



# Nelson Tasman Cycle Trails Trust Strategic Plan 2025-30



Reviewed and Updated December 2025

## ***Our Vision: Outstanding cycle trail experiences in Nelson-Tasman***

The Trust aims to create and maintain unique, safe, and diverse cycle trail experiences that showcase the best of the region for visitors and locals, boosting wellbeing, connection and regional vitality.

Our region has an extraordinary range of experiences that can be accessed by bike, and used by walkers and runners:

- Urban cycle paths enable commuting to work and school.
- Mountain bike parks offer single-track experiences for beginners to elite international competitors.
- Back country rides provide opportunities for day rides from urban centres, overnight adventures, and enduro races.
- Tasman's Great Taste Trail traversing 200km of the Nelson-Tasman region, from the coast to the river valleys, offers local recreation, visitor experiences of the diverse scenery and tastes of the region, and connectivity of local communities.

The network of trails has been built up over recent decades by the hard work of enthusiastic local groups, supported by Nelson and Tasman Councils and local businesses. The quality and diversity of the region's trails has been recognised by the International Mountain Bike Association designation of Nelson as an IMBA Gold Ride Centre. We want this trail network to become even better connected and to provide links within the region from Nelson to Golden Bay, and to Marlborough and the West Coast.

## **Who are we and what we do?**

The Trust manages the development, maintenance and promotion of two nationally significant Great Rides, Tasman's Great Taste Trail (GTT) and the Coppermine Trail (CT). It was set up in 2009 in response to the central government Great Rides initiative and, with Tasman District and Nelson City Councils, gained funding for developing the two Great Rides. Besides trail construction and maintenance, we attract central government and other (business and philanthropic) funding for trail work, and we advocate for the development of cycling infrastructure and regional cycling links.

We support the development of other mountain bike trails and commuter cycleways as a vital element of the region's biking infrastructure, but are not actively involved in their development.

## What next?

A key and unplanned priority in the second half of 2025 was repairing and re-establishing sections of the Great Taste Trail impacted by severe weather events in June and July. There was extensive damage to the trail, and some of this work will continue into 2026 and 2027.

Ongoing maintenance of the trails is a continuing focus, especially as some sections are 10+ years old. Both trails require attention to maintain Great Ride quality, and so local and visiting riders continue to safely experience the best of the region. We also have further work to do to take more sections of the GTT off-road.

Enhancing the ride experience for users is important. For each of the GTT and CT an Experience Development and Marketing Plan has been prepared with a focus on actions that relate to: WOW factors, sustainability, safety, physical infrastructure, wayfinding & interpretation. In the coming year we will develop and implement a refresh plan for the GTT experience.

There are opportunities to link the trail network, improve trail surroundings, and better connect the trails to the tastes and experiences of the region. This will enhance Nelson Tasman as the ***Heart of Biking***, entice more locals onto bikes for health and wellbeing and align with increased environmental awareness. Connecting the Nelson Tasman trail network to Golden Bay, Marlborough, and the West Coast will also broaden the possibilities for diverse multi-day cycle experiences. It will provide economic benefit, attracting growing numbers of visitors to sample the extraordinary diversity of the region.

## Nelson Tasman Cycle Trails Trust Strategic Framework 2025-30

<b>Vision</b>	<b><i>Outstanding cycle trail experiences in Nelson Tasman</i></b>			
<b>Purpose</b>	<ul style="list-style-type: none"> <li>The creation and on-going management and maintenance of high-quality cycle trails within the Nelson-Tasman region that meet the needs of both local users and visitors/tourists.</li> <li>The creation and promotion of trail experiences that are unique to the Nelson/Tasman region to encourage users - local, national and international.</li> <li>To collaborate with other entities to continue to promote and achieve the Trust's purposes.</li> </ul>			
<b>Strategic Goals</b>	<b>Infrastructure</b> <b>Construct and maintain a high-quality trail network that meets the needs of users</b>	<b>Resourcing</b> <b>Access resources for long-term financial sustainability of the trails and the Trust</b>	<b>Promotion</b> <b>Encourage locals to use the trails and visitors to come to the region</b>	<b>Advocacy</b> <b>Work with others to expand trail networks and experiences across the region</b>
<b>Priorities</b>	<ul style="list-style-type: none"> <li>Maintain CT and GTT trails to a high standard and to NZCT Guidelines</li> <li>Take further sections of GTT off-road</li> <li>Increase trail resilience</li> <li>Plan and implement key trail developments</li> </ul>	<ul style="list-style-type: none"> <li>Funding for Trail Manager and Administrator positions</li> <li>Support from TDC, NCC and local communities</li> <li>Funding from external agencies including MBIE</li> <li>Reserve Trust cash resilience and leverage</li> <li>Diversify sources of funding.</li> <li>Plan for cash reserves</li> </ul>	<ul style="list-style-type: none"> <li>Enhance trail experiences e.g. signage/ picnic areas/ artwork/ tastes</li> <li>Strong brand assets, website, social media, brochures, photos, video</li> <li>Work with NZCT NRDA, and OPs to support trail-related business development and marketing.</li> <li>Grow local engagements.</li> </ul>	<ul style="list-style-type: none"> <li>Establish and enhance partnerships with others working in the cycle space</li> <li>Engage with NZTA, NCC and TDC on future trail development</li> <li>Support active transport initiatives</li> <li>Encourage regional network linkages</li> <li>Leverage off NZCT networks and voice.</li> </ul>

## Our Priorities: January – December 2026

<b>Infrastructure</b> Construct and maintain a high-quality trail network that meets the needs of users	<b>Resourcing</b> Access resources for long-term financial sustainability of the trails and the Trust	<b>Promotion</b> Encourage locals to use the trails and visitors to come to the region	<b>Advocacy</b> Work with others to expand trail networks and experiences across the region
<p><b>Priorities GTT:</b></p> <ul style="list-style-type: none"> <li>• Complete unfinished weather event repairs</li> <li>• Commence trail reroute Wakefield to Wai-iti Reserve</li> <li>• Continue to add off-road trail Ngatimoti to Riwaka/Motueka and Wangapeka Valley</li> <li>• Enhance trails for differently abled users</li> <li>• Implement GTT maintenance plan</li> <li>• Wai-iti de-weeding and restoration programme</li> <li>• Complete 350m of off-road Kohatu-Tapawera</li> <li>• Plan for key trail developments</li> </ul> <p><b>Priorities CT:</b></p> <ul style="list-style-type: none"> <li>• Connect the CT to the Maitai hub</li> <li>• Implement CT maintenance Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Adequate resourcing for ongoing construction, maintenance &amp; Trust operations – MBIE Great Rides, Council and other funding sources</li> <li>• Encourage community involvement in trail maintenance and enhancement e.g. Friends of the Trail</li> <li>• Develop additional funding opportunities for projects and maintenance</li> <li>• Develop the Trust's reserve plan</li> <li>• Trustee succession planning</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and implement a refresh plan for the GTT experience.</li> <li>• Maintain and refresh brand assets as needed for both trails</li> <li>• Keep building social media audiences</li> <li>• Promote linking/spur trails e.g. Tahunanui and Kaiteriteri</li> <li>• Leverage events to promote GTT and CT</li> <li>• Active engagement with NRDA re promotion opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Highlight risks to the GTT, monitor, and respond to developments of the Hope bypass proposal.</li> <li>• Advocate for Whakatu Drive and Rocks Road shared pathway upgrades</li> <li>• Advocate for cycle infrastructure – recreational and commuter – with TDC, NCC, NZTA &amp; DOC</li> <li>• Engage with Councils on active transport initiatives</li> <li>• Engage with regional cycle forums and others working in the cycle space</li> <li>• Support Golden Bay cycleway activity</li> <li>• Promote the concept of a Te Taihu Cycle Highways (network), including linkages to the Heartland Rides, Maungatapu and the Gowan</li> <li>• Submit to NCC and TDC Long Term plans</li> <li>• Continue to advocate for resilience route between Mapua and Rabbit Island Road.</li> </ul>
<p><b>Other opportunities as resources allow 2027-2030:</b></p> <ul style="list-style-type: none"> <li>• Initiate key trail development plan.</li> <li>• Progress Waimea Estuary resilience/ enhancements</li> <li>• CT improvements – Review maintenance plan. Develop the trail experience e.g. spur trails, rest areas, plantings, artwork, signage</li> </ul>			