



Wellington Regional
TRAILS FOR THE FUTURE

A strategic framework for trails in the Wellington Region

September 2017

porirua city



**Absolutely Positively
Wellington City Council**
Me Heke Ki Pōneke



Acknowledgements

The Wellington Regional Trails Framework has been prepared by TRC Tourism Ltd (www.trctourism.com) for the government authorities and trails partners of the Wellington Region.

The assistance of the working group and all stakeholders who contributed is greatly appreciated.

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ISBN: 978-0-947521-06-6

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Wellington Regional
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A strategic framework for trails in the Wellington Region

Executive Summary

Introduction

The Wellington region sits on the southern end of New Zealand's North Island and contains some outstanding trail-based experiences and the potential to significantly grow the use of outdoor trails. Many other destinations internationally are growing their trail-based tourism infrastructure, marketing, and cooperative efforts to capitalise on their region's strengths in order to offer world class experiences. The Wellington region has the potential to be such a destination, adding to its already very successful positioning as a capital city with a great cultural scene based on Te Papa and other assets and events, and a thriving food, wine and craft beer scene.

All the government stakeholders in the region recognise the importance of working together, and the potential of the trail network to make a significant contribution to the lifestyle of residents and to the economic growth of the region through increased tourism numbers and yield. This project represents the outcome of those government entities and significant community trusts working together collaboratively to achieve the development of a framework and strategy that will help them realise that goal.

The framework provides the backbone for the organisations involved, the users (whether they be trampers, walkers, runners or riders), businesses and, more broadly, the community to work together in a well-coordinated way on priority projects that will help the region realise its vision for the future.

The current situation

This framework plans for an area commonly referred to as the Wellington region. It is by eight (8) district or city territorial authorities, the regional council and the Department of Conservation (DOC):

1. Kapiti Coast District Council
2. Porirua City Council
3. Wellington City Council
4. Hutt City Council
5. Upper Hutt City Council
6. Carterton District Council
7. Masterton City Council
8. South Wairarapa District Council
9. Greater Wellington Regional Council.

The collective areas of the Councils already contain an extensive network of trails used by different users and markets, reflecting the geography of the region and the active lifestyle enjoyed by many residents of the region. Many of the trails have evolved over a hundred years or more and are traditional routes, some having been used for decades for the New Zealand pastime of tramping. Others have been purpose-built in recent years for mountain biking reflecting the growing importance of this recreational pursuit to the community, not only in this region, but more broadly..

Current users of the trails in the Wellington region

The Wellington region has a large and active population of residents attracted by the nation's capital city status, a strong food, wine and outdoor lifestyle offering, and easy access to many popular areas both north and south of Wellington City. The current population of the region sits at about 510,000 people or about 10% of New Zealand's population. Over 40% of the region's population lives in Wellington City, with the remainder dispersed throughout the Hutt, coastal areas and the Wairarapa. The region's population is active in the outdoors, with recent surveys showing 78% of resident adults participated in sports and recreation, higher than the New Zealand average. Walking remains the most popular activity, followed by cycling, trail running and jogging, and tramping. This reflects the importance of local use of trails.

Wellington City and the broader region attract significant visitor numbers, with over 5 million visits from domestic travellers and close to 715,000 international visitors. Visitors are generally attracted to the 'capital of urban cool' branding and the fact that within easy reach of Wellington City are outstanding natural forested parks, rugged coastlines and nationally recognised food and wine.

Tourism to New Zealand, and more locally to Wellington City, is growing, providing outstanding opportunities to grow trail-based tourism products and experiences. With over 25% of visitors actively seeking walking opportunities and another 4% seeking mountain biking, these markets could potentially grow for the region with a well-defined set of experiences and product offerings.

Based on current visitor numbers and an active lifestyle enjoyed by residents of the region, this framework will provide recommendations that ensure that the resident population domestic and international visitor markets are considered, and that they provide for outstanding experiences that continue to give residents the lifestyle they seek while maximising economic returns to and opportunities for the region.

A survey of many of the user groups from the region that use the trails was completed as part of this framework development. The survey, while not

designed to provide quantitative information, did provide strong supporting information on the use of the trails in the region, including the strong support for 1-to-4 hour trails of intermediate difficulty and the need for improved trail information and surface quality.

Use is difficult to ascertain in some parts of the network due to a lack of statistics that can be applied rigorously throughout the region. Some trails have good statistics, including the Rimutaka Cycle Trail, which in 2015 received close to 100,000 users. Other significant trails in the region, including the Hutt River Trail receive a significant number of users annually. A table of indicative use by category has been developed to provide managers with data to help guide planning and management.

Purpose-built mountain bike areas, including the Makara Peak Mountain Bike Park, are popular among residents of Wellington City. Central City trails on Mount Victoria and at Polhill Reserve are popular for their ability to be used for a ride at lunchtime or on the way home after work due to the proximity to New Zealand's capital city.

The Potential

The Wellington region has an outstanding opportunity to become a world-class trails-based destination offering outstanding experiences to a variety of markets. Importantly, improving the level of products aligned to trails will not only help achieve the world class experiences, it adds significant value for the residents of the region who are strongly connected to their trails and who see them as a vital part of the infrastructure to support a healthy and vibrant region.

Experience gained in other destinations in New Zealand and internationally shows that the development of hero or signature trails for use in riding or walking can help to position a region among different markets. The Wellington region has several signature trails that, while underdeveloped, could potentially be used to grow outdoor recreation tourism to the region and have it sit alongside culture and food and wine as the region's brand strengths.

The Wellington region has limited trail-based industry to support the experience and currently

has limited product packaging and product development to support the strong trail network. Growth of these elements around the network would help visitors (and potentially some more local and regional markets) access trails and the experiences they offer.

Our Vision: "Connecting our people with inspiring adventures"

The vision will build on the Wellington region's strengths:

- a strong mix of trails and experiences within easy access of the vibrant hub of Wellington City, or wherever you live in the region
- trails that enable residents and visitors to explore the broader region, including outer urban areas and regional destinations
- easy access (by air, sea and car) and options for connecting trail experiences by road, rail and water.

Region Specific Characteristics

The following observations are relevant to the future of the network:

- the trail network is extensive and varied for all the main user types, with easier trails through the Hutt Valley, Kapiti Coast and Wairarapa and more challenging trails around Wellington City and the surrounding ranges. Access to the region is very well-developed, courtesy of an international airport, working ports and a well-developed local bus and railway network
- the region is poorly marketed as a trails destination, with no coherent marketing strategy for trails and no single point of information for residents or visitors
- the number of authorities and groups managing and involved with trails in the region has made it difficult to think and act with a regional focus in the development, management and promotion of the trail network

- the user groups in the region are passionate about the trail network and in the mountain biking segment are active in the construction and management of the trails
- no uphill lifting exists within the region for mountain biking (although it is acknowledged development applications are being considered for a new development near Rangituhi/Colonial Knob in Porirua City trail head) and other facilities are generally rudimentary, and designed for local use where locals know the area and have other access to facilities such as water, toilets, information and parking
- many of the trails are through established native bush and easily accessed from cities and towns in the region.

Approach and Priority Actions

Authorities working together with the trail users and the community under a well-thought-through strategy will help the Wellington region achieve its vision. This framework provides recommendations on a range of matters that need to be addressed to realise the potential the trail network offers to visitors and residents alike.

As a first step, the trails in the region have been recommended to be classified using the following headings:

Signature Trails

A small number of outstanding trails that attract visitors and achieve recognition for the region as a trail destination, and provide a focal point for regional residents.

Regional Trails

Significant trails that form the core of the trail network and provide quality experiences for residents and visitors and attract users more familiar with the area or wanting less popular experiences.

Local Trails

Trails that primarily service local communities. Local trails are important for everyday health, wellbeing, connectivity and amenity.

Several principles and criteria apply to the development of the network. For example, new trails should be built only where they add significant value to the network links areas of trails and help create outstanding experiences that are not currently on offer.

What Will Success Look Like?

Wellington region trail partners will have succeeded when they have a structured and coordinated approach with all partners working towards delivering the priority actions outlined in this report, and when residents notice a significant improvement in their ability to understand, use, enjoy and contribute to the region's network. Visitors will have trail-based experiences on offer through a well-marketed campaign to see and experience the Wellington region's outdoors, as well as the other great attractions of the region, through the trails at its backdoor.

Priority actions are recommended under several themes in this framework:**Effective Communication**

- Develop a consistent application of trail standards across the region and the communication of those standards to trail users and potential visitors, to provide the right experience to the right people.

Consistent and Collaborative Planning

- Develop an approach to effective coordination for the regional trails network, and specifically signature and regional trails, that will provide a consistent regional approach to the management, development and marketing of the trails and allow priority funding to be sought and applied to the highest priorities.

Developing Trail Experiences

- Implement the trail classification system to showcase the region's signature trails and regional trails as well as provide important community infrastructure through the local trail network.
- Make improvements to the network based on a set of criteria to link areas not currently linked, to provide for experiences potentially available but not currently on offer.
- Develop a trail-friendly approach that helps businesses provide supporting infrastructure and people trained in the needs of trail users, and products that are packaged to provide a holistic trail experience including food, wine, transport, accommodation, storytelling and guiding.

Sustainable Management

- Continue to work on environmental improvement of the outstanding landscape that the region's trail network traverses and continue to improve the management of trails to reduce impacts.

Supporting Trail Use and Community Involvement

- Engage with users in a truly regional way through the establishment of a regional users' forum and the consideration of a regional trust approach that helps capitalise on the strong willingness of the community to voluntarily work on the network's improvement.

Marketing and Communication

- Work with WREDA Destination and Marketing and the region's trail managing authorities to prepare plans that market the Wellington region's signature experiences alongside the other well-known strengths of the Wellington region to grow outdoor trail-based tourism and economic benefit.
- Consider events that showcase the entire region and fit within a major events calendar for the region. The event or events could be community-based to celebrate the region's active lifestyle and outstanding trail network on its backdoor.
- Develop a single point of information that visitors and residents alike can use to be able to understand, find and access the trail network. Information is currently poor and too dispersed.

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What this strategic framework is about

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Wellington Regional Trails for the Future is a guide to development of a world-class recreational trails network for all users, including trampers and mountain bikers, for the benefit of residents and visitors in the Wellington region.

It sets out a strategic approach for consistent planning, development, management and promotion of an integrated, sustainable trail network by the region's trail managers, partners and communities.

It aims to improve the health, lifestyle and social benefits flowing to the region's residents through safe, quality trails that access the region's exceptional and diverse landscapes and urban parklands. It recognises the region's strong traditions of trail development, use, community participation and stewardship.

It also aims to achieve economic benefits for the region and its communities from trail tourism and its associated revenue, employment and business opportunities, increasing the broader tourism offer of the region.

The Wellington region's trails will be classified as:



Signature Trails

A small number of outstanding trails that attract visitors and achieve recognition for the region as a trail destination, and provide a focal point for regional residents.



Regional Trails

Significant trails that form the core of the trail network and provide quality experiences for residents and visitors and attract users more familiar with the area or wanting less popular experiences.



Local Trails

Trails that primarily service local communities. Local trails are important for everyday health, wellbeing, connectivity and amenity.

What are recreational trails?

Recreational trails are paths and routes that are used partly or solely for active recreation, leisure and tourism purposes.

Trails are an important part of life in our communities, providing public facilities for healthy outdoor activities and travel, and improving the liveability of our communities.

Trails are integral to the enjoyment and protection of our landscapes and environmental assets and maintaining our connections with nature. Well-designed and maintained trails provide sustainable access to our special places.

To which trails does this framework apply?

Wellington Regional Trails for the Future applies to trails used for:

- walking, running and tramping
- cycling (including e-bikes and mobility scooters)
- multiple uses (such as shared pedestrian and cycle trails)
- mountain biking – covering the varied sub-types and skills levels of mountain biking such as touring, cross country, downhill (gravity), all mountain riding
- horse riding.

The framework covers on-road trails where they are part of existing trails or provide linkages between trails or connections to transport. It does not apply to urban footpaths and on-road cycle lanes.



Our Vision

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“Connecting our people with inspiring adventures”

The vision will build on the Wellington region’s strengths:

- ▶ a strong mix of trails and experiences within easy access of the vibrant hub of Wellington City, or wherever you live in the region
- ▶ trails that enable residents and visitors to explore the broader region, including outer urban areas and regional destinations
- ▶ easy access (by air, sea and car) and options for connecting trail experiences by road, rail and water.

By 2025 the Wellington region will feature:

- ▶ a healthy and vibrant outdoor lifestyle based on the trail network that makes the Wellington region one of New Zealand’s most desirable places to live, with the healthiest and most active population
- ▶ a sustainably-managed trail network that offers accessible, safe and enjoyable experiences for all types of users
- ▶ a large and active community of partners, volunteers, supporters and users actively engaged and working with trail managers to drive the successful implementation of the framework
- ▶ application of best-practice trail standards consistently and accurately to allow users to know what they are getting
- ▶ a significantly expanded trail product offer, with operators offering packages of accommodation, transport, equipment hire, information and storytelling across a range of activities
- ▶ several world-class signature experiences that are known domestically and internationally
- ▶ a vibrant trail-based industry employing hundreds of people across the region, and contributing significantly to gross regional product
- ▶ a campaign marketing Wellington domestically and internationally as a world-class region in which you can experience nature and food and wine, along with a range of other world-class services, all within easy access of New Zealand’s capital city
- ▶ participative and competitive events across a broad spectrum of trail activities combining the strengths of the region and celebration of its lifestyle with its trails.



Photo: TBS Photography

In achieving the vision, we will apply the following:

DIVERSITY

The regional trails network offers a range of different opportunities and events for residents and visitors, with a number of leading world's-best experiences.

QUALITY INFRASTRUCTURE

Trails are fit for purpose and developed and managed for safe, enjoyable and sustainable use.

ACCESSIBILITY

Trails are easily reached by residents and visitors and provide opportunities for a range of demographics, abilities and user types.

CONNECTIVITY

There are appropriate connections to communities and visitor hubs and between trails to enable a range of trail experiences and journeys.

COMMUNITY BENEFIT

Trails meet community health and wellbeing needs and aspirations, and complement and promote the region's lifestyle and vibrant culture.

SUSTAINABILITY

Long term environmental, social, economic and cultural considerations are taken into account in trail planning, development and management.

NATURE & CULTURE

Trails showcase, interpret and conserve the region's distinctive landscapes and natural and cultural assets.

ECONOMIC CONTRIBUTION

Opportunities are realised for trails to support growth in regional visitation, tourism yield, business, jobs and attracting people to live in the region.

COLLABORATION & CONSISTENCY

Trail managers, industry and communities collaborate in delivering trails experiences in a consistent manner throughout the region.

STEWARDSHIP & RESPONSIBLE USE

The community, user groups and industry are engaged in improving and caring for trails. Trails are used in a responsible manner with respect for the safety and needs of all users.

IMPORTANCE OF RESOURCING

Adequate resourcing of trail development and management is needed for a quality, sustainable trail network.

EVIDENCE BASE

Effective monitoring and evaluation is undertaken to assist sustainable management and adaptation to future changes.

1. Background

The Wellington region occupies an area of 8,100 square kilometres at the southern tip of New Zealand's North Island. It is comprised of eight territorial authority areas – Wellington City, Hutt City, Porirua City, Upper Hutt City, Kapiti Coast District, Masterton District, Carterton District and South Wairarapa District. The region's diverse public land estate and environmental and cultural assets contribute greatly to the attractiveness and liveability of the region. The region has over 40,000 hectares of regional parks managed by the Greater Wellington Regional Council (GWRC), parks managed by District Councils and a range of public conservation lands managed by the Department of Conservation (DOC), including the extensive areas of Tararua Forest Park, Rimutaka Forest Park and Aorangi Forest Park.

The Wellington region's varied coastal, mountain, forest, rural and urban landscapes are generally easily accessed by a large network of off-road recreational trails variously used for walking, tramping, cycling, mountain biking, running, off-road vehicle use and horse riding. A major feature is the number of trails that enable easy access for residents and visitors around Wellington City, linking the vibrant cultural hub of the capital city with its scenic natural setting. The trail network is fundamental to the attractiveness of the Wellington region as a place to live and visit.

The region has strong traditions of outdoor activity and community involvement in the development and management of trails and stewardship for the region's environment. Considerable investment by councils, government agencies and volunteer community groups in recent years has seen the extension of the trail network and proposals for further expansion, in response to the increasing local and New Zealand demand for different types of trails and trail-based experiences. The region currently has several well renowned and distinctive trails including:

- a segment of the long-distance Te Araroa tramping trail
- the Rimutaka Cycle Trail (one of New Zealand's Great Rides)
- a range of mountain biking trails including Makara Peak Mountain Bike Park
- the skyline trails around the Wellington region
- trails on Mount Victoria/Matairangi and Rangituhi/Colonial Knob
- the Hutt River Trail
- adventurous backcountry tramping trails.

The Wellington region is already experiencing lifestyle, social and economic benefits from the trail network. The region's residents have high rates of participation in outdoor recreation and exercise and use walking and bike trails at a higher rate than the New Zealand average¹. The region is seeing

economic benefits from investment in trails; the Rimutaka Cycle Trail, for instance, was estimated to receive 89,659 domestic and international visitors in 2015 who generated revenue of around \$3.3 million².

The regional partners now seek to unlock further opportunities and benefits flowing to the community from its trails by developing an integrated world-class trail network, which will improve the health, recreational and lifestyle opportunities that trails provide to the region's residents. They also seek to maximise opportunities flowing from New Zealand's reputation as a trails destination (fostered by its Great Walks, Great Rides and famous mountain biking parks) and central government support programmes for trail development.

To achieve this, the region's trail network needs to be of a high quality that meets the expectations of residents and visitors, provides for outstanding connected experiences in and around the Wellington cities and districts, and provides points of difference to other trail destinations.

The increasing popularity of trails for local leisure activities and for tourism experiences, and the active participation of local communities and user groups in trail development are global phenomena. With trails now an integral part of many local community lifestyles and tourism destinations, users expect more from trails than a pathway. People expect trails to be accessible, to connect them to the places they wish to visit, to be an engaging experience (whether for a leisurely stroll or a longer journey), to be safe, and to be sustainably designed and managed. Importantly, people also expect them to offer what they promise, whether it be through consistent application of standards, good signage and navigation aids, or products and services that enhance their experience.

Globally, trails and trail networks are being offered as 'total experiences', in which the visitors' use and enjoyment of a trail and its distinctive character

¹ Sport New Zealand (2015). Sport and Active Recreation Regional Profile: Wellington Region – Findings from the 2013/14 Active New Zealand Survey. Wellington: Sport New Zealand.

² Ministry of Business, Innovation & Employment (2016). Nga Haerenga – The New Zealand Cycle Trail Evaluation Report 2016.

is facilitated by quality information and signage, booking and support services, accommodation, linked activities and attractions.

To date, trail development in the region has largely occurred within the boundaries of particular districts or reserves. While cross-tenure trails and linkages have been and are being developed, the large number of jurisdictions involved and lack of a regional overview has resulted in a lack of cohesion to the trail network and gaps in trail linkages and the range of trails and trail experiences for local residents and visitors. There has also been a lack of consistency applied to the standards of trails, the marking of trails and the information provided to the public on what to expect.

The strategic framework is intended to guide a collaborative and coordinated approach to regional

trail planning, development and management by the region's partners; local government councils, the Greater Wellington Regional Council, the Department of Conservation, the Wellington Regional Economic Development Agency, and other trails managers, trusts, partners and community groups.

It aims to improve the health, lifestyle and social benefits flowing to the region's residents through safe, quality trails accessing the region's exceptional and diverse landscapes and urban parklands.

It also aims to achieve economic benefits for the region and its communities from trail tourism and its associated revenue, employment and business opportunities.

The benefits that the Wellington region expects from improving its regional trails have been demonstrated in many other places and include:

- ▶ improving the health and wellbeing of residents by offering a ready means for healthy outdoor activity
- ▶ offering a 'green' transport alternative for everyday and leisure purposes
- ▶ attracting people to live and work in the Wellington region, especially entrepreneurs and skilled talent, and providing employment and economic outcomes
- ▶ providing opportunities for community participation in trail development and management, and in biodiversity management, thus improving social connections, a 'sense of place' and the quality of the local environment
- ▶ providing sustainable ways to access and experience natural areas and protect natural and cultural assets.

Examples of the Economic Impact of Trails

► OTAGO CENTRAL RAIL TRAIL

The classic Great Ride and model for the New Zealand Cycle Trail, this trail is well known for its success in rejuvenating the economy of the area through which it passes, through development of a wide range of products, attractions, accommodation and services for trail users. In 2014–15 it was estimated that the trail received 12,000 to 15,000 multi-day users and 50,000 day users. The economic impact of the trail on the Otago region economy in 2014–15 was estimated as \$6.9 million in direct expenditure and total expenditure of \$10.4 million; total GDP impact of \$5.3 million; 81 direct full time equivalent jobs and 21.4 indirect jobs

► QUEENSTOWN TRAILS

This extensive trail network in and around Queenstown is a significant asset for residents and draws both domestic and international visitors. In 2013 a report evaluating the New Cycle Trail estimated that cycle trail visitors on the Queenstown Trails contributed \$3.7 million in direct expenditure to the region between December 2012 and March 2013.

► BIBBULMUN TRACK

The Bibbulmun Track is a 1,000-kilometre trail in the south west of Western Australia that can be walked as short day and multi-day journeys. It offers a range of low-key accessible, semi-remote and backcountry walking experiences, either with packs or utilising accommodation in nearby towns. It is also a significant recreational resource for residents. Local and regional residents form the majority of users and an estimated 7% of users are domestic and international visitors. About 300,000 visitor days are spent on the track annually, about half of which are thought to be day walks. In 2014–15 it was estimated that an average of AUD\$30.95 and AUD\$45.09 a day was spent by day and overnight walkers respectively. Overall Bibbulmun Track walkers were estimated to contribute AUD\$13.1 million in direct expenditure to the areas around the track.



Photo: Mark Tantrum



2. Who are our Trail User Markets?

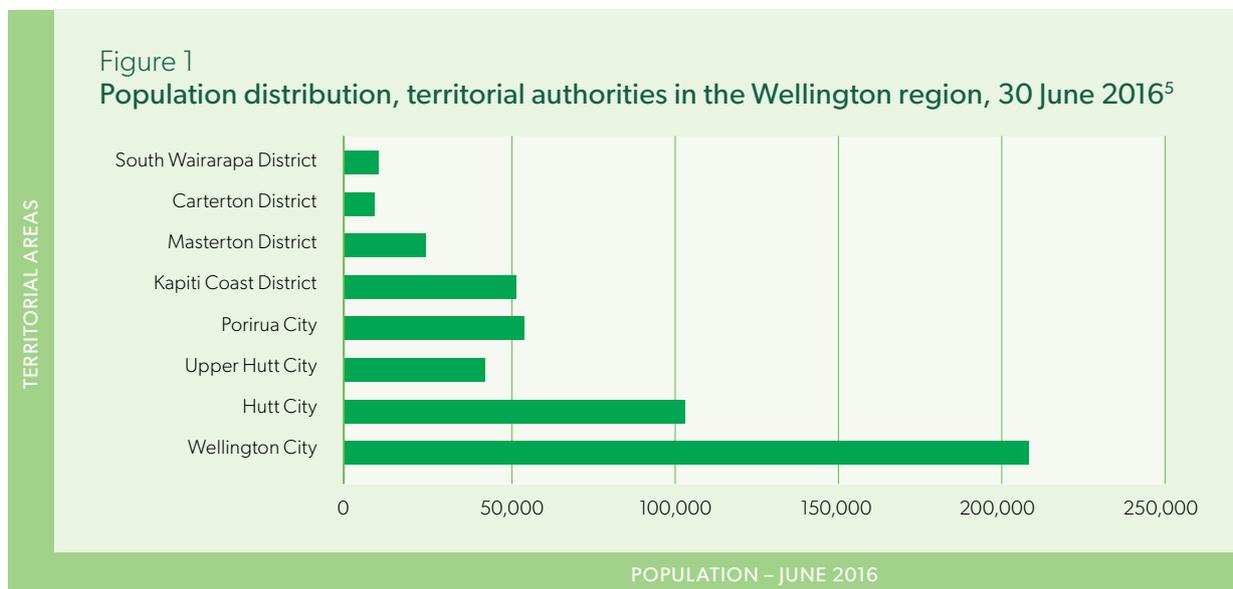
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Wellington Region's residents are major users of the region's trails. We also aim to encourage greater use of our trails by domestic and international visitors to the region. Appendix A outlines the region's main markets for trails.

2.1. The Region's Residents

The Wellington region's residents numbered 471,309 people at the time of the 2013 Census and an estimated 504,900 people at 30 June 2016³. Over 10% of New Zealand's population live in the region, which is the third largest regional concentration of population in the country (after the Auckland and Canterbury regions) and includes Wellington City, the county's seat of government and second largest city. The residents of the region have the highest average household income in New Zealand, and are culturally diverse, with over 15% of residents born overseas⁴.

Most of the region's population lives in the south west – about 40% in Wellington City, 20% in Lower Hutt City and 30% in Poirirua City, Upper Hutt City and Kapiti Coast District combined (see Figure 1). There is an existing trail network through the urban areas and reserves of the south west. With the exception of the town of Masterton (which has a population of around 20,000 people), the remainder of the region consists of more sparsely settled rural, conservation and forest areas, some of which are current and potential future settings for trail experiences.



³ Statistics New Zealand. *Estimated resident population: Regional council areas at 30 June 2013, 2015 and 2016*. <http://nzdotstat.stats.govt.nz>

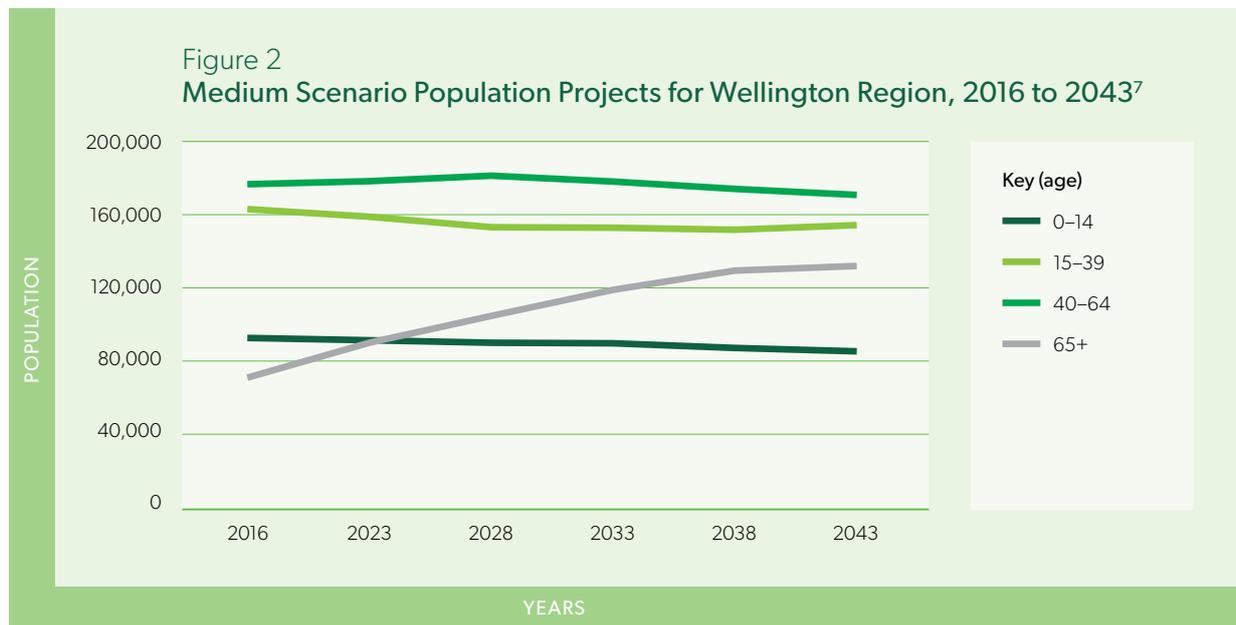
⁴ WREDA. *Wellington facts and figures*. <https://www.wellingtonnz.com/about-us/wellington-facts-figures/>

⁵ Statistics New Zealand. *Estimated resident population: Territorial authority and Auckland local board areas at 30 June 2013, 2015 and 2016*. <http://nzdotstat.stats.govt.nz>

The median scenario for the region's future population is for annual average growth of 0.4%, which would bring the population to 518,200 residents in 2023, 538,500 in 2033 and 548,400 in 2043⁶. Most of the population growth is expected to be in Wellington City and the Kapiti Coast District.

The region is also predicted to experience a significant increase in residents in the older age groups, in line with general trends towards an aging population as the large 'baby boomer' generation

reaches retirement age and life expectancy continues to increase (see Figure 2). Between 2013 and 2043 the region's population aged over 65 years is projected to increase by 108% to reach an estimated 133,400 people. This demographic change is likely to affect demand for 'all abilities' trails and potentially extend use of trails during the week. It is potentially likely to shift trail-use numbers towards intermediate and easier trails.



The region has an active population for whom trail-related activities are popular forms of recreation and exercise. The 2013–14 Active New Zealand Survey shows that in the Wellington region⁸:

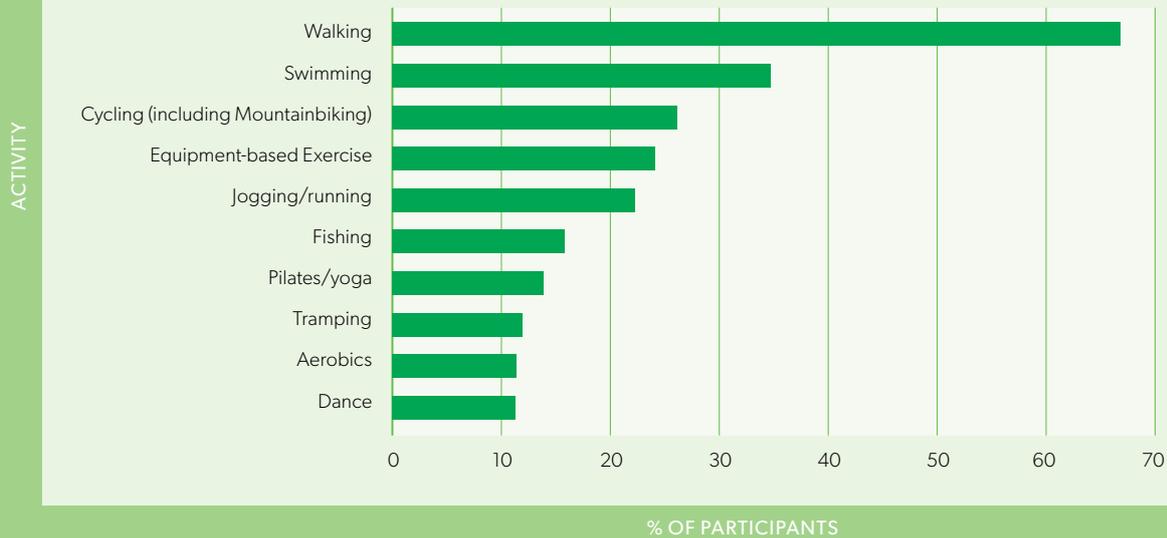
- about 78% of adults (defined as people aged 16 years and over) participate in active sport or recreation in any given week – higher than the New Zealand average of 74%
- walking is the most popular active recreation activity, while cycling, jogging/running and tramping feature respectively as the third, fifth and eighth most popular activities (see Figure 3)
- the 26.2% of residents who cycle annually is higher than the New Zealand average of 24.8%
- paths, cycleways and walkways in towns and cities are the most popular man-made facilities for active recreation and are used by over 58% of participants
- off-road walking or bike trails are used by over 46% of participants engaging in active recreation in a natural setting – nearly twice the average for New Zealand as a whole.

⁶ Statistics New Zealand. *Subnational Population Projections: 2013 (based) – 2043 – Projected population of regional council areas*. <http://www.stats.govt.nz>

⁷ Statistics New Zealand. *Subnational Population Projections: 2013 (based) – 2043 – Projected population age structure and components of change, regional council areas*. <http://www.stats.govt.nz>

⁸ Sport New Zealand (2015). *Sport and Active Recreation Regional Profile: Wellington Region – Findings from the 2013/14 Active New Zealand Survey*. Wellington: Sport New Zealand.

Figure 3
Ten most popular sport and active recreation activities in the Wellington region, 2013–14



Dog walking is also a popular trail activity and is an important motivator for participation in outdoor exercise.

Mountain biking is expanding in the region and it was estimated in 2015 that there are about 24,000 mountain bikers living in the region (or around 4.7% of the population), with about 11,000 of those living in Wellington City⁹.

Trail running is also increasing in popularity in the region for exercise and training and on backcountry trails. The region hosts several endurance trail running events.

Horse riding is an important activity despite not attracting the same numbers of participants as tramping or mountain biking. Wellington's surrounds have a strong culture and history in horse riding and active clubs and residents participate in riding activity throughout much of the region.

A qualitative survey of selected user groups and clubs, as well as individuals with an interest in the Wellington region trails, undertaken by TRC as part

of this framework development broadly supports the Active New Zealand survey results discussed above.

2.2. Tourism Visitation

Tourism is a significant part of the Wellington regional economy. In the year ending December 2016 visitors spent an estimated 2.364 billion in the region, a 5.6% increase from the previous year¹⁰. Of the 2016 annual visitor expenditure, 1.602 billion was from domestic visitors and \$763 million from international visitors.

2.2.1 What Visitors Come to See and Do

Wellington City, the region's main visitor destination, is gaining recognition as New Zealand's 'capital of urban cool' – a cosmopolitan centre for culture, the arts, movie making, cafes and restaurants, festivals and shopping, set in a scenic harbour landscape close to natural attractions. Wellington City was included in the Rough Guide's *Top Ten Cities to Visit* in 2015.

⁹ Wellington Trails Trust (2015). *Wellington Recognised Globally as the Best City in the World for Mountain Biking – Business Case: For Consideration by Wellington City Council's Economic Development Fund Committee.*

¹⁰ Ministry of Business, Innovation & Employment, *Monthly Regional Tourism Estimates – December 2016 Region Summary Table.*

Within easy reach of Wellington City, the region offers a varied range of attractions and activities, which are accessible by public transport and/or road including:

- numerous beaches and seaside holiday destinations
- nature-based attractions featuring native forests and numerous nature, marine and wildlife conservation areas in both accessible and backcountry locations, including the popular Rimutaka Forest Park and the rugged Tararua Forest Park (the largest conservation park in the North Island) protected offshore islands such as Kapiti and Matiu/Somes, and the Zealandia urban eco-sanctuary
- outstanding rugged coastal areas showcasing the wild Tasman Sea and Cook Strait, many with sheer cliffs
- local culture, heritage and food and wine attractions, including Te Papa (New Zealand's renowned national museum) and the Wairarapa wineries, many of which are world famous.

Walking, cycling and mountain bike trails are integral to accessing and experiencing many of the region's attractions. Several are experiences in their own right such as Te Araroa Trail, the Rimutaka Rail Trail, Rimutaka Cycle Trail (one of the Great Rides in Nga Haerenga, the New Zealand Cycle Trail), the tracks at Mount Victoria and Makara Peak Mountain Bike Park.

2.2.2 Domestic Visitors

Most of the Wellington region's visitors come from within New Zealand and spend an estimated \$1.602 billion in the region. In 2012, the last year domestic visitor survey data was collected, the region received around 5 million domestic trips¹¹, of which an estimated 2 million were day trips.

The most common reasons given by domestic overnight visitors for coming to the region are to visit friends and relations and to have a holiday. The peak times for domestic overnight visitation are school holiday periods and the warmer months. The winter low season between May and August is less marked in Wellington City, due to the city's high number of business visitors.

2.2.3 International Visitors

In the year ending June 2016 an estimated 714,916 international visitors came to the region¹², contributing an estimated \$763 million in expenditure. The main international source market for the region is Australia, followed by the US, the UK and Europe – all countries with strong recreational and tourism trail use and cultures. International visitation is concentrated in Wellington City, which receives the third-largest number of international visitors to New Zealand, after Auckland and Christchurch.

Over half the area's international visitors visit during the summer months of November to March, with February being the busiest period.

Wellington City is a regular stop on New Zealand cruise ship itineraries during the October to May cruising season. In the 2016–17 season Wellington City received an estimated 88 cruise ship visits carrying a total of 176,900 passengers¹³. Some trail-based shore excursions are offered to cruise ship passengers, such as guided rides on the Rimutaka Rail Trail.

2.2.4 Tourism Trends

In 2016 New Zealand experienced growth in international visitor numbers and increases in expenditure by international and domestic visitors¹⁴. The Wellington region also experienced growth –

¹¹ Statistics New Zealand. *Domestic Travel Survey: Trips*. This is the sum of domestic trips to the Wellington, Wairarapa and Kapiti-Horowhenua Regional Tourism Organisation areas.

¹² Statistics New Zealand. *International Visitor Survey: Place visited*.

¹³ Cruise New Zealand (2017). *Regional Cruise Stats*. <http://cruisewellington.org.nz/data/#>

¹⁴ Statistics New Zealand, *Tourism Satellite Account: 2016 – Media Release*. http://www.stats.govt.nz/browse_for_stats/industry_sectors/Tourism/TourismSatelliteAccount_MR16.aspx

commercial guest nights exceeded 3 million in 2015–16, and Wellington City experienced the fastest growth in domestic guest nights in the country¹⁵.

Projections for the period to 2022 are for tourism to continue to grow in New Zealand, with visitor arrivals expected to increase at 5.4% a year¹⁶. The large Australian source market is expected to continue to grow at 3.2% a year, while China is expected to become New Zealand's largest market. Although the China market has not been a major market for trail experiences, this may change due to an expected expansion of free and independent travellers (FITs) from China, who tend to stay longer and seek a wider range of activities (including nature-based and adventure experiences) than organised tour groups¹⁷.

2.3 Trail Tourism Markets

Domestic visitors are the major source market for trails in New Zealand¹⁸. As an indication of the popularity of trails in New Zealand, the 22 Great Rides in the New Zealand Cycle Trail (which are open to use by pedestrians as well as cyclists) had an estimated 1.3 million users in 2015, 86.5% of whom were domestic visitors¹⁹. About 83% of all use was for recreation or tourism purposes, as opposed to the 17% of users who were commuter cyclists.

In 2013 a survey of four Great Rides estimated that, for the Motu Trails, Mountains to Sea Trail and Hauraki Rail Trail, around 90% of trail users from outside the relevant region were New Zealand residents²⁰. Just over half of the users of the Queenstown Trails from outside the region were New Zealand residents, reflecting Queenstown's

popularity as an international destination for adventure and nature-based activities. Trail experiences are also major motivations for domestic visitors to visit a region. In the 2013 survey, between 60% and 80% of domestic visitors using the Motu Trails, Mountains to Sea Trail, and Hauraki Rail Trail cited the trails as the main or only reason for their visit. The domestic visitors using these trails tended to be families and younger people on weekends and people in older age groups during the week.

For international visitors, walking, tramping and cycling are targeted by Tourism New Zealand as special interest activities that offer ways to experience the 100% Pure New Zealand brand through the country's diverse landscapes, environments and national parks and reserves. Attraction of walking, tramping and cycling visitors is spearheaded through the New Zealand Cycle Trail, the Great Walks and the promotion of key trails and mountain biking destinations. Through the *Tourism 2025* framework, the New Zealand Government and tourism partners are also seeking to extend the regional dispersal of international visitors through improved local destination experiences and infrastructure, such as more competitive local trails²¹. At the time of developing this strategic framework the Wellington region was the fifth most popular regional tourism area for cycle tourism but was not a high-profile destination for walking and tramping among international visitors.

Tourism New Zealand has shown that walking, tramping and cycling by international visitors are important drivers of the visitor economy. Walking, tramping and cycling holiday visitors tend to stay longer and spend more than the average visitor to New Zealand.

¹⁵ Wellington Regional Economic Development Agency, *Annual Report 2016*.

¹⁶ Ministry of Business, Innovation & Employment (May 2016), *New Zealand Tourism Forecasts 2016–2022*.

¹⁷ Ministry of Business, Innovation & Employment (May 2016), *New Zealand Tourism Forecasts 2016–2022; Forward (October 2015)*, MBIE – *China FIT Visitor Market Research Report*.

¹⁸ Ministry of Business, Innovation & Employment (2013). *Nga Haerenga – The New Zealand Cycle Trail Evaluation Report*.

¹⁹ Ministry of Business, Innovation & Employment (2016). *Nga Haerenga – The New Zealand Cycle Trail Evaluation Report 2016*.

²⁰ Ministry of Business, Innovation & Employment (2013). *Nga Haerenga – The New Zealand Cycle Trail Evaluation Report*.

²¹ Tourism Industry Aotearoa. *Tourism 2025, Growing Value Together*.

Table 1
Walking/tramping and cycle tourism profiles – international visitors to New Zealand²²

	Walking and Tramping (2009–2013)	Cycling (including Mountainbiking) (2008–12)
Participation	<ul style="list-style-type: none"> • 25% of holiday visitors annually 	<ul style="list-style-type: none"> • 4% of holiday visitors cycle annually • Of these, 45.8% participate in off-road cycling and mountain biking
Length of stay	<ul style="list-style-type: none"> • Over 40% stay more than 20 nights in New Zealand 	<ul style="list-style-type: none"> • Over a third stay for 30 or more nights and 16% between 20 and 29 nights
Expenditure	<ul style="list-style-type: none"> • Average spend of \$3,600 (compared with \$2,800 by all holiday visitors) 	<ul style="list-style-type: none"> • Average spend of \$3,800 (compared with \$2,800 by all holiday visitors)
Source	<ul style="list-style-type: none"> • Mainly Australia, USA, UK, Germany, Japan, Netherlands 	<ul style="list-style-type: none"> • Australia, UK, USA, Germany, Canada, Netherlands
Age	<ul style="list-style-type: none"> • 49% aged between 15 and 34 • 26% aged between 35 and 54 • 23% aged over 55 	<ul style="list-style-type: none"> • 57% aged between 15 and 34 • 28.6% aged between 35 and 54 • 14.5% aged over 55
Travel party	<ul style="list-style-type: none"> • Mostly travel with a partner/spouse or alone 	<ul style="list-style-type: none"> • Highly likely to travel alone (48%) or with a partner/spouse (27%)
Most popular destinations	<ul style="list-style-type: none"> • South Island RTOs – Mackenzie, West Coast, Fiordland, Wanaka, Canterbury, Queenstown and Marlborough • North Island RTOs – Lake Taupo, Ruapehu and Auckland 	<ul style="list-style-type: none"> • Auckland, Canterbury, Queenstown, West Coast and Wellington, Rotorua, Nelson, Lake Taupo and Lake Wanaka are the most popular RTO areas for cycle tourism
Other experience preferences	<ul style="list-style-type: none"> • Active outdoor, adventure and nature-based pursuits – climbing, cycling, canoeing, wildlife watching, sky diving, swimming, horse riding 	<ul style="list-style-type: none"> • Adventure activities including kayaking, rafting, climbing, horse trekking, swimming, caving, bungee jumping. Winery visits

²² Tourism New Zealand (February 2014), *Tourism Profile – Tourism Special Interest, Walking and Hiking*; Tourism New Zealand (April 2013), *Tourism Profile – Tourism Special Interest, Cycling*.

3.

Current State of Play

3.1. The Existing Trails Network

3.1.1 General

The current trail network in the Wellington Region is both extensive and varied. Tramping has been a popular activity for generations and many New Zealanders cut their teeth on tramping trails in the northern area of the region, while many residents would also say that Wellington City is the home of mountain biking due to the efforts and vision of the Kennett brothers and other pioneers in the area. Trail running is becoming an increasingly popular and occurs throughout the region, including on backcountry tracks. The network currently contains some trails that are considered important nationally – and marketed as such – and many minor trails that are important for community benefit and lifestyle for regional residents.

Much of the network is managed for shared use and there are many multi-use trails that connect communities, features and experiences. The region also contains several walking-only areas (mountain biking prohibited) and dedicated mountain bike parks (mountain bike priority, walking permitted). Table 3 lists the key areas and range of activities undertaken. Updated mapping currently under way and being led by the Greater Wellington Regional Council as part of this strategic framework will capture many of the existing trails and routes.

3.1.2 Tramping, Walking and Trail Running

The Wellington region contains a wide variety of tramping, walking and trail running opportunities. These include shorter walks on either specific walking trails or shared use paths as well as longer trails.

Tramping is an activity that can occur in most places where nature, views and access provide for a memorable experience. Tramping is a long-held tradition in New Zealand and many tramping opportunities exist in the Wellington region without being defined routes capable of being detailed in a regional trails framework.

3.1.3 Mountain Bike Specific Trails

The region contains some outstanding mountain biking opportunities, many of which have been purpose-built in recent years. Foremost is the Makara Peak facility, on land managed by Wellington

City in partnership with the Makara Peak Supporters Group. There are a range of other more dispersed bike trails across the region.

3.1.4 Horse Riding

Many horse riding opportunities exist within the region and are an important asset for the region's horse riding community. Some locally important multi-use trails are used for horse riding, particularly where they border farm land or where horse trailer access is available, as are a number of trails in the regional parks and Rimutaka Range.

Horse riding predominantly occurs through local individual and club based activity, with a number of planned rides occurring on a schedule, as well as individuals with who are based on the rural and semirural properties in the regions. Reports that horse float-based parking limits access to some areas will be considered at a later point in this report.

Table 2
Wellington Regional Trails Network: Significant areas and Activities

Area	Land Manager	Activities	Description
Skyline Walkway/Outer Town Belt	WCC	Walking, tramping, trail running, mountain biking, horse riding (part)	Multi-use track running along the Wellington City skyline between Johnsonville and Karori. Provides stunning views of Wellington Harbour, the South Coast and West Coast. Includes multiple entry and exit points, including the popular Mount Kaukau and Khandallah Park.
Rimutaka Cycle Trail	HCC, UHCC, DOC, GWRC, SWDC	Walking, tramping, trail running, mountain biking	One of 22 New Zealand Cycle Trail Great Rides. Begins at the head of Wellington Harbour and includes the Hutt River Trail, Rimutaka Rail Trail, and Wild Coast, as well as road connections. Will begin and end in Wellington City once the proposed Great Harbour Way is completed.
Te Araroa Trail	KCDC, DOC, WCC, PCC, GWRC	Tramping, walking, trail running	Part of the national Te Araroa Trail that runs the length of New Zealand, the Wellington section takes in the Tararua Ranges before coming down the stunning Kapiti Coast and traversing the Wellington Skyline to finish in Wellington City. Used for short, day and multi-day walks. The Paekakariki Escarpment Section opened in 2016 and has quickly become one of the region's most popular day walks.

Area	Land Manager	Activities	Description
Catchpool and the Orongorongo Valley	DOC	Walking, tramping and trail running	A network of short, day and overnight walks suitable for easy family adventures through to challenging tramping trips. Popular for camping and overnight stays due to the range of camping options and serviced huts available. Located within the Rimutaka Forest Park and easily accessible from around the region.
East Harbour Regional Park	GWRC	Walking, tramping trail running, mountain biking (designated tracks)	A collection of three areas: The Northern Forest between Eastbourne and Wainuiomata (includes the popular Butterfly Creek picnic area); the Parangarahu Lakes Area and the Baring Head block. Outstanding ecosystems and geological features, and views over Wellington Harbour and Cook Strait.
Tararua Forest Park	DOC	Walking, tramping and trail running	New Zealand's largest forest park and arguably the birthplace of tramping in New Zealand. Contains an extensive network of backcountry tramping and walking tracks including the popular Mt Holdsworth–Jumbo Circuit and the multi-day Southern and Northern Crossings.
Makara Peak Mountain Bike Park	WCC/ Makara Peak Supporters	Mountain biking, walking, trail running	A strong network of well-developed and planned trails within easy connection to Wellington City. Well signed with reasonable car parking and toilet facilities. Has capacity to continue to grow under recent plans. Strong connection to user groups and volunteers.
Polhill Reserve	WCC	Mountain biking, walking and trail running	Provides for walking and mountain biking close to Wellington City. Well-managed range of trails relatively easily accessible to the city. Most trails are of intermediate level. Some access issues across private property exist. Significant native biodiversity due to trapping and proximity to Zealandia.
Miramar Peninsula	WCC	Walking, trail running	Situated in Centennial Reserve, a small network of trails continually in development with WMTBC and includes the well-known Jail Brake trail.
Mount Victoria/Matairangi	WCC	Walking, mountain biking, trail running	Well known for being a quality riding and walking opportunity within the city. Easy access to a well-planned range of tracks, many of which are multiple use. Heavily used and accessible for rides and walks by many people working in the central city or as a route through Wellington.
Wainuiomata Trail Project	HCC	Mountain biking, walking, trail running	The park is easily accessible and, with the recent construction and completion of the Riser, the park and surrounding hill areas are likely to be very well utilised. Great views across the Wellington Harbour and the trails natural setting as well as good signage make this area popular with residents and regional

Area	Land Manager	Activities	Description
Belmont Regional Park	GWRC	Walking, mountain biking, trail running, horse riding	Located near Hutt City, the park contains wide open spaces and a range of mixed trails. Good access and a strong user group advocating for its future provides for a good experience on well-maintained and some newly constructed trails.
Riven Rock Mountain Bike Park	Private	Mountain biking	A new private park with significant vertical drop in the Wairarapa area located 10 kms from Masterton. While new and still developing, initial reviews are strong and there are well-designed trails and experiences and shuttle services to the peaks.
Tunnel Gully	GWRC	Mountain biking, walking, trail running	A series of trails predominantly through the Pakuratahi Forest that also link in with sections of other rides, including the Rimutaka Rail Trail and the Hutt River Trail. Most of the trails of intermediate grade with easy trails for family and beginner markets.
Queen Elizabeth Park	GWRC	Mountain biking, walking, trail running, horse riding	Large area of dunes, wetlands and grazed pastures located between Paekakariki and Raumati South on the Kapiti Coast. Easy to moderate trails with seaward and inland views. Connections via Te Ara o Whareroa shared path and Whareroa Rd to Whareroa Farm and the Akatarawa Forest.
Whareroa Farm	DOC	Mountain biking, walking, trail running	A recreation area offering mountain biking, among other recreational pursuits. Good links to Akatarawa Forest and Queen Elizabeth Park and close to the rail station near Paekakariki.
Rangituhi/ Colonial Knob	PCC	Mountain biking, walking, trail running	An emerging mountain biking hub with planned speciality trails and uphill lifting. Trails are joined to local community networks and existing multiple use trails in the area.
Akatarawa Forest	GWRC, DOC	Mountain biking, walking, trail running, horse riding. Motorised recreation (4WD, trail & quad bikes)	Large area of rugged and remote forest between Upper Hutt and the Kapiti Coast. The only authorised opportunity for motorised recreation in the region. Includes the internationally renowned Karapoti Classic mountain bike route. Offers a range of walking/ tramping only routes.
Te Kopahou Reserve	WCC	Walking, mountain biking, trail running	A popular reserve on Wellington City's South Coast that includes a network of walking and biking opportunities, including the coastal Red Rocks Track, Tip Track and Radom Track. Connects to the Brooklyn Wind Turbine via the skyline and part of a longer city to coast route starting at Polhill Reserve.

3.1.6 Trail Mapping Summary

Initial data from the mapping project provides the following breakdown of trails by primarily classifying trails as walking trails or mountain bike trails, and then applying the criteria to differentiate the trails. Many of the tracks in the region are shared use, but the following data shows tracks by walking and mountain biking classification.

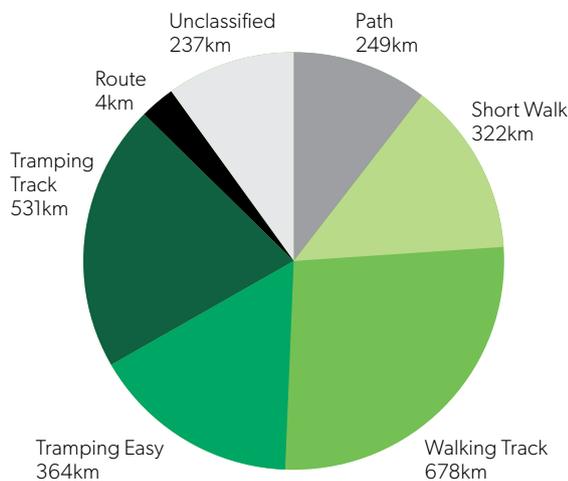
The mountain biking (MTB) pie chart (Figure 5) illustrates the breakdown of tracks classified for MTB around the region by grade. A summary shows:

- 24% intermediate
- 37% easiest or easy
- 25% advanced/expert/extreme

The pie chart only includes tracks on which MTB is permitted, so it excludes around 1,145km of tracks (this predominately would be the Tararua and Rimutaka Forest Parks, where MTBs are generally not permitted).

Figure 5
Walk trail length by trail category

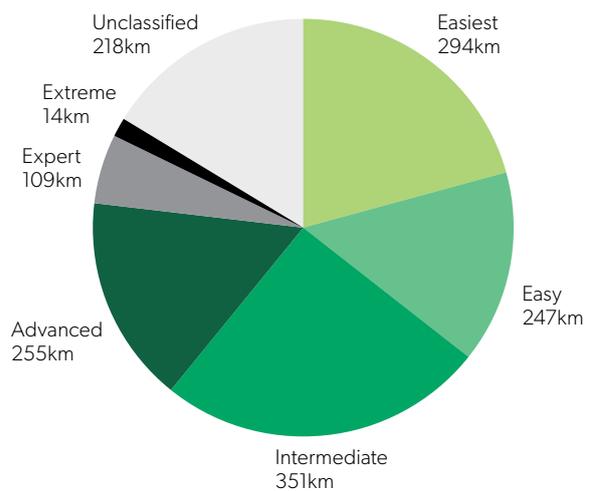
Walk Trail Length 2,634km



A breakdown of walking and tramping tracks by the walking trail classification in Figure 6 shows a similar pattern with most trails falling with the easy and intermediate categories.

Figure 6
Proportion of mountain bike trails by trail classification

MTB Trail Length 1,145km



3.2 Current Trail Use

Limited data is available that can provide accurate and consistent information about trail use across the region. Trail managers have estimated trail use for the region’s signature and regional trails based on their knowledge. The categories of use have been designed to provide a consistent estimate range. Categories are described as:

- A Zero to 1,000 visits per annum
- B 1,000 to 5,000 visits per annum
- C 5,000 to 10,000 visits per annum
- D 10,000 to 50,000 visits per annum
- E 50,000 to 100,000 visits per annum
- F 100,000 and above

The regional trail use based on these categories is shown in Table 3.

Table 3
Estimate of use for the region's signature and regional trails

Trail (or Cluster)	Estimate of Use
Makara Peak MTB Park	E
Rimutaka Cycle Trail	E
Te Araroa (Paekakariki Escarpment Walk)	E
Five Towns Trail	N/A
Southern Walkway	F
Rangituhi/Colonial Knob Development	D
Wainuiomata Trail Project	D
Belmont Regional Park – Stratton Street	C
Puke Ariki	B
Te Ara o Whareroa – Queen Elizabeth Park	F
Brooklyn Turbine/Polhill/Te Kopuhau Reserve	E
Rivenrock Mountain Bike Park	B
Eastern Hutt Hills	D
Matiu/Somes Island	D
Kapiti Island Summit Walk	C
Karapoti Classic	B
Northern Walkway	F
Hutt River Trail	F
Waikanai Trail	E
M2PP (Connecting Te Ara o Whareroa through Queen Elizabeth Park)	E

One trail that has detailed use data is the Rimutaka Cycle Trail, which was estimated to receive 98,659 visits in 2015²³. This was the third-highest level of use of the 22 trails in the NZ Cycle Trail after the

Queenstown Trails (211,901 visits) and Hawke's Bay Trails (207,719 visits) and exceeded visitation to the Hauraki Trails (81,888 visits), which are popular with residents of Auckland and surrounding areas.

²³ Ministry of Business, Innovation & Employment (2016). Nga Haerenga – The New Zealand Cycle Trail Evaluation Report 2016.

Table 4

Rimutaka Cycle Trail – estimated user numbers on component trails in 2015

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Hutt River Trail	7216	7013	6216	2366	3940	4631	4310	3360	4000	4000	4728	5631
Rimutaka Rail Trail	3144	1910	3750	5042	2881	2658	3328	3000	2811	1627	4707	1632
Wild Coast	1088	402	447	532	245	196	150	120	150	196	501	731

3.3 Views about the Trails Network

A survey²⁴ of trail user groups in the region undertaken during development of this strategic framework provided qualitative information on the use patterns, strengths weaknesses and opportunities of the trails network and the demand for future services.

The survey responses indicated that:

- walking (including tramping) and mountain biking/cycling remain the most popular forms of trail use by existing user groups, followed by horse riding and other uses, including trail running
- trails that provide an experience of 1 to 4 hours remain popular, with shorter experiences of less than 1 hour providing the least interest to those surveyed
- moderate trail difficulty is the category of trail most in demand across all user groups and all user types
- there is demand for more horse-friendly trails or trails where horse facilities provide easier access
- for many of the user groups, having a trail network close to home to use and access natural areas is important for fitness, lifestyle and recreation.

The region's trail user groups²⁵ consider the following improvements may be needed to the regional trail network:

- improved trail information, including on-site signage and a single source of information on the trails network (with a facility for users to provide feedback on maintenance issues)
- better trail condition and quality
- a connected network
- a greater diversity of trails and activities, with loop options
- improved access to trails in the Wairarapa area and Wellington's northern suburbs
- more trails that cater for the region's growing over-55 demographic.

User conflict and safety on multi-use trails were significant concerns raised across walkers, bikers and horse riders. Concerns included safety on narrow trails, spooking of horses and lack of clarity about permissible trail uses.

²⁴ TRC (2017). A survey of user groups associated with the Wellington Region. The survey was not designed to extract quantitative data in a statistically defensible way, but to allow user groups to provide input and qualitative information in a structured way. The survey was distributed to groups from all major use categories including mountain biking, trail running, tramping, walking, cycling, horse riding, dog walking and conservation groups and event organisers. Over 235 responses were received.

²⁵ Based on the user group survey and consultation meetings held at 4 locations throughout the region.

3.4 Trail Stakeholders

3.4.1 Management Authorities

Trails are currently managed by various local, regional and national organisations within the planning area – some on land they control, other trails by management arrangements including MOUs, leases and licences. The authorities and organisations with direct land management and trail accountabilities are:

- Wellington City Council
- Porirua City Council
- Kapiti Coast District Council
- Upper Hutt City Council
- Hutt City Council
- Masterton District Council
- Carterton District Council
- South Wairarapa District Council
- Greater Wellington Regional Council
- Department of Conservation.

Several key regional organisations play a significant role in funding, promoting and marketing trails, as well as supporting those authorities and organisations listed above. These include the Wellington Region Economic Development Agency (WREDA) and the Ministry of Business Innovation and Employment (MBIE).

3.4.2 Community Groups

The Wellington region has a significant community of people and groups that have an active interest or contribute broadly to trail management, construction and use. Many groups involved in trail construction and management are also actively involved in conservation and environmental protection of the surrounding areas.

User groups exist across the region and are generally linked to a specific part of the trail network used by or built by the group. Wellington City has the largest number of user groups due to its population and proximity to a collection of trails that offers outstanding experiences very close to urban infrastructure. User groups tend to be divided by their main recreational activity, and there are clubs and groups formed around mountain biking, cycling, walking, tramping, horse riding

and trail running. Several groups associated with conservation and environmental protection have an active interest in trails.

Significant clubs are listed in Appendix B and are too numerous to list individually in this section.

The Wellington Trails Trust, which focuses on the development of mountain biking and multi-use trail networks in Wellington City and the region, has become a major trail advocate group. A number of other trails trusts exist in the region, including the newly formed Five Towns Trails Trust in the Wairarapa. This new group is involved in the development of a coordinated trail network in the Wairarapa linked to the Rimutaka Rail Trail and five significant towns in the area.

3.4.3 National Bodies

New Zealand Cycle Trail Incorporated, the national body that provides overall leadership, direction, guidance and support to the Great Rides, has a leadership and support role in relation to the Rimutaka Cycle Trail. The national-level Te Araroa Trust and the regional Te Araroa Wellington Trust are involved in coordinating development and management of the portion of the Te Araroa Trail that passes through the region.

Additionally, several national bodies are important in the use, standards and promotion of outdoor adventures in New Zealand. These include the Department of Conservation, Tourism New Zealand and MBIE.

3.4.4 Business

Business groups with an interest in trails and trail management extend throughout the region. Groups include bike servicing, repair and rentals, event management and ownership groups, accommodation and food businesses linked to trail use as well as Wellington Airport.

Many businesses with a significant interest will be linked into the network via clubs and chambers of commerce, as well as peak bodies representing industry and business regionally and nationally.

A list of trail-related community and business stakeholder groups is provided in Appendix B.

3.5 Trail Policies and Planning

The various territorial authorities and trail-managing entities across the Wellington region aspire to increase the safety, convenience and extent of district cycling and walking networks; use trails to improve the health and liveability of communities; attract trail visitors; and contribute to trail linkages through the wider region. Policies and the content and extent of trails planning and implementation varies through the region.

Appendix C and Table 5 provide a snapshot of the trail-related policies, plans and procedures currently adopted by the region's various territorial authorities, the Department of Conservation and the Greater Wellington Regional Council. It should be noted that the size differences in each authority may in part lead to some of the differences in approach and policy. This may include:

- population differences leading to income disparity
- national, regional or local focus
- capacity within the authority to deal with trail issues and adequately plan for trail improvements and management
- differences in the focus of the authority, dependent upon the land tenure predominating and the community aspirations.

Several similarities occur and a few differences are evident in approach. Differences can also occur through interpretation of what would appear to be the same or a similar policy. For example, the adoption of IMBA standards for classifying mountain biking trails may occur between two authorities, but interpretation by individuals in those authorities may lead to trail users noticing the difference in trail standards by classification.

Several collaborative cross-district and cross-tenure trails have been developed in the region, including the Rimutaka Cycle Trail and the Hutt River Trail. Plans have also been developed by the Wellington City and Porirua City councils for Porirua's Outdoor Recreation Park, which is proposed to contain a network of trails. In 2015 a business case for mountain biking improvements through the region²⁶ was developed by the Wellington Mountain Biking Economic Growth Initiative (now Wellington Trails Trust) with support from the Wellington City Council, the Wellington Regional Economic Development Agency and trails stakeholders and businesses.

²⁶ Wellington Trails Trust (2015). Wellington Recognised Globally as the Best City in the World for Mountain Biking – Business Case: For Consideration by Wellington City Council's Economic Development Fund Committee

Table 5: Policy approaches to key trail issues

District Council / Authority	TRAIL POLICIES		
	Shared Use	E-bikes	Environmental Conditions
Greater Wellington Regional Council In relation to Regional Parks managed under the <i>Parks Network Plan</i> .	<p>The majority of regional park trails are multi-use.</p> <p>Separation or limiting of recreational activities and uses, where necessary, to protect health and safety, environment or heritage values or to prevent conflict (Policy 70).</p> <p>Requires users of shared trails to respect and be courteous of other users, and for riders to be cautious around walkers (7.2.15).</p>	<p>No current policy</p>	<p>Maintaining a variety of recreational opportunities throughout the park network that recognise diversity of cultures, ages, fitness levels and physical abilities (Policy 68).</p> <p>Provision of easy to moderate trails close to park entrances to provide for elderly, disabled and children (Policy 71).</p> <p>Development of better trail linkages through open space and other tenures (Policy 72).</p> <p>Priority to be given to linkages, circuits and loop trails when developing new trails (Policy 74).</p>
	<p>Preference for shared use trails, where appropriate, to manage usage rates.</p> <p>The 2016 Open Space Access Plan has guidelines for assessing suitability of trails for safe, shared use; designating them as shared use, priority use for a particular purpose or for exclusive use; and for user behaviour requirements.</p>	<p>Wellington City Council is trialling the use of e-bikes for a year, after which their use will be reviewed and a decision made on future Council policy. The trial features:</p> <ul style="list-style-type: none"> e-bikes with up to 300 watts of power output and limited to 25 km per hour have access to some trails – generally suitable commuter link trails, some mountain bike trails and where there is a clear sightline or appropriate width to mitigate user conflict. Trails approved for e-bike use are listed on Council’s website criteria are provided for use of e-bikes – sightlines, path width, environmental impacts. 	<p>Provides trail design standards and design specifications based on NZ Standard SNZ 8630:2004, and the NZ Cycle Trail Design Guide. Trails are classified as:</p> <ul style="list-style-type: none"> pedestrian – urban path, short walk, walking track, tramping track, route bike – easy, intermediate, advanced and expert (based on IMBA classifications). <p>Most trails are generally closed to horse riding due to potential trail damage and incompatibility with other uses. Specific trails are designated for horse riding.</p> <p>Approval of horse riding on other trails must be assessed in accordance with criteria and processes under the 2016 <i>Open Space Access Plan</i>.</p>
Wellington City	<p>Trails are to be physically sustainable and have minimal environmental impact.</p> <p>The 2016 <i>Open Space Access Plan</i> provides criteria for assessing trail work priorities, upgrades and new trails. Guiding principles are provided for ecologically sustainable trails and biodiversity protection. An Assessment of Environment Effects is required prior to significant trail work.</p> <p>Sites of ecological significance are identified in <i>Our Natural Capital Wellington’s Biodiversity Strategy and Action Plan 2015</i>.</p>	<p>Trails are to be physically sustainable and have minimal environmental impact.</p> <p>The 2016 <i>Open Space Access Plan</i> provides criteria for assessing trail work priorities, upgrades and new trails. Guiding principles are provided for ecologically sustainable trails and biodiversity protection. An Assessment of Environment Effects is required prior to significant trail work.</p> <p>Sites of ecological significance are identified in <i>Our Natural Capital Wellington’s Biodiversity Strategy and Action Plan 2015</i>.</p>	<p>Trails are to be physically sustainable and have minimal environmental impact.</p> <p>The 2016 <i>Open Space Access Plan</i> provides criteria for assessing trail work priorities, upgrades and new trails. Guiding principles are provided for ecologically sustainable trails and biodiversity protection. An Assessment of Environment Effects is required prior to significant trail work.</p> <p>Sites of ecological significance are identified in <i>Our Natural Capital Wellington’s Biodiversity Strategy and Action Plan 2015</i>.</p>

District Council / Authority		TRAIL POLICIES		
Shared Use	E-bikes	Environmental Conditions	Other	
Hutt City	The Making Tracks plan (2009) refers to a general public expectation that trails will be shared by bicycles and walkers, with horses on a few tracks. A mix of single and dual use trails may be necessary to enhance safety or experience. However, it is considered that shared use can be sustained by appropriate design and construction.	No current policy	All new tracks and significant upgrades will be professionally designed in order to achieve tracks that match the needs of the predominant users or likely predominant and, where practical, complying with SNZ HB 8630:2004.	
Porirua City	Council aims for 95% of the urban area to be no more than 1 km from a shared path by 2020; and to acquire land to enable shared paths along significant routes. Trails in Council-managed reserves are to be shared between walking and cycling where practicable. A Code of Conduct is published for shared trails, including directions on speed, passing and giving way.	No current policy	New trails in Council-managed reserves are to be constructed and maintained in a manner that: <ul style="list-style-type: none"> protects the natural, historic, cultural and landscape values of the reserve reflects the planned outcomes for reserves. Overall Council aim of increasing the safety, convenience and extent of cycling and walking networks. New trails in Council-managed reserves are to be constructed and maintained in accordance with NZ Standards and design guidelines.	
Porirua's Outdoor Recreation Park Joint proposal with Wellington City Council	Separation of users proposed where conflicts are likely. One-way mountain bike travel is envisaged where two-way use is not safe.	No current policy	A trail approval and ecological assessment process is required prior to construction.	Trails are to be designed and constructed to best-practice standards and for user safety and protection of the natural environment.
Upper Hutt City	Plans to investigate further development of shared trails in rural areas that are safe for pedestrians, cyclists and horse riders (Land Use Strategy, 2016)	No current policy	Classifies walking trails as: Path (Easy), Walking Track (Some fitness required) and Tramping Track (Tramping experience required).	

District Council / Authority	TRAIL POLICIES			
	Shared Use	E-bikes	Environmental Conditions	Other
Kapiti Coast	Has directives for safe shared cycling, walking and horse riding trails based on NZ Transport Authority guidelines.	No current policy	No current policy	No current policy
Masterton	No current policy	No current policy	No current policy	No current policy
Carterton	2016 Walking and Cycling Strategy mentions suggested use of DOC paths for recreational cycling and mountain biking, but indicates a need to consider the safety of people on foot, conservation issues, and path and landscape stability.	No current policy	No current policy	No current policy
South Wairarapa	No current policy	No current policy	No current policy	No current policy
Department Of Conservation	No current policy	Has been considering its local policy on an as-needs basis. E-bikes that meet the NZ Transport Agency's definition of a power-assisted bike – maximum power output not exceeding 300 watts – were permitted on the Otago Central Rail Trail in 2015.	Trail development and management needs to be compatible with the relevant reserve plans, strategies and policies.	No current policy

3.6 What is Needed to Develop a Nationally Significant Trails Destination?

While a destination may have world-class trails, it is the combination of trails and the overall visitor experience that create a trails destination that residents are proud of and visitors seek out. A world-class or even a great trail destination is more than its physical trails. A combination of factors creates a trail destination that continues to attract visitors through its reputation for quality and a special experience. The following factors tend to characterise a world-class trails destination.

3.6.1 The Trails

At the core of attracting trail visitors is the environment and setting, the quality and quantity of trails, their accessibility and the interest and challenge offered.

Diversity of trail types, styles and destinations

A diversity of trails suited to a range of users and markets is desirable to broaden the destination's appeal to a range of users and markets – including for people for whom a trail experience is the main reason for the visit and for visitors for whom a trail is one of several activities they undertake. This has been achieved in a variety of ways, such as trails in different locations and landscapes, long and short trails, different loops and journey options, and a range of challenges, such as front country and backcountry walks or rides.

Successful mountain biking destinations typically offer trails for a variety of riding styles, skill levels (beginner, intermediate and advanced) and technical challenges. Mountain biking facilities that offer a wide range of quality experiences are often

recognised by the International Mountain Bicycling Association (IMBA) by its "Ride Centre" designation. Ride Centre status is recognised by mountain bikers around the world as an indication of an outstanding mountain biking destination. In New Zealand, mountain bike destinations with IMBA Ride Centre designations are in Rotorua, Taupo and Nelson. IMBA-designated Epic Rides also demonstrate outstanding and highly appealing cross-country riding routes. Epic Rides are demanding rides in a natural setting, composed of more than 80% single-track and at least 32 kilometres in length²⁷. New Zealand currently has no Epic Rides

QUEENSTOWN owes part of its success as a trails destination to its wide range of walking, tramping, cycling and mountain biking trails which are easily accessible from the town or nearby visitor hubs.

MT BULLER BIKE PARK in Australia's Victorian Alps offers a wide range of cross-country and downhill mountain biking trails, together with skills development areas. It has gained IMBA recognition as an IMBA Ride Centre. Development of an IMBA Epic Ride (a demanding, single-track backcountry adventure trail) added to the variety of the trail offer and led to an increase in visitation.

²⁷ www.imba.com/epics/rides

Signature and supporting trails

One or more signature (or icon) trails are important to provide a drawing point for a trail destination. However, a variety of trail experiences is desirable to cater for the range of visitor interests, encourage exploration of the destination and foster repeat visitation.

TASMAN PENINSULA, TASMANIA, AUSTRALIA

The Tasman Peninsula in Tasmania offers one of the widest ranges of walking tracks in Australia, with easy to difficult walks showcasing the area's distinctive, rugged sea cliffs, areas of rainforest, coastal heathland and convict heritage. The newly opened Three Capes Track is a 4 day/3 night, 46-kilometre journey that showcases the area's main features using purpose-built cabin accommodation. The track is limited to 48 walkers a day. While the Three Capes Track serves to build the area's reputation as a walking destination, there are numerous other quality trails for visitors who seek a different experience.

Concentration of trail opportunities

Ideally, different visitor markets should have access to trail opportunities that cover at least 2 to 3 days of walking or riding activity. Depending on the market, this might include linear trails that offer multi-day journeys, trail networks or trails accessible from a visitor hub with a variety of short trail or day options.

FRUITA, an adventure destination in Mesa County Colorado, has several dispersed mountain biking, hiking and horse riding trail networks accessible from the area's visitor hubs and offers a range of different trail experiences through desert and mountain terrain.

High quality, sustainable trail infrastructure

The trail's location and design should enhance the user's overall experience – whether it is a short walk showcasing a special feature, a long journey through different landscapes, a remote nature experience, a challenging mountain bike ride or an event. Trails and associated infrastructure (trailheads, signage, amenities) need to be designed and constructed to be fit for purpose and level of use, to be compatible with surrounding natural and cultural features, and to minimise environmental and social impacts.

Trails and infrastructure should be designed and managed to be safe for the proposed uses, including shared use trails. There should be clear, accessible information (on signs and online sources) on orientation and wayfinding, trail standards, difficulty ratings, appropriate user behaviour and journey length.

Accessibility

Trails need to be easily accessible to visitor markets from a destination's population, tourism, and transport hubs. Transport arrangements and facilities need to be tailored to the ways users wish to access trails, their points of origin and their logistical requirements. Examples include:

- road access to trailheads with adequate car parking facilities
- public bus or train services to trailheads, with facilities for transporting packs and bicycles
- people, bike and luggage transfer services that facilitate one-way journeys
- bike shuttle services and lifts at mountain bike trails
- All ability accessible facilities to encourage the broadest community use possible.

On multi-day trails, such as the **OTAGO CENTRAL RAIL TRAIL**, **QUEEN CHARLOTTE TRACK** and Australia's **GREAT OCEAN WALK**, transport providers transfer luggage and drop off and pick up people at different locations to facilitate luggage-free walking or riding, different journey lengths and the use of off-trail accommodation.

Bike shuttle services are an important element in the success of the Rotorua mountain biking destination.

3.6.2 The Experience

Distinctive experiences

Successful trail destinations offer visitors something special and different from other places. They offer a strong overall destination experience in which:

- trails showcase distinctive landscapes, natural or cultural landscapes and/or enable users to interact with local people and cultures
- linked experiences and accommodation add character and variety
- on and off trail competitive and social events help stimulate interest and attract different markets.

Interpretation and storytelling are important to contemporary trail visitor markets who seek to immerse themselves in, and learn about, places and people.

Attractive natural or cultural context

The setting in which trails are located is integral to their attraction to visitors. Spectacular or unusual settings and places of interest near trails are significant attractions for visitors and add to the pool of visitors likely to use trails. The natural and cultural features of a destination also provide stories that add interest to the trail experience.

Quality pre-trip information

Quality websites, apps and maps are needed to provide prospective visitors with reliable information about the trails in a destination, the services available and the destination in general. Ideally,

a trail destination will have a 'one stop shop' website that provides comprehensive information on all the trails; the range of experiences and services; and facilities or links for booking trail experiences, tours, transport, services and accommodation.

The website for the 152 km **OTAGO CENTRAL RAIL TRAIL** (www.otagocentrailtrail.co.nz) provides comprehensive information about the trail and the region, equipment requirements, transport services, bike hire, tours, accommodation, food and wine, attractions and events. Itineraries are provided for trail trips of various lengths. There are links to tourism providers to enable booking.

The **7STANES** is a group of world-class mountain bike trail centres spread through in forest areas in the south of Scotland. Scotland's Forestry Commission website (scotland.forestry.gov.uk/activities/mountain-biking) provides detailed information about each centre, trail grades and safety, walking and other activities and events. Another website (www.7stanes.com) provides information on mountain bike businesses, accommodation and holiday packages.

The **BIBBULMUN TRACK** is a 1,000-kilometre walking and hiking trail that traverses varied terrain, forests, coastal landscapes, conservation areas and towns between Perth and Albany in south-west Western Australia. It is usually walked as day or shorter multi-day experiences. The track's website (www.bibbulmuntrack.org) has gradually been improved over the years. The website now offers a 'one stop shop' for all matters to do with the trail. Track users can obtain detailed information on each track section, track conditions, guidebooks and maps, equipment hire, accommodation and services. The Bibbulmun Track Foundation offers its own walking packages, tours, group activities, learning sessions, educational products, team building products and events, which can be booked through the website.

A range of quality support services and facilities

Successful trail destinations provide the range of trail users with the services they need to access and enjoy trails. They assist in providing a seamless experience where the logistics of accessing trails, transporting people and equipment, and finding a place to stay are easily handled. The support services need to recognise the special needs of trail visitors. It is becoming more prevalent for trail destinations to run walker or bike friendly schemes, where service and accommodation providers offer products and packages that cater for needs such as secure bike and equipment storage, clothes and equipment washing, packed lunches and opening hours convenient to trail users.

Typical trail destination support services include:

- people, equipment and luggage transport to and from trailheads and accommodation
- a range of guided and self-guided trail tours
- equipment, bike hire, repair and retail for tramping, and other user needs, including bridle
- equipment car rental services that facilitate carrying of equipment and bikes
- long stay car parking at or near trailheads
- a range of trail-friendly accommodation that caters for walkers and riders.



VISIT SCOTLAND WELCOME SCHEMES

Visit Scotland, Scotland's national tourism organisation, operates Welcome Schemes which offers accreditation to encourage tourism businesses to meet the varied needs of visitors and

ensure that the hospitality encountered by visitors 'meets, or preferably exceeds, their expectations' (<http://www.visitscotland.org>). The range of schemes includes a Walkers Welcome Scheme and a Cyclists Welcome Scheme with criteria for accommodation, caravan/camping, visitor attraction and café/restaurant businesses.

Core criteria for accommodation are:

- outdoor clothing drying space
- access to clothes washing facilities
- provision of (or access to) early breakfast and late evening meals
- packed lunch service
- information on local walking/cycling routes and public transport
- daily weather forecast
- details of local resource services
- free unrestricted WiFi
- chargers for common mobile devices
- lockable covered bike storage (for cyclists)
- details of nearest cycle repair services and a range of basic repair items (for cyclists)

Core criteria for attractions and café/restaurants are:

- space for wet clothes, rucksacks
- provision of bike parking
- information on local public transport, emergency first aid contacts, local walking/cycling routes
- assistance on finding walker or cyclist friendly accommodation providers
- free refilling of water bottles and flasks
- free unrestricted WiFi



ITALY BIKE HOTELS

Italy Bike Hotels (www.italybikehotels.com) is a consortium of 67 hotels

that provide quality services according to agreed criteria to cyclists visiting different parts of Italy. They cover the different cycling clientele – road cyclists, mountain bikers, cycle tourists and sport cyclists. The fulfilment of the criteria in each hotel is audited independently.

The core facilities provided by participating hotels are:

- safe, secure bike storage
- an equipped bike workshop
- access to a bike repair service
- cycle guide services
- information on routes, trails and itineraries
- laundry services for sports clothing
- balanced meals and snacks suited to energetic activity
- medical assistance and physiotherapy
- workout space, massage treatment

Trail, food, beverage and retail products and businesses

Trail visitors need to have accessible places open at the right times in order to purchase food and equipment. Cafes and restaurants are also important as places to relax and enjoy the destination. In many places cafes have evolved as places for walkers and riders to meet and socialise – often forming an intrinsic part of a walking or riding experience. Outdoor and bicycle shops are also important places to make trip-related purchases, obtain local information and arrange hire or repair of equipment and bikes.

Strong trail destination positioning and marketing

With an increasing number of trail destinations, strong destination positioning is needed to evoke a strong sense of destination in the marketplace and the minds of prospective visitors. The positioning needs to be delivered consistently across the different trails in a destination through information, messages, imagery, standards, quality of product and quality of service.

Collaboration between trail managers, operators, the tourism industry and government agencies is required to develop and deliver a consistent position and to market a trails destination in an effective manner.

3.6.3 Governance and Management

Effective coordination and management structures

An effective structure (or structures) to facilitate collaboration, coordination and quality control among the different trail managers and stakeholders is critical to delivering quality trails infrastructure and experiences across a destination.

The most effective trail governance entities tend to be those that:

- have a clear mandate for achieving a trail vision and a capacity for leadership, agreed by the relevant partners
- have a clear understanding of roles and responsibilities among the different partners
- incorporate personnel with relevant skills and experience
- have access to adequate financial and human resources for trail development, maintenance, ongoing operations, experience development and marketing.

Adequate resourcing at the destination level and the level of individual trails is crucial to delivering the destination experience. A lack of trail maintenance or delivery of promised services and standards can affect a destination's reputation. Trail organisations need to be proactive in raising funds and pursuing investment opportunities.

An analysis of the features of effective trail governance is provided in Appendix D.

Community and industry engagement and support

In the best trails destinations, local communities and the tourism industry are well informed about the destination's objectives and participate in the delivery of the destination experience either directly (through offering products and services, and participation in management), or indirectly by creating a welcoming atmosphere.

Community and industry partnerships assist in collaborative delivery of trail experiences. A destination's trails are an important local recreational and lifestyle asset and local people have a vested interest in maintaining and improving their quality. In many cases, local groups have been instrumental in trails development and seek ongoing involvement in their management.

BIBBULMUN TRACK ENGAGEMENT PROGRAMMES

The Bibbulmun Track Foundation has encouraged growth of a supportive track community that extends through user groups, the general public, and the government and private sectors. This has resulted in a strong sense of stewardship and support for the Bibbulmun Track.

The Foundation operates volunteer programs, training programs, information sessions and sponsorship partnerships that enable residents, visitors and businesses to participate in management and development of the Track.

The Eyes on the Ground Maintenance Program enables teams of volunteers to adopt a section of track, carry out a maintenance and reporting schedule and attend annual Maintenance Field Days. An incentives program offers rewards (such as gift vouchers, national park passes) linked to the number of hours volunteered in a year.

Partnerships with local businesses are used to sponsor specific programs, activities and track work (for which each sponsor is acknowledged) – such as the volunteer maintenance program, first aid training and incentive prizes for volunteers.



4. How does the Wellington region perform as a trails destination?

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Table 6 assesses the region's trails and trail experiences against the key criteria for a world-class trails destination.

Table 6: Assessment of Wellington's Trail Performance

Criteria	Ranking	Gaps and Issues	What Could be Done?
Diversity of trail types, styles and destinations		<p>Trail connections in some parts of the network.</p> <p>Experience quality of on-road parts of the Rimutaka Cycle Trail and lack of a loop experience.</p> <p>Limited options for easy and technical mountain bike riding and lack of a high quality multi-day experience.</p> <p>Family and group easy options limited beyond the Hutt River Trail.</p> <p>Extensive network of easily accessible walking and tramping opportunities</p>	<p>Potential connection of Hutt River Trails to Akatarawa and Kapiti trails.</p> <p>Completion of the Rimutaka Cycle Trail as a loop trail and investigation of proposed Five Towns Trail linkage.</p> <p>Implementation of the Makara Peak Mountain Bike Park Master Plan.</p> <p>Support the Great Harbour Way connecting Wellington City to significant trail networks.</p>
Signature and supporting trails		<p>Lack of a regional approach to trail classification. Signature trail experiences are not agreed across the region nor promoted as visitor drawcards.</p> <p>Lack of prioritisation on development of trails with a broader focus.</p> <p>Supporting infrastructure for trails tends to get dispersed and not based on priority for trail type.</p>	<p>Adopt an agreed regional classification of trails as signature, regional and local as a basis for experience development prioritisation and promotion.</p> <p>Focus on development of smaller number of great experiences.</p>
Concentration of trail opportunities		<p>Trail opportunities may be less where smaller councils have limited budgets.</p>	<p>Improved provision of trails and network connections in Wellington City's new subdivisions.</p> <p>Proposed Five Towns Trail work to develop connections and links in the Wairarapa.</p> <p>Broaden trail opportunities across the region to fill in the gaps.</p>
High quality, sustainable trail infrastructure	 Variable	<p>Variable trail conditions and provisions of trailhead infrastructure, including toilets.</p> <p>Horse riding infrastructure (such as float parking and horse yards) are lacking in some horse riding areas.</p> <p>Inconsistent trail standards (difficulty, use) and signage across the region.</p>	<p>Alignment of trail surfaces, design and maintenance to the trail purpose and use.</p> <p>Provision of trailhead facilities appropriate to the trail classification and level of use.</p> <p>Provision of horse riding facilities at one or more significant horse riding areas.</p> <p>Adopt a consistent approach to trail standards and signage.</p>
Accessibility		<p>Provision for bikes on trains.</p> <p>Horse float parking.</p> <p>Inadequate drinking water in some areas.</p>	<p>Improved biker and walker transport services and products.</p> <p>Improved horse float parking.</p>

Criteria	Ranking	Gaps and Issues	What Could be Done?
Distinctive experiences	City/Nature trail links 	Some significant walking and cycling trails have not been developed to their potential.	Augmentation of signature and regional trail experiences with improved infrastructure, information, interpretation, products and packages with Wellington region attractions and activities to provide more distinctive experiences. In the long term, consider new trails to showcase the region's scenic locations. Investigation of an Epic multi-day mountain bike trail (potentially South Coast to Makara Beach, through to Spicers Forest and Colonial Knob). Continue to grow product and improve the existing experiences such as the Rimutaka Cycle Trail and the Te Araroa trail from Pukerua Bay to Paekakariki with world class support services.
	Quality trail journeys 	Lack of a strong signature mountain biking experience. Some outstanding coastal areas have limited trails.	
	Tramping trails 		
	Mountain biking – Variable 		
Attractive natural or cultural context		Planning constraints associated with water catchment areas. Limitations to showcasing of the natural and cultural context. Windy weather.	Improved showcasing of natural and cultural context through interpretation and experience products.
Quality pre-trip information	Variable between trails  	Information varies between trails, from comprehensive information offered by the New Zealand Cycle Trail, the Te Araroa Trust, DOC and some user groups to very limited information for visitors. No single regional point of access to online trails information. Lack of a central city or airport trail information hub. Lack of digital information for non-local markets. Use of different names for some major trails.	Improved information through a web trails portal (offering comprehensive information), regional trails brochure and central trails information hub. Greater emphasis on trails in regional marketing. Adoption of consistent names for major trails. Branding of signature and regional trails.
Range of quality support services and facilities	Variable 	Bike transport options are limited or not well advertised Specific trail-friendly services are limited. While accommodation and attractions exist close to trails there are limited accommodation and experience packages for trail visitors.	Encouragement of more bike and walker friendly transport services and facilities at visitor hubs. Establishment of a region trail-friendly accreditation scheme for accommodation, attraction and service operators. Advice, encouragement and capacity building for trail-related tourism operators on development of trail experience products and packages.

Criteria	Ranking	Gaps and Issues	What Could be Done?
Trail, food, beverage and retail products and businesses	Variable Equipment retail 	Trail-related packages are limited for most major trails. While there are numerous quality food and wine outlets, there has been limited linkage with trails. Natural and cultural interpretation and storytelling associated with trails is limited.	Advice, encouragement and capacity building for trail-related tourism operators on development of trail experience products and packages. Improved interpretation information and products.
Strong trail destination positioning and marketing		Except for the Rimutaka Rail Trail there is mainly low-key positioning and marketing by territorial authorities and some trail managers for particular trails and events. No coordinated regional trail destination marketing.	Make WREDA Destination and Marketing the lead agency in partnership with Destination Wairarapa for consistent, collaborative marketing of signature and regional trails and the trails destination. Single web trails portal. Branding of signature and regional trails.
Effective governance and management structure		Collaboration has occurred on development of particular trails/network, but there is no region-wide mechanism for collaboration to achieve consistent regional trails destination development between multiple trails partners.	Implement an agreed region-wide trails governance structure that provides effective leadership and coordination on signature and regional trails and implementation of the strategic framework.
Community and industry engagement and support	Community  Industry 	Lack of a recognised point of contact with industry to facilitate product development, marketing campaigns and partnerships. Inconsistent responses to stakeholder groups on trail matters.	An agreed region-wide trails governance structure that would include industry and community liaison in its remit. Regular industry forum on trails and capacity building for operators.
Events		Current events are largely competitive or involve extreme sports. A recurrent world class event is lacking. While some trail-related community events and programmes (such as WORD programme for youth mountain biking) exist, more participative, community-based events are desirable.	A signature trail event that showcases the best of the region's outdoors linked with other regional attractions such as culture, food and beverages. Improve the distribution of trail events through the year.

5. The Proposed Trails Network

The trail network for the Wellington region will be built around three trail classifications that form building blocks for managing, improving and marketing the network, meeting the needs of residents and visitors, and prioritising resources and investment.

Signature Trails

A small number of outstanding trails that attract visitors and achieve recognition for the region as a trail destination, and provide a focal point for regional residents.



Regional Trails

Significant trails that form the core of the trail network and provide quality experiences for residents and visitors and attract users more familiar with the area or wanting less popular experiences.



Local Trails

Trails that primarily service local communities. Local trails are important for everyday health, wellbeing, connectivity and amenity.

In order to achieve the vision of this framework and make a significant change to the trail network, agencies and stakeholders in the Wellington region must commit to working together in a coordinated and consistent manner.

There are six core areas where coordinated actions are desirable to deliver a world-class regional trail network.

Effective Coordination

Arrangements to provide region-wide leadership and direction and assist collaboration and coordination

Consistent and Collaborative Planning

To provide consistent regional policies and approaches to trail use, design and construction standards environmental sustainability

Delivering Trail Experiences

A consistent approach to trail classification, network development and service delivery

Sustainable Management

Maintenance and monitoring to ensure continued environmental and social sustainability

Supporting Trail Use and Community Involvement

Including support for the work of volunteer trail groups and encouraging trail use through programs and events

Marketing and Communication

Effective ways to reach local and visitor trail markets

5.1 Effective Coordination

5.1.1 Structure

With the large number of trail-related partners involved in trails in the Wellington region, an agreed approach to effective coordination is required to ensure strategic and consistent implementation of the trails framework across the region.

Implementation of this framework for trails in the Wellington Region should provide for:

- a. Coordinated and collaborative implementation of the Regional Trails Framework as it relates to cross-regional matters and signature and regional trails
- b. Clear delineation of the roles and responsibilities of trail stakeholders and partners
- c. Advice and assistance in building the capacity of trail stakeholders and partners to implement trail and experience improvements
- d. Advice and assistance in obtaining funds and investment for signature and regional trail development and centralised management of funds for these priority trails

The agreed approach to working together should:

- e. Provide leadership
- f. Represent key authorities and signature and regional trail management partners
- g. Have adequate financial and human resources for coordination and administration

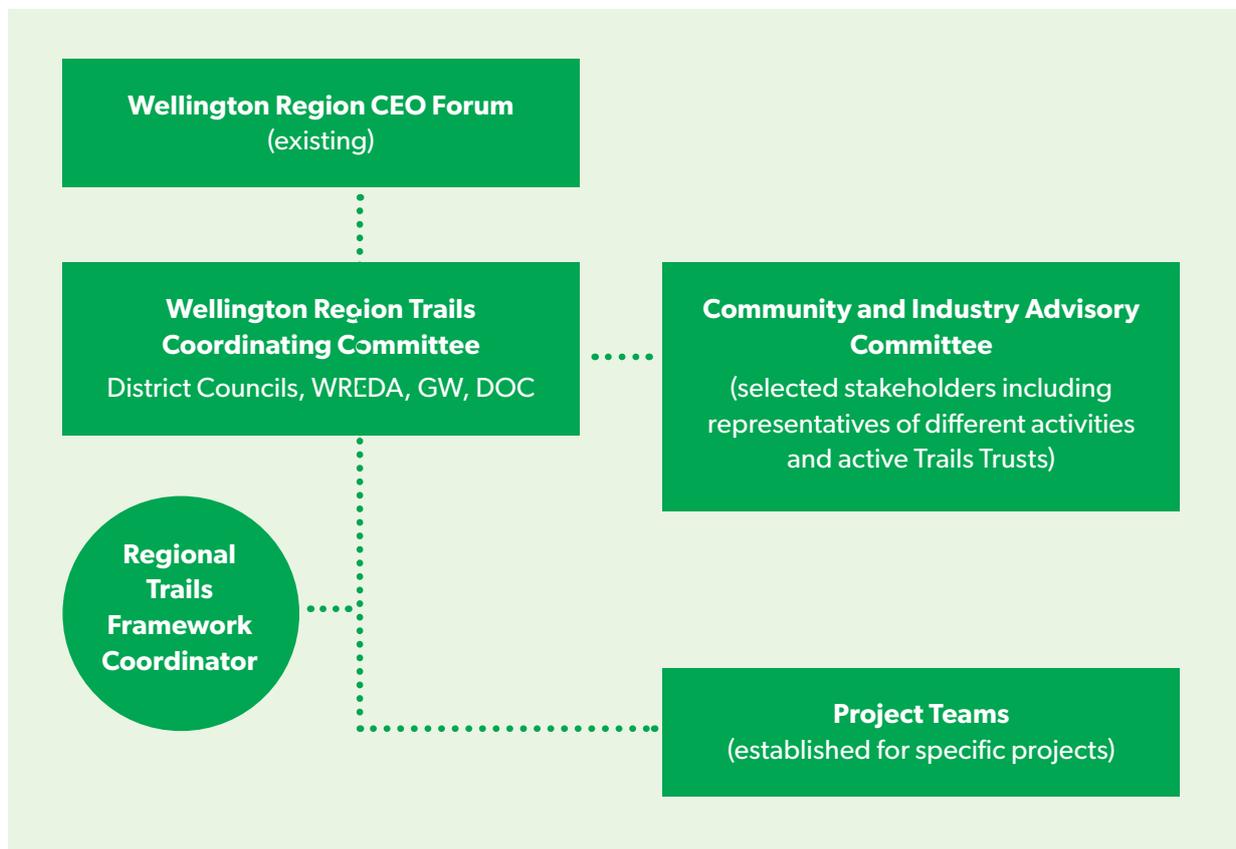
Appendix C sets out potential options for a coordination model as follows:

1. **Option 1.** Continued separate agency management and implementation with an overall steering committee
2. **Option 2.** Partnership between trail managers delivered through an MOU and a steering committee to provide coordination
3. **Option 3.** One lead agency for framework implementation with roles, responsibilities and funding contributions of land managers agreed through an MOU and additional contracts or agreements as needed. A steering committee would assist in coordination, chaired by one

of the members (and potentially rotating) to provide coordination

4. **Option 4.** Regional trails trust or similar entity established to implement the framework with staff and a skills-based board that includes representation of trail managers.

The diagram below represents the preferred option for coordination in the initial stages of implementation of this framework (Option 3) noting that over time it may change and move more towards a Trails Trust model. This model has been successfully used in other places such as the Hawke’s Bay.



The focus of the regional coordinating structure will be on the signature and regional trails.

Management of local trails and implementation of aspects of the framework relevant to local trails (such as standards) will be the responsibility of the relevant territorial authorities and trail managers, subject to their own planning and administrative processes and the availability of resources.

It is envisaged that funding the implementation of the framework will be based on three types of funding partnerships and projects:

► **Region-wide projects**

Funded locally and benefit the whole region (e.g. a one stop hub for trails information)

► **Joint agency projects**

Funded by one or more participating agencies and benefit those participating agencies (e.g. Rimutaka Rail Trail visitor experience improvements)

► **Single agency projects**

Funded by a single agency (with or without partners) and directly benefit the agency/ location (e.g Makara Peak Master Plan implementation, Wainuiomata Trail Project Master Plan implementation)

It is recommended that a **community engagement forum** also be established (with an independent chair) for the entire region to meet regularly to discuss and enable community input to implementation of elements of the framework. This would also help duplication of effort for many of the stakeholders who have interests and contributions to make across territorial boundaries.

Action	Description	Priority
1.1	Establish an agreed approach to provide for effective and coordinated implementation of the regional trails framework among the region's trail partners.	Very High
1.2	Establish a community engagement forum with an independent chair to provide for communication with and input from the community, trails groups and tourism industry on implementation of the regional trails framework. The chair would also sit on the Regional Coordinating Committee.	High
1.3	Ensure that regional trail destination website (see Action 6.4) includes clear information on the governance structure and information contact details.	High

5.1.2 Amending the Classification of Trails Throughout the Life of this Framework

It is acknowledged that from time to time, as markets change or grow, and as investment in facilities and trails is made, alterations to the list of trails classified as either Signature or Regional trails in this framework will occur. This is an important step to help ensure the framework remains a relevant and up to date document used by each participating LTA and partner.

Proposals to amend the list are to be considered in the context of the criteria that define a Signature or Regional Trail. This will help ensure the framework is evidence-based and provides sound reasons for why trails are classified the way they are.

In order to consider alterations to the list of trails classified as Signature or Regional, the following process steps are applied as part of an annual review undertaken each June by the Coordinating Committee or its successor:

PROPOSAL TO ADD, REMOVE OR CHANGE A TRAIL'S CLASSIFICATION

The proposer initiates a review evaluating the proposal against the criteria defined within the framework.

Land manager consent to the proposal is required before proceeding to the second stage in the process.

The proposal is forwarded to the Coordinating Committee.



REVIEW OF PROPOSAL

The Wellington Regional Trails Coordinating Committee will review proposals put forward and consider the requested change against the criteria.

Trails that may become regional trails can be approved by the Coordinating Committee annually, and this may include trails that were signature trails, trails that were local trails or new trails.

Trails to become signature trails must be endorsed by the Coordinating Committee and approved by the Regional CEO Forum.



AMENDMENT

The list of trails is amended and the policies and procedures that apply to signature and regional trails now apply to the new list.

Public information is updated as required.

5.2 Consistent and Collaborative Planning

5.2.1 Trail policies

Policies will be adopted across the region for key trail-use issues to provide trail users with the certainty of consistent application across signature and regional trails and in situations where a trail crosses territorial boundaries.

Shared use of trails

The region has a wide range of trails shared by different users mainly pedestrians and cyclists/mountain bikers. A variety of policies and guidelines are employed by the region's different territorial authorities and trail managers to designate and manage shared trails. Some authorities have issued codes of conduct or user behaviour guidelines for shared trails covering behaviour such as speed and warning and passing other users. Some guidance on design and management of shared paths that are part of urban networks is provided by the New Zealand Transport Agency, while the *New Zealand Cycle Trail Design Guide*²⁸ provides guidelines on trail design that have some applicability to shared trails.

Safety, user conflicts, user satisfaction and enjoyment and environmental impacts are key considerations in shared trail management and designation expressed by authorities, trail managers and user groups. Surveys and consultation throughout this framework development have indicated that for some users, safety and conflict between recreation types on shared trails are an issue. As an example of a recent approach to managing these issues, Wellington City Council's 2016 *Open Space Access Plan* provides guidelines for assessing the suitability of trails for safe, shared use and designating them as shared use, priority use for a particular purpose or for exclusive use.

It is recommended that authorities and trail managers adopt and apply a consistent region-wide shared-use trail policy to maintain a high standard of shared trails compatible with a world-class trails

destination and to provide certainty to residents and visitors using the trails. The policy should cover:

- guidelines for assessing, designating and designing trails for safe, shared use or for single use
- consultation with existing trail users on safety, amenity, social and environmental impacts related to shared use trails
- guidelines to ensure consistency in shared-use approaches on trails that cross different jurisdictions and tenures or where trails are part of networks of shared and exclusive use trails
- a consistent shared-trails user code of conduct across the region
- continued dialogue with and education of trail users to help with behaviour-based recognition of the need to use shared trails appropriately.

E-bikes

Electric bikes are a new and emerging technology that have the potential to activate trails for people who have ceased to use bikes or new demographics that have not had the physical capability or desire to seek outdoor trail experiences. E-bikes have the potential to assist people to keep active for longer as they age. There are various issues associated with the use of e-bikes on trails including safety and social impacts on other trail users, impacts on trail surfaces and on the surrounding environment. Where trails cross more than one land tenure, there is potential for management conflict, as all trail managers and land owners do not agree to the use of e-bikes. There is not yet a consensus about the use of e-bikes on trails, though the view is expressed that e-bikes are capable of being used on existing bike trails in much the same ways as mountain bikes are now.

Under the *Land Transport Act 1998* power-assisted cycles (e-bikes), which are classified as cycles and do not require motor vehicle registration, are defined by the New Zealand Transport Agency as being fitted with electric auxiliary propulsion motor(s) that have a combined maximum power output not exceeding 300 watts²⁹.

²⁸ Via Strada Ltd (February 2015). *New Zealand Cycle Trail Design Guide*, 4th Edition. Prepared for the Ministry of Business, Innovation and Employment

²⁹ New Zealand Government Gazette (25 July 2013). *Power-assisted Cycles (Declaration Not to be Motor Vehicles) Notice 2013*.

Wellington City Council is currently trialling an approach to e-bike use of trails. The approach provides for e-bikes consistent with the New Zealand Transport Agency definition (up to 300 watts of power output) and limited to 25 km per hour to have access to some trails (mainly commuter link trails and some mountain bike trails) that meet criteria for sightlines, path width and potential for environmental impacts. Trails approved for e-bike use are listed on council's website. The New Zealand Cycle Trail has issued a policy for responsible use of e-bikes on the New Zealand Cycle Trail network on a case-by-case basis under certain conditions³⁰.

It should also be acknowledged that e-bikes represent a very significant opportunity to encourage people onto trails, in line with the objectives of this framework, to improve social and physical wellbeing and health outcomes. It is also acknowledged that the future use of e-bikes is likely to rise significantly as overseas experience shows the significant uptake.

It is recommended that a consistent policy on use of e-bikes be adopted across the regional trails network, taking the approaches adopted by Wellington City Council and the New Zealand Cycle Trail as a starting point. The use of e-bikes on each trail should be determined on a case-by-case basis by applying criteria which should include:

- consistency with the New Zealand Transport Authority's definition of e-bikes
- compatibility of e-bikes with the desired trail experience and management objectives for the surrounding area
- safety and social impact considerations – sightlines, trail width, slope and steepness, speed management
- environmental impacts and potential for their management – impacts on trail surface, impacts on the surrounding environment and natural and cultural values

- permission for e-bike use on cross-tenure trails only where all trail managers and landowners are in agreement.

When determined, clear information should be provided to trail users and visitors on the trails where e-bike use is permitted and any associated conditions of use.

Environmental conditions

Planning considerations vary between local, regional and central government authorities, and consents are determined through the appropriate planning framework. Many trails currently occupy land that is being rehabilitated as part of the trail use plan, while other areas have considerably higher environmental care and management considerations, where, for example, water catchments may be involved.

Ensuring that improvements and additions to the region's signature and regional trails are environmentally sustainable and compatible with natural and cultural assets and values is essential to achieving a world class trails experience offer.

Each of the region's trails and the construction and management of new trails or trail sections are subject to the environmental assessment and approval policies and procedures of the relevant jurisdictions and prescriptions contained within reserve management plans.

It is recommended that a broad policy on consistent standards for environmental assessment and approvals for signature and regional trails be developed and adopted. The policy would be used when applying each jurisdiction's assessment and approval processes and could include:

- core criteria for ensuring trail environmental sustainability
- core standards for the level of environmental assessment to be carried out prior to approval.

³⁰ New Zealand Cycle Trail (April 2015). *NZ Cycle Trail e-Bike Policy*.

Action	Description	Priority
2.1	Work with territorial authorities, trail managers, other relevant agencies and user groups to: <ul style="list-style-type: none"> • review current policies and guidelines applying to designation, management and use of shared trails across the region • develop and adopt an agreed region-wide policy including: <ul style="list-style-type: none"> – guidelines for assessing and designating trails for shared use – guidelines for consistency in shared use approaches over cross-tenure – a consistent regional code of conduct for users of shared trails. 	High
2.2	Provide information on shared use conditions and user codes of conduct on the regional trail, individual trail and authority websites (as relevant) and at trailheads.	High
2.3	Work with territorial authorities, trail managers, the New Zealand Transport Agency, other relevant agencies, the New Zealand Cycle Trail and trail user groups to develop, adopt and implement a policy on the use of e-bikes on trails in the region. The policy should include criteria for the determination of e-bike use on trails on a case-by-case basis.	Medium
2.4	Provide information on trails where e-bike use is permitted on the regional trail, individual trail and authority websites (as relevant) and at trailheads.	Medium
2.5	Work with territorial authorities, trail managers and other relevant planning and approval authorities to develop and adopt a policy on a consistent standard for environmental assessment and approvals for signature and regional trails.	Medium

5.2.2 Trail design standards

A best-practice approach needs to be applied to ensure that the design of the region's signature and regional trails are fit-for-purpose – that is, the trail is designed and constructed to be compatible with the level of use, the type and difficulty of trail activities, and the trail location (such as steepness of the terrain, compatibility with management objectives for the surrounding land).

The application of design standards and provision of information about trail difficulty is not consistent across the region's trails. This creates potential for confusion in the market and runs the risk that residents and visitors do not get the experience they sought (i.e. the trail is significantly harder or easier than they were led to believe).

It is recommended that design standards and difficulty designations be adopted for the design,

maintenance, upgrade and use of the region's trail network, taking account of best-practice standards. It is recognised that there are various standards in use within New Zealand and internationally.

The most common standards in use include:

- New Zealand Standard SNZ 8630:2004 for walking and tramping trails³¹
- New Zealand Cycle Trail (NZCT) Design Guide
- IMBA Trail Difficulty Rating System³²
- IMBA's guide to mountain bike trail building, Trail Solutions.

Nationally, the Department of Conservation use the HB 8630 trail classification system for walking tracks, which generally has six levels of use from "path" through to "route in more remote areas". The NZCT grades are in six categories from "easiest" through to "extreme", although there is a sense they do not link up directly with each other.

³¹ Standards New Zealand. SNZ HB 8630:2004 – New Zealand handbook: Track and Outdoor Visitor Structures.

³² <https://www.imba.com/resources/maps/trail-difficulty-ratings>

It is also recognised that the implementation of an agreed standard can vary between jurisdictions based in part on different terrain, different interpretation of the standards and past practices.

Peer review of design standard interpretation and implementation is an approach that can assist with the adoption of a common standard, and can help remove bias, interpretation and improve consistency. It is acknowledged that some peer review currently occurs through networks. Formalising this approach across the region for regional and signature trails would provide users with a consistent face to the standards and a consistent experience on trails regionally. Benefits would also include formalising the cooperation and skill transfer between territorial authorities.

Signs

Once an agreed system is in use regionally to both classify the trail based on its standard, and to classify the trail on its experience, a common set

of signs would ideally be developed for use across the region to put the visitor, not the land manager, at the centre of the regional experience. Applying this approach would give certainty to all users of regional and signature trails of the trail they were on, the standard of the trail, and by the nature of the experience, the facilities and services they might expect to aid the experience.

Several excellent examples exist throughout the region now, including the Makara Peak sign system designed specifically for the park, and the approach taken in the Wainuiomata Hills. Other good examples also exist within and external to the region.

Whichever approach is taken, signage must reflect the regional nature of the trails and provide clear information to the visitor on the trail standard and experience on offer and the name of the trail. Symbol signs are effective in communicating many of these elements.

Action	Description	Priority
2.6	Develop and apply consistent standards and design guidelines for the region’s different types of signature and regional trails, taking account of current best-practice standards for New Zealand’s pedestrian, cycling, mountain biking and horse riding trails.	High
2.7	Implement a formalised peer review team that works together to interpret and implement the agreed standards across the region.	High
2.8	Provide information about trail difficulty on websites and on trail signage.	High
2.9	Work with relevant trail managers and authorities to develop and implement a Signage Manual for the region’s signature and regional trails that is compatible with the regional trail positioning and design standards.	High

5.2.3 Planning for upgrades and new trails or trail sections

Upgrades and additions to signature and regional trails (including associated facilities such as trailheads) and any new signature and regional trails will be subject to adequate planning to ensure their quality and sustainability, and to ensure that the upgrade does not detract from the experience being offered. Planning for trail upgrades, additions and new trails will include:

- environmental impact assessment
- assessment of the the impact of changes on current users
- assessment of market demand and feasibility
- consideration of the role of the trail in the regional network and the relevant standards and guidelines
- site design aimed at minimising potential environmental and social impacts providing a quality visitor experience
- opportunities for public input.

Action	Description	Priority
2.10	Ensure that proposals for signature and regional trail upgrades, additions or new trails are subject to a planning process that includes environmental, market and feasibility assessments; consideration of the role of the trail in the regional network and relevant standards and guidelines; site design for sustainability and quality visitor experiences; and opportunities for public input.	Ongoing

5.3 Delivering Trail Experiences

5.3.1 Signature, regional and local trails

A core challenge in achieving the vision is the conversion of the region's wide selection of existing trails into a coherent, world-class trail network that appeals to the range of residents and visitors. The region's trails will be classified strategically as having **signature, regional** or **local** status, according to their role in the trail, network to differentiate trail experiences and guide development and investment priorities.

Signature Trails

A small number of outstanding trails will be chosen as the region's signature trail experiences and will have the highest priority for regional investment. These trail experiences will have strong marketability that can attract visitors and achieve recognition beyond the region. They will reflect the region's strengths and key points of difference across the trails offering.

Decision making criteria to be applied in determining and making decisions about development of signature trails are set out in detail in Appendix E.

CRITERIA FOR SIGNATURE TRAILS

- ▶ Experiences offering immersion in high-quality natural or cultural experience
- ▶ An outstanding walk or ride in terms of its type
- ▶ World-class infrastructure that is fit-for-purpose and compatible with its surroundings
- ▶ Opportunities for a spectrum of markets
- ▶ Accessibility to target markets
- ▶ Appropriate information, support services and facilities to streamline the trail experience
- ▶ Design and management to limit environmental, social and cultural impacts
- ▶ An effective management regime
- ▶ Potential to expand or be managed sustainably as demand increases

Regional Trails

Regional trails are significant trails that form the core of the trail network and provide quality experiences for residents and visitors.

Regional trails support the region’s positioning and its signature trails by offering a variety of other quality experiences.

Regional trails will be prioritised for development based on their development needs and potential to contribute to the destination.

Some regional trails may have the potential to evolve into signature trails. Decisions on conversion to signature trails should be made based on the criteria in Appendix D and with the appropriate decision-making governance framework applied.

CRITERIA FOR REGIONAL TRAILS

- ▶ Experiences, facilities and services of a standard that attracts visitors from within and outside the region
- ▶ Quality infrastructure that is fit-for-purpose and compatible with its surroundings
- ▶ Provides opportunities for a range of locals and visitors
- ▶ Good accessibility to users
- ▶ Design and management to limit environmental, social and cultural impacts
- ▶ An effective management regime
- ▶ Potential to expand or be managed sustainably as demand increases

Local Trails

Local trails primarily service a local community and provide facilities suited to local markets. Investment in local trails will be the responsibility of the relevant District Council or trail manager. Prioritisation for works, improvements and signage on these trails would continue with the territorial authority.

A designation as a local trail does not imply it will receive less funding, or that it is less important to a local community. Importantly, it continues to place the decisions for the management of the trail at a local level so that issues and opportunities are addressed locally.

Proposed signature and regional trails are outlined in Table 7.

Action	Description	Priority
3.1	The region adopts the classification system for regional trails, including the use of Signature Trails, Regional Trails and Local Trails as the basis of experience and infrastructure development and accountability.	Very High

Table 7: Proposed Signature and Regional Trails

Potential Classification	Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Signature 1.	Makara Peak Mountain Bike Park	<p>Offers very good mountain biking in a purpose-built and designed mountain bike park. No assisted uphill shuttles or lifting, but offers steady riser trails.</p> <p>Signage and supporting infrastructure is of a high standard. The management regime is strong and includes community volunteerism and buy-in.</p> <p>Environmental management is strong, with continued improvements plantings underway.</p> <p>The new swing bridge provides a strong experience draw card.</p>	<p>Continued trail development in line with the planning regime and further trail development including moderate trails to continue expanding the market potential.</p> <p>Improvements to car parking, toilets and other infrastructure will be needed as the park grows and numbers increase.</p> <p>Consideration of access routes to the park from the city.</p> <p>Implement the Makara Peak Master Plan.</p>
Signature 2.	Rimutaka Cycle Trail , including Rimutaka Rail Trail and Hutt River Trail	<p>A 115 km 'Great Ride' in the New Zealand Cycle Trail that offers outstanding diversity including scenic riversides, forested hills, historic tunnels, Maori and European heritage, railway relics, wineries, rural landscapes, wetlands, unique geological formations, superb rugged coastal scenery with fur seals at Turakirae Head and a Lord of the Rings film location. Provides links to various clusters of trails in the region.</p> <p>Governance is growing through collaboration between trail management partners. Easily accessible from Wellington City.</p> <p>Information is strong due to its national status.</p> <p>Named by Lonely Planet as 'one of the world's hottest travel experiences' for 2015.</p>	<p>Significant work remains to be done to improve the experience and separate cycling/walking from drivers on sections of the trail that are on roads.</p> <p>Missing links exist on the southern end of the trail that ideally would be resolved and create a loop track back to the Wellington Great Harbour Trail proposal through Petone</p>
Signature 3.	Te Araroa Trail (Paekakariki Escarpment Walk)	<p>The section from Paekakariki to Pukerua Bay offers magnificent coastal scenery perched high on cliffs with significant height above the ocean below.</p> <p>The section of trail has good transport access, with train services direct Wellington City from stations at either end of the section easily accessible from the walk.</p> <p>The walk is well known with reasonable services and publicity through formal and informal channels.</p>	<p>Packaging transport options, food and services with the spectacular walk are needed to improve the range of user experience opportunities.</p> <p>Signs and information including interpretation would add to the experience.</p>

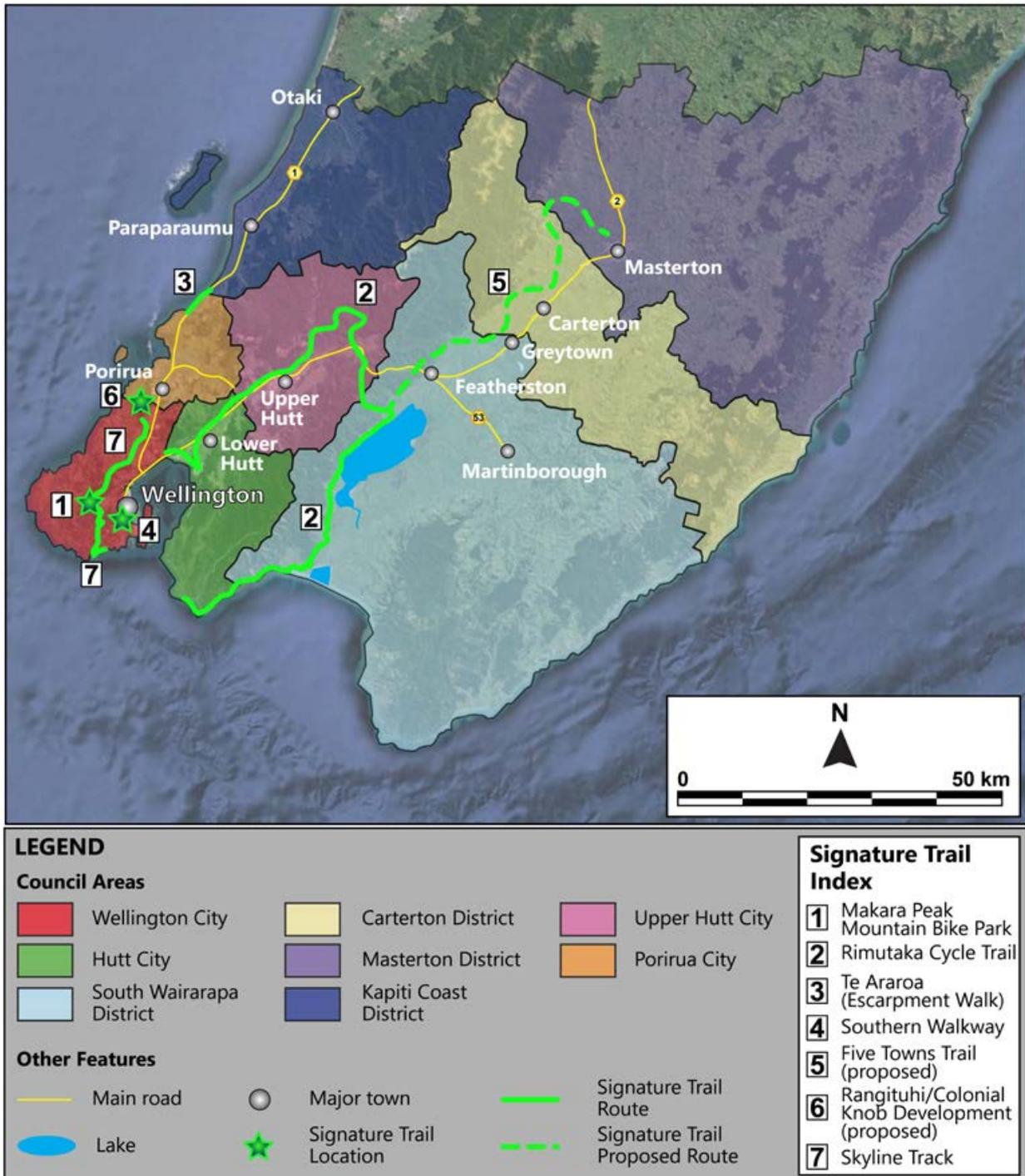
Potential Classification	Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Signature 4.	Southern Walkway (includes Mt Victoria)	An 11km track along the Town Belt from Oriental Bay in the city centre to Island Bay on the South Coast. Offers a variety of scenery and views of the harbour, city centre and rugged south coast. Includes numerous access points from suburban streets so can be completed in stages. Takes in Mt Victoria/Matairangi, Wellington City's premier and most accessible city park, which is popular with locals and visitors and offers nature experience and urban adventures within close proximity of the city centre.	Some work on trail signage and presentation at Mount Victoria would aid the experience and separation of users at some points may remove congestion and the possible conflict between trail user types. Mount Victoria offers outstanding views of the Wellington Harbour. Further activation of the sites to bring them to life through events, pop up activities including arts and crafts and other activation methods could assist.
Signature 5.	Five Towns Trail (Proposed)	While currently in development and planning phase, this has the potential to be a significant new experience readily accessible from Wellington City and offering a great experience for the Wairarapa. It will provide for short breaks and Wellingtonians wanting overnight or weekend stays and will eventually link the scenic and food and wine rich Wairarapa region to the Rimutaka Cycle Trail.	The Five Towns Trail Trust will provide a strong role in planning and development of the trail. Bridge infrastructure is key to crossing the rivers, and some other trail work and road alignment will be required. Promotion will occur through Destination Wairarapa and WREDA Destination and Marketing.
Signature 6.	Rangituhi/Colonial Knob Development (Proposed)	While in planning, the development of a purpose-built mountain bike park accessible from the train station at Porirua and with uphill lifting is exciting for the region. Rangituhi/Colonial Knob complex also provides access to a range of trails and views outside the private complex through a potential partnership with land managers. The potential for mechanical lifting will provide a unique proposition regionally and linkages to transport, including trains to Wellington City, make it well connected.	Considerable work remains to be done on consents and feasibility to bring the project to completion.
Signature 7.	Skyline Track (Spicer Forest to South Coast) (proposed)	This proposal seeks to extend the existing tracks on the Wellington skyline and create a continuous experience the length of Wellington City and over some of Wellington's best-known hilltops within the Outer Green Belt. The main section still to complete is between Old Coach Road and Spicer Forest. Connects a number of existing tracks and provides for a range of recreation experiences on one continuous track. Links with public transport. Takes in several significant peaks and with outstanding views over Wellington City, the west coast and, on a fine day, the South Island. Will connect existing with Rangituhi/Colonial Knob and strengthen links in the regional network.	Signage to identify existing trails sections that make up this longer track and development of new sections from Johnsonville through Churton Park to Spicer Forest/Forest of Tane in the North.

Potential Classification	Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Regional Trails	Wainuiomata Trail Project	<p>Offers a comprehensive suite of trails and bike park facilities linked to the suburbs. The trails are well signed and have an active group of volunteers and community interest in the area's facilities. Outstanding views from the ridge-top over the harbour and ranges.</p> <p>Provides for a diverse experience, with a range of trail aspects and length.</p> <p>A new bridge over the main Wainuiomata road provides for access to both sides of the range and several communities.</p>	<p>Infrastructure improvements including additional water provision and car parking/toilets would assist.</p> <p>Some infrastructure improvements to support riders including car parks.</p> <p>Facilities and signs are generally slightly below provided at Makara Peak.</p>
Regional Trails	Belmont Regional Park – Stratton Street Cluster	<p>Strong offering of trail types for different users including walking, biking and horse riding.</p> <p>Strong connection to user groups and well managed by Greater Regional Council.</p> <p>Views from some sections along the ridge-top.</p>	<p>Requires trailer parking for horse riding groups beyond current capacity.</p> <p>Some trail work required to allow for consistent standards across trail types.</p> <p>Signage and interpretation can be improved to add to the experience.</p>
Regional Trails	Puke Ariki (Belmont Regional Park)	<p>A 23km track that traverses the park. It crosses three significant peaks and offers exceptional views of Hutt Valley, Wellington Harbour and Porirua Harbour.</p>	<p>Requires upgraded signage and infrastructure at trailheads plus interpretive signage to create more of an experience.</p>
Regional Trails	Te Ara o Whareroa (Queen Elizabeth Park – GWRC)	<p>Offers a strong easy ride/walk option for day visitors to the Paekakariki area. Has a good service offer of food and coffee nearby and the train service provides easy access to and from Wellington City and other areas.</p> <p>Paths are well formed and signed.</p>	<p>The trails in the park provide one strong experience but are limited in their nature and diversity.</p>
Regional Trails	Polhill Reserve – Brooklyn Turbine – Te Kopahau Reserve	<p>Strong offering close to the population of Wellington City. The trails also offer access to the Zealandia fence line trails have become more popular.</p> <p>Trails have multiple user types on them.</p> <p>The turbine offers a great viewing spot of the city and Harbour.</p> <p>Strong community support and volunteerism and well governed by Wellington City Council.</p>	<p>Some separation from road users is required in parts.</p> <p>Multiple user trails have the potential for some conflict as the trails provide 'backdoor' experiences for residents as well as mountain bikers and walkers.</p> <p>Little infrastructure outside the trail network.</p>

Potential Classification	Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Regional Trails	Rivenrock Mountain Bike Park	<p>A new development with purpose-built mountain bike trails with top to bottom descent of over 700 metres.</p> <p>Shuttle services and risers provide lifting.</p> <p>Further development towards 40 kilometres of trails will provide a strong experience.</p> <p>Close to a significant campground and the Wairarapa towns with access to other product including food and wine.</p>	<p>Continued building will provide more diversity of trails.</p> <p>Some infrastructure in development.</p> <p>Marketing and packaging with other product will grow its penetration.</p>
Regional Trails	Eastern Hutt Hills	<p>A solid network of trails exists in the coastal areas of Eastbourne. The area has direct ferry access to Wellington City and provides a credible day offering for residents and visitors.</p> <p>Most of the trails are walking-only, which provides an experience that many seek.</p> <p>Governance and trail marking is solid through the GWRC.</p>	<p>Product development and packaging with the ferry operation to provide a marketable offer is lacking.</p> <p>Completing planned separation of riders/walkers and cars on the Eastbourne road would provide further access to many of the trails and linkages to the Rimutaka Cycle Trail and lighthouse walks.</p>
Regional Trails	Matiu/Somes Island	<p>With direct access from ferry services from Wellington City, the Island offers a unique experience in a harbour setting.</p>	<p>Packaging of product with interpretation.</p> <p>Diversity of trails and experience is lacking.</p>
Regional Trails	Kapiti Island Summit Walk	<p>Outstanding experience offering views of mainland north Island and the Tasman Sea.</p> <p>Linked by a daily ferry service to Kapiti Island.</p>	<p>Access to the Island is limited to ferry or private boat operations. Weather can impede views.</p>
Regional Trails	Karapoti Classic	<p>This is a classic mountain bike course used for one of New Zealand's most iconic mountain biking events. The long course contains 50 kilometres of exhilarating 4WD trails and single track, and includes river crossings, large hills and outstanding natural features.</p>	<p>Continued development and signage to provide for greater non-competitive use would provide a destination for non-competitive bikers.</p>
Regional Trails	Northern Walkway including Mt Kaukau and Khandallah Park	<p>Has the potential to offer a multi-day walk traversing the skyline of Wellington City.</p> <p>Easy access and connection to transport hubs exists.</p>	<p>Ongoing improvements to way-finding and signage.</p>

Potential Classification	Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Regional Trails	Hutt River Trail	<p>A strong trail experience that is family friendly and of a length and that is unique in the region. Offers high-quality trail surface and is accessible to many markets, including families, commuters and most forms of recreational use. The setting along the Hutt River is high quality.</p> <p>The potential to expand into Wellington City, with the Great Harbour Way linking the city, the Hutt Valley and the Rimutaka Cycle Trail – and potentially into the Wairarapa – making this suitable for short or longer use.</p>	<p>Continued improvements to the surface to provide consistent usability.</p> <p>Some interpretative information improvement to assist with the provision of natural experiences.</p> <p>Continued planning for separation of the trails to Eastbourne from car use will provide further linkages.</p> <p>Linkages to the Great Harbour Way will be important.</p>
Regional Trails	Waikanae Trail	<p>Family-friendly walking cycling and horse riding trails along both sides of the river, from the old State Highway bridge to the sea. The route includes parklands, forest remnants, extensive restoration areas and excellent swimming holes. The river trail connects to public transport at Waikanae train station. The Waikanae River corridor connects the Hemi Matenga reserve to the Kāpiti Island Marine</p>	<p>KDCDC is currently preparing a development plan for Otaraua Park (which makes up a significant stretch of the south bank).</p> <p>It is co-managed between KCDC, GWRC and DOC, would benefit from greater coordination via this framework.</p>
Regional Trails	Mackays to Peka Peka Shared Path (M2PP) (Connecting Te Ara o Whareora through Queen Elizabeth Park)	<p>The M2PP shared path offers a continuous and highly accessible family ride from North to South through the duneland areas of Kāpiti. This shared path was constructed by NZTA as part of the recently completed M2PP expressway and includes a separate bridleway along rural sections. There are extensive areas of restored wetland and the urban stretches are designed to be accessible to people with mobility impairments.</p>	<p>NZTA are currently scoping the extensions of this path to Otaki.</p>
Regional Trails	Cruikshank Rail Tunnel (proposed)	<p>Following the original trail alignment, this historic route would link the Rimutaka Cycle Trail and provide a loop alternative.</p>	<p>Requires private property access for the trail formation, bridge design and tunnel works.</p>

The map below shows the region’s signature trails:



5.3.2 Consolidation and improvement of the trail network

The Wellington region is generally well served with the number and length of trails. The potential for linkages and improvements that could expand the extent and variety of trail experiences from

existing hubs needs careful consideration to ensure value-adding to the network and not duplication. Decisions on value-adding to the existing network should be made on the basis of the potential to contribute to the region’s vision, the trail experience and the demonstration of demand by residents

and visitors. Consideration should be given to trail connections from new urban subdivisions, such as in the northern suburbs of Wellington City.

Connecting towns and removing riders, horse users, trampers and walkers from roads should be an important consideration and this includes the development of the Five Towns Trail in the Wairarapa.

Detailed criteria for development of trail linkages are provided in Appendix E.

CRITERIA FOR TRAIL LINKAGES

- ▶ Demonstrated market demand
- ▶ Contribution to a key trail experience
- ▶ Quality infrastructure that is fit-for-purpose and compatible with its surroundings
- ▶ Link like with like
- ▶ Accessibility
- ▶ Sustainability
- ▶ Adequate planning, management and resourcing
- ▶ Stakeholder and community support

Trailheads are important as the first on-ground interaction of the visitor with the trail and for the provision of information and facilities that assist use of the trail or trail network. The design and facilities at trailheads for signature and regional trails should be compatible with the delivery of a world-class experience or a regionally significant trail and the types of trail use proposed.

Important components of quality trailheads are:

- sustainable design and construction compatible with the surrounding environment and the trail experience
- vehicle parking that is easily accessible for the range of users and vehicles types and with capacity to expand as demand increases
- toilets
- potable water where possible
- orientation signage for the trail or trail network
- specific facilities for the main trail use, including horse rails and troughs for horse riders, tools and wash facilities for bikes etc.
- information on trail standards and difficulty and applicable use conditions and requirements.

Significant investment is required to bring the trailheads of the region’s major trails up to this standard, particularly in relation to parking and provision of toilet facilities. The required work will need to be prioritised and resourced.

Major trailheads or visitor hubs may also include:

- food and refreshment facilities (temporary and permanent)
- bike and equipment hire
- event areas and facilities
- showers
- bike wash-down facilities
- nearby accommodation (such as camping, cabins, lodges).

Provision of on-site commercial services will need to take account of the land tenure, management plans and legislation applicable to the area and relevant environmental assessments, as well as nearby services so as not to unnecessarily duplicate and weaken offers.

Action	Description	Priority
3.2	Ensure that the need for trail linkages is assessed in accordance with the criteria in section 4.3.2 of this document.	Ongoing
3.3	Ensure that the design of trailheads and associated facilities for signature and regional trails are compatible with the delivery of a world-class or regional experiences and the types of use proposed.	Ongoing

5.3.3 Product Development and Capacity Building

Products and attractions that link with and complement trails are an important element of the overall trail and trail destination experience. Such products can be intrinsic to a particular trail experience – such as linked accommodation, guided and self-guided tour products, attractions and cultural experiences at places along a trail journey. Complementary products and packages for the time spent before and after the trail are also needed. For example, opportunities to explore a destination’s characteristic attractions, activities and food and wine offerings add to an area’s appeal for trail visitors. Many of these attractions will add value to the trail experience for residents as well as visitors. There may also be potential to offset trail investment and management costs through revenue gained from trail-related concessions.

In the Wellington region, with the accessibility of trails from Wellington City and other visitor hubs, there is scope to bring the signature and regional trails to life for a wider range of markets by leveraging the region’s distinctive environments, cultural and food offering.

Examples of how this might be done include:

- a range of tours and packages (at different price points) incorporating elements such as transport, accommodation and cultural and food and wine/craft beer offerings in Wellington City or other places near trail hubs
- off-trail accommodation, attractions or food and wine/craft beer offerings that target trail markets
- products offering storytelling and interactive engagement with the environment, wildlife, stories, people and culture of the areas through which trails pass.

The development of trail product partnerships suited to the region’s trails markets requires encouragement and support from the region’s trail governance and management authorities, the tourism industry and marketing organisations.

Tourism industry information and training is required to build the region’s capacity to offer products consistent with world-class trail experiences that fulfil the regional trails framework vision and the requirements of this framework more broadly. This information and training will also be relevant to the development of trail-friendly services (see section 5.3.4).

Action	Description	Priority
3.4	In consultation with trail managers, the tourism industry and tourism marketing organisations conduct a market gap analysis of potential trail-related products that could add value to signature and regional trails. Priority will be given to the analysis for the signature trails.	Very High
3.5	Develop a prospectus on trail-related product gaps to use to inform commercial providers and investors of potential opportunities.	High
3.6	Facilitate liaison between trail managers and commercial providers on the development of potential product opportunities.	High
3.7	Hold experience development workshops (linked to implementation of the regional trails framework) for the region’s trail-related tourism operators and businesses, including tour operators, accommodation providers, attraction managers, transport operators and event managers.	High
3.8	Develop a mentoring programme to assist operators and businesses to develop or improve products, packages and trail-friendly services related to signature and regional trails. Initial priority will be given to product development related to signature trails.	Medium
3.9	Hold training programmes for i-Site and relevant regional tourism organisation and territorial authority staff on effective presentation of the region’s trail experiences.	High

5.3.4 Trail-friendly Services

A core offering of many successful trail destinations are trail-friendly schemes that encourage businesses to offer:

- trail support services and products – such as transport, equipment hire and repair, outdoor tramping gear, bike racks on hire cars, trail and tour guides
- accommodation and food services which meet the specific needs of trail users (such as clothing and equipment washing facilities, suitable opening hours and bike and luggage storage).

These schemes are usually based on accreditation under which, for a fee, businesses gain visibility and promotional benefits through logos and trail website

endorsement. The schemes assist in providing a welcoming atmosphere in the destination for trail visitors and, in many cases, they are also allied with trail-friendly public-sector infrastructure and services – such as carriage of bikes on public transport, scheduling of public transport at times suited to trailhead drop off and pick up and provision of luggage lockers and bike racks.

An important initiative proposed for the Wellington region trail destination is establishment of a trail-friendly services accreditation scheme which covers walking/tramping, horse riding and cycling and is based on the approach taken by Visit Scotland's Welcome scheme adjusted to regional needs and circumstances.

Action	Description	Priority
3.12	Establish and promote a Wellington region trail-friendly accreditation scheme for accommodation, food, attraction and service operators. The scheme should include: <ul style="list-style-type: none"> • accreditation criteria that address the needs of different trail activity types • a realistic fee for applicants • promotional and other benefits for accredited operators • a practical audit system for quality control. 	High
3.13	Investigate the need for trail-friendly facilities (such as bicycle racks and pack storage) at key trail-visitor hubs and public transport locations. Where a need is identified, encourage the relevant authorities and land managers to provide facilities for walkers/trampers and cyclists.	High
3.14	Hold workshops with the region's trail-related tourism operators and businesses and relevant authority and regional tourism organisation staff on the benefits and provision of trail-friendly services and participation in the trail-friendly accreditation scheme.	High

5.3.5 Interpretation

Telling the stories of the places and people along and around signature and regional trails in an appealing way will greatly enhance the distinctiveness of the trail experiences and assist visitors to immerse themselves in the destination. Interpretation will need to be of a high quality consistent with the vision and trail-destination

positioning and be delivered in forms suited to the different trail audiences and types of use both before and during the visit. Material should be available in both paper and digital form, through on-site signage and accessible through trail websites, i-Sites and downloadable apps for mobile devices that are easy to carry by trail users. Interpretation delivered by guides on tours should also be of a high standard.

Action	Description	Priority
3.15	Develop guidelines for quality interpretation for signature and regional trails.	High
3.16	Develop and apply interpretation concept plans for each signature and regional trail (or trail network), including themes and storylines, delivery of media suited to users and design concepts for websites and brochures.	High for signature to Medium for regional

5.4 Sustainable Management

For the signature and regional trails offer to remain environmentally, socially and economically sustainable and continue to offer world-class experiences over time, it is important that:

- trail surfaces and other infrastructure is constructed, maintained and managed to high standards compatible with the type of use
- visitor use is well managed to reduce risks and social and environmental impacts
- there is a system of monitoring to build a sound knowledge base about trail and environmental conditions and visitor use on which to evaluate

performance and the need for management adjustments to adapt to changes in use and visitor numbers.

The region's trails are managed by a range of entities and some have a high level of volunteer and user group involvement in maintenance and management activities. Training will be offered in best-practice trail design, construction, maintenance, risk management and visitor monitoring to assist in building the capacity of trail managers and volunteers. Standardised systems of visitor data collection across the trails will assist in comparing trends between trails and throughout the region.

Action	Description	Priority
4.1	Develop and deliver workshops with trail managers and volunteer groups on best-practice trail design, construction, maintenance, risk management and visitor monitoring across the different type of trails in the network.	Medium
4.2	For each signature and regional trail, establish efficient, standardised monitoring systems for visitor use that provide data for regular information	Very High
4.3	Investigate the potential for user-generated data collection techniques (such as Strava) to provide usable trail use data.	High
4.4	Conduct standardised visitor surveys periodically at signature and regional trails to assess visitor characteristics and satisfaction with the trail experience.	Very High
4.5	Develop a central system for periodic data collation and reporting of trail conditions, visitor use, satisfaction and trends across the region's signature and regional trails.	High

5.5 Supporting Trail Use and Community Involvement

Many of the region's trails have strong traditions of community and user group involvement in their development and maintenance. Trails also offer important opportunities for activities that improve the health, wellbeing, lifestyle and the sense of place of an area. Participation in trail-related activities provides opportunities to develop community connectedness and bonds.

The increased popularity of "voluntourism" – where visitors participate in hands-on natural and cultural conservation activities and maintenance projects or learning experiences – is also an opportunity to provide different ways to engage visitors in the region's trails and provide distinctive experience options.

There is scope to encourage greater community and visitor use of and stewardship for trails in the region through a range of mechanisms, including:

- support of existing trail groups in their voluntary endeavours
- support for the development of voluntary groups for new trails
- promulgation of messages for safe, responsible, minimal impact use of trails
- learning and outdoor education programs aimed at schools and local communities
- skills development programs for trail activities, such as tramping and mountain biking
- commercial voluntourism programs
- participatory events which celebrate a trail or trails and appeal to residents and visitors.

Action	Description	Priority
5.1	Encourage the development of 'friends' groups for trails in the region.	Medium
5.2	Develop and distribute information on safe, responsible, minimal impact use of trails through websites, i-Sites, territorial authorities, trails managers and community groups.	High
5.3	Encourage development of learning and outdoor education programs for schools and local community that incorporate use of trails.	High
5.4	Work with trail managers, land management agencies and the tourism industry to raise interest in development of commercial voluntourism programs related to trails and their surroundings.	Medium
5.5	Create a signature event or festival that showcases the region's trails and points of difference (such as food, culture, the range of outdoor experiences) and enables a range of participatory activities appealing to residents and visitor markets.	Very High
5.6	Encourage development of a wider range of trail events through the region to attract residents and visitors, including during the shoulder season.	High
5.7	Develop a regional trail event calendar and promote it through the regional trail website and other visitor and trail-related websites.	Very High

5.6 Marketing and Communication

It is recommended that WREDA Destination and Marketing, the regional tourism organisation covering most of the main trails in the region, should be responsible for signature and regional trails positioning, marketing and communication with funding contributions from partners. WREDA should be supported by Destination Wairarapa in partnership. This will provide a central point for ensuring consistent approaches and coordination through the region. WREDA Destination and Marketing will work collaboratively with Destination Wairarapa, the regional trails governance entity and trail managers in performing this role.

The cornerstone of regional trails marketing will be development of the regional trails positioning and promotion of Hero Experiences, based on the signature trails that express the positioning.

POSITIONING

The positioning of Wellington Region as a trails destination needs to be a single proposition that expresses what is different and compelling about the region's trail experiences.

It needs to give the consumer a reason to come to the region for its trail experiences.

SIGNATURE TRAIL EXPERIENCES

Hero Experiences are the destination's 'must do' trail experiences related to the signature trails. They are the centrepieces of the trail destination in the minds of consumers and for marketing purposes.

A Hero Experience might be the trail itself, an exclusive guided experience, a particular mountain bike ride, or an iconic event.

Promotion and marketing of the region's trails needs to cover a range of channels and media that are effective in reaching local and visitor trails markets and the tourism industry, including through:

- the regional trails website and other Wellington region tourism websites
- collateral for distribution to i-SITEs and the tourism trade
- social media – many of today's trail users are regular participants in online forums related to their trail or activity and use sources such as Trip Advisor for information on destinations
- traditional media such as newspapers, radio and television.

Information on signature and regional trails and experiences in the Wellington regional trails destination needs to be provided in a way that:

- is accessible to prospective visitors, visitors already in the region and regional residents
- uses consistent trail names
- provides a consistent perspective across the region on the range of trails, standards and types of trails activities available
- provides access to detailed maps and routes, safety and trail-use information
- provides information on the range of trail-related accommodation, products, packages, services and events
- enables easy booking of trails experiences.

A single regional trails website is needed that contains this information and acts as a portal to individual trail, product and destination information websites. Quality, consistent trails information also needs to be available at i-SITEs and sources in visitor hubs.

The regional trails website is also an opportunity to develop interest in the trails through storytelling, use of quality imagery, video and interactive maps, blogs, trail experience packages and competitions.

Territorial authorities and trail managers may continue to provide information on the trails in their areas, including local trails. They will be encouraged to provide information that is consistent with the regional trails website.

Action	Description	Priority
6.1	Make arrangement for WREDA Destination and Marketing to assume lead responsibility for signature and regional trail marketing and communication in the Wellington region supported in partnerships by Destination Wairarapa	Very High
6.2	Develop and implement a marketing strategy for signature and regional trails which includes: <ul style="list-style-type: none"> • designation of marketing roles and responsibilities and coordination mechanisms • trails destination positioning • hero trails experiences that reflect the positioning • promotion and marketing through a range of channels and media • development of professional quality imagery for use in websites, digital media, brochures and visitor guides. 	Very High
6.3	Utilise the current trail mapping project to establish consistent information on trail locations and routes across the region.	Very High
6.4	Develop consistent names for signature and regional trails and ensure the agreed names are used throughout all trail information sources.	Very High
6.5	Develop a regional trail destination website for the Wellington region that incorporates consistent information on signature and regional trails including: <ul style="list-style-type: none"> • location, routes, maps and trail descriptions (distance, elevations, standards and difficulty ratings) • linked accommodation, products and packages, services • a booking service or links to booking services. 	Very High
6.6	Develop a quality regional trails brochure on signature and regional trail experiences for distribution to visitor information sources.	High



Photo: Caleb Smith

6 Recommended Actions

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Action	Description	Priority
1.1	Establish an agreed governance structure to provide for effective and coordinated	Very High
1.2	Establish a community engagement forum with an Independent Chair to provide for communication with and input from the community, trails groups and tourism industry on implementation of the regional trails framework.	High
1.3	Ensure that regional trail destination website (see Action 6.4) includes clear information on the governance structure and information contact details.	High
2.1	Work with territorial authorities, trail managers, other relevant agencies and user groups to: <ul style="list-style-type: none"> • review current policies and guidelines applying to designation, management and use of shared trails across the region • review current policies and guidelines applying to designation, management and use of shared trails across the region • develop and adopt an agreed region-wide policy including: <ul style="list-style-type: none"> – guidelines for assessing and designating trails for shared use – guidelines for consistency in shared use approaches over cross-tenure – a consistent regional code of conduct for users of shared trails. 	High
2.2	Provide information on shared use conditions and user codes of conduct on the regional trail, individual trail and authority websites (as relevant) and at trailheads.	High
2.3	Work with territorial authorities, trail managers, the New Zealand Transport Agency, other relevant agencies, the New Zealand Cycle Trail and trail user groups to develop, adopt and implement a policy on the use of e-bikes on trails in the region. The policy should include criteria for the determination of e-bike use on trails on a case-by-case basis.	Medium
2.4	Provide information on trails where e-bike use is permitted on the regional trail, individual trail and authority websites (as relevant) and at trailheads.	Medium
2.5	Work with territorial authorities, trail managers and other relevant planning and approval authorities to develop and adopt a policy on a consistent standard for environmental assessment and approvals for signature and regional trails.	Medium
2.6	The relevant trail managers and authorities to develop and apply consistent standards and design guidelines for the region's different types of signature and regional trails, taking account of current best-practice standards for New Zealand's pedestrian, cycling, mountain biking and horse riding trails.	Very High
2.7	Implement a formalised peer review team that works together to interpret and implement the agreed standards across the region.	High
2.8	Provide information about trail difficulty on websites and on trail signage.	High
2.9	Work with relevant trail managers and authorities to develop and implement a Signage Manual for the region's signature and regional trails that is compatible with the regional trail positioning and design standards.	High

Action	Description	Priority
2.10	Ensure that proposals for signature and regional trail upgrades, additions or new trails are subject to a planning process that includes environmental, market and feasibility assessments; consideration of the role of the trail in the regional network and relevant standards and guidelines; site design for sustainability and quality visitor experiences; and opportunities for public input.	Ongoing
3.1	The region adopts the classification system for regional trails including the use of signature trails, regional trails and local trails as the basis of experience and infrastructure development and accountability.	Very High
3.2	Ensure that the need for trail linkages is assessed in accordance with the criteria in Section 4.3.2 of the this document.	Ongoing
3.3	Ensure that the design of trailheads and associated facilities for signature and regional trails are compatible with the delivery of a world-class or regional experiences and the types of use proposed.	Ongoing
3.4	In consultation with trail managers, the tourism industry and tourism marketing organisations, conduct a market gap analysis of potential trail-related products that could add value to signature and regional trails. Priority will be given to the analysis for the signature trails.	Very High
3.5	Develop a prospectus on trail-related product gaps to use to inform commercial providers and investors of potential opportunities.	High
3.6	Facilitate liaison between trail managers and commercial providers on the development of potential product opportunities.	High
3.7	Hold experience development workshops (linked to implementation of the regional trails framework) for the region's trail-related tourism operators and businesses, including tour operators, accommodation providers, attraction managers, transport operators and event managers.	High
3.8	Develop a mentoring programme to assist operators and businesses to develop or improve products, packages and trail-friendly services related to signature and regional trails. Initial priority will be given to product development related to signature trails.	Medium
3.9	Hold training programmes for i-SITE and relevant regional tourism organisation and territorial authority staff on effective presentation of the region's trail experiences.	High
3.10	Establish and promote a Wellington region trail-friendly accreditation scheme for accommodation, food, attraction and service operators. The scheme should include: <ul style="list-style-type: none"> • accreditation criteria that address the needs of different trail activity types • a realistic fee for applicants • promotional and other benefits for accredited operators • a practical audit system for quality control. 	High

Action	Description	Priority
3.11	Investigate the need for trail-friendly facilities (such as bicycle racks and pack storage) at key trail-visitor hubs and public transport locations. Where a need is identified, encourage the relevant authorities and land managers to provide facilities for walkers/trampers and cyclists.	High
3.12	Hold workshops with the region's trail-related tourism operators and businesses and relevant authority and regional tourism organisation staff on the benefits and provision of trail-friendly services and participation in the trail-friendly accreditation scheme.	High
3.13	Develop guidelines for quality interpretation for signature and regional trails.	High
3.14	Develop and apply interpretation concept plans for each signature and regional trail (or trail network) including themes and storylines, delivery of media suited to users, design concepts for websites and brochures.	High for signature to Medium for regional
4.1	Develop and deliver workshops with trail managers and volunteer groups on best-practice trail design, construction, maintenance, risk management and visitor	Medium
4.2	For each signature and regional trail, establish efficient, standardised monitoring systems for visitor use that provide data for regular information	Very High
4.3	Investigate the potential for user-generated data collection techniques (such as Strava) to provide usable trail use data.	High
4.4	Conduct standardised visitor surveys periodically at signature and regional trails to assess visitor characteristics and satisfaction with the trail experience.	Very High
4.5	Develop a central system for periodic data collation and reporting of trail conditions, visitor use, satisfaction and trends across the region's signature and regional trails.	High
5.1	Encourage the development of 'friends' groups for trails in the region.	Medium
5.2	Develop and distribute information on safe, responsible, minimal impact use of trails through websites, i-Sites, territorial authorities, trails managers and community groups.	High
5.3	Encourage development of learning and outdoor education programs for schools and local community that incorporate use of trails.	High
5.4	Work with trail managers, land management agencies and the tourism industry to raise interest in development of commercial voluntourism programs related to trails and their surroundings.	Medium
5.5	Create a signature event or festival that showcases the region's trails and points of difference (such as food, culture, the range of outdoor experiences) and enables a range of participatory activities appealing to residents and visitor	Very High

Action	Description	Priority
5.6	Encourage development of a wider range of trail events through the region to attract residents and visitors, including during the shoulder season.	High
5.7	Develop a regional trail event calendar and promote it through the regional trail website and other visitor and trail-related websites.	Very High
6.1	Make arrangement for WREDA Destination and Marketing to assume lead responsibility for signature and regional trail marketing and communication in the Wellington region supported by Destination Wairarapa.	Very High
6.2	Develop and implement a marketing strategy for signature and regional trails which includes: <ul style="list-style-type: none"> • designation of marketing roles and responsibilities and coordination mechanisms • trails destination positioning • hero trails experiences that reflect the positioning • promotion and marketing through a range of channels and media • development of professional quality imagery for use in websites, digital media, brochures and visitor guides. 	Very High
6.3	Utilise the current trail mapping project to establish consistent information on trail locations and routes across the region.	Very High
6.4	Develop consistent names for signature and regional trails and ensure the agreed names are used throughout all trail information sources.	Very High
6.5	Develop a regional trail destination website for the Wellington region that incorporates consistent information on signature and regional trails, including: <ul style="list-style-type: none"> • location, routes, maps and trail descriptions (distance, elevations, standards and difficulty ratings) • linked accommodation, products and packages, services • a booking service or links to booking services. 	Very High
6.6	Develop a quality regional trails brochure on signature and regional trail experiences for distribution to visitor information sources.	High

Appendix A. Wellington Region's Trail Markets

Regional Residents		
Market	Description	Experience Needs and Preferences
Walkers and Trampers	<ul style="list-style-type: none"> Wide range of users and ability levels, including people using trails for exercise, commuting, relaxation and leisure activities. 	<ul style="list-style-type: none"> Safe short trails for daily use. A range of all-ability access trails. Short to long trails for weekend leisure activities both close to population centres and within easy weekend travel from home. Appealing destinations. Linked or nearby activities, attractions and accommodation. Short to long tramping trails in a variety of locations (from near-urban to remote) at a range of difficulties. Links from accommodation hubs to areas of interest such as the Wellington City Waterfront and Botanic Gardens, Mount Victoria, Queen Elizabeth Park Foreshore and other major easy-grade trails. Accessible trailheads with adequate parking and facilities. Overnight or multi-day trails with provision for on-trail camping or hut accommodation or nearby off-trail accommodation.
Trail Runners	<ul style="list-style-type: none"> People running on trails for exercise, training for events and for adventure. 	<ul style="list-style-type: none"> Range of short and long trails in and near urban areas, parks and reserves. Challenging backcountry trails for extended running. Connected trails suitable for running events. Range of participative and competitive trail running events.
Cyclists (excluding mountain biking)	<ul style="list-style-type: none"> Wide range of users and ability levels, including people cycling for exercise, commuting, relaxation and leisure activities and touring. 	<ul style="list-style-type: none"> Safe cycling or shared use trails for daily use. Short to long cycle trails for weekend leisure use both close to population centres and at visitor hubs within easy weekend travel from home. Appealing destinations. Linked or nearby activities, attractions and accommodation. Some may require bike hire. Accessible trailheads with adequate parking and facilities. Trail events, both participative and competitive
Mountain Bikers (Use of a purpose-built mountain bike on purpose-built trails, shared trails or other off-road trails.)	<ul style="list-style-type: none"> Children and families seeking a safe entry level or skills development experience. Riders in the young adult to middle-age groups. Experienced local riders who have ridden for many years in the region, and who continue to contribute to the trail network through building, maintenance and other activities 	<ul style="list-style-type: none"> Trails and bike parks accessible from population centres and together offering a range of trail types. Inter-connected trail networks offering a range of difficulty levels and technical challenges. Ideally offering at least a day's riding. Skills parks and technical trails. Participative and competitive events. Trailheads with appropriate facilities, including parking, bike wash-down, food services, shuttle transport. A range of trails accessible for shorter 1-to-4 hour near places of work and living. Trails generally for the local user market although will travel more broadly to key trails regionally and will travel nationally for longer weekend breaks and short holidays.
Horse Riders	<ul style="list-style-type: none"> Likely to be members of local horse riding clubs. 	<ul style="list-style-type: none"> Bridle trails accessible from horse agistment areas/ equestrian centres or with adequate horse trailer parking and unloading facilities. Some further dedicated bridle trails with the appropriate facilities.

Domestic Visitors

Market	Description	Experience Needs and Preferences
General Visitors	<ul style="list-style-type: none"> • People on a holiday or visiting friends and relations. • For Wellington region, this market share will use shorter trails close to the city centre, or, in places such as the Wairarapa, will use bicycle around vineyards. 	<ul style="list-style-type: none"> • Trails of different types or at points of interest suited to a range of abilities. • Something different to do while on holiday. • Equipment and bike hire. • Short guided tours. • Easily available information and packaged tours/product to provide the experience in an easily accessible way.
Soft Adventure	<ul style="list-style-type: none"> • Families, adult couples and retired people seeking trail activities of one or more day's induration. • Some may visit the region specifically to undertake a particular trail. 	<ul style="list-style-type: none"> • Tramping and cycle trails packaged for journeys of one or more days. • Guided or self-guided tours or packages, accommodation, linked activities. • Mountain bike parks with variety and/or iconic rides. • Transport, accessible trailhead, equipment and bike hire. • Good pre-trip information and booking. • Engaging, immersive interpretation.
Trampers	<ul style="list-style-type: none"> • Self-sufficient trampers, tramping clubs, youth and other social groups at a variety of ages engaging in short and long experiences. • May visit the region specifically to walk a particular trail. 	<ul style="list-style-type: none"> • Short to long tramping trails at a range of difficulty levels showcasing landscapes or offering a special challenge. • Accessible trailheads with adequate parking and facilities. Overnight or multi-day trails with provision for on-trail camping or hut accommodation or nearby off-trail accommodation. • Transport and shuttles, especially for one-directional trails. • Accessible track information.
Mountain Bikers	<ul style="list-style-type: none"> • Riders in the young adult to middle-age groups who may visit the region specifically to ride a particular trail or bike park. 	<ul style="list-style-type: none"> • Trail networks and bike parks that offer 2 to 3 days riding and a range of trail type and difficulty levels. • Iconic and challenging rides. • Multi-day epic trail with support services to make experience more accessible. • Trailheads with appropriate facilities including car parking, bike wash-down, food services and shuttle transport. • Bike hire and repair services. • Good pre-trip information and booking. • Accommodation and transport that is bike friendly, and allows for washing, storage and access to bikes.
Education Groups	<ul style="list-style-type: none"> • Schools, outdoor education and youth groups from within and near the region. 	<ul style="list-style-type: none"> • Guided or self-guided walking, tramping, cycling, mountain biking or horse riding experiences that offer environmental or cultural learning, outdoor skills development, challenge and team building opportunities. • A range of trails will be needed suited to different ages and skills. • Nearby accommodation and education facilities suited to school and youth groups. • Trails experiences may be part of longer learning products or packages. • Good pre-trip information and booking. • Engaging, immersive interpretation.

International Visitors

Market	Description	Experience Needs and Preferences
Walking Tourists	<ul style="list-style-type: none"> Mainly visitors from Australia, USA, UK, Germany, Japan and the Netherlands ranging in age from young adult to over 55, travelling with a partner or alone. 	<ul style="list-style-type: none"> Iconic, soft adventure walks with guided and self-guided products and packages providing accommodation and linked experiences. A range of other walking and tramping opportunities and nature-based and outdoor pursuits. Adventure activities and packages. Transport, equipment hire. Good pre-trip information and booking. Engaging, immersive interpretation and signs to assist with the feeling of safety and accessibility.
Cycle/ Mountain Biking Tourists	<ul style="list-style-type: none"> Mainly visitors from Australia, UK, USA, Germany, Canada and Netherlands aged from young adult to 54 years, travelling alone or with a partner. 	<ul style="list-style-type: none"> Iconic and challenging rides and trail journeys. Outstanding trail networks and bike parks that offer 2 to 3 days riding and a range of trail type and difficulty levels. Multi day epic trail with support services to make experience more accessible. Trailheads with appropriate facilities including car parking, bike wash-down, food services and shuttle transport. Bike hire and repair services. Good pre-trip information and booking. Signature events.
Cruise Passengers	<ul style="list-style-type: none"> International visitors from cruise ships on shore excursions from Wellington City. 	<ul style="list-style-type: none"> Guided and self-guided walks or cycling, which offer an engaging experience characteristic of the area. Engaging, immersive interpretation. Linkages to transport and packaged product from the Wellington City waterfront into the outstanding natural areas of the city and surrounding areas.

Appendix B. Trails Stakeholder Groups in the Wellington Region

Category	Group/Organisation	Area of interest
Trail Trusts	Wellington Trails Trust	Wellington City and region
	Greytown Trails Trust	Greytown/South Wairarapa
	Trail Fund	National
	Five Towns Trust	Wairarapa
	Te Araroa Wellington Trust	Wellington region
	Wairarapa Mountain Bike Trust	Wairarapa
	Trails Wairarapa Trust	Wairarapa
Council Advisory Groups	Kāpiti Coast Cycleways Walkways & Bridleways Advisory Group	Kāpiti
Advocacy Groups	Kapiti Cycling Incorporated	Kāpiti
	Living Streets Aotearoa (General walking advocacy)	Wellington region
Walking	Wellington Welsh Corgi Walking Club	Wellington City
	Churton Park Community Walkers	Wellington City
	Karori Arts and Crafts Walking Group	Wellington City
	Khandallah Walking Group	Wellington City
	Mirimar Walking Group	Wellington City
	Brooklyn Walkers	Wellington City
	Nairville Park 50 Forwards Walking Group	Wellington City
	Newlands Walking Group	Wellington City
	Lunchtime Civic Walkers	Wellington City
	Heart Foundation Tuesday Walking Group	Wellington City
	Wellington Scottish Walkers	Wellington City
	Lesbian Overland and Cafe Club	Wellington City
	Scenic Walkers	Wellington City
	Tawa Linden Walkers	Wellington City/Porirua
	Rimutuka Harriers	Upper Hutt
	Tuesday Trippers	Upper Hutt
	Upper Hutt Walking and Tramping Club	Upper Hutt
	Walking Capital	Wellington City
	Kapiti Sunday Walkers	Kāpiti
	Kapiti Thursday Walkers	Kāpiti
Kapiti Wanderers	Kāpiti	
Kapiti Wednesday Walkers	Kāpiti	
Rosamund Rambles	Wellington City	
Running	Olympic Harrier Club	Wellington City
	Wellington Harriers	Wellington City
	Trentham United Harriers and Walkers	Upper Hutt
Orienteering	Wellington Orienteering Club	Wellington City
	Orienteering Hutt Valley Inc	
Tramping	Federated Mountain Clubs	Wellington region
	Parawai Tramping Club	Kapiti Coast and Wellington region
	Tararua Tramping Club	Wellington region

Category	Group/Organisation	Area of interest
	Wellington Tramping and Mountaineering Club	Wellington region
	Hutt Valley Tramping Club	Wellington region
	Kaumatua Tramping Club	Wellington region
	Victoria University Tramping Club	Wellington region
	Levin-Waiopēhu Tramping Club	Kāpiti
	Parawai Tramping Club	Kāpiti
Cycling	Bike Kapiti 50 Plus	Kāpiti
	Kapiti BMX Club	Kāpiti
	Kapiti Cycling Club	Kāpiti
	Waikanae Saturday Cycles / Cycling Group	Kāpiti
	PNP Cycling Club	Wellington
Mountain Biking	Belmont Area Mountain Bike Association	Belmont Regional Park
	Kapiti Mountain Biking Club	Kapiti
	Mana Cycle Group	Porirua
	NtrailZ	Upper Hutt
	Wellington Mountain Bike Club	Wellington City and Region
	Hutt Valley Mountain Biking Club	Wellington region
	Kapiti Mountain Biking Club	Kāpiti
	Revolve Cycling Club	Wellington region
Multisports	Wairarapa Multi Sport Club	Wairarapa
Equestrian	Kapiti Riding Club	Kāpiti
	Levin and District Horse Trekking Club	Kāpiti
	Otaki Pony Club	Kāpiti
	Waikanae Pony Club	Kāpiti
	Wellington Area Trail Riding Club	Kāpiti
Volunteer Groups	Brooklyn Trail Builders	Brooklyn/Aro Valley/Polhill
	Makara Peak Supporters	Makara Peak Mountain Bike Park
	Miramar Track Project	Miramar Peninsula
	Wainui Trail Project	Wainuiomata/Lower Hutt
	Run Wellington	Wellington City
Businesses	Rivenrock Mountain Bike Track (Private MTB park)	Carterton
	The Martinborough Hotel	
	Alfred Memelink Artspace	
	Silver Stream Retreat	
	Mud Cycles (Bike Hire)	Makara Peak Mountain Bike Park
	Bike Shed Pencarrow/Cycle Rimutaka (Bike hire/ guiding/shuttles)	Pencarrow/Rimutaka Cycle Trail
	Green Jersey (Bike hire/guiding/shuttles)	Wairarapa/Rimutaka Cycle Trail
	Xterra Wellington (Events)	Wellington region
	MJD Media and Events (Karapoti Classic and Crazyman and Porirua Grand Traverse events)	Wellington region
	Big Bang Adventure Race	Kāpiti
	Rimutaka Cycle Trail Official Partners	Wellington region

Appendix C. Trail-Related Plans adopted in the Region

Plan/Strategy	Features Relevant to Trails
GREATER WELLINGTON REGION	
Greater Wellington Regional Council Wellington Regional Land Transport Plan 2015	Identifies transport priorities and improvements for funding under the National Land Transport Programme, which includes walking and cycling. Aims to improve walking and cycling networks as an attractive transport option well integrated with other transport modes and to improve the region's liveability, community health and attractiveness to visitors.
Greater Wellington Regional Council Greater Wellington Parks Network Plan, 2011	Provides for protection, management and permissible uses of regional parks and forests – Akatarawa Forest, Battle Hill Farm Forest Park, Belmont Regional Park, East Harbour Regional Park, Kaitoke Regional Park, Pakuratahi Forest, Queen Elizabeth Park and Wainuiomata Recreation Area. Specifies uses of existing trails. Indicates potential walking and cycling trail linkages to other parks and for access purposes, and aims to work with other agencies to develop cross-tenure recreational linkages and complementary experiences.
Wellington Region Open Space Strategy & Action Plan (2009)	Part of the Wellington Regional Strategy, this strategy was developed by the Greater Wellington Regional Council, district councils and iwi to provide a coordinated approach to provision of a 'safe, convenient, appropriately maintained, linked and integrated regional open space network that recognises the region's rural and natural open space character and ecological functions, and contributes to the wellbeing of its communities'. It aims to achieve consistency in development and management of trails on adjoining land and to apply consistent trails standards and descriptions across the region.
WELLINGTON CITY	
Wellington City Council Our Capital Spaces – An Open Spaces and Recreation Framework for Wellington: 2013–23	Provides a strategic framework to facilitate recreation and leisure opportunities for people of all ages and abilities, connecting people to nature, and increasing physical activity and health outcomes. Includes provision of accessible walking and cycling trails close to where people live and accessible information about trails.
Wellington City Council Open Space Access Plan: Plan for the management of the Open Space Access Network, September 2016	Based on the accessible recreation aims of <i>Our Capital Spaces</i> , this is a detailed plan for management and development of the trail network in Wellington City Council-managed parks and reserves for commuting, recreation and tourism purposes. It covers pedestrian, cycling, horse riding (and some e-bike and 4WD vehicle) use and sets out: <ul style="list-style-type: none"> • trail network principles – including provision for a wide range of skill, fitness and mobility levels, abilities and interests, accessibility to key destinations, ecological sustainability • criteria for assessment of trail work priorities • prescriptions for specific uses and activities • a trail classification system and specifications for trail types • trail network (existing and proposed new trails, completion of trail sections or linkages) and implementation plan for each sector of the city.
Wellington City Council Makara Peak Mountain Bike Master Plan, 2017	The master plan provides a framework around which the future management and development of Makara Peak takes place.

Plan/Strategy	Features Relevant to Trails
Wellington City Council Wellington Town Belt Management Plan, April 2017	Defines primary track networks (the Southern Walkway, City to Sea Walkway and Northern Walkway), secondary track networks and MTB and bike skills areas. For each sector, detailed prescriptions are provided for environmental, culture and recreation management, track uses and potential track linkages.
Wraight & Associates Limited Mount Victoria-Matairangi Master Plan, June 2015, prepared for Wellington City Council	Includes a strategy for improving trail experiences through a 3-tier track hierarchy (linked to track standards), infrastructure improvements, track use prescription, actions to reduce mountain bike and walker conflict, and improved route signage.
HUTT CITY	
Hutt City Council Making Tracks – A comprehensive ten-year plan for managing and developing the Hutt City Councils’ track network, April 2009	This plan for use, development, management and funding of Hutt City Council-managed track network aims to: <ul style="list-style-type: none"> • increase the proportion of trails suitable for less able users (to cater for most of the population and encourage improved health and wellbeing) • continue to provide for trail users seeking outdoor adventure, challenge and skills development (acknowledging that backcountry and adventure trail experiences are also provided on land managed by the Regional Council and DOC) • expand the trail network in a regional context to avoid repetition and achieve cross-tenure linkages.
Hutt City Walk and Cycle the Hutt 2014–2019	This high-level strategy is part of the Council’s aim to make Hutt City ‘a great place to live, work and play’ though promoting liveability, health and wellbeing, improving community connections and cohesion, and developing a sustainable transport system. The strategy aims to develop an integrated network to encourage more people to walk and cycle for commuting and recreation. The major existing walking and cycling routes and priorities for network improvement are identified.
PORIRUA CITY	
Porirua City Council Porirua Transportation Strategy December 2012	Chapter 5 outlines the overall Council aim of increasing the safety, convenience and extent of cycling and walking networks for transportation and recreation. It aims to improve the strategic pedestrian/cycle path links through the city, a walking and cycling network between Waikanae and Tawa, and with Wellington City and Kapiti.
Porirua City Council Recreation & Open Space Strategy 2012–2022	The high-level strategy for protection, sustainable use, and community and visitor access to open space aims for: <ul style="list-style-type: none"> • provision of shared pathways along significant routes • a shared pathway connection to Wellington City along Porirua Stream • high-quality pathways through places of biodiversity value • 95% of the urban area no more than 1 km from the shared pathway network in 2020.
Porirua City Council Porirua City Reserves Management Plan, September 2013	This plan provides management prescriptions for each Council-managed reserve and details of current and proposed future trails and associated use. Provides general criteria for provision of trails: <ul style="list-style-type: none"> • compatibility with the desired character of a reserve • improvements to safety, convenience and extent of cycling and walking networks • construction and maintenance in accordance with NZ standards and design guidelines and in a manner that protects reserve values and reflects planned outcomes.

Plan/Strategy	Features Relevant to Trails
UPPER HUTT CITY	
Upper Hutt City Council Land Use Strategy Upper Hutt 2016–2043 , September 2016	This strategy provides guidance on land use to support population growth, the needs of urban and rural communities, and a healthy environment. It includes development of a safe network of paths for transport and recreation, including accommodation of horse riding as well as walking and cycling in rural areas as a medium-term priority.
2014 District Council briefings on walking, cycling and bridle path developments	Proposed trail developments to link with the existing trail network, of which the Hutt River Trail would form the 'backbone'.
KAPITI COAST	
Kapiti Coast District Council Open Space Strategy , February 2012	This strategy provides a framework to protect and manage open space and improve public open space connectivity for the next 20 to 50 years in the context of increasing urbanisation and development in the district. It sets out proposed rural buffer areas, green belts and green corridors. Improved open space access and connectivity is envisaged through the district's cycleway, walkway and bridleway network.
Kapiti Coast District Council Kapiti Coast: Choosing Futures – Cycleways, Walkways & Bridleways Strategy , December 2009	<p>This high-level strategy aims to promote and provide a connected network for walking, cycling and horse riding for transport, recreation, health and tourism, including:</p> <ul style="list-style-type: none"> • a coastal walkway, cycleway and bridleway from Paekakariki to Otaki and north (the Millennium Walkway and Cycleway) • extensive linkages to schools, town centres, community facilities, public transport and natural features • safe access within and across the State Highway and Western Link corridors • relatively easy middle altitude access along the coastal escarpment and lower hills • good access into the backcountry. <p>In 2015 the Council approved funding of commuter and recreational loops and links and additions to the cycleways, walkways and bridleways network (http://kapiticoast.govt.nz/Your-Council/Projects/Getting-around-Kapiti/).</p>
MASTERTON	
Masterton District Council Parks & Open Spaces Asset Management Plan (2015–2045) , March 2015	The plan for management and funding of Council-managed open space assets includes walking and cycling trails. Aims to extend the trail network in response to increasing demand due to an aging population and promotion of trails and related attractions. Identifies Henley Lake, Landsdowne Park and the Waipoua Riverbank as trail extension opportunities.
Masterton District Council Wairarapa Community – Rural Trails Network Plan , June 2016	<p>This strategy (linked to funding allocation in the District's Long-Term Plan) provides concepts for a cross-tenure rural trail network consisting of:</p> <ul style="list-style-type: none"> • Lansdowne Mountain Bike Park for Grade2/3 riding suitable for beginners • Waipoua to Pukaha network – 4 connected trails/routes for recreation and tourism use • Three Rivers Loop – a 25km ride through Masterton and along nearby rivers • Mount Holdsworth Mountain Bike Park – on DOC land at a destination on the east of Tararua Forest Park • Riven Rock – mountain bike tracks on private property adjacent to Mount Holdsworth • Rimutaka Summit to Bucks Reserve – Grade 3 mountain bike track potentially one of the longest downhill rides in the country and connected to the Rimutaka Trail.

Plan/Strategy	Features Relevant to Trails
CARTERTON	
Boulter Consulting Walk Cycle Carterton – A Walking and Cycling Strategy for Carterton, November 2016	The focus of this strategy is provision of an on-road cycle route network and pedestrian path network within the town of Carterton. The strategy also: <ul style="list-style-type: none"> proposes formation of a Council policy on rural walking routes on unformed ('paper') roads and formation of a Walking and Cycling Advisory Group supports the Wairarapa Valley Cycleway proposal through the district.
SOUTH WAIRARAPA	
Boulter Consulting Draft South Wairarapa District Council Cycling Strategy, 2016	(Draft) strategy to advance and support cycling for transport, recreation and tourism, including identification of the district's current and proposed cycling routes and cycle-friendly initiatives. Action Plan pending – strategy not yet finalised.
DEPARTMENT OF CONSERVATION	
Department of Conservation Draft Conservation Management Strategy, Wellington 2016	When it comes into operation, this strategy will provide policies and objectives for management and use (including trails) of public conservation lands in the Wellington region.
CROSS-TENURE	
Hutt River Floodplain Hutt River Environmental Strategy, February 2001	Produced by the Regional Council, relevant district councils and iwi, this plan provides guidance for development, management and use of the river environment over a 40-year period, including provision of trails.
Destination Wairarapa Destination Wairarapa Strategy to 2025	The Wairarapa Regional Tourism Organisation (covering the Masterton and Carterton Districts) aims to develop a network of cycling trails tied in to the Rimutaka Cycle Trail.
Porirua City Council & Wellington City Council Porirua's Outdoor Recreation Park: Outdoor recreation in the western hills of Porirua and Tawa, February 2016	This joint Council plan for an outdoor recreation park sets out concepts for a network of existing and new trails for walking, running, horse riding and mountain biking for a range of users and difficulty levels and for connections to the wider trail network. The aim is to provide safe, environmentally sustainable trails that are constructed to best-practice standards and affordable in the long term. It is intended to fill gaps in local mountain biking through providing family-focused and skill development opportunities. Te Rahui o Rangituhi/ Colonial Knob is to be developed as a mountain biking destination catering for a variety of skill levels and to complement and provide different opportunities to those in the rest of the Wellington region.

Appendix D. Effective Trail Governance

This analysis draws upon TRC's knowledge of the trails sector (particularly in New Zealand and Australia) and an evaluation of the use, benefits, governance and management of the Great Ride trails in the New Zealand Cycle Trail³³ conducted in 2016.

Characteristics of an Effective Trail Governance Model

A clear, committed and skilled governance entity

Trail networks that realise their potential and operate sustainably over time tend to be managed by governance entities that:

- have a clear mandate for trail development and strong leadership and vision
- are tasked with clear statements of roles and responsibilities of the various parties involved in the governance structure and their management tasks
- include people with the skills and experience to provide leadership and effective decision-making in relation to trail and governance tasks
- include clear arrangements/agreements at a senior level with those agencies with responsibility for trail management and maintenance.

Effective trail planning

Strategic planning by the trail governance entity for development and operation of the trails over time is important to ensure a consistent direction. Planning needs to address measurable objectives, strategies that address issues and achieve objectives, investment needs and defined roles and responsibilities. Where trails are developed in stages based on the availability of funds a strategic plan, master plan or business plan will provide clarity on future funding needs.

Clear coordination function

Where trail governance and management may involve multiple partners, there needs to be clear allocation of coordination responsibility. There needs to be an organisation, group or person that can drive an integrated and consistent approach to trail management, follow up on tasks and planning priorities, and report to the governance entity on progress.

People resources dedicated to management

Trail management requires people resources to provide executive support to and implement the decisions of the governance body (whatever its structure) and oversee implementation of actions in trail plans, and coordinate activities by other agencies and stakeholders.

Adequate resources for trail operations

Operating a trail network entails a host of tasks related to land management and may include:

- infrastructure maintenance and repair (trail surfaces, signage, parking areas, amenities, waste management)
- environmental management – erosion and runoff control, vegetation management, weed and pest control, significant species protection and fire management (based on legislative requirements)
- emergency management – visitor safety, emergency access provision, issue of emergency notices (such as for fire or flood) and trail closures
- visitor management – overseeing compliance with any use requirements and management of trail events
- community engagement and user group dialogue to create effective support.

³³ Ministry of Business, Innovation & Employment (2013). Nga Haerenga – The New Zealand Cycle Trail Evaluation Report 2016.

Ongoing funding

Lack of funding and a high reliance on government grants has characterised the development of many trails in New Zealand and Australia, especially small local trails. Trail development can occur in a 'stop-start' sequence dependent on successful grant applications. In many cases, there has been limited provision of funds for future management and maintenance, leading to heavy reliance on volunteers.

Stakeholder and community partnerships

The mechanisms used for involving the community, business and tourism stakeholders in trail development and visitor experiences vary widely and include:

- representation on governance boards, steering or advisory groups
- coordination groups such as the Otago Central Rail Trail Operators' Group
- "friends groups" that serve as a focus for community stewardship, volunteering and donations
- liaison with local user and health groups and organisations to develop opportunities for local people, health and exercise initiatives and events
- schemes to encourage tourism operators to provide trail-related products and services – such as the Queenstown Trails Trust's Official Partners Program and the Bibbulmun Track Foundation's Walker Friendly Business Program.

Supportive government environment

Local, regional and central government policies, plans and programs that encourage and support trails and identify trail investment priorities have been important for the funding of trail development and management. Ideally, trail governance entities need to have the skills and resources to leverage potential opportunities offered by a supportive government environment in applying for grant funding.

Marketing, promotion and experience development

Understanding a trail's current and potential local and visitor markets is an important part of

trail business – it assists promoting a trail to, and developing the right products and services for, the people most likely to be attracted to the trail. Many trails will involve a combination of local and visitor markets.

Governance Models – A Comparative Analysis

New Zealand and Australia have a variety of examples of different trail governance models currently in place. Each model serves a different scenario and different set of objectives, visions and legislative requirements. Two broad governance model types that could be suitable for management of the Wellington region's regional trails framework are agency management and a formal partnership structure or structures.

1. Separate Agency Management with an Overall Steering Committee

This model essentially provides for regional and district Councils that manage land to continue to manage that land. No sharing of accountability occurs and user groups are allowed or supported to volunteer services on a case-by-case basis. For the regional trails framework, this may have the following elements:

- The Wellington Regional Council, the city and district territorial authorities, the Department of Conservation and trails trusts manage their own trails
- A steering group or other similar entity is established to provide advice and assist with coordination and communication
- The various trail managers agree to implement the regional trails framework with funding available through their own sources and any additional grants they can acquire
- Individual authorities and trail managers may choose to have MOUs or other agreements with user groups
- There is no central funding for implementation of the regional trails framework other than minor administrative support to the steering group.

2. Partnerships

In this model, more formal partnerships are developed between the various authorities and trail managers. This could be carried out in different ways, including:

- development of an MOU between the various managers to implement the regional trails framework with a steering committee. All the authorities and trail managers manage their own trails or may choose to have MOUs or other agreements with user groups
- development of an MOU between land managers to provide for one agency (which could be a regional or district council or an alternative body) to take overall lead in implementing the

framework through centralised funding (with contributions from all participants and any additional sources) and staffing with contracts or other agreements with the land managers and a steering committee

- a trust model (with a broader role than the current Wellington Trails Trust) that enables internal and external funding to be provided to one entity established for the purpose of implementing the framework. The new entity would be provided with staff and other resources and have a skills-based board that includes representatives of the trail managers.

The following table provides a summary of the strengths and weaknesses of each model.

Model	Strengths	Weaknesses
1. Agency Management	<ul style="list-style-type: none"> Easily understood Allows elected members to make/influence decisions For smaller organisations, this can be a nimble approach Provide direct line of sight for community groups and local stakeholders 	<ul style="list-style-type: none"> Inconsistent approach across the region Difficulty in attracting capital against other priorities Can lead to silo approaches User groups deal with different agencies over similar issues
2. Partnerships (MOU)	<ul style="list-style-type: none"> Simple to implement; not far from status quo Brings some level of coordination and ownership of the framework Allows for existing legislative powers to continue 	<ul style="list-style-type: none"> No guarantee of funding for implementation No dedicated resources for overall implementation Partners may choose not to follow other members
3. Partnerships (one agency delivery)	<ul style="list-style-type: none"> Coordinated and consistent delivery Funding committed to one agreed strategy Dedicated resources 	<ul style="list-style-type: none"> One agency may not have the physical presence to deal with all the regional trails May not increase the funding required overall for framework implementation
4. Partnerships (Trust)	<ul style="list-style-type: none"> Can attract funding external to traditional sources Can be more commercial in approach Brings in new and complimentary skills Provides a single point of focus to the network 	<ul style="list-style-type: none"> Decisions are one step removed from land managers Some stakeholders may not immediately see the benefits Decisions made by a trust or board, not by officials or elected members

Appendix E. Decision-Making Criteria

Criteria – Signature Trails	Description
Immersion in high-quality natural or cultural surroundings	<p>Trail visitors should have opportunities to immerse themselves in the landscape or cultural context through which the trail passes to add interest and distinctiveness to use of the trail. This will vary according to the type of trail and its location and might include:</p> <ul style="list-style-type: none"> • spectacular scenery • travelling through a highly natural area or a diversity of landscapes • opportunities to experience local culture and meet local people – such as on trails passing through or near towns and villages, or heritage destinations. <p>Opportunities should be provided for understanding and learning through interpretation suited to visitor markets and delivered in a range of ways – such as digitally, on-site or by tour guides.</p>
Outstanding trail qualities	<p>A signature trail will be an outstanding walk or ride in terms of its type, duration and location.</p> <p>For walking, tramping and horse riding this might be a trail journey that:</p> <ul style="list-style-type: none"> • showcases a special landscape(s) or place(s) • provides a special challenge or adventure • provides opportunities different from everyday life, such as experiencing remoteness, self-reliance, solitude. <p>Outstanding mountain biking trails might be distinguished by:</p> <ul style="list-style-type: none"> • the level of challenge and distinctiveness for the type of riding – such as the technical opportunities and flow of downhill rides, extended cross-country journeys, the range of offerings in a trail network, potential for IMBA • the variety of opportunities for different riders • the quality of the terrain and landscape.
Quality infrastructure that is fit for purpose	<p>The trail routes, alignment, surface and associated facilities (such as trailheads, amenities, huts, signage) will be:</p> <ul style="list-style-type: none"> • of a standard and design compatible with the protection and showcasing of the surrounding natural and/or cultural environment • suited to the type of trail, its level of use and the needs of trail user markets • designed and managed to promote safe use.
Opportunities for a spectrum of visitor markets and/or activities	<p>Signature trails should appeal to more than one visitor market and, depending on the type of trail and its location, might include:</p> <ul style="list-style-type: none"> • independent and guided options • trail loops of different lengths, difficulty or character • a range of linked products or activities on the trail or in nearby areas.

Criteria – Signature Trails	Description
Accessible trailheads	<p>The trails should be accessible to the target user markets and provide for their access needs and convenience given they are visitors to the area. Depending on the type and location of the trail these might include:</p> <ul style="list-style-type: none"> • appropriate transport to and from trailheads via road, public transport or commercial transport as relevant • car parking, amenities and facilities at trailheads as relevant.
Appropriate support services and facilities	<p>Streamlining the trail experience through quality support services adds to its appeal for different markets. Examples of support services and facilities are:</p> <ul style="list-style-type: none"> • set down/pick up transport for people, luggage and equipment • uphill transport or shuttle services for downhill mountain bike trails • equipment and bicycle hire, retail and repair • trail-friendly accommodation that welcomes and provides for trail users • self-guided and guided packages • food purchase and eating establishments at convenient locations.
Ease of obtaining information and booking	<p>Information about the trail should be available online and in appropriate visitor information locations. The information should include details of access, routes, terrain, climate, experiences, equipment needed, safety, regulations, visitor number limits and permits (where required). Trail websites should also provide integrated information on linked accommodation, products and support services or links to the appropriate websites.</p> <p>Where relevant, online bookings should be able to be made for trail use permits, accommodation, transport, guided tours and packages.</p>
Sustainability	<p>Trails should be designed and managed to limit environmental, social and cultural impacts. Appropriate mechanisms and systems should be in place to manage and monitor visitor use and associated impacts over time.</p>
Effective governance and management	<p>Icon trails need an effective governance and management regime to guide management of the trails and its visitation and coordinate overall delivery of the trail experience between different stakeholders and (where relevant) different tenures.</p> <p>Adequate resourcing is critical to maintain the quality of the trail experience and the sustainability of its infrastructure.</p>
Potential to expand or be managed sustainably as demand increases	<p>As visitation to an icon trail increases, adjustments may need to be made to maintaining the quality of the experience by managing any environmental and social impacts. Depending on the circumstances, this has been done through:</p> <ul style="list-style-type: none"> • expanding the trail or trail network to provide different options, loops or journey lengths • regulating use through permit or booking systems (where this is logistically achievable), such as on backcountry trails or in sensitive environments.

Criteria – Regional Trails	Description
Experiences in regionally important natural or cultural surroundings	<p>Trail visitors should have opportunities to enjoy themselves in the landscape or cultural context through which the trail passes to add interest and distinctiveness to use of the trail. Users may use these trails for activity or commuting as much as for a recreation experience. This will vary according to the type of trail and its location and might include:</p> <ul style="list-style-type: none"> • spectacular scenery or scenery that offers a regional perspective on the landscape • travelling through a mostly natural area or a diversity of landscapes that are regionally important or distinct • opportunities to experience local culture and meet local people – such as on trails passing through or near towns and villages, or heritage destinations. <p>Opportunities for interpretation and storytelling may be made available but will generally rely on users researching on a self-service basis before using the trail or through word of mouth and local knowledge.</p>
Quality trail characteristics	<p>A regional trail will generally be a high-quality walk or ride in terms of its type, duration and location.</p> <p>For walking, tramping and horse riding this might be a trail journey that:</p> <ul style="list-style-type: none"> • showcases a regionally important or unique landscape(s) or place(s) • provides a challenge or adventure that might be close to important regional centres • provides opportunities different from everyday life, such as experiencing remoteness, self-reliance, solitude, or provides the basis for outdoor activity that may not be present locally or close to home for some residents • provides a setting for social activity in groups for residents and clubs. Regionally important mountain biking trails might be distinguished by: <ul style="list-style-type: none"> • the level of challenge and distinctiveness for the type of riding – such as the technical opportunities and flow of downhill rides, extended cross-country journeys and the range of offerings in a trail network • the variety of opportunities for different riders, or specifically targeting one market or degree of difficulty but making it a strong experience • the quality of the terrain and landscape • providing a setting for social activity in groups for residents and clubs Regional trails will generally sit below signature trails in their marketability and importance to the tourism offering but may offer a higher degree of difficulty to suit a regional or local market.
Infrastructure that is fit for purpose and generally well maintained and constructed	<p>The trail routes, alignment, surface and associated facilities (such as trailheads, amenities, huts, signage) will be:</p> <ul style="list-style-type: none"> • of a standard and design compatible with the protection and use of the surrounding environment acknowledging that not all regional trails may be in an important conservation area • suited to the type of trail, its level of use and the needs of trail user markets • designed and managed to promote safe and sustainable use.
Opportunities for visitor, residents and/or activities	<p>Regional trails may appeal to more than one visitor market but also may include trails that are built for mountain biking and walking or riding for local or regional recreation activities and, depending on the type of trail and its location, might include:</p> <ul style="list-style-type: none"> • trail loops of different lengths, difficulty or character • car parking and trailhead information more suited to local and regional visitors but capable of being found and enjoyed by the free independent traveller markets • a range of linked trails to regional access points or reserves.

Criteria – Regional Trails	Description
Accessible trailheads	<p>The trails should be accessible to the user markets and provide for their access needs, as these trails are generally for visitors, regional residents and locals. Depending on the type and location of the trail, these might include:</p> <ul style="list-style-type: none"> • appropriate transport to and from trailheads via road, public transport or commercial transport as relevant • car parking, amenities and facilities at trailheads as relevant.
Nearby support services and facilities	<p>The trail experience may have some support services that add to its appeal for different markets and for regional visitors. Examples of support services and facilities are:</p> <ul style="list-style-type: none"> • uphill transport or shuttle services for downhill mountain bike trails • equipment and bicycle hire, retail, and repair nearby or accessible to people visiting • food purchase and eating establishments at convenient locations.
Information and booking availability	<p>Information about the trail may be available online and in appropriate visitor information locations or may be through word of mouth or local club knowledge. The information could include details of access, routes, terrain, climate, experiences, equipment needed, safety, regulations, visitor number limits and permits (where required). Trail websites may also provide integrated information on linked accommodation, products and support services or links to the appropriate websites.</p> <p>Online bookings may be able to be made for trail use permits, accommodation, transport, guided tours and packages. Some local or regional knowledge may be required to access the trail or experience.</p>
Sustainability	<p>Trails should be designed and managed to limit environmental, social and cultural impacts. Appropriate mechanisms and systems may be in place to manage and monitor visitor use and associated impacts over time. Visitor monitoring is important but may be at a lesser level than a signature trail.</p>
Effective governance and management	<p>Regional trails generally need an effective governance and management regime to guide management of the trails and its visitation and to coordinate overall delivery of the trail experience between different stakeholders and (where relevant) different</p> <p>Adequate resourcing is critical to maintain the quality of the trail experience and the sustainability of its infrastructure.</p> <p>Regional trails may be less well publicised, more specifically target a defined user market or have less infrastructure to support tourism than signature trails, and at times this may mean less complex governance arrangements.</p>
Ability to adapt to changing user volumes, markets and circumstances	<p>As visitation to a regional trail increases, adjustments may need to be made to maintaining the quality of the experience by managing any environmental and social impacts. Depending on the circumstances this has been done through:</p> <ul style="list-style-type: none"> • expanding the trail or trail network to provide different options, loops or journey lengths • reviewing regional trails annually to determine whether the trail should be elevated to a signature trail, remain as a regional trail experience or be changed to be a local trail managed by district councils primarily for local resident benefit.

Criteria – Trail Links	Description
Demonstrated market demand	There needs to be a reason for the link, based on market demand and assessed through appropriate feasibility studies. A potential linkage that looks logical on a map or has a small following may not work in practice.
Contribution to a key trail experience	<p>The trail linkage should add value to the available trail experiences – such as by:</p> <ul style="list-style-type: none"> • extending journey/experience/technical options • improving access to the trail for visitor markets • creating or improving access to an activity or attractive destination, feature or accommodation • creating a logical loop.
Link like with like	<p>Effective and usable trail linkages are between trails of similar type and use. Linking trails designed for different purposes (e.g. narrow walking tracks and mountain bike tracks) can lead to use conflicts, social and environmental impacts and management problems.</p> <p>Where trails are linked by different transport modes (e.g. a boat journey), the trails on either side of the link should be designed and managed to be compatible and suitable for through-travellers.</p>
Accessibility	As relevant, trail links should be situated and designed to provide appropriate access for users (such as through trailheads) and for the conduct of maintenance and management operations.
Sustainability	Trail links should be located, designed and managed to limit environmental, social and cultural impacts.
Adequate planning, management and resourcing	There should be effective governance and management structures in place for the trail link and its coordination with the existing trail or trail network. Planning for a proposed link should take account of potential barriers and approval requirements and should include feasibility assessment and business planning.
Stakeholder and community support	When developing trail link proposals there needs to be thorough engagement with affected landholders, land managers, commercial operators, user groups and the wider community. Support for the link can be critical to achieving viable routes, construction approval, and commercial and community partnerships.

