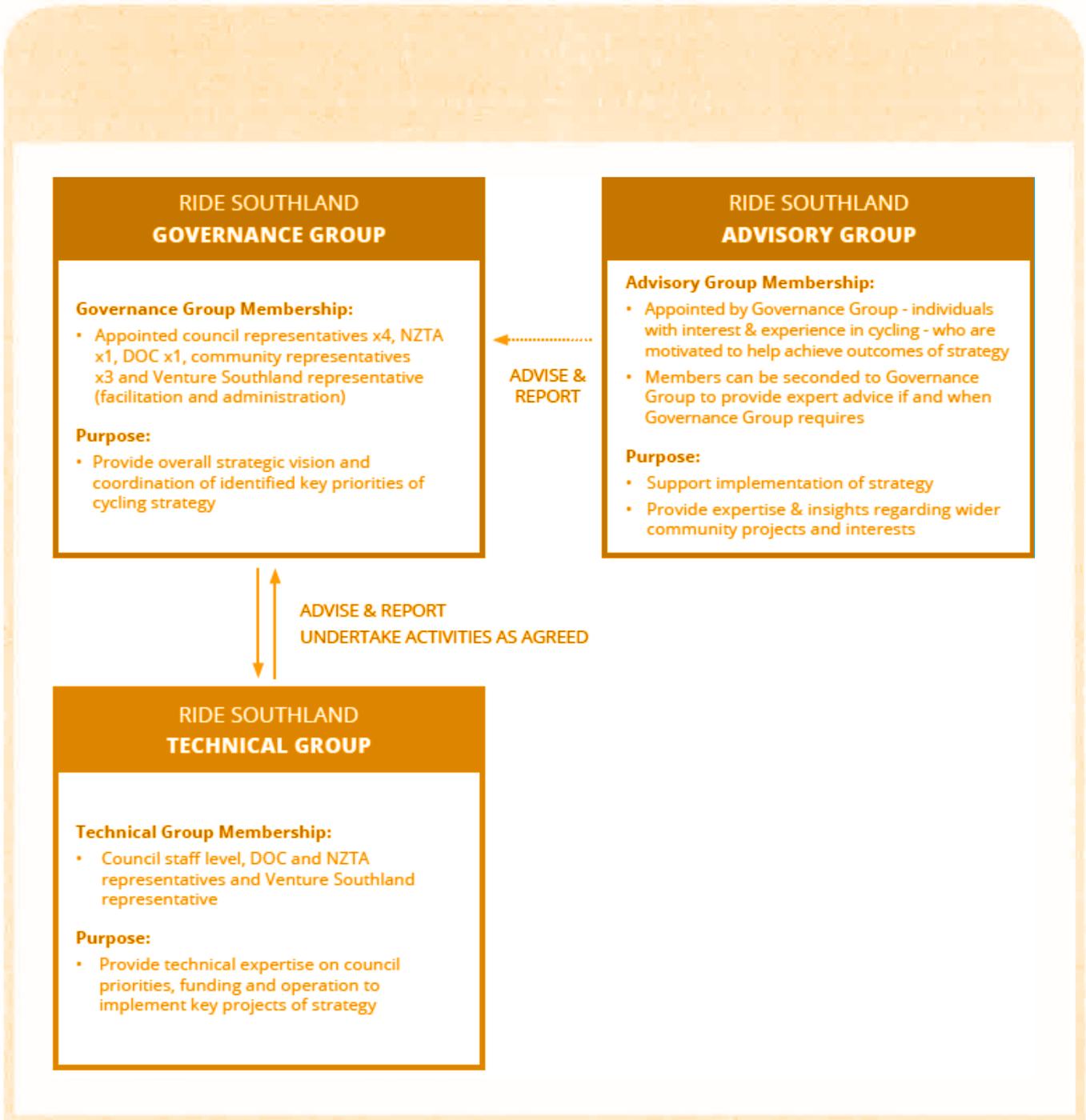
Communication Plan

- Administration support
- Media plan
- Brand and identity

RIDE SOUTHLAND GOVERNANCE STRUCTURE

5.2

The following structure for delivering cycling for Southland has been agreed between the contributing Councils as:



This structure is able to draw on the experience and expertise from within the community via the Advisory Group and for knowledge and delivery from the Technical Group. This structure has similarities to other regional groups who need to coordinate both government/Local Government Agencies as well as a significant number of varied community groups.

DECISION MAKING CRITERIA

5.3

The following decision-making criteria will be used to ensure that decisions on improving, consolidating, maintaining and extending Southland's cycle network are sustainable. In the region's limited funding environment preferred cycling developments will be those that provide the greatest benefits for the region and its communities.

The criteria have been designed to apply broadly across the different types of cycling developments and take account of assessment criteria for cycling projects applied under the National Land Transport Programme (<https://www.pikb.co.nz/assessment-framework/strategic-fit-3/strategic-fit-for-walking-and-cycling-2/#NZCycles>) and the New Zealand Cycle Trail (<http://nzcycletrail.com/public-resources/great-rides-fund/>).

DECISION MAKING CRITERIA FOR CYCLING INFRASTRUCTURE NEEDS AND NEW PROPOSALS

- 1 Demand**

Demonstration using robust evidence that there is a strong level of demand for the infrastructure/development from the relevant markets (e.g. commuter, recreational, tourist)
- 2 Safety contribution**

Where relevant, demonstration that the developments or proposed works are required to minimise road or trail accident risks.
- 3 Sustainable design**

The development meets relevant New Zealand standards, legislative requirements and approval requirements – including for safety, purpose (e.g. trail standards), environmental protection, cultural protection.
- 4 Cycling network linkages**

The development creates a cycling network or links to an existing cycling network – such as an urban commuter/recreation network, the New Zealand Cycle Trail, Heartland Rides, mountain biking trails and facilities. The development is needed to create cycle linkages to population centres, transport or accommodation.
- 5 Importance for recreation and tourism**

Contribution of the development to the quality of recreation/tourism experiences and opportunities for users and the region as well as potential for business and employment opportunities.
- 6 Development costs**

The level of funding required and options for funding.
Whether the proposal meets the assessment criteria and funding requirements for relevant funding programmes.
- 7 Community support**

A high level of support from the relevant communities, users, stakeholder groups, local government and government agencies. Agreement from affected landholders (where relevant). Lack of major barriers to development.
- 8 Management and maintenance**

Arrangements capable of providing ongoing management and maintenance for the infrastructure/development.
- 9 Benefits and costs**

Appraisal of the overall benefits likely from the development versus the costs of its implementation (or of not proceeding). Benefits and costs may include quantitative factors such as financial costs, projected economic impacts, estimates of accidents) or qualitative factors (community health and wellbeing impacts, impacts on lifestyle choices and amenity, potential for employment and business opportunities).

RISK REGISTER

5.4

A risk register will need to be developed and managed as a principal responsibility of the governance group. The register would bring together the individual elements from Councils or groups which when viewed collectively will give a more holistic view.

A risk is seen as something which would cause the "vision" not be able to be achieved and needs elimination or mitigation, through actions controlled or encouraged by the governance group.

The problem statements highlight specific areas where risks have been identified.

These being:

Cyclists Safety – Evidence contained in the strategy highlights that this is a high risk which if not managed further will inhibit the vision being achieved.

Regional Coordination – Groups individually operating in isolation or without common goals or direction are less likely to achieve the fullest outcome.

Infrastructure Investment – Understanding fully the impacts of why investment is appropriate and necessary is key to decision making and the business case approach is a mitigate approach now used in many organisations. This approach will be able to highlight areas where governance support is needed.

Funding – Current levels of investment in cycling have not delivered the outcomes sought by the community or government. This approach would be developed in a matrix for ease of monitoring and actioning.

Funding Framework

5.5

The funding needed for successful ongoing delivery of cycling for Southland as a coordinated group focused on the agreed vision needs to be agreed. The way the costs are shared and what outcomes are required needs to be agreed by the Governance Group. These then would be monitored and reviewed.

Several shared services agreement are in place for Councils and the selection of the most appropriate is a governance responsibility.

The underlying principal of funding for the group are:

- Administration/governance costs – shared as per agreement (yet to be approved)
- Coordination Cost – Shared as per agreement (yet to be approved)
- Project/Action Cost – Sole discretion for commitment rests with the organisation funding the action. To this end, the Governance Group may support and encourage a specific action or project, however the organisation who will retain and be responsible for the asset or obligation must make those decisions through its normal business processes.

Cycling responsibilities span across local government (Councils) and central government (NZTA, Police, ACC etc) and how these contributions are identified and made needs documented. It is unlikely that "cash" is provided from some areas, however, direct resources (staff) can be utilised as an allocated funding source. Venture Southland currently has through its Governance Board, been tasked to support the group. This however will most likely be reviewed in coming years.

A term of commitment should be made by governance members to ensure stability is possible. This element is a risk item for the Risk Register.

Some governance members have a very clear responsibility (eg NZTA, ICC, SDC, GDC) as they are the road network owners or recreation facility owners.

Funding for projects may come from the community (eg grants, bequeaths or gifts), Councils rates, private groups, government agencies allocations or subsidised programmes. Such as NLTP, Tourism, safety funds or Urban Cycling Fund.

It is not expected the Community Representatives on the Governance Groups will be expected to contribute to the administration/governance or coordination costs unless their organisations so wish to.

The shared service agreement(when developed and approved) will specifically outline the costs involved, how they are shared and the outcomes expected from that investment.

DELIVERING STRATEGIES

5.6

The delivery strategies have been developed to give effect to the objectives and the following table highlights how each strategy can be utilised to give impact to the objective when utilised collectively.

Strategy	Objectives To achieve a declining trend of cycle related crashes on Southland roads by 2025	To increase the number of completed and connected cycle routes in Southland by 2025	To achieve an increasing trend in cycling participation for Southland residents and visitors by 2025.	KPI
A Improve basic infrastructure to encourage more people to cycle	✓	✓	✓	Yet to be developed
B Develop and promote a suite of high quality cycling experiences		✓	✓	
C Implement programmes to encourage people to cycle and raise safety awareness	✓		✓	
D Support community cycling activities and participation based events	✓	✓	✓	
E Assist the rejuvenation of competitive cycling events			✓	
F Support development of local cycle commissionable tourism products and partnerships		✓	✓	
G Implement strong leadership, communication and cooperation	✓	✓	✓	

OUTCOMES

5.7

Actions and Timetables

During the development of the strategy a number of possible actions within each strategy were considered (from consultation and feedback) and these are included with Appendix E. These actions have not been approved by the governance group and there is no current commitment to the work. Whilst an initial priority has been provided this is subject to review and no timetable has been assigned. These actions highlight that there are many opportunities to develop and deliver for cycling.

Resources

This outcome phase of the strategy has not been developed as yet. Many of the actions noted in Appendix E rely heavily on a coordination of actions across cycling in Southland. No such role is currently provided or funded.

Communication Plan

This outcome phase of the strategy has not been fully developed as yet.

Brand/Identity

A brand/identity has been developed and considered by the Governance Group. The group name has been agreed as Ride Southland and the brand provided, agreed in principle as:



ORGANISATION	ROLE
NEW ZEALAND CYCLE TRAIL	Brand, marketing, data collection and advocacy for the New Zealand Cycle Trail.
NEW ZEALAND POLICE	The NZ Police play a role in promoting road safety in New Zealand including through enforcement and education services.
NEW ZEALAND TRANSPORT AGENCY	Strategic priorities for cycling in New Zealand, safety guidelines, cycling network design guidelines, administration of funding under Urban Cycleways Programme, the state highway networks and National Land Transport Programme.
OTAGO SOUTHLAND REGIONAL LAND TRANSPORT COMMITTEE	Development of the Otago Southland Regional Land Transport Plans which include recommendations for project funding under the National Land Transport Programme.
OTHER CYCLING CLUBS	Including Te Anau Cycling Inc, Hokonui Bikers, Southland BMX Club. Various offer social and event cycling opportunities, advocacy, cycling information.
ROAD SAFETY SOUTHLAND	Road Safety Southland, a shared service between ICC, SDC, GDC, runs road safety projects and programmes in response to local road safety issues on behalf of the local authorities in Southland. There is a strong educational focus which links closely with local police enforcement and engineering work carried out by the councils.
SOUTHERN DISTRICT HEALTH BOARD - SOUTHERN DHB	The Southern (DHB) is responsible for planning, funding and providing health and disability services to a population of over 304,268 located south of the Waitaki River. The catchment area encompasses Invercargill City, Queenstown - Lakes District, Gore, rural Southland, Clutha, Central Otago, Maniototo, Waitaki District and Dunedin City. One of their focuses is "promoting and protecting wellness".
SOUTHLAND DISTRICT COUNCIL	Development, management and maintenance of on-road and off-road cycling infrastructure. Development and management of the Around the Mountains Cycle Trail.
SOUTHLAND MOUNTAIN BIKE CLUB	Organises events and rides, maintains trails at Sandy Point and Bluff, advocacy.
SPORT SOUTHLAND	Not-for-profit Regional Sports Trust that provides support for active lifestyle programmes, club and school sport programmes, coaching and event organising (including the MLT Moonshine Trail mountain biking event).
TOURISM AND BICYCLE INDUSTRY	Provision of products and support services related to cycle routes and trails.
VENTURE SOUTHLAND	Regional economic and community development initiatives and tourism destination promotion.

APPENDIX

APPENDIX A PLANNING CONTEXT

Southland Regional Development Strategy

The Southland Regional Development Strategy³⁵ released in October 2015 aims to improve the liveability, lifestyle opportunities and socio-economic conditions in the region. As pointed out in that Strategy the region's aging population, static population numbers and the shift of population and economic activity to northern centres have the potential to deflate regional economic development and resilience and the quality of life for its residents in the future. Actions proposed under the Regional Development Strategy that could potentially affect demand for cycling, and to which the Southland Cycling Strategy can contribute, are:

- » encouraging migration to the region and a more varied demographic mix, including through attracting more domestic and international tertiary students
- » development of tourism as part of regional economic diversification
- » building the urban culture of Invercargill to improve liveability
- » improve air and road transport to the region.

Regional Cycling Strategies and Studies

Invercargill

Detailed planning for cycling infrastructure has been carried out for Invercargill and Te Anau and is being conducted for the Gore District.

The Invercargill City Council has an overarching vision to 'create an exciting, innovative, safe, caring and friendly city, offering lifestyles based on a healthy environment and diverse growing economy'. The Invercargill Walking and Cycling Strategy 2010³⁵ was developed to encourage walking and cycling among residents, guide development and funding of walking and cycling infrastructure and work towards the New Zealand Transport Strategy target of 30% of trips using walking or cycling by 2040.

The March 2015 Recreational Walking and Cycling Strategy³⁶ was developed to provide long term direction for development, maintenance and renewal of a walking and cycling trail network throughout the City and to the outlying areas of Oreti Beach, Sandy Point, Omaui and Bluff. That Strategy establishes objectives and levels of service for each trail and design; construction and maintenance standards for each category of trail; and sets out a plan for monitoring of trail use. Through the provision of trails the council seeks to encourage more people to walk and cycle resulting in health benefits, improved access to parks and the natural environment and a positive contribution to the revitalisation of the city. Priority focus areas in the Invercargill Recreational Walking and Cycling Strategy are completing trail connections between Invercargill and Oreti beach, between Invercargill and Bluff, the waterways in the east and between the city and Anderson Park.

Te Anau

In 2014 a cycling opportunities study³⁷ was conducted for Te Anau and the surrounding area to investigate improved cycling opportunities covering all types of cycling for both visitors and visitors. Recommendations of the Te Anau and Environs Cycling Opportunities Study include:

³⁴ Southland Mayoral Forum (October 2015). Southland Regional Development Strategy.

³⁵ Invercargill City Council (2010), Invercargill Walking and Cycling Strategy 2010.

³⁶ Invercargill City Council (March 2015). Recreational Walking and Cycling Strategy. Prepared by Xyst.

³⁷ Envisage New Zealand (July 2014). Te Anau and Environs Cycling Opportunities Study. Prepared for Venture Southland.

- » encouraging improvements to cycling access and safety around Te Anau through adjustments to existing road and path infrastructure, signage, development of additional pathways and cycle lanes and reduction of vehicle speed limits on the State Highway and major streets. Designation and promotion of cycling loops of different lengths is also recommended
- » at Manapouri, formalising and signposting connecting footpaths and informal trails for cycling and improving the cycle-friendliness of roads
- » improving the cycle-friendliness of roads in the Te Anau Basin for road riding and cycle touring
- » extension of mountain biking opportunities through
 - improvements in shared paths in Ivon Wilson Park at Te Anau to provide for beginner and intermediate mountain biking
 - purpose-built tracks for intermediate and advanced riders in regenerating forest about the Kepler car park
 - several proposals within Fiordland National Park (including completion of the Te Anau- Manapouri Cycleway) which would be subject to approval by the Department of Conservation and changes to the park's management plan.

Department of Conservation land

The Department of Conservation has developed a draft Southland Murihiki Conservation Management Strategy³⁸ (CMS) that is being considered for approval. The draft CMS identifies some locations on public conservation lands for consideration for mountain biking access and facilities. Mountain biking in Fiordland National Park is restricted to some management trails under the Fiordland National Park Management Plan 2007-2017 which is a statutory plan under the National Parks Act 1980. The question of changes in mountain bike access and new mountain bike tracks in the national park will be considered in the review of the management plan³⁹. Policies to guide future consideration of and decisions on new mountain biking proposals are provided in the draft CMS.

New Zealand Outdoor Recreation Strategy

The New Zealand Outdoor Recreation Strategy⁴⁰ is a high level strategy that aims to encourage more people into outdoor recreation through provision of recreational access to natural areas, effective investment in outdoor recreation and improvements in the outdoor recreation sector's ability to meet changing participant needs. Aspects of the Strategy relevant to cycling are:

- » provision of a graduated range of outdoor recreation opportunities across a spectrum of natural environments
- » collaboration between government and the NGO sector, including in management of outdoor recreation areas and associated conflicts and over-use issues
- » increasing environmental awareness among outdoor recreation participants to help protect natural resources
- » consideration of outdoor recreation needs in urban design and transport planning
- » encouraging schools and outdoor recreation groups to create more opportunities for young people to participate in outdoor recreation.

³⁸ Department of Conservation (2014). Conservation Management Strategy- Southland Murihiki 2015-2025, Volume 1, Revised Draft, November 2014.

³⁹ Department of Conservation (2014), South Island CMS – Common Issues Report. Discussion of issues raised by submitters that were common across the Draft Canterbury, Otago and Southland Murihiki Conservation Management Strategies 2013.

⁴⁰ Sport New Zealand (2009). Outdoor Recreation Strategy 2009-2015.

Planning for Safer Cycling

In 2010 the Ministry of Transport issued the Safer Journeys⁴¹ strategy to guide improvements in the safety of travel on New Zealand's roads. This strategy aims to develop a culture of sharing the road with pedestrians and cyclists, provide safe and convenient pedestrian and cycling routes, reduce vehicle speeds on roads frequented by cyclists and encourage road safety education in schools.

A detailed analysis of cycling safety was conducted in 2014 when the New Zealand Transport Agency convened an expert Cycling Safety Panel⁴² to examine ways for central and local government to ensure that road cycling became a safe transport option in urban and rural areas. As a result a Cycling Safety Action Plan⁴³ was released in August 2015 to deliver safer cycling through measures that include:

- » the Urban Cycleways Programme that provides funding to complete urban cycle networks
- » speed management guidelines, including reduction of motor vehicle speed limits near schools and shops and on rural roads
- » development of an updated guide for nationally-consistent cycle network design to ensure new cycling infrastructure is fit for purpose. This will consider standards for space management, surfacing, sight distances, road markings and maintenance on rural cycling routes
- » safety training including cycle training for school children and adults, cycle-awareness training for drivers of heavy vehicles, and provision of heavy vehicle awareness information to cyclists
- » extension of the 'Share the Road' campaign.

Funding under the Urban Cycleways Programme may provide opportunities for cycling developments in Southland's main urban areas while guidelines for cycling safety and network design will need to be taken into account in developing road cycling experiences.

National Land Transport Programme

The National Land Transport Programme, administered by the NZ Transport Agency (NZTA), provides funding for improving road transport throughout New Zealand. Regional Transport Committees (which represent councils and the NZTA) develop strategic directions for land transport and invite submissions from local government for transport projects, which may include projects related to cycling. Projects recommended in Regional Land Transport Plans are considered for funding under the national programme in 3-year cycles. The current national funding cycle extends from 2015 to 2018.

The Otago Southland Regional Land Transport Plans 2015-2021 set a long term goal:

To provide accessible transport connections, giving users an appropriate choice of modes, and to gain improved performance from the land transport system, by focusing on road safety, economic growth and productivity and value for money.

In relation to cycling, these plans aim to encourage and enable higher levels of cycling through improved provision of safe road space for cyclists. Construction of trails for cycle tourism is also encouraged. There are no Southland cycling projects in the 2015-2018 National Land Transport Programme. There may be opportunities to develop Southland cycling projects for submission in the following round of funding in 2018-21.

⁴¹ Ministry of Transport (2010). Safer Journeys – New Zealand's Road Safety Strategy 2010-2020.

⁴² Cycling Safety Panel (December 2014). Safer Journeys for People Who Cycle: Cycling Safety Panel Final Report and Recommendations.

⁴³ New Zealand Transport Agency (August 2015). Making Cycling Safer and More Attractive: The NZ Transport Agency's cycling safety action plan.

OTAGO SOUTHLAND REGIONAL LAND TRANSPORT PLANS 2015-2021

The Otago Southland Regional Land Transport Plans 2015-2021 '... seek to encourage and enable higher levels of cycling. Reallocating existing roading space to cycling, and providing for cycling in new roading projects, will help increase recognition of the rights of cyclists to safe road space. Provision of good quality cycle facilities, within the roading corridor, including separate facilities, will play an important role in increasing the levels of cycling within the two regions. Improved land-use planning practices will also assist in greater levels of cycling activity because local services as well as transport services will be more accessible by bicycle.

Continued expansion of cycle tourism, through the provision of quality experiences on trails, the construction of further trails will help build this sector of the tourist market, aimed at both overseas and domestic visitors. Providing better connections between trails (although is not a major focus of this plan) will encourage visitors to remain longer in the south.'

Primary policies

New road construction and major improvements include provision for safe walking and cycling in high pedestrian and cycle use areas.

Transfer some existing road space over to walking and cycling where this is needed to ensure safe travel.

Build cycleways/walkways separated from motorised traffic where the safety of those using active transport to commute is at significant risk from the traffic.

Expand and improve the cycling network, and connect existing cycling routes to keep cyclists safe, and to encourage new cyclists. Give priority, where there is latent or emerging demand, to initiatives that assist with access to and from schools, workplaces, and local commuting trails.

Ensure all urban buses are able to carry bikes, and urban town centres have bike racks.

Ensure there are sufficient, attractive and safe choices for travel between parts of Nga Haerenga the NZ Cycle Trail, supporting the growth of cycle tourism.

When needed, prompt a change in travel behaviour towards increased walking and cycling in urban areas by managing traffic to maintain certain levels of congestion, and/or adapting the supply and pricing of car parking over time; and promoting multi-modal journeys with public transport or ride sharing.

APPENDIX B CASE STUDIES OF NZ CYCLING DESTINATIONS

Otago Central Rail Trail

The highly successful Otago Central Rail Trail has become a model for many of the trail experiences in the New Zealand Cycle Trail. The rail trail (a 150 km 3 to 4 day cycle that can also be used for shorter journeys and for walking and horse riding) was opened in 2000 on the disused Central Otago railway line between Clyde and Dunedin as an initiative aimed at rejuvenating the stagnating local economy. The rail trail passes through spectacular mountain and valley scenery, old gold mining towns and agricultural areas. A wide range of accommodation, attractions (such as heritage sites, arts, wineries, farm visits), tours, food and cafes, sporting activities, bike hire, transport and luggage services are offered by local businesses.

An estimated 12,000 to 15,000 multi-day cyclists and up to 50,000 day cyclists use the Central Otago Rail Trail each year. The trail has an international and domestic reputation as an iconic experience. International visitors comprise over one third of trail visitors and have increased as a proportion of trail users since the trail was opened. Most international trail users comes from Australia with significant numbers from Europe, South Africa, the UK and North America. The trail attracts visitors from around New Zealand, predominantly from the upper North Island (nearly two-thirds of domestic visitors in a 2014/15 survey), with lesser numbers of visitors from the nearby Canterbury and Otago regions and the lower North Island⁴⁴. A high proportion of domestic and international rail trail visitors arrived via aircraft to the Queenstown or Dunedin airports.

In 2014/15 it was estimated that the rail trail had resulted in an addition of total economic output of over \$10 million to the Otago and Central Otago economies and 102.4 full time employment equivalents.

The success of the Otago Central Rail Trail in attracting visitors and improving the local economy has owed much to the achievements of the Otago Central Rail Trail Charitable Trust in developing, coordinating and promoting trail experiences (with local tourism organisations), the contribution of the Department of Conservation to infrastructure and recreational experiences, and the collaboration of over 70 local businesses and organisations in offering trail-related products and services.

Queenstown Trails

Queenstown is a premier cycling destination with a global reputation noted for its extensive network of over 190 kilometres of quality cycling and walking trails and facilities for mountain biking. It includes the 120 km Queenstown Trail, part of the New Zealand Cycle Network. Development of the trail network at Queenstown commenced in 2004 under the guidance of the Queenstown Trails Trust, with assistance from the Department of Conservation, the Queenstown Lakes District Council, the tourism industry and local cycling and walking groups. The network offers mainly easy to intermediate level riding on shared cycling, walking and hiking trails ranging from short to full day excursions. There is also a local commuter/recreational trail network within and between local communities which is planned for extension over the next ten years. There are five mountain bike parks that offer riding from beginner to advanced levels and challenging downhill and technical trails at Ben Lomond (accessed by the Skyline Gondola) and Wynyard Terrain Park.

Use of the cycling network varies from a few hundred users on some trails to very large numbers on the most popular sections of the Queenstown Trail between Frankton and Queenstown. In 2015 a total of 214,100 journeys by cyclists, walkers and event competitors was recorded on the Queenstown Trail⁴⁵. About 46% of users of the Queenstown Trail are estimated to be international visitors and a relatively high

⁴⁴ Central Otago District Council (May 2015). Otago Central Rail Trail: User Survey 2014-15.

⁴⁵ Kennedy, M (27 January 2016). Queenstown Trail Visitation, Executive summary for Period – October 01 2012 to December 31 2015.

use of the trail network by local residents⁴⁶. The Skyline/Ben Lomond downhill mountain biking trails (serviced by a gondola) attract about 50,000 to 70,000 riders a year⁴⁷.

Demand for cycling in Queenstown is increasing due to:

- » the quality and promotion of a range of cycling infrastructure and experiences
- » the availability of a wide range of linked, well-promoted and bookable attractions, accommodation, guided and self-guided packages and services such as bike hire and shuttle transport. Some of these are pre-existing business offering products for Queenstown visitors generally, while others are businesses the offer trail-specific products
- » its status as an iconic visitor destination attracting a range of visitors seeking soft adventure and adventure activities
- » ease of access through the Queenstown airport
- » the growth of the local Queenstown population which is forecast to grow from about 30,700 in 2015 to about 57,000 in 2025⁴⁸

Effective planning and management of the trail network by the Queenstown Trails Trust has been critical to its success including through:

- » building an extensive trail network collaboratively across different land tenures
- » fund raising and income generation through grant funding, investments and events
- » partnerships with the Department of Conservation, local community and recreation groups, landholders and businesses for trail development, experience development and trail maintenance.

Rotorua Mountain Biking

The mountain bike network at Whakarewarewa Forest near Rotorua has an international reputation for its mountain biking. The mountain biking network was gradually developed in a forest park designated for a range of recreational activities through the efforts of the local mountain biking club, the Rotorua District Council, funding from the Rotorua MTB Charitable Trust, the use of Department of Corrections labour and development of support services and products by local businesses.

The development of the area for mountain biking has been assisted by Rotorua's status as an established visitor destination with broad appeal to a large market and its accessibility from North Island population centres and Auckland airport. The reputation of the Whakarewarewa Forest trails and visitation levels also grew when it hosted the 2006 UCI World Mountain Bike Championships. Around 102,000 mountain bikers visited the trails in 2009 (an 85% growth from 2005 visitation) contributing an estimated \$8.7 million to the local economy in 2009⁴⁹. This economic contribution grew to \$10.2 million in 2012.

Rotorua offers 150 km of mountain bike trails across a range of disciplines and skill levels, year-round gondola access to downhill trails, on-site bike hire and food services, a technical riding school, guided tours and customised multi-adventure activities. There are also numerous bike shops, bike hire services, guiding, cyclist transport services and cycle-friendly accommodation properties in Rotorua.

Rotorua has hosted international level mountain biking competitions and hosts several major events including the Crankworx Rotorua (part of the Crankworx World Tour) and the 10-day Rotorua Bike Festival. In 2015 Crankworx added about \$3.7 million to the local economy and attracted over 8,000 visitors. The Rotorua facility has been designated a Gold Level Ride Centre by the International Mountain Bicycling Association - the highest IMBA Ride Centre ranking.

⁴⁶ Angus & Associates in association with TRC Tourism (November 2013).

⁴⁷ TRC Tourism (2015). Queenstown Trails for the future 2015-2025. Prepared for the Queenstown Trails Trust.

⁴⁸ Queenstown Lakes District Council ((2015). Long Term Plan 2015.

⁴⁹ APR Consultants Ltd (2009). Recreational Use and Economic Impact of Whakarewarewa Forest: 2009 Update.

APPENDIX C

SURVEY OF SOUTHLAND CYCLISTS

As part of the development of the Southland Cycling Strategy a survey was conducted of Southland cyclists to ascertain cycling activities undertaken and their thoughts on the quality of cycling experiences in the region and how they could be improved. The online survey was distributed to contacts through the Venture Southland databases and attracted 339 responses. The survey respondents covered a range of ages – 1.75% were aged under 18 years, 6.3% between 18 and 29, 30.8% between 30 and 44, 41.4% between 45 and 59 and 19.6% over 60 years. The people surveyed participated in a range of cycling activities.

Cycling activity	Daily % (No.)	Weekly % (No.)	Monthly % (No.)	In last year % (No)	Total (No.)
Road riding - training	15.38% (10)	44.62% (29)	15.38% (10)	24.62% (16)	65
Road riding - recreation	6.13% (10)	43.56% (71)	25.15% (41)	25.15% (41)	163
Road riding –transport/ commuting	36.11% (39)	29.63% (32)	11.11% (12)	23.15% (25)	108
Recreational riding on local cycle trails	10.71% (21)	31.63% (62)	31.12% (61)	26.53% (52)	196
Mountain bike riding on local trails	8.02% (13)	46.30% (75)	24.07% (39)	21.69% (35)	162
Track cycling - velodrome	1.96% (1)	15.69% (8)	13.73% (7)	68.63% (35)	51
Around the Mountains Cycle Trails	4.48% (3)	2.99% (2)	13.43% (9)	79.10% (53)	67
Otago Central Rail Trail	1.82% (2)	0.91% (1)	9.09% (10)	88.18% (97)	110
Queenstown Trail	2.13% (2)	4.26% (4)	12.77% (12)	80.85% (76)	94

Investment in cycling	<ul style="list-style-type: none"> » 83% considered that investment in cycling could lead to community benefits » 81% agreed cycling was a good investment for councils – though opposition was expressed by a small number » Caution was expressed by some respondents – such as investment in new mountain bike trails which may receive limited use in winter and impacts on other recreational users (such as permitting cycling on walking trails).
Cycling for transport	About 62% agreed it was viable in Southland, but only 29% cycled regularly for transport (once a month or more).
Urban cycling facility needs	Most emphasis was on bike racks or storage at destinations. Some indicated need for changing and showering facilities at workplaces.
Road safety	Safety was a major concern with around 56% concerned about the safety of cycling on urban roads and 71% concerned about cycling safety on roads outside of cities and towns.
Road cycling infrastructure	<ul style="list-style-type: none"> » Desirability of more (or better designed) cycle lanes in Invercargill » Safe linkages along cycling routes and between cycle lanes and cycle paths » Wider and smoother road shoulders or cycle lanes on highways and rural roads » Cyclist warning signs.
Quality of recreational cycle trails	<p>Varied views were expressed.</p> <ul style="list-style-type: none"> » 46% considered trails were of good quality, but 40% were neutral » 59% saw a need for more recreational cycle trails, with 63% wanting more trails suitable for families » Suggestions included completing the Invercargill to Bluff Trail; trails in the Catlins; between Gore and Lumsden; in the Te Anau areas and connections from the ATMCT to Te Anau and further south.
Facilities for recreational and tourism cycling	<ul style="list-style-type: none"> » Provision of toilets along routes and trails a major concern. » Provision of car parking, shelter, drinking water, signage and information. » Better maintenance of roads and trails, including removal of broken glass. » More camping and accommodation, cafes and bike hire near or along routes.
Preferred mountain biking destinations	<ul style="list-style-type: none"> » Availability of mountain biking facilities close to population centres is important – 70% of respondents preferred to ride in the Invercargill area at Sandy Point or Bluff. » A smaller number had preferred rides dispersed throughout the region including Gore, Te Anau and a variety of 4WD and management trails in Fiordland National Park, Longwood, Mavora and areas north of Mossburn and Lumsden. » Some preferred to ride in the Queenstown and Wanaka areas.
Mountain biking facility needs	<ul style="list-style-type: none"> » More trails at existing or new locations including a greater variety of difficulty levels and trails suitable for families and younger riders. » Some sought professionally designed, purpose built trails or better maintenance of existing trails » Wash down facilities, toilets.

APPENDIX D SOUTHLAND CYCLING AUDIT

The following table summarises Southland's range of cycling and associated infrastructure and services.

Name/ Location	Use	Access	Infrastructure, Routes & Connections	Associated Experiences, Services & Partnerships	Planning, Tenure & Management	Issues, Opportunities & Gaps
COMMUTER CYCLING						
Invercargill cycle network	Relatively light use. 1- 2% of all road users	Various access points. East – west connections most well developed.	On-road cycle lanes 80% - 90% complete. Last 10 – 20% more difficult to complete and justify given low use and lack of traffic congestion.	No additional services	Public Roads (ICC)	Focus on quality improvements including making the Oreti Beach to City route more safe and attractive to cyclists.
ROAD RIDING ROUTES						
Myross Bush Loop 26 km – can be extended 16km by adding loop from the Mill Road North- Bainfield Road intersection	No data on the level of use.	From the Velodrome at Surrey Park.	Rides are on public roads. No supporting infrastructure	No additional services	Public roads	Improved signage and recognition as a cycling route. Safety audit of road would benefit cyclists.
The Catlins 80km – 170 km of options for all grades	No data on the level of use.	From Invercargill many options to Fortrose and beyond.	Rides are on public roads. No supporting infrastructure	No additional services	Public roads	Improved signage and recognition as a cycling route. Safety audit of road would benefit cyclists.
Riverton to Tuatapere 50 km point to point ride from Riverton	No data on the level of use.	Can ride from Invercargill	Rides are on public roads. No supporting infrastructure	No additional services	Public roads	Improved signage and recognition as a cycling route. Safety audit of road would benefit cyclists.
Hedgehope Loop 75km traditional Invercargill training ride.	No data on the level of use.	From Invercargill	Rides are on public roads. No supporting infrastructure	No additional services	Public roads	Improved signage and recognition as a cycling route. Safety audit of road would benefit cyclists.
Gore District	No identified popular routes	From Gore	Rides are on public roads. No supporting infrastructure	No additional services	Public roads	Improved signage and recognition as a cycling route. Safety audit of road would benefit cyclists.

Name/ Location	Use	Access	Infrastructure, Routes & Connections	Associated Experiences, Services & Partnerships	Planning, Tenure & Management	Issues, Opportunities & Gaps
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ROAD RIDING - TOURISM ROUTES

Southern Scenic Route
610 km scenic drive route between Queenstown and Dunedin that is also promoting as a road cycling route. In Southland cycling mostly occurs between Invercargill, Riverton, Tuatapere and Te Anau.

Less than 1,000 cycle tourists a year.

Route is between Queenstown and Dunedin.

The Southern Scenic route is signposted with brown tourism signposting.

Range of accommodation.

Rides are on public roads.

Improved promotion. Safety audit of road/cycle issues. Route through Invercargill not ideal. Economic development opportunities in Manapouri, Tuatapere, Riverton, Curio Bay.

Catlins Coastal Route
From Balclutha through the Catlins to Invercargill

Southern Traverse
From Invercargill to Lumsden

ROAD RIDING EVENTS

Tour of Southland
Multi stage road race attracting international- standard riders

20 teams but much larger range of other associated events and users

Route varies but includes stages in Queenstown Lakes District in addition to Southland

Sponsored by SBS Bank

Cycling Southland

Well established professional road race. Previously category 2.2 UCI International Tour event, but lost this rating in 2014 due to costs⁵⁰.

ICC Surf to City
Participation based walking/running/ cycling event.

2,000+ participants, with numbers increasing.

Oreti Beach to City

Invercargill City and Sport Southland

Would benefit from improvements to the route. General opportunity to promote cycling in Invercargill.

Milford Mountain Classic
January road race with 120 km, 100 km (Richoh Homer Hundred) and 65 km (Eglington Challenge) events between Milford and Te Anau

Courses suitable for good recreational riders, club riders and elite riders.

Milford to Te Anau

State Hwy 94

Several sponsors, including Meridian Energy.

Invercargill City and Sport Southland

Tour de Lakes
Annual road race with stages held in Southland, Central Otago and the Queenstown area. Provides events for different grades.

⁵⁰ Personal communication from Cycling Southland.

Name/ Location	Use	Access	Infrastructure, Routes & Connections	Associated Experiences, Services & Partnerships	Planning, Tenure & Management	Issues, Opportunities & Gaps
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ROAD RIDING - TOURISM ROUTES

Yunca Junior Tour of Southland

Two day six stage event for 13 to under 19 grades

170 – 200 riders.

Teretonga, Hedgehope and other locations

Teretonga Racetrack Local roads

Sponsored by Yunca

Cycling Southland

Southland Road Champs

Time trials held annually in April. Under 15s to Masters

No Info available

Invercargill Velodrome

Within the city area

Cycling Southland

A highly competitive "elitist"

Wednesday World" series of road rides are offered within daylight saving dates on Wednesday evenings

up to 60 riders attending

Invercargill Velodrome

Within the city area

Cycling Southland

Westpac Rescue Helicopter Charity Ride Frankton to Invercargill

Fundraiser limited to 60 riders.

TRACK CYCLING FACILITIES

SIT Zero Fees Velodrome, Invercargill

World Class cycling facility, that was once New Zealand's only indoor velodrome and was instrumental in establishing the sport in the country.

Invercargill

250 metre timber indoor track

Hosts elite cyclists and some major cycling events, such as the UCI Junior Track World Championships in 2012 and biannually national championships

Cycling Southland

Opportunities to develop learn to cycle and disabled and elderly Education/ Community side every strong. Event opportunities such as Masters Cycling.

TRACK CYCLING EVENTS

National Age Group Championships

Invercargill SIT Velodrome

Elite riders – age group riders from under 15s to masters

Cycling Southland

Crowe Horwarth Corporate Pursuit Annual cycling challenge run as Italian pursuit. Held in August

ILT Junior Track Carnival held in October

Two day event for elite junior cyclists from New Zealand and Australia

Invercargill SIT Velodrome

Elite riders – Junior

Cycling Southland

Name/ Location	Use	Access	Infrastructure, Routes & Connections	Associated Experiences, Services & Partnerships	Planning, Tenure & Management	Issues, Opportunities & Gaps
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OFF-ROAD TRAILS

<p>Around the Mountains Cycle Trail (ATMCT) Proposed as a circuit – Queenstown/Lake Wakatipu, Mount Nicholas Station, Oreti Valley, Lumsden, Kingston, Queenstown. Part of the New Zealand Cycle Trail. Oreti Valley section is not completed as it is subject to an appeal.</p>	<p>Easy track grade 1-3. 185 km total trail when completed. Can be done as a complete ride or broken into sections. Athol Bridge Counter showed 7,240 users Nov 15 – Feb 16 15,000 uses per annum Up to 12,000 multi- day users per annum and 50,000 day users projected within 5 years of the trail and enabling services.</p>	<p>45 minutes from Queenstown 1 hour from Te Anau 1 hour from Wanaka. Trail begins and finishes near Queenstown which has direct international flights to and from Australia, a major cycling market.</p>	<p>Begins with the TSS Earnslaw cruise from Queenstown across Lake Wakatipu, then extends south into rural Southland and returns to Lake Wakatipu. 156 km of the trail is open Multi-day ride or short ride combinations available.</p>	<p>Begins with lake cruise on steamship TSS Earnslaw. Earnslaw – Real Journeys. Shuttle transport, cycle hire and guided and independent day and multi-day cycling packages with accommodation are offered (http://www.aroundthemountains.co.nz/our-rides/)</p>	<p>SDC Lead other agencies as land administrators QLDC/NZTA/LINZ/DOC/Landcorp</p>	<p>Resource consent granted but has been appealed. Decision to be announced in 2016. Over \$10 million spent of potentially \$14 million project. Strong political interest. Potential to release economic and social opportunities for small communities. If not completed will become a series of shorter day rides.</p>
<p>Eyre Mountains/Taka Ra Haka Conservation Park Tracks</p>	<p>Very low</p>	<p>Upper Oreti, Mount Bee, Shepherd Creek Mataura River</p>	<p>Many tracks for mountain biking with a variety of scenery and cycling terrain. 25 km + of tracks from the campsite to Boundary Hut and Forks Hut in the Mavora Lakes Conservation Park.</p>	<p>Remote and front country trails primarily on 4WD tracks</p>	<p>Conservation Park</p>	<p>Improved promotion of opportunity</p>
<p>Mavora – Greenstone Walkway</p>	<p>Low</p>	<p>From State Highway 94 between Mossburn and Te Anau.</p>	<p>Hut in the Mavora Lakes Conservation Park.</p>			

COMMERCIAL TRAIL TOURS

<p>Around the Mountains Small group guided cycling tours on the ATMCT</p>		<p>Sherpa Shuttle bus service available from November to mid April operating 7 days a week.</p>		<p>Tour offered as a partnership between Real Journeys and the Around the Mountains Cycle Trail.</p>	<p>Cycle tour company has been operating since 2010.</p>
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Name/ Location	Use	Access	Infrastructure, Routes & Connections	Associated Experiences, Services & Partnerships	Planning, Tenure & Management	Issues, Opportunities & Gaps
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MOUNTAIN BIKE PARKS AND TRAILS

Elizabeth Park BMX track	Moderate but static	Off John Street and Lime Street, Invercargill	Jump park with no buildings		Lease from ICC	Potential for relocation to Surrey Park to improve connection with cycling
Sandy Point Mountain Bike Trails 17km of mostly grade 3 single track at Invercargill	Easy and Intermediate grade track. High Use Limited by sandy and flat terrain.	From Sandy Point Road	Toilets, car park, signage.		Managed by Southland Mountain Bike Club	Forestry activity necessitates the need for trail redevelopment from time to time.
Bluff Hill Cross Country Tracks	High Use				Invercargill City Council	
Gore Mountain Bike Track		From Pope Road			Gore District Council/ Department of Conservation	
Ivon Wilson Park, Te Anau						
Perenuka Mountain Bike Park, Te Anau 10km of trails on private land	New facility in 2015		Single track	Constructed by landholder with community assistance	Private land	
Longwoods Forest, Orepuki Riding on management tracks	One of the most popular backcountry endurance rides in Southland.		Most well known route is the 47km trail to Bald Hill, from which there are extensive views.		Department of Conservation/ Private Land	
Eyre Mountains Riding on management trails.					Department of Conservation.	

Name/ Location	Use	Access	Infrastructure, Routes & Connections	Associated Experiences, Services & Partnerships	Planning, Tenure & Management	Issues, Opportunities & Gaps
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MOUNTAIN BIKE PARKS AND TRAILS

<p>Welcome Rock Trails Privately-operated track on a high country sheep station in northern Southland on the border with the Otago District.</p>	<p>Intermediate grade 3 track recommended for experienced single track riders Shared use trail also used for hiking.</p>	<p>1 hour and 5 minutes from Queenstown. A shuttle service is available from Queenstown and Te Anau to Garston.</p>	<p>27km single loop grade 3 track that can also be hiked. Starts at the Southland Ski Hut and loops back to same point. It costs \$40 per adult to ride the trails. Two huts and a campsite on the trail are operated by Welcome Rock Trails and can be booked online.</p>	<p>High country scenery. Accommodation on the hut in several forms: the historic Mud Hut, the modern Slate Hut, the converted wool shed known as the Iron Hut, and the Roaring Lion Camp. Baggage can be delivered to huts. Glamping accommodation available.</p>	<p>Private trail on private land, track was constructed by landowner.</p>	
<p>Management trails in Fiordland National Park Endurance rides permissible on management trails, including the Borland Road, Percy Saddle and links to West Arm and Lake Manapouri.</p>					<p>Department of Conservation</p>	

COMMERCIAL MOUNTAIN BIKE TOURS

None identified

MOUNTAIN BIKE EVENTS

<p>The Farm Jam Held in March, combines natural-terrain freestyle motocross, BMX dirt and mountain-bike dirt-jumping</p>		<p>Winton, Central Southland</p>				
<p>Bannockburn Gutbuster Between northern Southland and Central Otago District</p>	<p>188 participants</p>	<p>Winton, Central Southland</p>	<p>Winter cross country series monthly event May- October.</p>			
<p>250 participants in winter series</p>						
<p>The Glenham Trainwreck Ride</p>	<p>around 120 competitors</p>	<p>Winton, Eastern Southland</p>				
<p>Southland Mountain Bike Clubs</p>	<p>Info not available</p>		<p>Mid-winter 4 & 8 hour Enduro (Sandy Point Mountain Bike</p>			

Name/ Location	Use	Access	Infrastructure, Routes & Connections	Associated Experiences, Services & Partnerships	Planning, Tenure & Management	Issues, Opportunities & Gaps
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MOUNTAIN BIKE EVENTS

Moonshine Trail Gore District mountain bike and running event for 15 years and over, various distances.	204 participants in 2016	Dolamore Park	Some of the event is on private farmland only opened once a year for the event	Sponsored by Mataura Licensing Trust	Coordinated by Sport Southland	
Mount Linton Muster Mount Linton Station near Ohai and Nightcaps	About 130 participants		Courses range from 12 km to 40 km.			
Meridian Whitehill Windfarm Classic Held near Mossburn	120 participants in 2016		25 km course.			

BICYCLE SHOPS AND SERVICES (ROAD AND MTB)

Ride Cycles Invercargill	Stocks road bikes, mountain bikes and bikes for leisurely recreational riding.			Organisers Tweed Rides – social rides at a leisurely pace on safe routes visiting places of interest in and near Invercargill ⁵¹ .		
Cycle Surgery Invercargill	Stocks road and mountain bikes, parts and equipment. Bike repairs and service. Bike hire.					
Wensley Cycles Invercargill	Stocks road and mountain bikes, parts and equipment. Bike repairs and service					
Outdoor @ H & J Smith Invercargill	Stocks road and mountain bikes, parts and equipment. Bike repairs and service					
Cross Road Cycles Gore	Stocks road and mountain bikes, parts and equipment. Bike repairs and service					
Outside Sports Te Anau		Stocks road and mountain bikes, parts and equipment. Bike repairs and service. Bike hire				

⁵¹ Kennedy, D. (20 October 2015). Why Invercargill Should be a City of Cyclists. <http://localbodies-bsprout.blogspot.com.au/2015/10/why-invercargill-should-be-city-of.html>; Ride Cycles Facebook Page. <https://www.facebook.com/Ride-Cycles-375007025903133/>

Name/ Location	Use	Access	Infrastructure, Routes & Connections	Associated Experiences, Services & Partnerships	Planning, Tenure & Management	Issues, Opportunities & Gaps
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BICYCLE SHOPS AND SERVICES (ROAD AND MTB)

Te Anau Mini Golf, Quadricycle and Bike Hire
Te Anau

Bike hire

Oban Visitor Centre
Stewart Island

Visitor information and bike hire

Six mountain bikes available for hire

CYCLING CLUBS AND ASSOCIATIONS

Cycling Southland Club runs approximately 8 major events each year

300 members Membership and participation static

From Invercargill Velodrome generally.

Sponsored by major supporting sponsors - ILT Foundation, SBS Bank, Yunca, SIT Zerofees, The Lion Foundation, Community Trust of Southland, Vital Signs

Cycling Southland

Southland Mountain Bike Club
Based at Invercargill

Has various local sponsors. Club maintains Bluff Hill Trails and Sandy Point Tracks

Hokonui Bikers

Social groups of MTB riders associated with the Southland Mountain Bike Club. Run regular rides.

Te Anau Cycling Inc focusses on the range of cycling in the area

40 members

Fiordland Trails Trust

Southland BMX Club

Moderate

Elizabeth Park, Invercargill

Sponsored by Wensley's Cycles, ILT, Community Trust of Southland

Lease from ICC

Potential for relocation to Surrey Park to improve connection with cycling

Gore BMX Club and track

Low

Hamilton Park, Gore

Lease from GDC

Low profile/ viability of club

APPENDIX E STRATEGIES AND ACTION

A IMPROVE BASIC INFRASTRUCTURE TO ENCOURAGE MORE PEOPLE TO CYCLE

B DEVELOP AND PROMOTE A SUITE OF HIGH QUALITY CYCLING EXPERIENCES

C IMPLEMENT PROGRAMMES TO ENCOURAGE PEOPLE TO CYCLE AND RAISE SAFETY AWARENESS



D SUPPORT COMMUNITY CYCLING ACTIVITIES AND PARTICIPATION-BASED EVENTS

E ASSIST THE REJUVENATION OF COMPETITIVE CYCLING EVENTS

F SUPPORT DEVELOPMENT OF LOCAL CYCLE COMMISSIONABLE TOURISM PRODUCTS AND PARTNERSHIPS

G IMPLEMENT STRONG LEADERSHIP, COMMUNICATION AND COOPERATION

A IMPROVE BASIC INFRASTRUCTURE TO ENCOURAGE MORE PEOPLE TO CYCLE

Southland has a range of cycling trails, on-road cycle routes and cycling facilities including a major velodrome. However, improvements are needed to the region's infrastructure to meet demand for convenient, safe and enjoyable commuter and recreational cycling and encourage more people to cycle. Local cyclists have indicated that parts of the on-road cycle lane network and the shared trail network in the City of Invercargill require upgrading and improvements of linkages to provide a safe cycling network to the places where people wish to cycle.

Cycle network linkages in Te Anau have also been identified as requiring attention. There have been some initiatives to improve cycling opportunities around towns (such as Gore, Te Anau and Winton) and planning and business cases for cycling, infrastructure in some towns, such as a possible cycling and walking path between the nearby towns of Edendale and Wyndham to address a road safety issue. However, overall there remains a need to improve the range of cycling infrastructure in and near the region's towns. To date Southland has suffered from limited cohesive forward planning and the absence of 'shovel ready' projects when funding (such as New Zealand Transport Agency cycle funding) has become available.

Cycle-friendly and safety features on major roads and other popular cycling routes could improve the attractiveness of road cycling in the region. A wider range and improved quality of trails is desirable at existing mountain biking parks in the region to meet demand for a wide range of mountain biking experiences, including for families and beginner riders. These infrastructure improvements will improve cycling opportunities for local residents and for the region's increasing number of visitors.

<p>Existing cycle network in Invercargill.</p> <p>Community support for cycling improvements.</p> <p>Mountain biking infrastructure near population centres.</p> <p>STRENGTHS</p>	<p>Review of Invercargill cycle network needs to improve opportunities for cycle commuting and recreation.</p> <p>Completion of the Invercargill to Bluff Cycleway.</p> <p>Designation and improvement of road cycling routes near population centres.</p> <p>Development of 'shovel ready' projects for funding under government programmes such as the National Land Transport Programme.</p> <p>OPPORTUNITIES</p>	<p>Road cycling safety in urban and rural areas.</p> <p>Few cycling safety measures on highways and rural roads.</p> <p>Lack of connectivity in parts of the Invercargill cycle network.</p> <p>Limited facilities and services for cyclists on routes and trails.</p> <p>Limited range of mountain bike trail difficult levels, including for families.</p> <p>Need for more family-friendly facilities.</p> <p>WEAKNESSES</p>	<p>Limited funds and other resources for cycling developments.</p> <p>Missed opportunities for funding.</p> <p>Lack of effective governance to deliver improved cycling opportunities.</p> <p>Non-completion of Invercargill to Bluff Cycleway.</p> <p>THREATS</p>
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Action	Description	Priority
A1	<p>Conduct an audit of cycling conditions on major urban and rural road cycling routes in Southland to</p> <ul style="list-style-type: none"> » identify primary and secondary routes for cycling, including routes connecting main cycling commuting and recreational destinations. » develop a plan for safety improvement and cycle-friendly measures consistent with the latest New Zealand standards. 	High
A2	<p>Re-assess the on-road cycling and off-road shared path networks in the City of Invercargill to identify route and trail construction, linkages, design and signage and safety measures required to ensure cyclists are able to travel safely and efficiently for transport and recreational purposes.</p>	High
A3	<p>Develop a master plan for implementing the reviewed on-road cycling and off-road shared path recommendations from Action A2.</p>	High
A4	<p>Investigate development of a cycle lane or cycle trail from the Invercargill airport to the city and the provision of cycle-friendly facilities (such as bike racks) at the airport.</p>	Medium
A5	<p>Encourage the provision of distinctive bicycle racks and other cycle friendly infrastructure (such as pumps, changing facilities) at urban and other popular cycling destinations, including the airport.</p>	High
A6	<p>Develop and communicate a timeline and plan for the development of the Invercargill to Bluff Cycleway including the route, construction costs, maintenance, interpretation and funding. Ensure construction is to a standard that encourages wide use and includes supporting infrastructure such as rest areas, shelters, toilets, local information and interpretation.</p>	High
A7	<p>Support and fund local community based initiatives to improve cycling opportunities in towns such as Waikaia, Winton, Riverton, Gore, Mataura, Edendale and Wyndham.</p>	Ongoing
A8	<p>Designate and promote cycle-friendly road cycling routes for recreational and training use originating in Invercargill, Gore and Te Anau with improved signage, enhanced usable road shoulder width and other cycle-friendly improvements.</p>	Medium
A9	<p>Develop 'shovel ready' proposals for cycling infrastructure (including as relevant in cities, towns and rural areas) for funding under the New Zealand Transport Agency's cycling safety action plan and the National Land Transport Programme.</p>	Ongoing
A10	<p>Consider the development of a greater range of mountain biking opportunities at Sandy Point, Bluff, Croydon Bush, Ivon Wilson Park and the Te Anau Control Gates to address the greatest need.</p>	High
A11	<p>Implement consistent grading signage and standards across Southland mountain bike networks to assist in promoting Southland mountain biking to a range of users.</p>	Medium
A12	<p>Improve opportunities for BMX riding in Invercargill including co-locations with other cycling activity at Surrey Park.</p>	Medium
A13	<p>Support councils and relevant authorities and organisations in maintaining and making improvements in cycling infrastructure. This should include advocating the recognition of cycling as a mode of transport by regional road controlling authorities and consideration of cycling needs during road works.</p>	Ongoing

B DEVELOP AND PROMOTE A SUITE OF HIGH QUALITY CYCLING EXPERIENCES

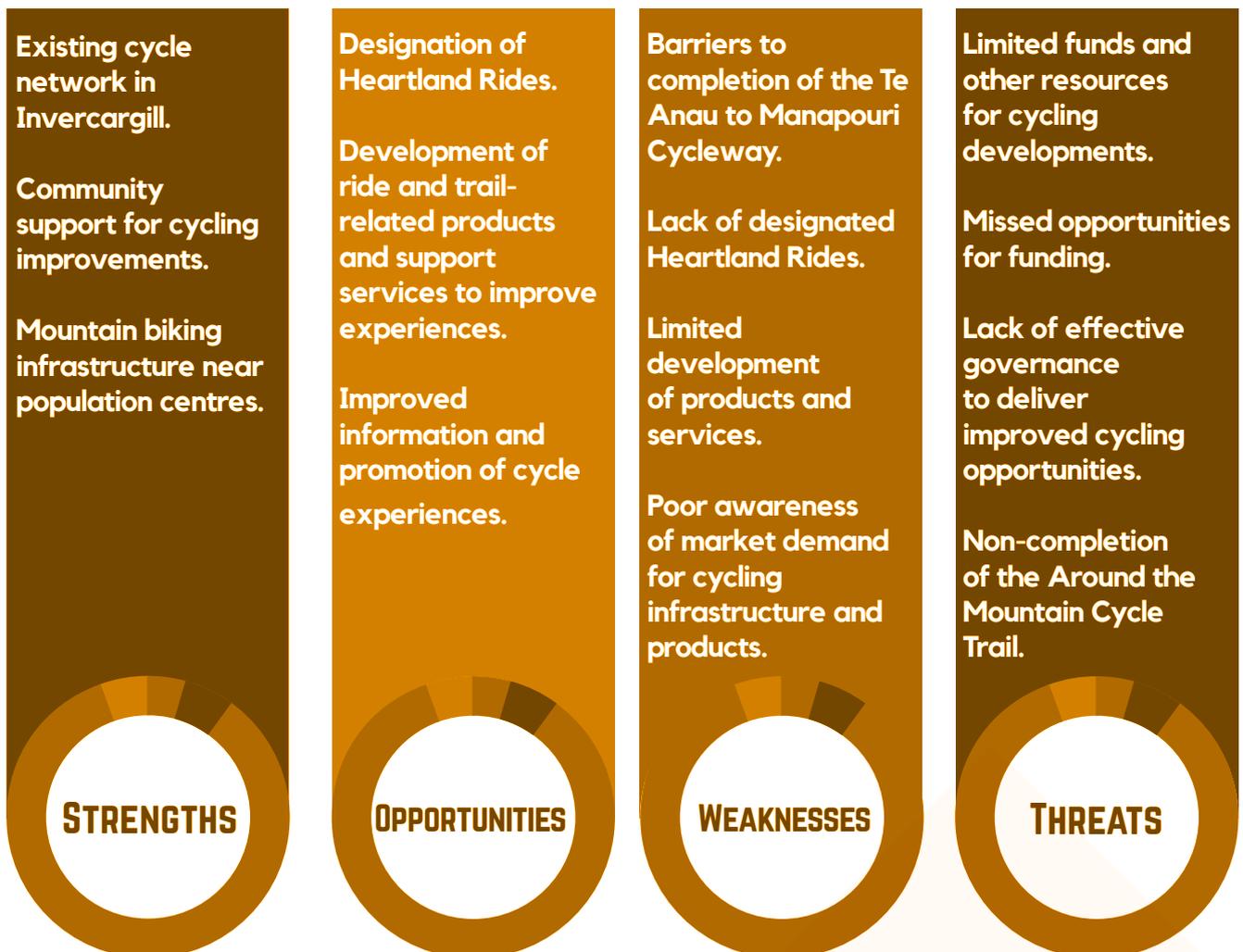
A small number of high quality road and trail cycling experiences for recreation and tourism markets will be offered in Southland. The development and promotion of these experiences will gain leverage from the presence of part of the New Zealand Cycle Trail (the Around the Mountains Cycle Trail) in the region, the region's cycling traditions such as the Tour of Southland and the proximity of the major Queenstown and Otago cycling destinations. The competition offered by Queenstown and Otago cycling destinations will be countered by distinctive Southland positioning of the cycling experiences as a strong pillar of the regional tourism strategy. Southland's cycling experiences will thus become an advantage, complementing the Queenstown cycling offer and, in some cases, also appealing to visitors and cyclists who prefer easier grade tracks.

In the longer term any proposals for new off-road cycle trails will need to demonstrate community support, demand and a sound business case. While numerous proposals have been put forward for new multi-day cycle trails in the region there is evidence to suggest that local and visiting cycle markets are more likely to seek day, weekend or 2 to 4 day experiences supported by linked products and services.

The market focus for the suite of cycling experiences will be on:

- » Road Tourers – Southland residents, domestic visitors and international visitors for whom the road journey is an intrinsic part of the visit and a major reason for visiting the region
- » Holiday and Soft Adventure Trail Cyclists – Southland residents, domestic and international visitors seeking an immersive trail experience
- » Location-based Holiday Cyclists – A diverse group of visitors for whom a cycling experience is one of several activities undertaken at a destination
- » Mountain Bikers – Southland residents, domestic and international mountain bikers seeking a special mountain biking experience different from other places or with a reputation for challenge and/or a distinctive landscape.

The improvements in infrastructure (Strategy A) will underlie the development of cycling experiences.

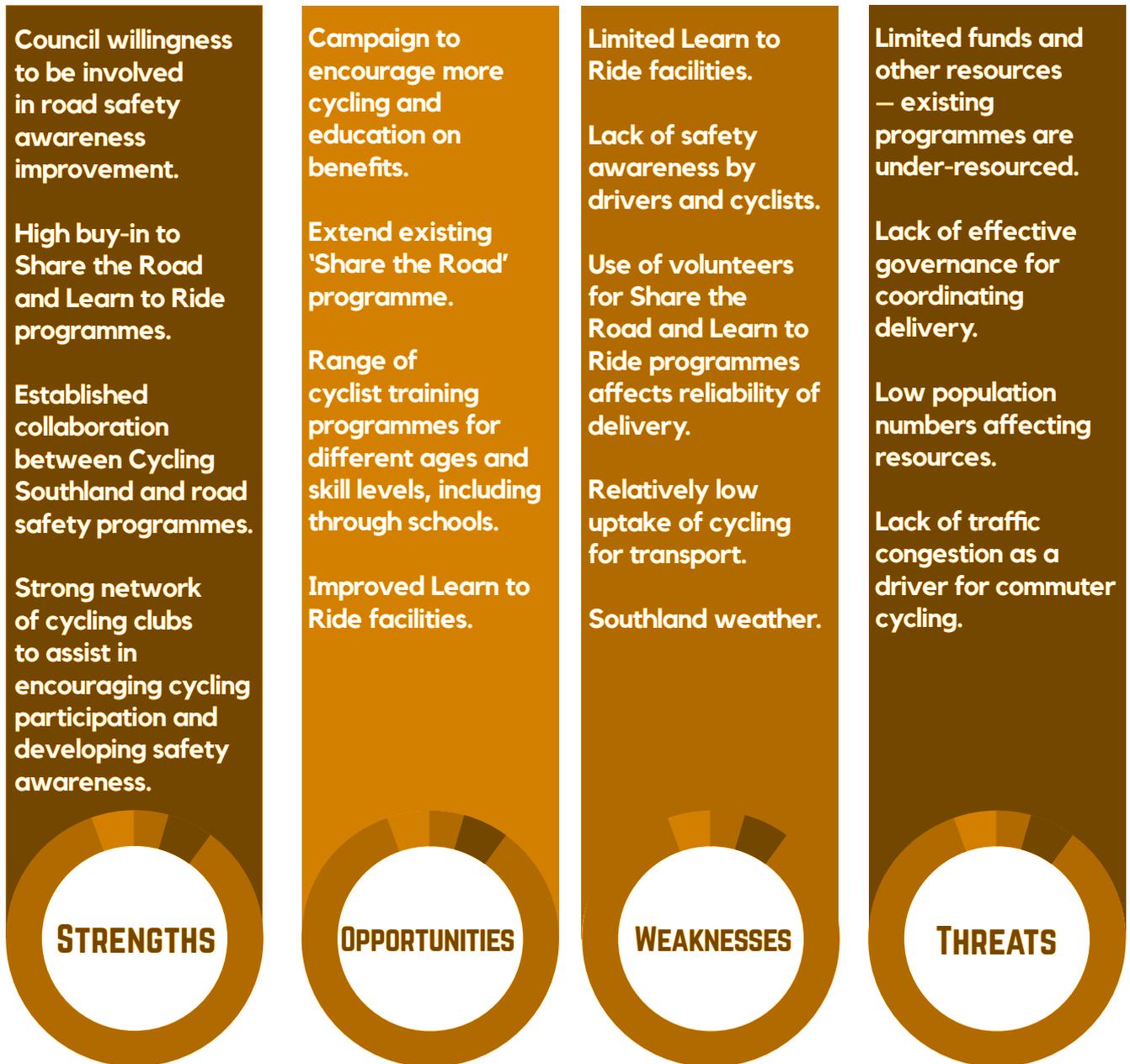


Action	Description	Priority
B1	Investigate, designate and promote a range of quality road riding itineraries as Heartland Rides.	High
B2	Design and install cycling route signage.	High
B3	Complete and promote the Around the Mountains Cycle Trail for day and multi-day 'soft adventure' experiences and encourage development of with self-guided and guided products and supporting transport, accommodation services and interpretation.	High
B4	Encourage greater focus on the Southland areas of the Around the Mountain Cycle Trail through the development of trail-related products and attractions based in Southland.	High
B5	Encourage the completion of the Te Anau to Manapouri Cycleway on the route through Fiordland National Park to ensure a quality visitor experience.	Medium
B6	Support a review of the Fiordland National Park Management Plan investigating low impact cycling opportunities within the front country of the National Park.	Ongoing
B7	Provide comprehensive information on cycling experiences on tourism websites, visitor information centres and the Southland cycling website. Information should include maps, details of each ride (distances, elevations, difficulty); cycle-friendly services, food and accommodation; booking links; bicycle shops and transport. The information should be available in both paper and digital forms, including as downloadable apps.	High & Ongoing
B8	Promote Southland cycling experiences as a major pillar in tourism planning and part of Southland tourism marketing through a variety of media, social media (such as Trip Advisor) and marketing and public relations campaigns.	Medium & Ongoing
B9	Establish a monitoring system to obtain information on use of major cycling trails including the Around the Mountain Cycle Trail, the Te Anau to Manapouri Trail and the Invercargill to Bluff Trails and to demonstrate the contribution of cycling to the economy.	Medium
B10	Undertake business cases into the best options for developing future multi-day trail ride journeys in Southland.	Low

C IMPLEMENT PROGRAMMES TO ENCOURAGE PEOPLE TO CYCLE AND RAISE SAFETY AWARENESS

Awareness and education programs will assist in increasing cycling participation by raising Southland residents' confidence to cycle and improving their understanding of the benefits of cycling.

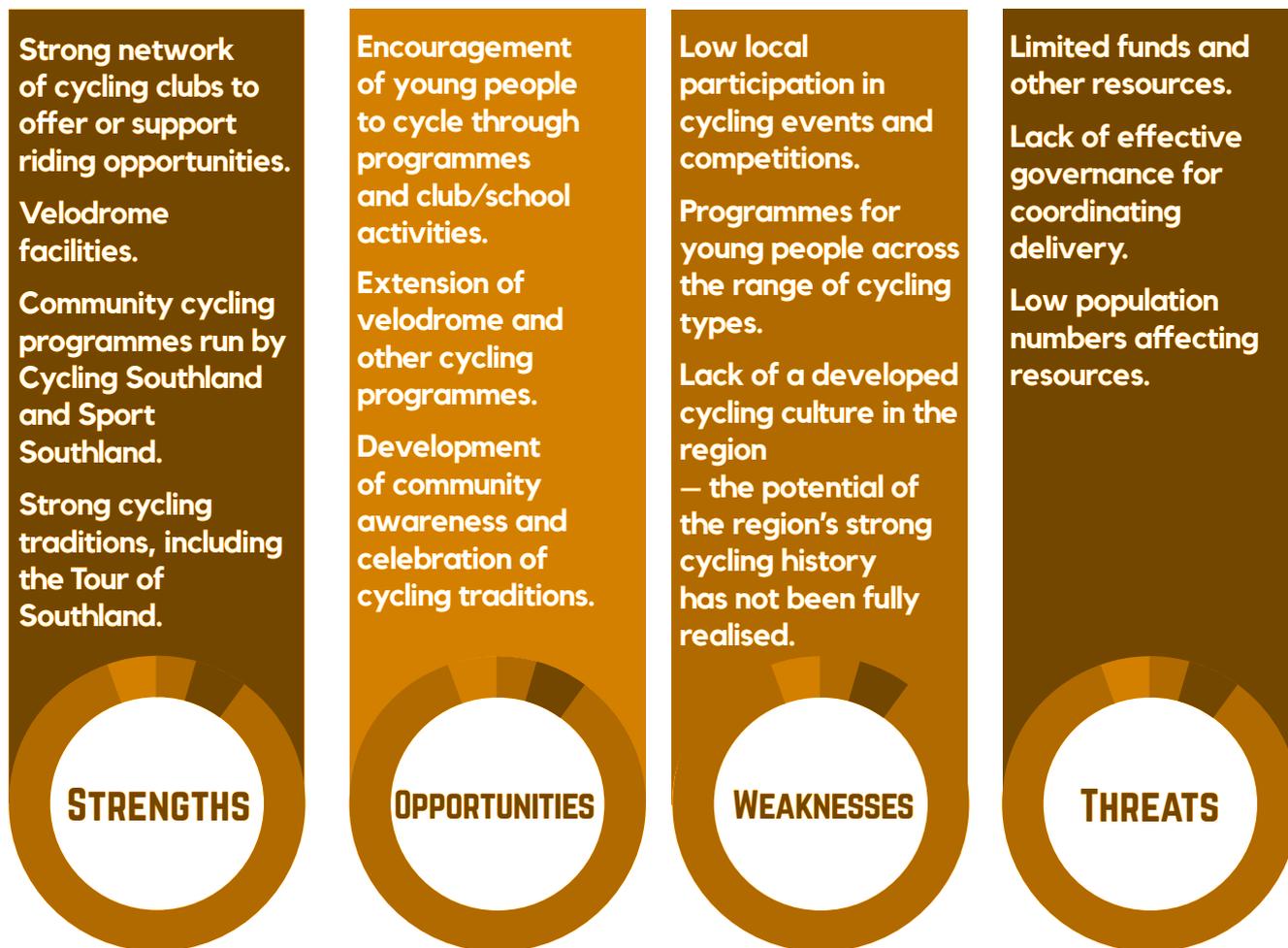
These programmes include promotion of the social, health and environmental effects of cycling; provision of information on cycling opportunities; cycle safety campaigns and cycling training programmes.



Action	Description	Priority
C1	Develop and implement a campaign to promote cycling as a desirable activity and form of exercise with health and environmental benefits, using a variety of messages to target different groups including children, young people and families. The campaign should be linked, as appropriate, to other health and exercise initiatives.	High
C2	Provide information on cycling opportunities to residents through a variety of media and a central information source including a core cycling website and links to other relevant sites.	Ongoing
C3	Consolidate and extend the 'Share the Road' campaign targeting schools, youth groups, adult cyclists, motorists and truck drivers to build awareness and promote safe cycling and road sharing practices.	High
C4	Develop and implement a range of cyclist training programmes for different ages, skill levels and cycling types taking account of the New Zealand Transport Agency guidelines.	High
C5	Improve access to Learn to Ride parks.	High
C6	Investigate a new Learn to Ride facility that is open to the public at a prominent location in Invercargill. The facility should include road safety opportunities but also skill based facilities like a mini-pump track.	Medium
C7	Develop further open-access Learn to Ride facilities in other city parks and throughout Southland including mini-pump tracks and circuits that are fun and safe for children.	Low
C8	Encourage the use of power assisted electric bikes (E-bikes) to improve participation in cycling for commuting and recreation.	Low

D SUPPORT COMMUNITY CYCLING ACTIVITIES AND PARTICIPATION-BASED EVENTS

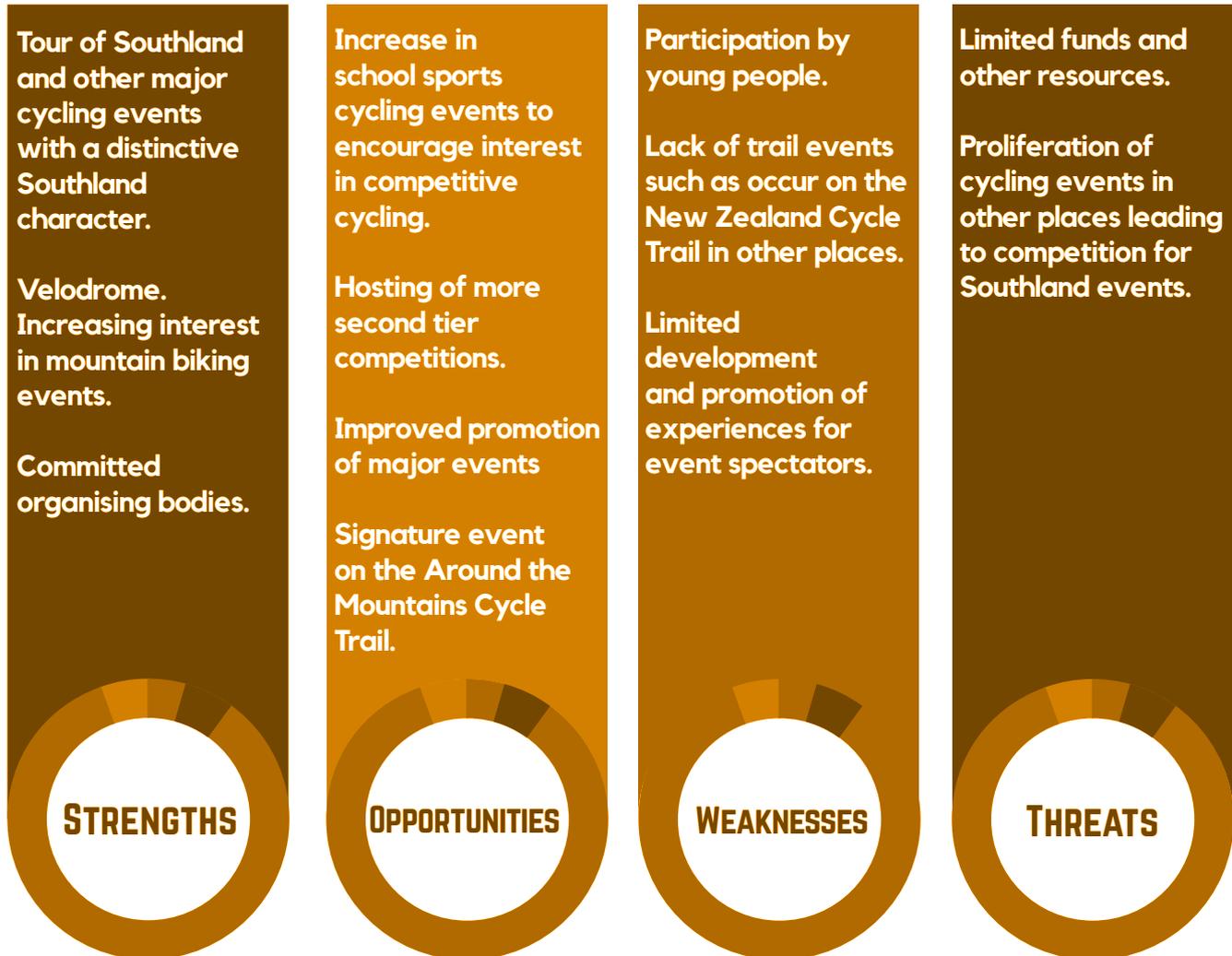
The benefits of improved cycling infrastructure and cycling promotion will be better realised if residents have easy access to enjoyable recreational and social cycling activities. Such activities will attract Southland residents to cycle more and will assist in expanding the cycling culture in the region. While there are already various social cycling activities and participation events throughout the region better promotion to a range of cycling markets, families, young people and older people would assist in attracting more participants. There is the potential for social riding to expand as evidenced in the recent success of the 'Tweed Rides' developed by an Invercargill bike shop.



Action	Description	Priority
D1	Work with social and community groups, youth groups, cycling clubs, Cycling Southland and Sport Southland to encourage and promote a range of social cycling activities.	Medium
D2	Work with cycling clubs, schools, Cycling Southland and Sport Southland to encourage programmes to introduce young people to the different types of cycling.	High
D3	Support the development and promotion of a wide range of participation programmes and events based around the Velodrome, including learn to ride, BMX, mountain biking, programmes for elderly riders and community programmes run by Cycling Southland and Sport Southland.	Ongoing
D4	Encourage use of social media and the Southland cycling website to develop cycling networks and activities.	Ongoing
D5	Increase awareness of and celebrate successful cycling events, including the Southland Mountain Bike Club Winter Series, the Milford Mountain Classic and other events that are seeing strong growth and are accessible to local residents.	Ongoing
D6	Consider the development of a Festival of Cycling in association with other events already held in Invercargill, such as the Tour of Southland.	Medium

E ASSIST THE REJUVENATION OF COMPETITIVE CYCLING EVENTS

Southland has a strong history of competitive cycling represented in the long-running Tour of Southland (New Zealand's premier multi-day road cycling race) and track racing at the Invercargill velodrome. There is a range of competitive events at the junior, club and elite levels for road and track cycling and mountain biking events (some of which are in areas only accessible for riding during competitions such as the -Moonshine Ride). However, the region's competitive cycling focus has been affected by the growth in cycling events throughout New Zealand. Participation in competitive cycling in Southland is static except for some growth in mountain bike competing. With the opening of the Avantidrome at Cambridge on the North Island in 2014, the Invercargill SIT Velodrome is no longer the only indoor venue for national and international track competitions.



Action	Description	Priority
E1	Encourage school sports day and inter-school cycling competition across the disciplines of road cycling, track cycling, BMX and mountain biking.	Medium
E2	Identify hosting opportunities for second tier national and international cycling events, such as masters and youth/secondary schools events across the disciplines of road cycling, track cycling, BMX and mountain biking.	Medium
E3	Improve promotion of major cycling events such as the Tour of Southland, the Southland Mountain Bike Club Winter Series, the Great Southern Cycling Challenge and the Milford Mountain Classic to increase awareness and attract participants and spectators.	High
E4	Investigate the establishment of a signature event for the Around the Mountains Cycle Trail to raise awareness of the opportunity the trail offers.	Medium

F SUPPORT DEVELOPMENT OF LOCAL CYCLE COMMISSIONABLE TOURISM PRODUCTS AND PARTNERSHIPS

Products and services that cater for the needs of visiting and local cyclists are an important feature of places that have a strong local cycling culture and that attract visiting cyclists. In addition to providing retail and repair services, bike shops in many places have evolved as sources of cycling information, meeting places, activity centres and bike hire and bike tour operators. Cafes have become destinations and meeting places for weekend road and trial riders. The attraction of an area or a route for recreational cyclists will be improved if there are attractions that can be visited en route.

Globally, local businesses now offer cycle-friendly accommodation, food, transport and attractions along road and trail cycling routes and such services have come to be expected by many cycle tourists undertaking both short and long journeys. Many regions have implemented cycle-friendly services schemes where local businesses are accredited for provision of services that suit the needs of cyclists and assist to streamline their journey. Important features of these schemes for accommodation include opening hours that suit cyclists, bicycle storage, areas for washing and drying clothing and equipment, access to bicycle repair facilities, weather information, and access to food and meals.

In Southland there has been some development of accommodation and transport for cyclists in relation to the Around the Mountains Cycle Trail. There is potential to develop and/or better promote cycle-friendly services and products along the proposed cycle tourism routes in Southland through offering support and mentoring.

<p>Established relationships between Councils and tourism/business operators.</p> <p>Established cycle retail and repair businesses. Examples of local investment in cycling infrastructure and products.</p> <p>Established outdoor recreation and visitor markets with some similar needs to cyclists.</p> <p>STRENGTHS</p>	<p>Guidelines for cycle-friendly services.</p> <p>Capacity building - educating and mentoring businesses and operators on the benefits of offering cycle-friendly products and services.</p> <p>Development of volunteer and industry partnerships for trail management and maintenance.</p> <p>OPPORTUNITIES</p>	<p>Limited development of cycle-friendly products and services, mainly in relation to the Around the Mountains Cycle Trail.</p> <p>Lack of knowledge of and/or incentives for development of cycle-friendly products.</p> <p>Distance of Southland from major population centres.</p> <p>WEAKNESSES</p>	<p>Limited funds and other resources for cycling infrastructure development.</p> <p>Building investment impetus - industry reluctance to risk investment in new products and services at the early stages of cycling development.</p> <p>Perceptions of competition from nearby cycling destinations.</p> <p>THREATS</p>
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Action	Description	Priority
F1	Develop guidelines for provision of cycle-friendly services in Southland.	High
F2	As cycling experiences and routes are developed, hold experience development workshops with local businesses, accommodation operators, tour operators, transport services, local government to build awareness of the needs of cyclists and the benefits of offering cycle-friendly services and experiences linked to cycle tourism.	Medium
F3	Develop a programme for mentoring and business development advice for local enterprises establishing cycle-friendly services and products. This programme could be linked to other tourism or business support programs.	Medium
F4	Encourage availability of more bicycle hire near cycle trails and road cycling routes.	Medium



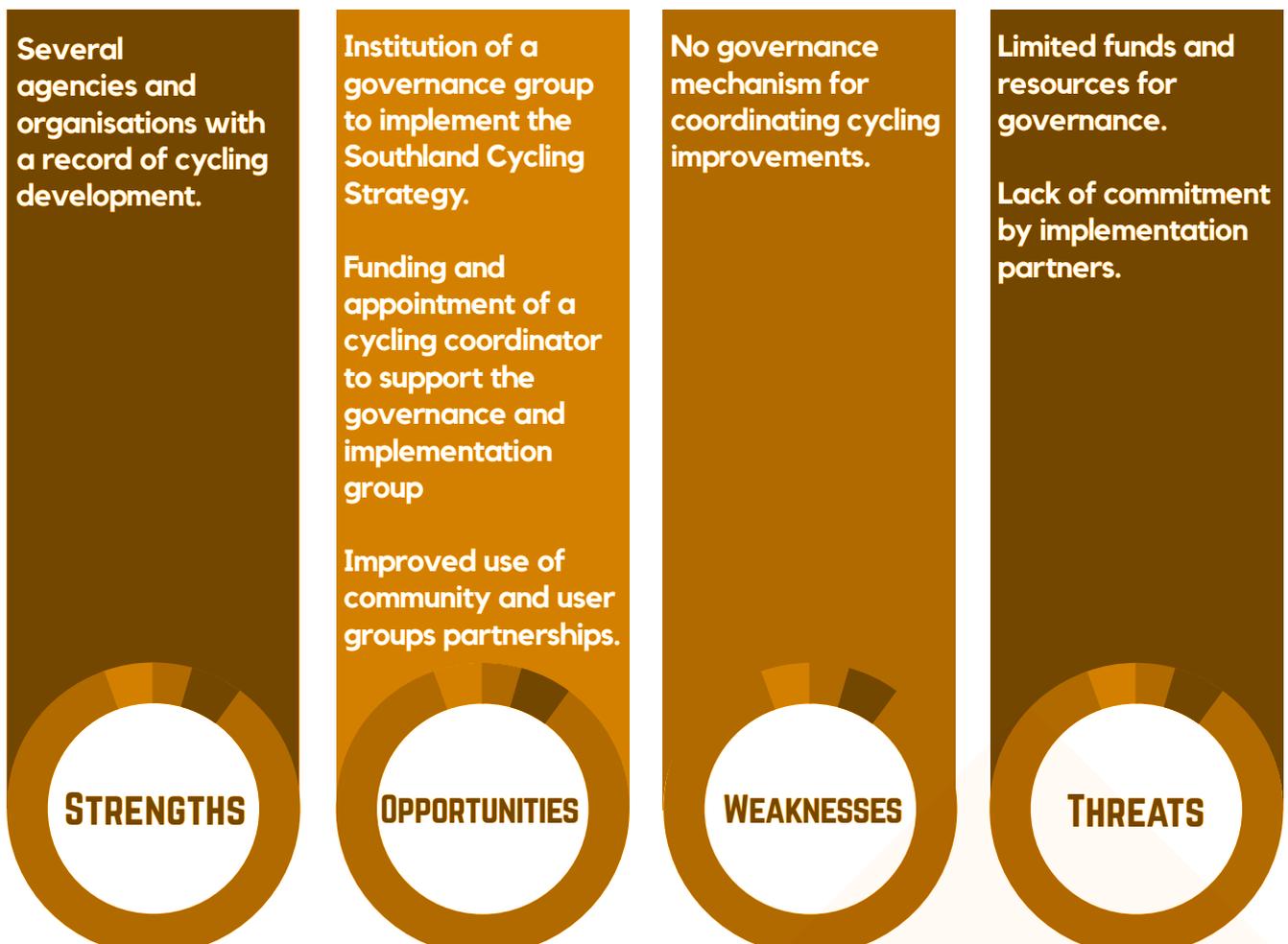
G IMPLEMENT STRONG LEADERSHIP, COMMUNICATION AND COOPERATION

At present, there is no one body acting as an advocate and taking a leadership role for achieving cycling improvements in Southland across all aspects of commuter, recreational, competitive and tourism cycling. The three territorial authorities are all involved in providing and maintaining cycling infrastructure and promoting road safety. Cycling Southland is primarily active in competitive cycling and has also implemented a number participation-based and safety programmes. Sport Southland is particularly involved in the delivery of participation-based events. Community and user groups such as the Southland Mountain Bike Club, Hokonui Trails Trust and Fiordland Trails Trust have been active in fundraising and trail development and maintenance. Not-for-profit volunteer groups and local councils face challenges in funding and progressing cycling projects. On the other hand, community and user groups are a valuable resource by assisting with cycle and mountain bike trail construction and maintenance. Improved coordination of cycling advocacy, development and funding is desirable to progress cycling in Southland and coordinate collaborative implementation of the Southland Cycling Strategy. Potential governance model is:

- » Governance group - a representative panel of councillors from Southland District Council, Invercargill City Council and Gore District Council supported by staff member and representatives from Department of Conservation, Sport Southland, Venture Southland, Cycling Southland and key cycling stakeholders
- » Supported by an independent skills-based implementation group with an independent chair assisted by representation from the councils and key stakeholders.

This model could be effective if provided with assistance and administrative support from a regional organisation. A cycling coordinator could assist the governance and implementation group with the cycling strategy implementation. The role of the cycling coordinator might include:

- » acting as executive support for the governance and implementation group
- » advocating, leading and collaborating to implement priority actions identified in this Strategy
- » together with implementation group raising funds and establishing partnerships for the implementation of priority actions identified in this Strategy
- » monitoring progress on Strategy implementation and providing a central point for cycling participation data.



Action	Description	Priority
G1	Agree to a governance model for coordination and ongoing implementation for the Cycling Strategy and establish this as an effective structure with appropriate resourcing.	High
G2	Establish and fund a position of Southland cycling coordinator for a three year period to implement the strategy, support governance and pursue funding.	Medium
G3	Encourage and support partnerships with local communities, cycling clubs and groups for trail management and maintenance.	Medium



APPENDIX F SOUTHLAND CYCLE STRATEGIC CASE

THE SOUTHLAND CYCLE NETWORK

Southland's cycling network will be developed over time and will consist of:

- » a core cycle network - improvements to existing cycling trails and routes that will be developed as the first priority
- » potential future developments - to be examined over time subject to demand and a sound business case

Actions to develop the relevant infrastructure are described in the actions in chapter 6.

CORE CYCLE NETWORK

Invercargill on-road and off-road cycle network

Linked cycling network to ensure people are able to cycle safely and efficiently for transport and recreation (Actions A2, A3 and A4)

Learn to Ride facilities in Invercargill

Improved access (Action C5)

BMX facilities in Invercargill and Gore

Invercargill Velodrome

Venue for community cycling programs, training, competitions and events (Action D3)

Invercargill to Bluff Cycleway (Action A6)

Cycle-friendly road routes originating in Invercargill, Gore and Te Anau

On-road cycling routes suitable for local recreational cycling and training and development of required safety infrastructure and promotion (Action A8)

Around the Mountains Cycle Trail

Southland's signature trail cycling experience with supporting services, products and promotion (Actions B3, B4)

Heartland Rides

Quality road riding itineraries suitable for riding by locals and visitors (Actions B1, B2)

Te Anau to Manapouri Cycleway

Completed cycleway subject to consideration under the review of the Fiordland National Park Management Plan (Action B5)

Mountain Biking near population centres

Improved range of opportunities at mountain biking facilities at Sandy Point, Bluff, Croydon Bush, Ivon Wilson Park and Te Anau Control Gates with consistent grading, signage and standards (Actions A10 and A11)

POTENTIAL FUTURE DEVELOPMENTS

Other towns

Consideration of community based initiatives for cycling infrastructure in other towns subject to audit of cycling needs, funding and business cases (Actions A1, A7).

Learn to Ride and skills based facilities for children in Invercargill and other towns.

Other cycle trails

Consideration of other multi-day ride journeys subject to funding, demand and business cases (Action B10).

Backcountry Mountain Biking

Improved management and maintenance of mountain biking on management tracks and provision for ridings at other places on public conservation lands – subject to actions by the Department of Conservation under the Southland Murihiki Conservation Management Strategy and the review of the Fiordland National Park Management Plan.

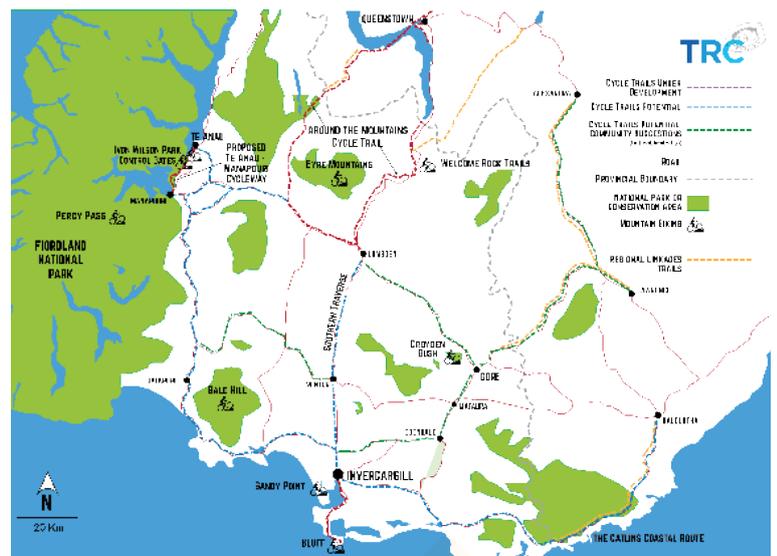


Figure 5: Current major cycling opportunities in Southland

Southland Cycle Strategic Case

INVESTMENT LOGIC MAP
Programme

Strategic Context



Cycling is a popular activity in Southland engaging 29% of the region’s population, higher than the average 24.8% for New Zealand as a whole. In August 2016 a cycling strategy was commissioned on behalf of the councils of Southland to provide guidance for organisations involved with the development, governance and delivery of cycling across the province. The vision of the cycling strategy is to improve cycling safety and participation in Southland.

This ILM was developed in response to a need to align with the business case approach of NZTA such that appropriate projects can access NLTP funding where a case exists.

Southland Cycle Strategic Case

INVESTMENT LOGIC MAP Programme

The Title

Improving Cycling Safety and Participation in Southland

Southland

- Regional boundaries including Bluff

Cycling Participation

- Road cycling
- Off-road cycling
- Mountain biking
- BMX riding

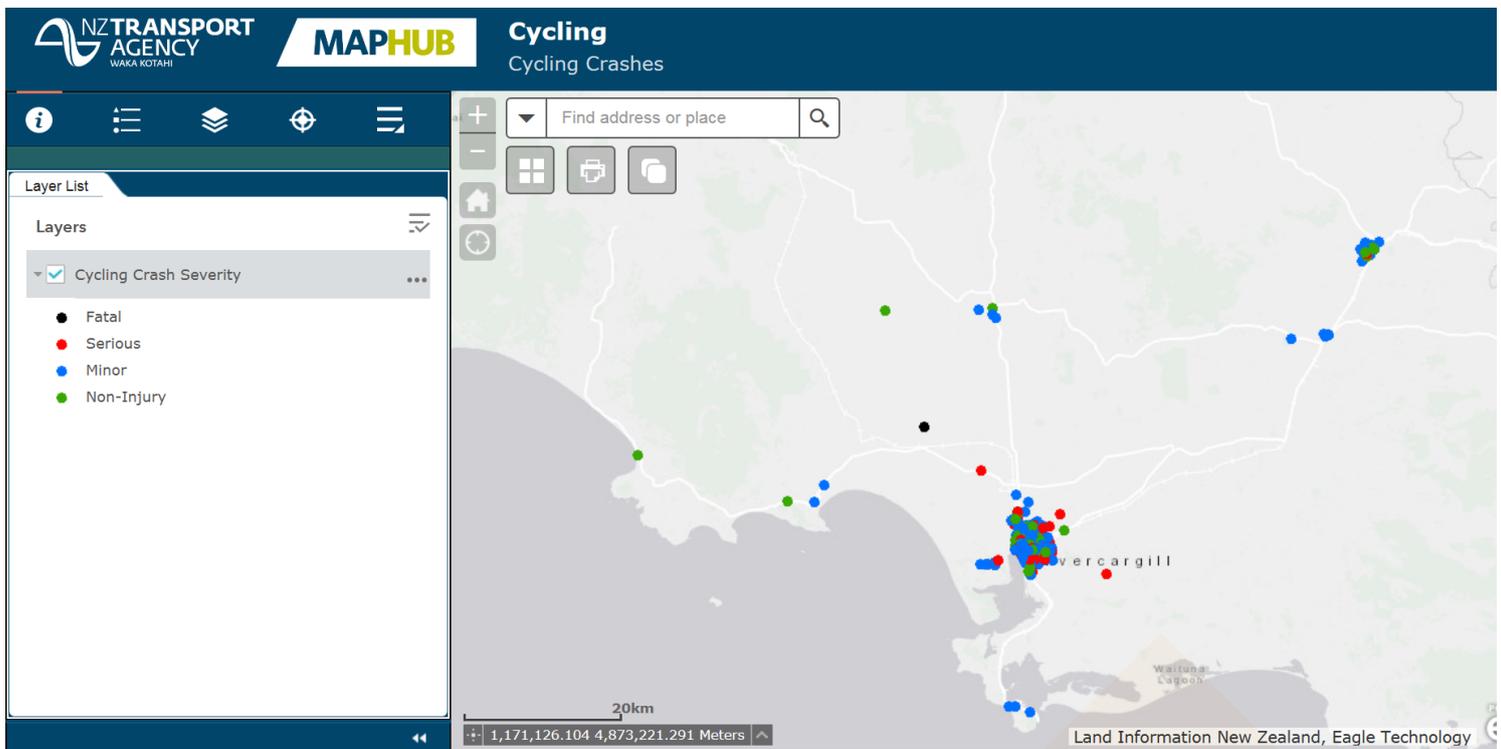
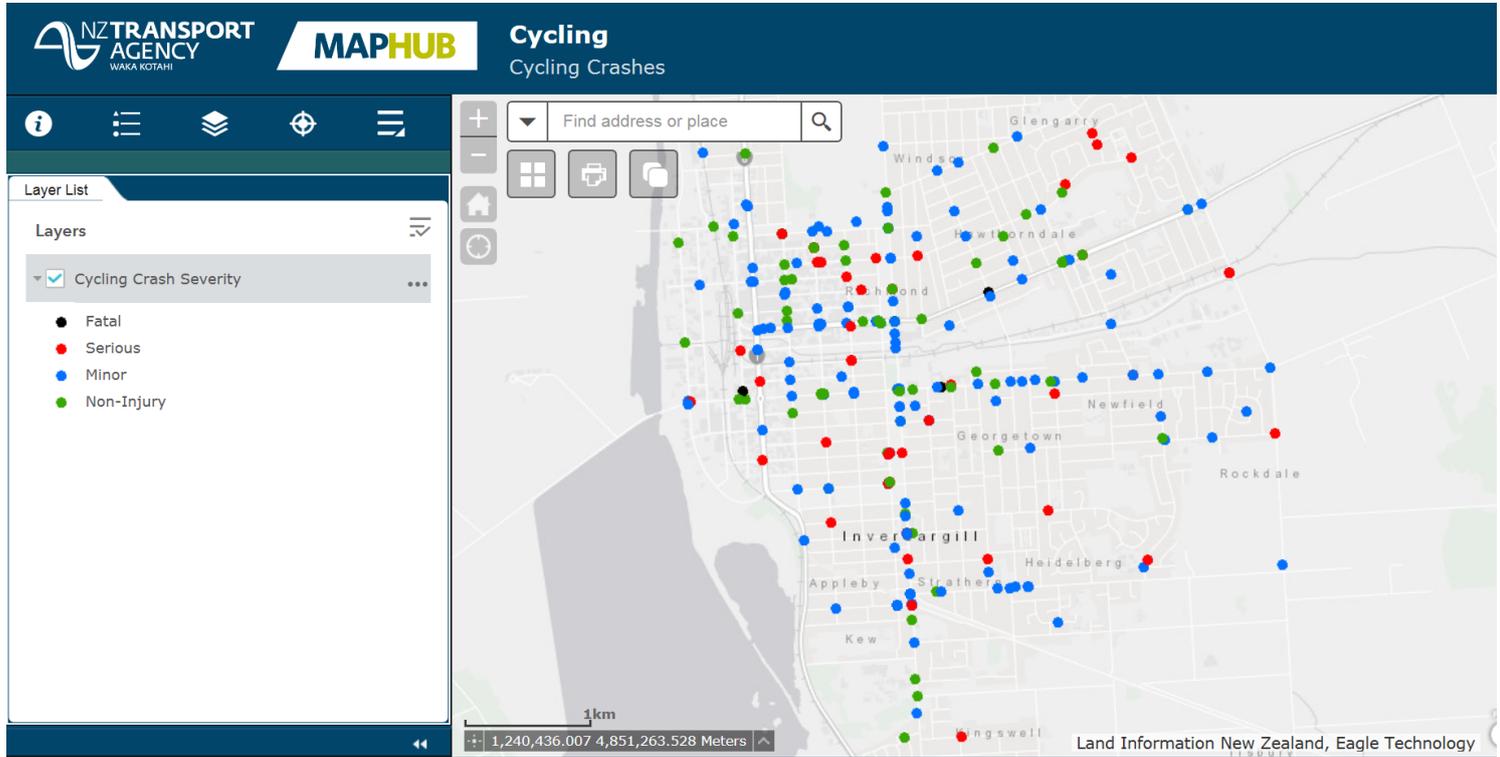
All these facilities support:

- Commuter cycling
- Recreational cycling
- Cycle tourism
- Competitive cycling

Southland Cycle Strategic Case

INVESTMENT LOGIC MAP
Programme

Safety Evidence (past 20 years ?)



Southland Cycle Strategic Case

INVESTMENT LOGIC MAP
Programme

Safety Evidence (Community at Risk Register)

Cyclist involved						
2017 Register						
PERSONAL RISK	Ranking	Standard Deviation	COLLECTIVE RISK	PERSONAL RISK		COLLECTIVE RISK
DSI/Mhrs	Territorial Authority		5yr AVG DSI	DSI/Mhrs	Road Safety Regions	5yr AVG DSI
189	Invercargill City	1 STDEV	3	4	NORTHLAND	3
30	Kapiti Coast District		2	7	AUCKLAND	40
22	Grey District		1	8	WAIKATO	17
22	Taupo District	0.5 STDEV	3	9	BAY OF PLENTY	8
17	Westland District		0	6	TARANAKI	5
16	Auckland Urban Central		22	3	MANAWATU WANGANUI	8
15	Rotorua District		2	10	GISBORNE	2
15	Queenstown-Lakes District		4	7	HAWKE'S BAY	8
15	Nelson City		5	7	WELLINGTON	22
13	Tauranga City		4	8	TASMAN NELSON MARLBOROUGH	8
11	Waitomo District		0	16	WEST COAST	2
11	Whakatane District		1	2	CANTERBURY	40
11	New Plymouth District		4	7	OTAGO	14
10	Hastings District		5	63	SOUTHLAND	3
10	Hamilton City		7			
10	GISBORNE District		2	7	NATIONAL	180
9	Dunedin City		9			
9	Buller District	MEAN	0			
9	Auckland Urban West		4			
8	Hauraki District		1			
8	Opotiki District		0			
8	Wairoa District		0			
8	Thames-Coromandel District		1			
8	Christchurch City		35			
8	Auckland Urban North		6			
8	Waipa District		2			
7	Wellington City		14			
7	Napier City		2			
7	Waikato District		2			
6	Far North District		1			
6	Wanganui District		2			
6	South Taranaki District		1			
6	Palmerston North City		4			
6	Tasman District		2			
5	Auckland Urban South		7			
5	Hutt City		3			
5	Western Bay Of Plenty District		1			
5	South Wairarapa District		0			
5	Auckland Rural North		1			
4	Whangarei District		2			
4	Marlborough District		1			
4	Central Otago District		1			
4	Carterton District		0			
4	Waitaki District		1			
4	Timaru District		2			
4	Central Hawkes Bay District		0			
4	Ruapehu District		0			
3	Horowhenua District		1			
3	Porirua City		1			
3	Manawatu District		1			
3	South Waikato District		0			
3	Auckland Rural South		1			
2	Kaipara District		0			
2	Upper Hutt City		1			
2	Matamata-Piako District		0			
2	Waimakariri District		1			
2	Masterton District		0			
2	Clutha District		0			
1	Waimate District		0			
1	Hurunui District		0			

Southland Cycle Strategic Case

INVESTMENT LOGIC MAP Programme

Other Evidence (Cycling Strategy)

- 2nd most popular physical sport/recreation activity after walking (3rd in NZ)
- 3% increase in cycling participation in New Zealand over past 10 years
- 29% of Southland residents (26,000 adults) cycle at least once per year
- 2.9% participate in cycling events
- 12.7% increase in visitor guest nights to Southland in 2016
- 300 people/annum volunteer time & skills to Southland cycle groups
- 81% of 2016 cycling survey respondents believe cycling was a good investment for councils
- 56% of 2016 cycling respondents concerned about safety on Southland urban roads
- 71% of 2016 cycling respondents concerned about safety on Southland rural roads
- 10% Southland primary school students cycle (declining)
- 1.8% Southland residents choose cycling as main mean of commuting to work (declining)
- 20% of Invercargill on-road cycle lanes incomplete
- Oreti Beach to Invercargill cycle lane has potential but needs significant improvement
- Invercargill airport has no dedicated cycling access & facilities
- NZCT : The Lake Wakatipu to Te Anau cycling trip is currently the most popular route and receives fewer than 1,000 cyclists a year.
- **ATMCT** will be a significant New Zealand cycle trail aiming to attract up to **12,000 multi- day** and about **50,000 day** cyclists annually within **5 years** of opening
- Heartland Rides under development
- 5 well used recreational road riding routes (Myross Bush, Catlins, Riverton-Tuatapere, Hedgehop, Gore)...all with no supporting infrastructure
- 3 potential road riding tourism routes (Southern Scenic, Catlins, Southern Traverse)...less than 1,000 cycle tourists/year & no supporting infrastructure
- 3 off-road trails (Around the Mountains, Eyre Mountains, Mavora)
- 10 mountain bike parks & trails...variable use

Southland Cycle Strategic Case

INVESTMENT LOGIC MAP
Programme

Improving Cycling Safety and Participation in Southland

Issues & Opportunities



Issues	Opportunities
<ul style="list-style-type: none"> ○ Road safety issues (Invercargill) ○ Road safety issues...traffic volume increases from tourism & dairy industry eg Invercargill to Bluff road ○ Lack of cycle lanes (rural roads) ○ Lack of cycle road shoulders (rural roads) ○ Lack of funds for cycling infrastructure development ○ Lack of cycle facilities for families ○ Lack of cycle facilities for recreational riders ○ Lack of cycle facilities for tourists ○ Lack of cycle amenities...bike racks, toilets ○ Lack of mountain biking near urban areas (Invercargill, Gore, Te Anau) ○ Trails not always well maintained ○ Falling participation in cycling events ○ Lack of cycleway interconnectivity ○ Small scale of mountain biking facilities ○ Some connectivity issues in parts of Invercargill network ○ Limited facilities & services ○ Limited learn to ride facilities ○ Lack of safety awareness by drivers & cyclists ○ Lack of developed cycling culture in the region ○ Lack of cyclist warning signs ○ Lack of accurate & reliable info on cycling facilities & participation ○ Lack of projects highlighted in RLTP & AMPs ○ Lack of co-ordinated response to cycling ○ Some projects developed without co-ordinated strategy 	<ul style="list-style-type: none"> ○ Improved health through exercise participation ○ Improved liveability of region ○ Environmental benefits (noise & greenhouse gas) ○ Economic diversification ○ Reduction in travel times ○ Transport cost savings for cyclists ○ E-bike options ○ Around the Mountains Cycle Trail (ATMCT)

3 Key Themes were identified around Safety, Accessibility & Co-ordination

Southland Cycle Strategic Case

INVESTMENT LOGIC MAP
Programme

Improving Cycling Safety and Participation in Southland

PROBLEM



BENEFIT

Urban Safety (50%)

Lack of cycle infrastructure & poor road user behaviour in urban areas, particularly Invercargill, results in risks to personal safety and deters cycle use.

Evidence

- Cycling crash stats
- Community at risk register
- Number of dedicated cycle lanes
- 2016 cycling survey
- Reduction in cycling

Regional Accessibility (30%)

Limited number of inter-connected cycle routes and amenities in the region restricts cycling opportunities for commuters, school travel, recreational users & tourists

Evidence

- Number of cycling amenities
- Number of family cycle options
- Number of mountain bike tracks
- NZCT & Heartland rides
- 2016 cycling survey

Regional Co-ordination (20%)

Lack of co-ordination of cycle initiatives across the region limits social and economic opportunities for Southland

Evidence

- Lack of regional 'joined up' plan
- 2016 cycling survey

Improved road user safety (60%)

- KPI1: Reduce cycle related deaths & serious injuries
- KPI2: Reduce cycle related crash rate

Improved community connectivity and social wellbeing (30%)

- KPI1: Increased spatial coverage –cycle lanes/paths
- KPI2: Increase community satisfaction

Contribution to economic growth and productivity (10%)

- KPI1: Increase desired cycle throughput

Note

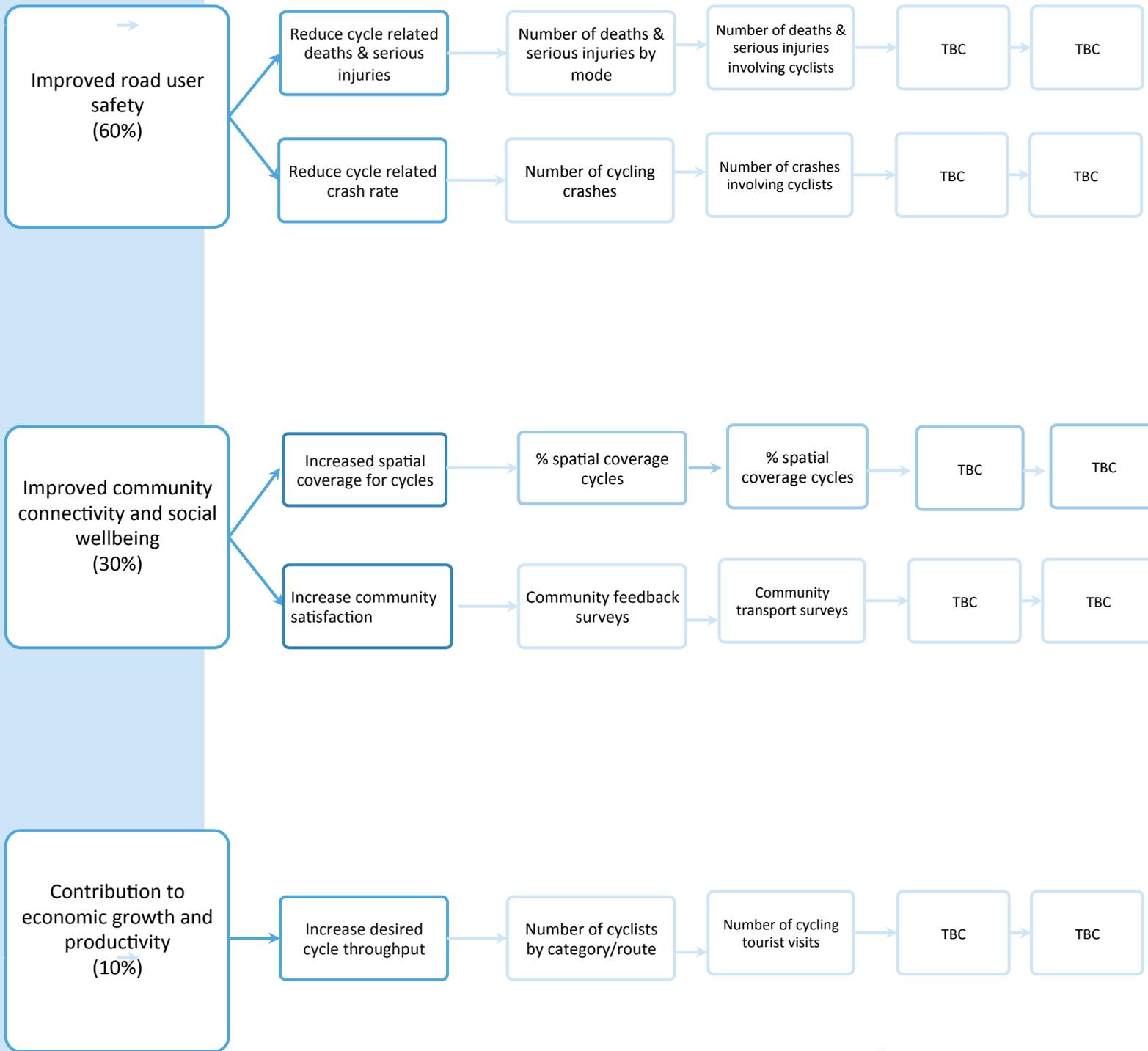
Improving cycling participation would also produce some secondary benefits in terms of health & the environment

Southland Cycle Strategic Case

INVESTMENT LOGIC MAP
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Improving Cycling Safety and Participation in Southland

Benefit ▶ **Investment KPI** ▶ **Measure** ▶ **Description** ▶ **Baseline** ▶ **Target**



Southland Cycle Strategic Case

INVESTMENT LOGIC MAP
Programme

Improving Cycling Safety and Participation in Southland

PROBLEM

BENEFIT

INVESTMENT OBJECTIVES

Urban Safety (50%)

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Contribution to economic growth and productivity (10%)

- KPI1: Increase desired cycle throughput

Investment Objective One

To achieve a declining trend of cycle related crashes on Southland roads by 2025 ?

Investment Objective Two

To increase the number of completed & connected cycle routes in Southland by 2025 ?

Investment Objective Three

To achieve an increasing trend in cycling participation for Southland residents and tourists by 2025 ?

Southland Cycle Strategic Case

INVESTMENT LOGIC MAP

Programme

Improving Cycling Safety and Participation in Southland

Investment Story in a Nutshell



The Problem (WHY)...

Cycling is the second most popular recreational activity in Southland engaging 29% of the region’s population, higher than the New Zealand average. Southland councils have worked hard to encourage cycling over recent years.

However, there is still a lack of cycle infrastructure in urban areas, limited inter-connectivity and some lack of co-ordination of cycle initiatives across the region. The resulting safety risks and lack of cycling opportunities deters more people from cycling which has social and economic impacts for the region.

The Benefits (WHAT)...

Any investment to address these problems would primarily improve road user safety, improve community connectivity and social wellbeing. It would also contribute to the economic growth and productivity as more people are attracted to the region.

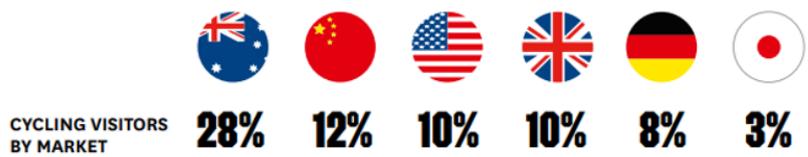
The Strategic Responses (HOW)...

To be confirmed but investment would need to include:

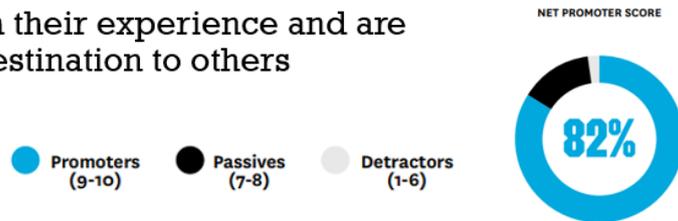
- Improvements to address safety issues
- Improvements to address accessibility issues
- Improvements to address co-ordination issues

APPENDIX F LATEST IVS TOURISM CYCLE STATS

NZ TOURISM CYCLE STATS*



- Cycling Tourist tend to visit more regions and are more likely to enjoy wine at a vineyard
- Nearly 10% of all holiday visitors participate in some form of cycling while in NZ
- Visitors participating in cycling tend to spend more (avg. \$4,900 compared to \$3,900) and stay longer (avg. 33 days compared to 16 days)
- Cycling visitors go to more areas (avg. 5 regions compared to avg. 3.5)
- Cyclist are highly satisfied with their experience and are likely to recommend NZ as a destination to others



* MBIE. International Visitor Survey. Three years up to March 2017.



