

STRATEGIC PLAN



UPPER CLUTHA
Tracks Trust.

2024-2034

CONTENTS

Key Points	4
Our Vision	5
Our Why	6
Our Future	9
Our Plan	10
Our Measures	16
Our Planned Network	18
The philosophy of tracks - What is a track?	18
Principles and Values	18
Our tracks users are:	19
Track Categories	19
Overview of The Existing and Desired Track Network	20
Track Development Status and Targets	21
Our People	22
Appendix	24
Strategic Plan	24
Strategic Logic Map	26
Our Contacts	28

PROTECT
PARTNER
BUILD
SUSTAIN

KEY POINTS

- The Upper Clutha Tracks Trust (UCTT) is about locals serving locals.
- Allowing residents of all ages and abilities to access the outdoors, from core commuter tracks to backdoor and epic excursions. Catering for e-bikers to trail hiking routes.
- Creating a Track Network Development Plan with a 50-year vision of conceptual and aspirational tracks.
- The Track Development Plan will adapt and is heavily reliant on the good will and collaboration of landowners in our community.
- Track development is not just because it is fun to get outdoors. There are significant and tangible benefits for individual health and wellbeing, cohesive communities, local economy and the environment.
- Partnerships are essential, UCTT perform part of what it takes to build, maintain and sustain a track network, community and partnerships are important principles to work by.
- The UCTT's core activity is creating tracks. Tracks are a catalyst to enhance our natural environment. Environmental benefits will be achieved through the activity of our partner organisations.
- This strategic plan will help inform our community about the projects and actions required to support a successful track network.
- Most of all, this plan is an invitation to get involved to achieve our vision.

OUR VISION

A vibrant track network where everyone has easy access to the outdoors and engaging with nature as part of everyday life...

Our purpose is to preserve and expand our tracks and trails, providing Upper Clutha residents and tourists, now and in the future, access to engage for recreation as part of everyday life. At Upper Clutha Tracks Trust we believe that our tracks and trails are an essential part of how we develop and preserve the sense of isolation and tranquillity that we currently enjoy in our beautiful region of Aotearoa, New Zealand.

Whether you are a walker, runner, horse rider, recreational cyclist, a mountain biker, or you use our trails for commuting by bike, we are here to ensure you, and our future generations, can continue to enjoy them.

As Kaitiaki (guardians) of our tracks and trails we will work collaboratively with all parties that own, manage or govern our land to protect and enhance our trail network. We will partner with the community to develop, promote and maintain our tracks, as well as build new tracks and trails to enhance our network. Sustainability is the core of what we do. As well as enhancing our environment, we want these tracks and trails to be even better and enjoyed by more people in 50 years' time.

OUR WHY

Wanaka residents and visitors have enjoyed access to open spaces to walk, ride, fish... a small population meant low density of trail users; isolation was easy to find.

Since 2006, UCTT has been instrumental in the development of tracks in the Upper Clutha, delivering 95km of new tracks, investing \$2.4m in new tracks and associated bridges.

The COVID pandemic provided a moment of heightened intensity, and a moment to reflect on what is important and how we want to live. Towns with (great) bike trails have fared well during COVID recovery and our Regenerative Tourism Plan is heavily aligned with the benefits of tracks to individuals, communities, the local economy, environment, and sustainability. Tracks are a relatively low cost and low complexity (low risk) infrastructure with a staggering long term cost benefit.

Individuals (residents and visitors) experience health and wellbeing benefits through using tracks. Local medical practitioners are prescribing physical activity on our local tracks to achieve these benefits.

Tracks provide a place for community groups to come together, from walking and cycling groups,

school activities, environmental and pest control etc. Tracks create alternative transport options and link communities.

The local economy benefits from increased resident's and tourist's activity, from bike rental and shuttle services, retail, food and accommodation, and even the occasional medical centre and physiotherapist visits.

Tracks provide access for environmental restoration projects as evidenced by the thousands of plantings on the Glendhu Bay Track and the associated noxious pest and predator control activities.

Trails attract a different type of visitor. They stay longer, are dispersed along the trails, have distributed spending, create multiple opportunities for small boutique businesses, have a lower carbon footprint and are more likely to give back, as they have a deeper engagement with the location.



OUR FUTURE

We should never be in the situation where we say “ Oh... remember how good it was...” Instead, let’s say – “look what we have achieved!”

The demand for trails is increasing. It’s no surprise. Not only do we have an continuously increasing population in Wānaka, here to enjoy our beautiful area and an outdoors lifestyle, there is also an increased emphasis on the importance of health and well-being and the impact of recreation and nature on this. While we don’t have actual figures on this growth yet, there is notable anecdotal evidence that trail usage is significantly increasing. Trail-head car parks are often full and we see more people on trails.

This means that the work of the Upper Clutha Tracks Trust continues to become more and more important. Core to our strategy is expanding the network by building new tracks. But it doesn’t stop here. In the shorter term we will be working with our partners at Queenstown Lakes District Council to ensure an aspirational future trail

network is embedded into council planning processes, that a maintenance programme for our current tracks is well funded, that all Upper Clutha communities are connected by easy commuter trails and that we can measure the impact of our work.

We take a 50 year future view to managing our trails and tracks. Our longer term goals will meet the needs of all track users, provide an economic return to the Upper Clutha region that is valued by local businesses, and help meet environmental goals by reducing car use, expanding predator control and increasing restorative planting.

OUR PLAN

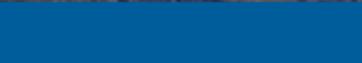
For Upper Clutha Community - UCTT will create a network of tracks serves the needs of our residents, visitors, businesses and natural environment.

UCTT will:



PROTECT

and develop public access for tracks.



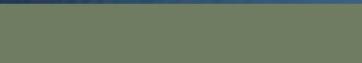
PARTNER

with the wider community to understand and celebrate the benefits of tracks.



BUILD

our planned track network and opportunities for network improvements.



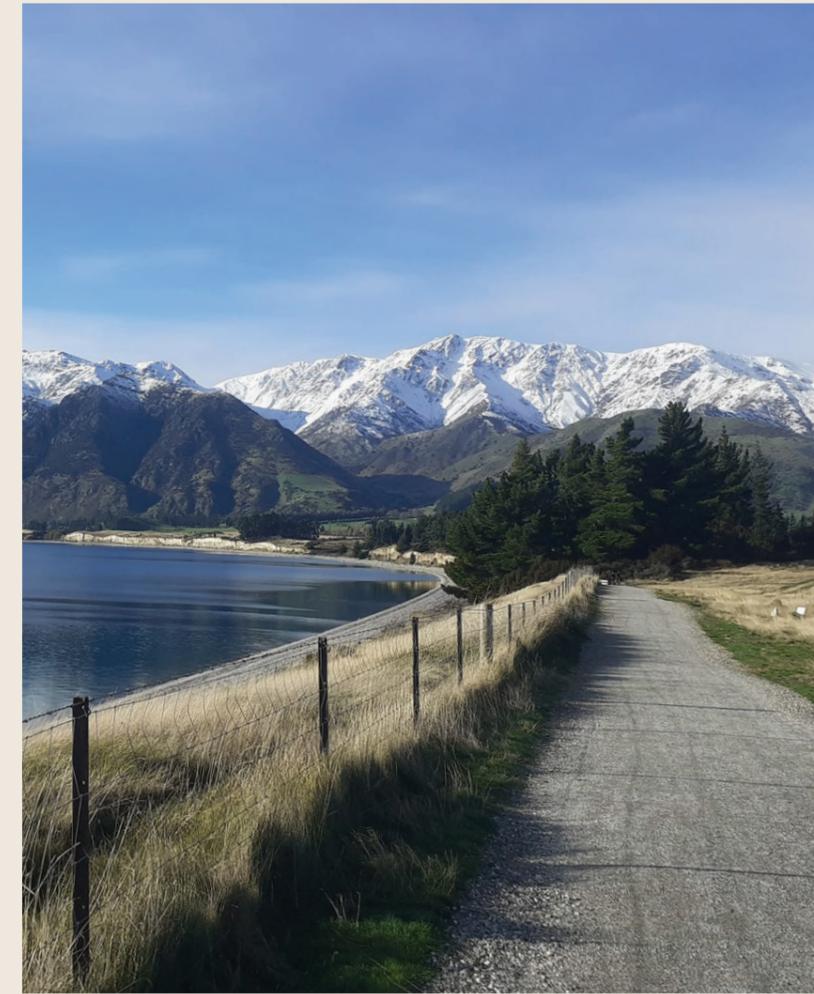
SUSTAIN

the track network through financial and non-financial support, and enhance our natural environment, with our community partners.

PROTECT

and develop public access for tracks.

Protecting and developing access to tracks means securing land access that is pivotal to building planned and future tracks. UCTT has already made successful submissions on resource consents and successfully engaged in land planning and development processes. It is our goal to have a greater input to the spatial planning process and continue to have positive and beneficial relationships with private landowners and developers.



PARTNER

with the wider community to understand and celebrate the benefits of tracks.

Building and maintaining our tracks requires us to have awareness and credibility within the community in order to attract support and resources. We will build relationships with those who:

- Develop tracks (regional trail Trusts and bike clubs).
- Use tracks (residents, visitors, community groups, businesses).
- Promote tracks, (tourism organisations and business).

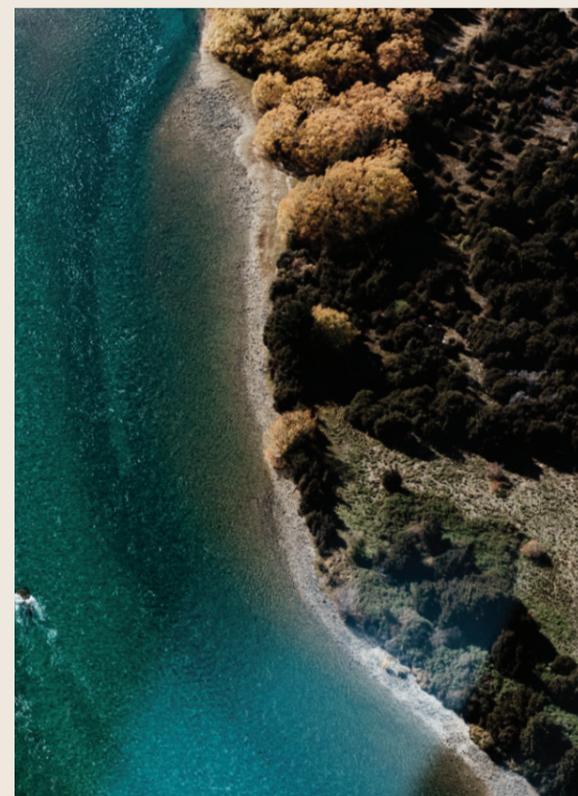
We will make explicit the benefits and value of tracks and will present clear and relevant data so that tracks can attract the appropriate level of support and investment.

BUILD

our planned track network and opportunities for network improvements.

We want a planned track network that caters to all users and delivers the desired user experience. We also have to adapt as our region and demands evolve. Our track network needs to be based on informed decisions, and strategic network planning, to have the right tracks in the right places.

We will build the required capability to deliver cost effective tracks through both professional and in-kind services.



SUSTAIN

the track network through financial and non-financial support, and enhance our natural environment, with our community partners.

Our track network must be sustainable in four ways:

- Keep ahead of the demand for the trail network to continually sustain the desired user experience.
- Physically maintain the network by having funding for repair and improvements.
- Sustain the Trust with people, skills and enthusiasm by making it a fun and rewarding organisation to be part of.
- Enhance our natural environment by using tracks as a catalyst for environmental improvements and changing behaviour.

The UCTT's core activity is building tracks. Environmental benefits will be achieved through the activity of our partner organisations. Once we have built tracks and all of our partners understand the positive impacts, it's time to work as a community to keep and improve what we have, together.

OUR MEASURES

Our success will be measured by the benefits created for our people, businesses and environment.

1. There are tracks for all different users, who are satisfied with their experience.
2. Tracks are valued by residents, community groups and visitors.
3. Tracks provide economic return to the Upper Clutha.
4. Tracks are valued by businesses.
5. A track network that fits with the environment providing:
 - a. Reduced car use.
 - b. Reduced predators.
 - c. Increased restorative planting.

There is strong alignment to the Kāi Tahu values framework and Regenerative Tourism Plan.





OUR PLANNED NETWORK

The 10 year Track Network Development Plan is the priority project to create a long term view of what is possible. This evolving plan allows the Trust to also be responsive to track opportunities as they arise. Here are a few highlights of our Track Network Development Plan.

What is a track?

A track is the physical representation of the experiences people have with it (the track) and the surroundings.

Tracks can be created organically by people as they seek experiences (discovering new places, stalking fish, finding a swimming spot, seeking freedom and adventure ...)

Tracks can be purpose-built, based on anticipated desired experiences; once built, tracks will evolve and become what users want them to be.

Principles and Values

When developing tracks we reflect on the following principles and values.

- **Practicality** – Keep it real, fast trumps best.
- **Efficacy** – Make best use of the limited available space we have for tracks.
- **Inclusivity** - Cater for all users within the whole of the network, avoid user conflict.
- **Community** - Locals serving locals, happy to share with visitors.
- **Partnership** – Work collaboratively with landowners, funders, community, & enabling organisations to create better solutions together.

Our tracks users are:

- Cycle Commuters
- Recreational riders
- Mountain bikers
- Walkers, runners, hikers

Track Categories

To cater for different users, our track network has three track categories:

1. Core network - Commuter and easy recreation trails – connecting communities. Easy-grade and high-use tracks at the urban centres.
2. Backdoor excursions – just for fun. More difficult and playful recreational tracks accessible from home.
3. Epic tracks for the adventurous and a connected region. Epic outer loop tracks that connect the region.

User	Description	Track Category
By Bike		
Cycle Commuters	Travelling to work , school, shops or activities where A-to-B is the primary focus but not wanting to interact with vehicles, and an alternative to using the car. Predominantly local residence.	Core Network Grade 1-2 cycle
Recreational Riders	Those residents and visitors seeking a leisurely experience on easy tracks close to home (Comfort and Café: e-bikers/ gravelers/ road bikers/ adaptive MTBers). Accessible to young children, child trailers, family outings, riders with low and developing skill level, and wanting to avoid roads and vehicles.	Core Network Grade 1-3 cycle
Mountain Bikers	Singletrack MTB'ers across all ages, seeking fitness and fun. (overlap Bike Wanaka, MTBers, E-Mtbers, adaptive MTBers and PUB Crawlers (Powered Up Boomers on E-bikes).	Backdoor Excursions and Epic Tracks Grade 3-4 cycle
By foot		
Walkers and runners	Includes, walkers, runners, dog walkers, strollers. Easy tracks catering for all ages and most walking abilities and mobility friendly. Urban Residents (UR), Short Stop Travellers (SST), Day Visitors (DV).	Core Network Grade 1-3 walk only Grade 1-3 shared use (bike/walk)
Hikers and trail runners	The more adventurous hikers and trail runners on rough tracks or poled routes in sometimes remote locations and difficult terrain. These users want to get away and play. Most of these tracks neighbour farms or are on DOC land and are not appropriate for dogs. Back Country Comfort Seeker(BCC). Backcountry Adventurer (BCA).	Backdoor and Epic Tracks Grade 3-5 walk only G3-4 shared use (bike/ walk)

OVERVIEW OF THE EXISTING AND DESIRED TRACK NETWORK

The following map shows a high-level aspirational plan of the Upper Clutha track network.



Aspirational Trail Network (existing and desired)

The tracks shown are long term aspirational routes that demonstrate what could be possible and be of high value to the region. These tracks will rely on access to DOC and private land that has not been secured. Identifying the tracks in this document does not assume that access will be granted.



TRACK DEVELOPMENT STATUS AND TARGETS

UCTT aims to complete the Backdoor Excursion tracks within two years with low key track formation and poled routes. This is rapidly expanding the available track network for our mountain bikers and trail walkers.

Our second priority is developing the commuter and easy recreation network for our cycle commuters, recreational riders and leisure walkers. Given the proximity to urban centres and multiple landownership, these tracks will take additional time.

Our long term focus is working with landowners and DOC to understand the benefits and potential of the Epic network. Epic tracks may be a wide range of potential track grades.

Check out our website for active track projects
<https://uppercluthatrackstrust.org.nz/active-projects/>

UCTT has an extensive Track Development Plan which is used for detailed track planning and prioritisation with our partners.

The UCTT does not assume that conceptual tracks will be built. They require partnerships with landowners and justification about how they will benefit our community and how they fit with the Trust's track development principle.

OUR PEOPLE

The Upper Clutha Tracks Trust is made up of nine volunteers, who are passionate members of the Wanaka community, plus representatives from the Council and Department of Conservation.

The Trustees are:



Dave Howard, Chair

Dave believes in the multiple benefits that access to the outdoors can deliver to individuals, community, businesses and the environment. He brings a background in roading, operations management, business consulting and Sport NZ, encouraging participation in active recreation. Making scratches in the dirt and placing planks over puddles allows people to have great outdoor experiences. Dave's favourite trail locations are summer picnic spots on the Glendhu Bay track and riding the outlet track on an autumn afternoon with the sun pouring through changing leaves.



John Wellington, Treasurer

John has a financial background making him the perfect treasurer for our trust. He is currently self-employed in tourism sector. As a volunteer he provides day to day accounting and fundraising for the Trust, together with an access/ track advocacy role, resource consent submissions and hearing attendance. He is also very active in track project evaluation and feasibility work. When he's not helping at the Trust he's a keen walker/tramper and e-biker.



Tom Rowley, Trustee

Tom is a retired high country farmer. As a volunteer he provides the Trust with an understanding of rural issues relating to tracks and access and represents the Trust as part of the Southern Lakes Trust. He's also a very keen mountain biker.



Brian Weedon, Trustee

Brian is a Land Surveyor who has also worked for the Department of Conservation. He is active in track project evaluation and feasibility work, as well as being a keen road and mountain biker and a mountaineer.



Quentin Smith, Trustee

Quentin is a QLDC councillor. With a background as a resource management planner and reserve manager Quentin is passionate about tracks and trails and access equity.



Lucy Fullerton, Trustee

Lucy is a passionate cyclist and has been involved in the bike industry for over 30 years. She also enjoys tramping/walking and is keen to ensure that our environment continues to be a place we treasure and have as our playground. She has a teaching background and is currently a self-employed specialist tutor.



Grant Fyfe, Trustee

Grant is a lawyer and partner at Fyfe Karamaena Lawyers. As a volunteer he provides legal advice and appropriate legal work for the Trust (easement registration etc). He's also, a keen tramper and mountain biker.



Alan Gillespie, Trustee

Alan is a retired local farmer. As a volunteer he provides the Trust with an understanding of rural issues relating to tracks and public access, and has project managed several projects. He has a strong background in outdoor recreation and SAR. He's in his happy place on a mountain bike.



Geoff Wilson, Trustee

Geoff joined the Tracks Trust as to provide advice on accessibility of our network. With much help from other trust members, Geoff has been pivotal in helping us to make a few subtle changes, including ramps and taking out stiles, to ensure our tracks are accessible to all. Geoff has been a keen mountain biker for years and really enjoys the process and being part of making new trails .

Stuart Landsborough, Patron

UCTT is fortunate to have representatives from DOC and QLDC.



STRATEGIC FOCUS

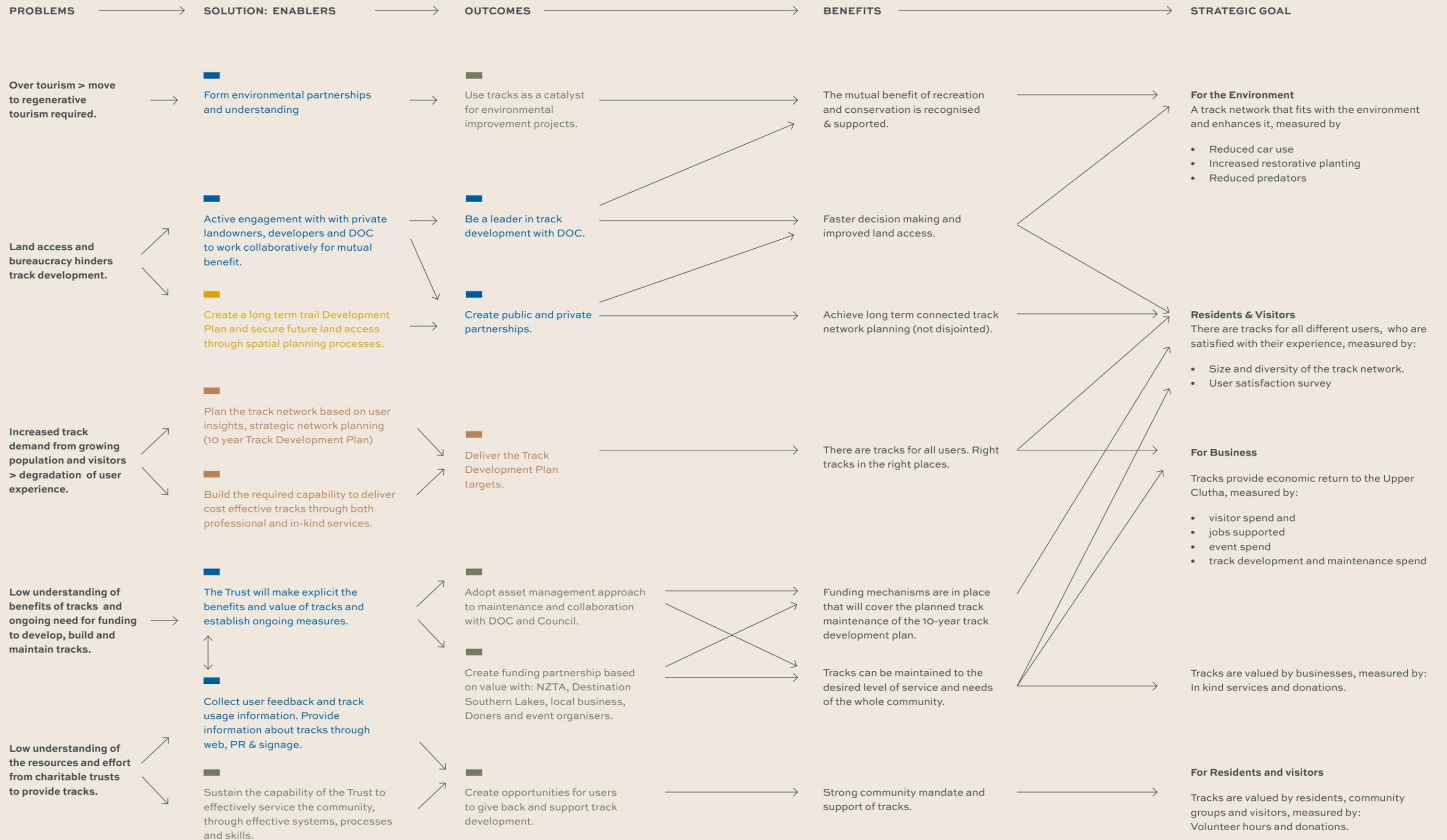
Protect	Partner
<p>Objective:</p> <p>Protecting and developing access to tracks means securing land access that is pivotal to building planned and future tracks.</p> <p>UCTT has already made successful submissions on resource consents and successfully engaged in land planning and development processes. It is our goal to have a greater input to the spatial planning process and continue to have positive and beneficial relationships with private landowners and developers.</p>	<p>Objective:</p> <p>Partner with the wider community to understand and celebrate the benefits of tracks.</p> <p>Building and maintaining our tracks requires us to have awareness and credibility within the community in order to attract support and resources.</p> <p>We will build relationships with those who:</p> <ul style="list-style-type: none"> • Develop tracks (regional trail Trusts and bike clubs). • Use tracks (residents, visitors, community groups, and businesses). • Promote tracks (tourism organisations and business). <p>We will make explicit the benefits and value of tracks and will present clear and relevant data so that tracks can attract the appropriate level of support and investment.</p>
Key Projects	
<ul style="list-style-type: none"> • Develop aspirational track network. • Influence spatial planning and consenting processes. • Build landowner/ manager relationships. • Celebrate contribution of private landowners / developers. • Educate trail users. 	<ul style="list-style-type: none"> • Complete tracks impact assessment and community wide measures of success. • Understand needs of local track users. • Improve website and communications. • Partner with business a tourism sector. • Install trail signage and wayfinding.
Short Term Targets	
Aspirational future trail network is embedded into council planning processes.	Impact and benefits of tracks are measured and monitored annually.

Long Term Strategic Goals
<p>For residents and visitors (community): There are tracks for all different users, who are satisfied with their experience, measured by:</p> <ul style="list-style-type: none"> • Size and diversity of the track network. • User satisfaction survey. <p>Tracks are valued by residents, community groups and visitors, measured by:</p> <ul style="list-style-type: none"> • Volunteer hours and donations.

Build	Sustain
<p>Objective:</p> <p>We want a planned track network that caters for all users and delivers the desired user experience. We also have to adapt as our region and demands evolve. Our track network needs to be based on informed decisions, strategic network planning, to have the right tracks in the right places.</p> <p>We will build the required capability to deliver cost effective tracks through both professional and in-kind services.</p>	<p>Objective:</p> <p>Track network must be sustainable in four ways:</p> <ul style="list-style-type: none"> • Keep ahead of the demand for the trail network to continually sustain the desired user experience. • Physically maintain the network by having funding for repair and improvements. • Sustain the Trust with people, skills and enthusiasm by making it a fun and rewarding organisation to be part of. • Enhance our natural environment by using tracks as a catalyst for environmental improvements and changing behaviour. <p>Once we have built tracks and all of our partners understand the positive impacts, it's time to work as a community to keep and improve what we have, together.</p>
<ul style="list-style-type: none"> • Create 10 year track development plan. • Develop best in class track building capability. • Build priority tracks across all user groups. 	<ul style="list-style-type: none"> • Apply asset management best practise to track maintenance in partnership with DOC & Councils. • Advocate for commuter and active transport funding. • Develop Track Partner and Doner programmes. • Build the capability and capacity of the Trust. • Be the catalyst for regenerative planting initiatives. <p>^ (refer to expanded projects list)</p>
All Upper Clutha communities are connected by commuter / easy recreational trails. New 'Backdoor Excursion' tracks built.	Funding mechanisms are in place that will cover the planned track maintenance of the 10 year track development plan.
	^ (refer to expanded Trust goals)

Long Term Strategic Goals	
<p>For businesses: Tracks provide economic return to the Upper Clutha, measured by:</p> <ul style="list-style-type: none"> • Visitor spend. • Jobs supported. • Event spend. • Track development and maintenance spend. <p>Tracks are valued by businesses, measured by:</p> <ul style="list-style-type: none"> • In kind services and donations. 	<p>For the environment: A track network that fits with the environment and enhances it, measured by:</p> <ul style="list-style-type: none"> • Reduced car use. • Increased restorative planting. • Reduced predators. <p>^ (refer to expanded strategic measures)</p>

STRATEGIC LOGIC MAP



OUR CONTACTS

It's important to us that you enjoy the tracks and trails around the Upper Clutha region. In fact it's our passion.

If you are interested in supporting us please contact us through our website / Get Involved.

If you'd like to learn more about who we are and what we do visit:

uppercluthatrackstrust.org.nz

