



# NEW ZEALAND CYCLEWAY 2009 - 2012

## **Stage One – Concept Proposal Guidance Notes** (October 2009)

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## 1.0 Purpose

The Ministry of Tourism (the Ministry) appreciates the time and effort made in submitting a Concept Proposal. These guidance notes are designed to assist the process, and to help ensure that all necessary information is provided. If you have any questions, please contact the New Zealand Cycleway Project Co-ordinator at the Ministry of Tourism, on (04) 462 4264.

## 2.0 Section A: Key Project Information

### A1: Cycleway Name

- Please give the cycleway a name which summarises/describes it in a few words. For example 'The Great Blue Lakes Cycleway'.

### A2: Brief Description of the Cycleway

- Provide a short description of the project (in no more than 25 words). For example, "100km cycleway from X to Y through the Z region with views of the Blue Lakes and Mt Wonderful".
- In your description, indicate the region(s) that are involved and/or will benefit from the project.
- 'Region' refers to one (or more) of the following regions: Northland, Auckland, Waikato, Bay of Plenty, Gisborne/Tairāwhiti, Hawke's Bay, Taranaki, Manawatu-Wanganui, Wellington, Nelson-Tasman-Marlborough, West Coast, Canterbury, the Chatham Islands, Otago, Southland.

### A3: Full legal name of Applicant

- The concept proposal form must be completed by the applicant. Detailed information about the requirements of the applicant is available in Part 5.1 of the Guide to the Funding Process available on the cycleway website ([www.tourism.govt.nz/cycleway](http://www.tourism.govt.nz/cycleway)).
- Any funding contract will be entered into and funding paid in support of the project to the applicant.
- Funding from the National Cycleway Fund cannot be paid to individuals.

### A4: Legal Status of Applicant

- For example, 'a unitary local authority'.

### A5: Key Contact Details:

- Please insert the contact details of the person who was primarily responsible for completing the concept proposal form, and who has the most detailed knowledge of the contents of the proposal.
- This person need not be the same person who signs the concept proposal form on behalf of the applicant in Section M.
- The person who signs the declaration must have authority to sign on behalf of the applicant.

## 3.0 Section B: Cycleway Description

### B1: Description of the Cycleway

- Provide a description of the cycleway in no more than 500 words. This description should provide information about the scenic attractions to be encountered on the route, the communities on or near the route, the general nature of the environment through which the cycleway users would travel, the proposed length of the route (and length of major components or stages). The proposed width and average gradients of the cycleway should be described, including the maximum gradients.
- Describe the cycleway for someone who has absolutely no understanding of where it is, or what it would be like to ride.
- In the description, consider factors such as:
  - the location of the cycleway
  - whether the route is:
    - a) a linear (point-to-point) route
    - b) a circular (loop) route
    - c) a location-based, 'hub and spoke' route
  - if the route is linear, does it require transport connections and what infrastructure or services are in place to facilitate this?
  - road access
  - accessibility to airports/public transport
  - the route of the cycleway and its length
  - route access points
  - the route's proximity to towns or cities, accommodation and transport hubs
  - distance between towns or settlements. If these are more than 25 km apart, what additional supporting infrastructure is proposed?
  - the type of terrain and vegetation, including estimated average and maximum gradients
  - the proposed trail surface and width
  - any other factors that will help the reader understand the proposed route.
- Where the trail uses formed public roads, state the AADT<sup>1</sup> estimate, speed limits, whether the road is sealed or unsealed, and the carriageway width of the sealed road sections.
- If the cycleway is for a section or extension of a bigger, long term project, provide a brief overview of the bigger project, and greater detail on the section or phase that this proposal is for. Note that if the proposal is for a section or phase of a bigger project, the proposal for which funding is sought must be for a complete, viable ('stand alone') route. The section or phase must not be dependent on other parts of the cycleway not yet built.

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<sup>1</sup> Average Annual Daily Traffic (AADT) estimates can be obtained from a Council's Road Assessment and Maintenance Management (RAMM) database, or from the New Zealand Transport Agency's traffic volume database covering State Highways on <http://www.transit.govt.nz/technical/traffic-volumes.jsp>

### B2: Will the Cycleway provide a Multi-Day Cycling Experience?

- Indicate whether the cycleway will offer a multi-day cycling experience.
- A cycleway that offers a multi-day cycling experience is one that offers cyclists the opportunity to spend more than one day riding the cycleway, and include at least one overnight stay in the cycling trip. When considering whether the cycleway will offer a multi-day cycling experience, it is important that factors such as the cycleway surface and gradient are taken into account.
- Two examples of multi-day cycling experiences are:
  - a) a ride of more than one day on a linear or circular route, including at least one overnight stay during the journey; or
  - b) a location-based (“hub and spoke”) cycling experience that enables people to stay in one location for the majority of their trip, and undertake a different ride each day for more than one day, including at least one overnight stay in their trip.
- If the cycleway will offer a multi-day ride, indicate under ‘comment’ how many days (on average) it is expected that people will take to ride the cycleway, and where it is expected that people will stay overnight.

### B3: Current status of the project

- Outline the progress made on the project to date. For example, explain whether it is a new concept for the region(s), or one that has been planned for some time.
- In particular, indicate whether the cycleway project is included in the relevant Long Term Council Community Plan (LTCCP) or any other strategy or plan, whether any feasibility work has been undertaken, and whether any consultation has taken place with the community or other stakeholders.

### B4: Attach a Plan or Plans of the Route

- Please attach a plan or plans of the route, showing key features.
- Plans should be at sufficiently large scale that the entire cycleway is shown on one A3 sheet. Up to five additional A3 sheets may also be provided to show the route (or key parts of it) in greater detail.
- Concept proposal forms must be submitted in both hard and electronic form. Provide a hardcopy of the plan(s) with your application. If possible, please also email PDF version(s) with your electronic submission.

## 4.0 Section C: Meeting Market Demand

A clear match between trail type (and associated experience) and market needs must be demonstrated to satisfy the Funding Committee that a cycleway will attract cyclists from a cycle tourism market segment, in both the near and long term.

Proposals will be assessed on the size of the market in which the cycleway is projected to attract, and the evidence provided to support that projection. At concept proposal stage, preliminary estimates of demand should be provided. It is understood that these will be “high level” only and it is unlikely that applicants will be able to provide a robust assessment of the size of the market at that stage. At the feasibility stage, applicants must provide evidence, by way of a market assessment, to support the projected market size.

### 4.1 Market Research Report

Before answering this section, it is recommended that you read the cycling market research report commissioned by the Ministry of Tourism. The report is available on the cycleway website ([www.tourism.govt.nz/cycleway](http://www.tourism.govt.nz/cycleway)).

The following extract from the market research report’s summary gives an indication of its content.

### 4.2 What the market is looking for

In general, international cycle tourists want easy multi-day trips with good supporting services or events. The holidays can also be location-based and utilise nearby trail networks. They require trips that take in New Zealand’s landscape, natural environment and culture.

Domestic cycle tourists and recreational riders are not primarily focused on cycling but on the broader experience. This group is likely to be older or consist of families as well as single visitors or couples.

Trail gradient is a critical factor in successfully designing a trail for a specific market or type of rider.

Mountain bikers are generally more experienced cyclists. Although there is already a wide range of trails available to them in many regions, they also want to see services that can complement their experience and better linkages to longer riding opportunities.

### 4.3 Cycleway Guidelines and Characteristics

It is also important to read the cycleway guidelines and characteristics set out in Appendix two of the Guide to the Funding Process on the cycleway website ([www.tourism.govt.nz/cycleway](http://www.tourism.govt.nz/cycleway)). This provides guidelines and characteristics for both on and off-road trails, including a grading system for off-road trails.

It is important to use this information to demonstrate the match between the characteristics of the trail proposed and the expectations of the people in the market segment expected to use it. At concept proposal stage, it is understood that details of the trail characteristics and type will not be fully known.

#### C1: Identification of Cycle Tourism Market Segments

- The purpose of this question is to get an understanding of the types of people that are expected to use the cycleway, and why. There must be a clear match between the cycleway design or experience proposed and the market segments that will use it.
- Draw on the market research report and the cycleway guidelines and characteristics to describe the market segments the cycleway is likely to appeal to, and why.
- In some cases, the trail may appeal to more than one type of user. For example, will the cycleway be an easy, 2-3 day ride with multiple access points appealing to families in the cycle holiday segment, and also include sub-sections that offer more advanced mountain bikers a challenge?
- Consider these sorts of questions before answering:
  - Is the cycleway likely to appeal to the cycling holiday's market?
  - Is the cycleway likely to appeal to touring cyclists?
  - Is the cycleway likely to appeal to mountain bikers?
  - Is the cycleway likely to appeal to someone who hasn't ridden a bike for many years?
  - What is the demographic profile of users likely to be?
  - Are international tourists expected to use the cycleway?
  - Is the cycleway likely to appeal to families and children?
  - What unique aspects of the proposed cycleway will appeal to the market segments identified?
- It may be necessary to repeat some information in this section that has been included in section B (cycleway description).

#### C2: Preliminary Estimates of Demand

Given the proposed trail type, and characteristics of the market expected to use the track, provide a preliminary estimate of the number of people expected to ride the trail on an annual basis. It is understood that this will be an early estimate only at this stage. It may be that different sections of the proposed trail will attract different numbers of users – please indicate if this is the case.

Provide any supporting evidence of the estimates provided.

To summarise, the answers to C1 and C2 should:

- indicate the cycle tourism market segment (touring cyclists, cycling holidays, location-based cyclists);
- for off-road trails, indicate estimated grade of the cycleway (or the range of grades anticipated);
- describe the characteristics of the people who will ride it (e.g. whether they are people who have not ridden a bike for many years, or are more experienced cyclists looking for a challenge); and
- give a preliminary estimate of expected level of demand for use.

## 5.0 Section D: Links with Tourism and Infrastructure and Attractions

### D1: Links with existing Tourism Infrastructure and Attractions

- The entire visitor experience is important, not just the cycling aspect. This is particularly important for those markets whose primary motivation is not cycling.
- Briefly describe the existing tourism infrastructure and attractions in or near the proposed cycleway. This includes both natural and man-made infrastructure and attractions. It also includes cultural and heritage aspects.
- For example:

#### Landscapes/scenery

- areas of outstanding scenic beauty
- iconic natural features

#### Culture and Heritage

- areas or sites of cultural significance for Māori and Māori cultural tourism experiences
- historic sites
- other areas/points of interest relating to New Zealand's development or history, e.g. agricultural developments, wine growing regions, gold-mining areas

#### Man-made

- accommodation facilities
- refreshment providers, access to toilets
- transport providers
- information services.

You should also note if there are other similar cycleway experiences in the region.

In answering this question, please only describe existing infrastructure and attractions.

When including iwi and Māori cultural elements, please note:

- This may include incorporating iwi history, stories and sites of significance into the cycleway experience. It may also include featuring Māori cultural tourism experiences and attractions in the region.
- Consultation with iwi is essential before using histories and stories. The appropriate iwi authority should be the first point of contact. You may wish to contact the local District or Regional Council for advice on specific contacts. The regional Te Puni Kokiri office is another source of guidance and information for iwi consultation and potential participation.
- The New Zealand Māori Tourism Council can provide information on local Māori tourism experiences and attractions in the region. Their website is [www.maoritourism.co.nz](http://www.maoritourism.co.nz). Information on Māori Regional Tourism Organisations and individual businesses can be found there.

#### D2: Planned Tourism Infrastructure and Attractions

- In answering this question, describe any existing future plans that you are aware of to develop further tourism infrastructure or attractions in the vicinity of the proposed cycleway. For example, accommodation facilities, or a nature reserve.
- Only identify planned infrastructure and attractions when answering this question – please do not outline possible future opportunities for developments if they are not currently planned.

## **6.0 Section E: Meeting the Objectives of the New Zealand Cycleway**

The objectives are to:

- Deliver economic benefits to regions.
- Provide a high-quality asset that offers a world-class cycling experience and enhances New Zealand's competitiveness as a visitor destination.
- Maximise complementary benefits, e.g. for the environment, health, travellers and commuters, the events sector.
- Engage communities.

#### E1: Economic Benefits

- Briefly summarise the economic benefits of the project (to the extent possible at this stage).
- Consider economic benefits such as reductions in unemployment in the region (short and long term), impact of visitor spend (domestic and international).
- Please also note if any economic analysis has already been undertaken for the proposed Cycleway (but do not attach a copy).

### E2: High-quality Asset that enhances New Zealand's Competitiveness as a Destination

- Describe why the cycleway will be a high-quality asset that offers a world-class experience.
- Demonstrate how the cycleway will make New Zealand a more competitive tourism destination – both for international tourists, and for New Zealand residents deciding whether to holiday in New Zealand, or travel overseas.
- To do this, you need to describe the unique selling points of the cycleway. For example, if the cycleway was to be promoted in offshore marketing, what would you say about it to convince international tourists to put it on their list of 'must do' experiences in New Zealand?

### E3: Complementary Benefits

- Briefly outline any complementary benefits you expect the cycleway may provide. For example, benefits for the events sector, for commuters, for the environment, for health, or any complementary benefits you identify.
- Please be specific to the region and the proposed cycleway. For example, identify any specific events (existing or potential) the cycleway may be able to link with in the future.

### E4: Engaging the Community

- Briefly outline the opportunities the cycleway will provide to engage members of the communities along and near the cycleway. For example, think about how local people might contribute to generating ideas for its development, or whether there are local groups or organisations that will benefit from the existence of the cycleway.

## **7.0 Section F: Land ownership, Access and Consents**

### F1: Land Ownership - Status and Access

Provide details of the ownership status of land the cycleway will incorporate. For example, identify whether the cycleway will include:

- land owned by the Department of Conservation, New Zealand Transport Agency, ONTRACK or other Crown-owned land
- private land including number of private land owners affected (if known)
- land owned by the local authority
- land owned by iwi

For each ownership type:

- Provide an estimate of the proportion of the cycleway the land comprises. For example, private land (about 15 landowners, 50% of the length), DoC estate (30%) and Blue Lakes District Council land (20%).
- Note (if any) the easements or consents required to gain access to the land for the purpose of developing the cycleway. You should also note any easements or consents that have already been obtained, or any agreements in principle that have been negotiated.

## F2: Resource Consents Anticipated

List the resource consents anticipated (to the extent known at this stage). For example, coastal permits, land use, sub division, or earthworks consents. You do not need to be specific at this stage, nor do consent applications need to be prepared or lodged.

## **8.0 Section G: Stakeholder Support and Consultation (including landowners)**

### G2: Identify Stakeholders and Describe Consultation Undertaken to Date

- It is expected that some consultation with landowners and other stakeholders will have been undertaken prior to a concept proposal being submitted. Note any consultation that has been undertaken on the project to date. For example, with local landowners, or regional councils, iwi, trusts, service clubs, the community. Note any documentary evidence you have of this consultation.
- Note any documentary evidence you have of stakeholder support for the project, and attach it under Section K. For example, letters of support “in principle”.
- State if no stakeholder consultation has yet been undertaken.

## **9.0 Section H: Significant Risks and Conflicts of Interest**

### H1: Describing Significant Risks

Outline any significant risks to the success or completion of the project that have been identified to date, e.g. land access, funding of ongoing maintenance, community support, financial, legal, or operational risks.

### H2: Mitigating Significant Risks

Briefly identify what would be required to mitigate the risk (if known).

### H3: Conflicts of Interest

Please read the information on conflicts of interest in Appendix Three of the Guide to the Funding process. This is available on the cycleway website ([www.tourism.govt.nz/cycleways](http://www.tourism.govt.nz/cycleways))

## **10.0 Section I: Feasibility**

### I1: Feasibility Studies

- State whether feasibility studies have been undertaken.
- Under (a) underline ‘Yes’ or ‘No’ to indicate whether any work has already been undertaken to assess the feasibility of the proposed cycleway, including feasibility work undertaken on any sections/other aspects of the overall cycleway.
- Under (b) name the organisation that undertook the study, and when it was completed. Please do not supply a copy of the feasibility study.

## 11.0 Section J: Summary of Estimated Project Costs

All figures must be GST exclusive.

### J1: Financial Support for a Feasibility Study

- In the spaces provided, indicate the level of cash contribution the applicant proposes to make to the cost of the feasibility study. Indicate any other sources for funding that have been approached, or will be approached.
- If the project requires a contribution from the National Cycleway Fund for a feasibility study to be undertaken, provide an estimate of the amount requested.
- The amount the applicant will provide must represent a cash contribution that will be used to pay for the project costs. 'In-kind' contributions should not be included. Broadly, 'in-kind' contributions are the provision of goods, staff time, or services which are provided without an associated invoice. Attaching a dollar value to the goods, staff time, or services, for the purposes of providing an associated 'cost' does not change something from an 'in-kind' contribution to a 'cash' contribution.
- "Other sources" may include, for example, sponsorship.

### J2: Detailed Design and Construction

- Typically at the concept proposal stage, most applicants will not have undertaken detailed design and construction planning, and this work is not expected by the Funding Committee at this stage. However, if such work has been undertaken, it will be useful for us to know about it.
- State if estimated costs and contributions cannot yet be provided.
- Provide estimates of the project cost, the amount sought from the National Cycleway Fund, the applicant's contribution and the amount to be sought from other sources. It is understood that any figures provided are likely to be estimates only at this stage.
- As above – do not include in kind contributions
- It may be that only some of these boxes can be completed at this stage (such as an estimate of the total cost of the project in Box D).

### J3: Comments on Estimated Project Costs

- Provide additional information for the cost estimates. For example, provide quotes for a feasibility study (if applicable). State your assumptions here that underpin the cost estimates.

## **12.0 Section K: Document Checklist**

### K1: Required Documentation

Attach a plan or plans of the proposed cycleway, which shows its location, length and route. As per B4, plans should be at sufficiently large scale that the entire cycleway is shown on one A3 sheet. Additional A3 sheets may also be provided to show the route (or key parts of it) in greater detail.

### K2: Optional Documentation

A list of documentation you may wish to attach in support of the concept proposal is provided. Attaching these documents is likely to provide further detail in relation to the proposal, and is encouraged where possible. For example, attaching letters of support will assist in the assessment of whether the application has stakeholder support.

## **13.0 Section L: Additional Comments**

### L1: Additional Comments

This is an opportunity to provide further detail in relation to the merits of the project. Ensure that the information provided here is relevant to the merits of the proposal and the assessment criteria. This section should not be used to repeat information provided elsewhere or to summarise your proposal. However, it should be used if you consider that other sections of the form do not provide an opportunity to discuss key aspects of your proposal. This section may also be left blank.

## **14.0 Section M: Declaration**

The declaration must be signed by an authorised representative of the Applicant.