

Notice is given that an ordinary meeting of the Saxton Field Committee will be held on:

**Date:** **Wednesday 10 February 2021**  
**Time:** **11.00 am**  
**Meeting Room:** **Saxton Netball Pavilion**  
**Venue:** **Stoke**  
**Nelson**

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## **Saxton Field Committee**

### **AGENDA**

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#### **MEMBERSHIP**

##### **Independent Chair**

Derek Shaw

##### **Tasman District Council**

Cr Trevor Tuffnell

Cr Kit Maling

##### **Nelson City Council**

Cr Judene Edgar

Cr Tim Skinner

(Quorum 3 members)

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# AGENDA

**1 OPENING, WELCOME**

**2 APOLOGIES AND LEAVE OF ABSENCE**

**Recommendation**

**That apologies be accepted.**

**3 PUBLIC FORUM**

**4 DECLARATIONS OF INTEREST**

**5 LATE ITEMS**

**6 CONFIRMATION OF MINUTES**

**That the minutes of the Saxton Field Committee meeting held on Tuesday,17 November 2020, be confirmed as a true and correct record of the meeting.**

**7 PRESENTATIONS**

Nil

**8 REPORTS**

8.1 Saxton Field branding approval ..... 5

**9 CONFIDENTIAL SESSION**

9.1 Verbal update on a request to name roadways

This update is confidential in accordance with the Local Government Official Information and Meetings Act 1987 (s7(2)(a)) - The withholding of the information is necessary to protect the privacy of natural persons, including that of a deceased person.



## 8 REPORTS

### 8.1 SAXTON FIELD BRANDING APPROVAL

Decision Required

<b>Report To:</b>	Saxton Field Committee
<b>Meeting Date:</b>	10 February 2021
<b>Report Author:</b>	Stu Dalton, Events and Venues Adviser, Susan Edwards, Community Development Manager
<b>Report Number:</b>	RSFC21-02-1

#### 1 Summary

- 1.1 This report seeks decisions from the Saxton Field Committee on new branding and a new logo for Saxton Field.
- 1.2 The report follows previous discussions with the Committee to seek members' views on branding and a logo for the complex.
- 1.3 A decision on the new logo and by-line will enable signage, website branding and other media to reflect the vision for the complex going forward and enable consistent branding of the complex.
- 1.4 The Committee members have previously indicated support for design option 1 and for the by-line "space for everyone". There are, however, differing views on whether the logo should refer to "saxton" or "saxton field". These matters are discussed in detail in this report.

#### 2 Draft Resolution

That the Saxton Field Committee:

1. receives the Saxton Field branding approval report RSFC21-02-1; and
2. approves the branding and logo for Saxton Field as follows:
  - 2.1 design option 1; and



- 2.2 by-line: "space for everyone"; and
- 2.3 the logo will use "saxton" OR "saxton field".

### 3 Purpose of the Report

- 3.1 This report seeks decisions from the Saxton Field Committee on new branding and a new logo for Saxton Field.

### 4 Background and Discussion

#### History and previous branding and logo discussions

- 4.1 The Saxton Field Committee has considered various reports at meetings and workshops on the marketing and branding of Saxton Field (8 August 2018 meeting, 14 November 2018 workshop, 17 April 2019 workshop, 14 August 2019 workshop and 21 February 2020 meeting). On 11 August 2020 the Saxton Field Committee was presented with the market research survey results and a draft Marketing Strategy. The Committee requested a workshop be held to discuss the Strategy in more detail and feedback given before a final Marketing Strategy is adopted. The Committee resolved:

*SFC20-08-1*

*That the Saxton Field Committee:*

1. *receives the Saxton Field Market Research and Draft Marketing Strategy RSFC20-08-03; and*
  2. *asks staff to organise a workshop with the Committee on the marketing research and the Marketing Strategy prior to bringing the matter back to the Committee for a decision.*
- 4.2 On 18 September 2020 the Saxton Field Committee held a workshop to discuss key objectives for the Marketing Strategy. The Nelson City Council Events and Venues Adviser gave a presentation and discussed with the Committee the marketing projects, budget and next steps.
- 4.3 At the workshop Committee members requested that staff from both Councils work on a combined brand project brief to be sent to the designers (Hothouse). Staff confirmed that they would engage with the designers to begin preparation of a draft brand to be discussed at the next Committee meeting. Members also requested that staff report back with an updated logo, as part of a wider branding exercise.
- 4.4 A design brief was sent to the designers to develop and create a new brand, brand guide and all visual assets required for Saxton Field, sporting codes and its facilities as part of the project to replace the existing logo.
- 4.5 The Committee considered options for the logo and branding presented by Hothouse to its meeting on 17 November 2020. The Committee resolved:

*SFC20-11-2*

*That the Saxton Field Committee:*

1. *receives the report Saxton Field Marketing and New Brand Report RSFC20-11-02 and its attachment; and*

2. *authorises officers to prepare a draft version of the Saxton Field brand incorporating any feedback provided by the Committee, to be brought back to the Committee's next meeting for approval.*

- 4.6 On 22 January 2021, staff held a workshop with Committee members to discuss the version of the branding and logo developed by Hothouse following the Committee's feedback in November 2020. Committee members provided further feedback on the branding and logo to the designers and asked staff to report to this meeting with a final design for approval.
- 4.7 The design options discussed at the workshop and for consideration today by the Committee are as follows:



- 4.8 The new brand is intended to:
  - 4.8.1 give Nelson City Council and Tasman District Council the opportunity to better promote Saxton Field, and showcase the collection of high quality venues that cater for regional sport and recreation activities;
  - 4.8.2 simplify existing branding to give Saxton Field a comprehensive and unique identity; and
  - 4.8.3 increase community awareness of the facilities available.
- 4.9 The brand and brand guides will be used for the design of all future marketing material and platforms which includes:
  - 4.9.1 updating wayfinding/directional signage;
  - 4.9.2 a new website that will make Saxton Field more appealing and allow sporting and event organisers as well as recreation users one place to view all the sporting and recreation facilities on offer. The website will also have a place to make park and facility bookings and enquiries. This will make booking or enquiring about a facility easier for users and potential bookings;
  - 4.9.3 social media platforms to provide up-to-date information on events and activities at Saxton Field (Facebook, Mail chimp, Instagram, etc.); and

4.9.4 promotional and marketing materials used to promote the facilities for hire and recreational use will be in print and digital forms (Newspaper, Magazine, Brochures and Digital Ads etc.)

### Discussion on the designs

4.10 At the 22 January 2021 workshop, members indicated a preference for design option 1 and for the by-line “space for everyone”. The views expressed in support of design option 1 included:

4.10.1 the design’s simplicity;

4.10.2 applicability to Saxton Field, its vision and the various sports, recreation, cultural and environment values of the complex; and

4.10.3 readability and clarity, particularly for people with reading disabilities;

4.10.4 some of the shapes in the design look like a koru design which bring in a cultural element.

4.11 The Committee considered that the by-line “space for everyone” was appropriate for the complex as it reflects:

4.11.1 the size and diversity of the complex as a whole;

4.11.2 it is a place for people to use;

4.11.3 the environmental values of open space; and

4.11.4 it tells the story of Saxton Field.

4.12 Subsequent to the workshop, some staff have suggested that the by-line should be in Te Reo – he wāhi mo ngā tangata katoa. The Committee may wish to discuss this suggestion.

4.13 The main matter where a range of views were expressed was on whether the proposed new logo should refer to “saxton” or “saxton field”.



4.14 Comments made supporting the “saxton” version included that:

4.14.1 it is simple and less complex;

4.14.2 it is easier to remember;

4.14.3 “saxton” flows better into the by-line “space for everyone”; and



- 4.14.4 the logo name does not need to be the same as the official name for the complex.
- 4.15 Comments made supporting retaining “field” included:
- 4.15.1 “saxton” on its own could apply to anything and it doesn’t reflect the sport, recreational and open space purpose of the Saxton Field complex;
  - 4.15.2 “saxton field” sums up the whole complex and indicates space for everyone;
  - 4.15.3 the use of “field” provides some uniqueness to the complex;
  - 4.15.4 the “field” could be subservient so that it is still present but “saxton” has more profile; and
  - 4.15.5 Saxton Field is the official name of the complex.
- 4.16 Committee members asked for relevant staff views on the use of “saxton” versus “saxton field” to be canvassed and included in this report. A range of reserves and communications staff have been canvassed for their views. The staff supporting retaining “field” made the following comments:
- 4.16.1 “field” is useful as an identifier and descriptor of the purpose of Saxton Field;
  - 4.16.2 “saxton” on its own could be about anything, especially if you aren’t familiar with the grounds or are from out of town;
  - 4.16.3 retaining “field” establishes that the logo is not talking about any business, suburb, etc. It reflects what the complex is about;
  - 4.16.4 there are few well known parks around New Zealand where they don’t refer in the branding to what the facility is e.g. Eden Park, Westpac Stadium, Hagley Park, Basin Reserve and McLean Park;
  - 4.16.5 the community knows the complex as Saxton Field and is likely to support the use of that name;
  - 4.16.6 the name Saxton Field is also recognised outside the region;
  - 4.16.7 while “field” is a quaint term, it is positive and unique for such a complex; and
  - 4.16.8 Saxton Field is the official name of the complex and the signage should reflect the name.
- 4.17 The staff supporting just using “saxton” made the following comments:
- 4.17.1 branding is simpler and easier without the “field”;
  - 4.17.2 “saxton” by itself is already used by people living in Nelson-Tasman as a shorthand to describe the complex;
  - 4.17.3 “field” isn’t a particularly accurate descriptor for what the complex is or offers – it’s not a field, it’s a collection of fields, courses, tracks, buildings, facilities, play spaces, etc; and
  - 4.17.4 if “field” is dropped from the branding, over time it will drop out of public consciousness and Saxton Field will cease to be recognised by the general public as the official name.
- 4.18 Staff have also contacted the Destination Identity Manager at the Nelson Regional Development Agency to seek their views on the use of “saxton” versus “saxton field”. The comments received were that “Saxton” or “Saxtons” works best as the main brand with the

ability to sub-brand for facilities within the complex (e.g. Saxton Oval, Saxton Velodrome, Saxton Stadium, etc). Their reasoning was that the main events that the complex is recognised for out of region are things like the international cricket match where the destination is promoted as ‘Saxton Oval’ so ‘Saxton Field’ doesn’t actually have recognition. They were of the view that the same goes with sporting events that might use the velodrome, softball or hockey pavilions etc. So having an overarching brand such as ‘Saxton’ means that all these can be still be used and be connected. They commented that if the Committee goes with ‘Saxton Field’, the Councils would need to make sure everyone used that same name for all events in the complex to ensure recognition is gained – this could then lead to some navigation challenges around which exact part of the complex a certain event was on at – whereas as having the sub-brands would eliminate this challenge. The general consensus among their team was also that they knew the complex as ‘Saxtons’ rather than ‘Saxton Field’. They commented that the land was originally owned by John Saxton, so adding the ‘s’ to the main name honours him, and gives his family more ownership.

## 5 Options

5.1 The Committee has the following options to consider:

Option	Description	Comments on options
Option 1	<p>Agree to:</p> <ul style="list-style-type: none"> <li>design option 1 – using “saxton” for the logo, rather than “saxton field”, while retaining Saxton Field as the official name for the complex.</li> <li>the by-line “space for everyone”.</li> </ul>	<p>This option enables a final decision to be made on the matter of the logo and by-line for Saxton Field. Any future Saxton Field signage, website and marketing materials would reflect the new logo and by-line.</p> <p>The pros and cons of using “saxton” for the logo are outlined in the discussion in section 4 of this report.</p> <p>This option means that there will now be future costs associated with updating marketing collateral.</p>
Option 2	<p>Agree to:</p> <ul style="list-style-type: none"> <li>design option 1 – using “saxton field” for the logo, rather than “saxton”</li> <li>the by-line “space for everyone”</li> </ul>	<p>This option enables a final decision to be made on the matter of the logo and by-line for Saxton Field. Any future Saxton Field signage, website and marketing materials would reflect the new logo and by-line.</p> <p>The pros and cons of using “saxton field” for the logo are outlined in the discussion in section 4 of this report.</p>

		This option means that there will now be future costs associated with updating marketing collateral.
Option 3	Ask staff and Hothouse to bring back alternative options to the Committee for consideration.	This option is appropriate if the Committee is of the view that further options should be explored prior to making a final decision. A delayed decision will mean that signage, website development, etc would be delayed until a decision was made. There is, however, no pressing need for an urgent decision.
Option 4	Recommend either (or both) design option 1 (with or without the word “field”) and the by-line “space for everyone” to Nelson City Council and Tasman District Council for a final decision.	It appears from the Committee delegations that it has the power to make the decision on the logo and by-line for Saxton Field. The Committee may, however, consider that such an important matter would be more appropriately decided by the two Councils. The two Councils have not had the advantage of all the background work undertaken on this matter by the Committee. Any report from staff to the two Councils could summarise the work the Committee has undertaken to date.

**6 Strategy and Risks**

- 6.1 There is a risk that the two Councils and the public will not like the logo and branding approved by the Committee. However, if the Committee chooses design option 1, it is more conservative than the other options and is unlikely to cause major concern within the community.
- 6.2 Changing branding for facilities can often attract criticism relation to the amount of money spent on changes signs. This risk can be mitigated by re-skinning existing signs, which is cheaper than constructing completely new signage, and by replacing signs when they are due for scheduled maintenance and replacement. The timing for reviewing the branding has also been schedule prior to new entrance signs being constructed and development of a new website for Saxton Field.
- 6.3 Staff consider the risks associated with making this decision are relatively low.

**7 Policy / Legal Requirements / Plan**

- 7.1 The relevant sections of the delegations for the Committee state as follows:

**6. Areas of responsibility**

The Committee is responsible for:

- b. Promotion and marketing of Saxton Field as a regional venue.
- d. Developing a naming and signage policy and considering requests under this policy.

**7. Powers to decide**

- b. Matters relating to marketing of Saxton Field, within approved budgets and policies.

7.2 The Saxton Field Reserve Management Plan 2008 (currently operative but being reviewed) states in section 5.2 Aims:

5. The unique identity of Saxton Field is strengthened through consistent application of a design manual.

7.3 The new logo and by-line will contribute to consistent branding and marketing of the complex.

7.4 The following signage policy is contained in the 2008 Plan. Staff consider that the proposed branding logo and by-line are consistent with this signage policy.

**5.14. Signs**

Issues and Background	Objectives	Policies
<p>There is a need for adequate signage within Saxton Field to guide and inform visitors of key information such as location of facilities, sports fields, pathway and track networks, car parking and dog exercise areas.</p> <p>Signage can be used to reinforce the iconic identity of Saxton Field and should not dominate the green space landscape.</p>	<p>To develop a comprehensive, consistent and user friendly signage system in Saxton Field that unifies and reinforces the iconic identity for Saxton Field.</p>	<p>New and improved signage, which meets the design manual requirements, shall be provided at key entry and way-finding points within Saxton Field.</p> <p>Information and way-finding signage shall be installed to assist informal recreation users to use pathway and track networks and other informal recreation areas appropriately and with consideration for other users.</p>
<p>Permanent and temporary advertising and sponsor signage should be permitted that is consistent with the aims and objectives of the Saxton Park Management Plan. Councils should maintain careful control in approvals.</p>	<p>To allow appropriate advertising and sponsor signage consistent with the aims and objectives of Saxton Field.</p>	<p>The size, type, appearance and location of advertising and sponsor signage to be controlled by Councils as per the design manual.</p>

7.5 The Saxton Field Draft Reserve Management Plan 2020 contains the following method in relation to recreational use of the complex. Staff consider that the decisions being sought through this report will help enable this method to be achieved.

Effectively marketing Saxton Field as a casual recreation venue, including the development of a feature entrance to the reserve and how the reserve can be made more inviting from a drive-by-perspective.

7.6 Any signage developed at Saxton Field with the new branding will need to meet the requirements of the Nelson Resource Management Plan.

**8 Consideration of Financial or Budgetary Implications**

- 8.1 Funds for the draft brand design has been allocated from current Opex budgets.
- 8.2 The decisions sought through this report will not in themselves have financial implications. However, new signage, website development and other marketing activities will have financial implications which will be the subject of future decisions by the two Councils and the Committee. The longer term costs are in updating any old logos, branding and collateral. Saxton Field marketing budgets are currently not allocated in Nelson City Council

and Tasman District Council budgets but have been requested through respective park and facility budgets.

## 9 Significance and Engagement

9.1 Overall the level of significance of the decisions being sought in this report are consider to be low for the majority of the community but potentially moderate for some Saxton Field users. The Councils have not previously consulted on branding decision and this has not created concern within the community. The Committee has sought external professional advice on the branding for the complex and it can be difficult to get consensus from a range of people on matters like logos and branding. Staff consider that, given the level of significance and the comments above, it is not necessary for the Committee to consult prior to making the decisions sought through this report.

	Issue	Level of Significance	Explanation of Assessment
1.	Is there a high level of public interest, or is decision likely to be controversial?	Low to moderate	The decisions being sought through this report are likely to have a low level of public interest across the two districts. However, they are likely to be of moderate interest to users of Saxton Field and nearby residents who may see signs.
2.	Are there impacts on the economic, environmental, social or cultural aspects of well-being of the community in the present or future?	Low	The branding decisions are likely to have a low level of impact on the four aspects of community well-being now and into the future.
3.	Is there a significant impact arising from duration of the effects from the decision?	Moderate	If the branding is effective and well received, it may be fairly durable. However, the branding can be changed, if needed at a future date.
4.	Does this activity contribute or detract from the Councils' climate change actions?	Low	Much of the branding and marketing of the facility would occur whether or not the new branding is in place, therefore, there is likely to be a low level of impact on climate change emissions from the decisions sought in this report.
5.	Does the decision relate to a strategic asset?	No	
6.	Does the decision create a substantial change in the Council's level of service?	Low	While the branding and marketing of the complex are likely to improve, these matters are not levels of service stated in either Councils Long Term Plans.

	Issue	Level of Significance	Explanation of Assessment
7.	Does the proposal, activity or decision substantially affect debt, rates or Council finances in any one year or more of the LTP?	No	The decision to adopt new branding will not in itself have a financial impact. However, subsequent decisions (e.g. on signage) may have a financial impact and this impact should be considered at the time such decisions are made.
8.	Does the decision involve the sale of a substantial proportion or controlling interest in a CCO or CCTO?	No	
9.	Does the decision involve entry into a private sector partnership or contract to carry out the deliver on any Council group of activities?	No	
10.	Does the proposal or decision involve Council exiting from or entering into a group of activities?	No	
11.	Does the proposal require inclusion of Māori in the decision making process?	No	Iwi were consulted in preparation of the draft Reserve Management Plan from which the Vision was used in the design process of the brand.

## 10 Conclusion

- 10.1 The Saxton Field Committee has been discussing the branding of Saxton Field over recent months. It has been presented with several concepts during this time. The branding designer and staff have considered the Committee's feedback during discussions and amended the branding accordingly. The Committee is now being asked to decide which logo and by-line to proceed with.
- 10.2 The Committee has previously indicated a preference for design option 1 and the by-line "space for everyone". The Committee has the opportunity to formally consider these two matters and whether the logo should refer to "saxton" or to "saxton field".

## 11 Next Steps / Timeline

- 11.1 If the Committee decides on a logo and by-line, they will be used for future signage, branding and marketing of Saxton Field. They will also be used in the branding of the new Saxton Field Reserve Management Plan 2021 which will be coming to the Committee for recommendation to the two Councils in the near future.

<b>Attachments</b>
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Nil