

**QLDC Council
3 May 2018****Report for Agenda Item: 10****Department: Community Services****New licence to Queenstown Winter Festival over the reserves known as Marine Parade and Earnslaw Park****Purpose**

The purpose of this report is to consider a new licence to Queenstown Winter Festival over Marine Parade Reserve (Sec 6 Blk LI Queenstown Town) and Earnslaw Park (Sec 6/18 27 Blk XV Queenstown).

Recommendation

That Council:

1. **Note** the contents of this report;
2. **Approve** a new licence for the Queenstown Winter Festival over Marine Parade Reserve (Sec 6 Blk LI Queenstown Town) and Earnslaw Park (Sec 6/18 27 Blk XV Queenstown), subject to the following conditions;

Commencement	June 2018
Term	3 years
Rent	\$1 per annum pursuant to Community Facility Funding Policy
Reviews	At renewal or when Community Facility Funding Policy is reviewed
Renewals	1 of 3 years (by agreement of both parties)
Use	Festival to celebrate the winter season.
Insurance	\$2 million public liability insurance cover
Duration	To hold the Winter Festival, up to 7 days each year in the month of June, plus pack in pack out days of approximately 7 days either side, to be agreed with Council. Booking date to be confirmed with Council annually to avoid booking clashes.
Safety/Suspension	Council to retain ability to suspend the licence for safety purposes or to avoid other

operations that might take priority over this event. Full Health and Safety plan to be provided to Council and a Traffic Management Plan to be approved prior to the event.

Termination

With 12 months' notice at the Council's sole discretion.

Special Conditions

Licensee must ensure they hold a valid resource consent for the activity.

An event plan is to be provided and approved by QLDC's Parks Officers annually. This will take into consideration the changes in format and location of various festival activities.

Licensee is to ensure that the event plan specifies how additional rubbish/recycling is to be managed and to what extent the applicant is responsible for Councils existing rubbish and recycling bins. The plan will also need to detail any additional toilets to be placed on the reserve and subsequently be approved by the Parks and Reserves Team.

3. **Agree** to the exercise of the Minister's consent (under delegation from the Minister of Conservation) to the granting of a licence to Queenstown Winter Festival over Marine Parade Reserve (Sec 6 Blk LI Queenstown Town) and Earnslaw Park (Sec 6/18 27 Blk XV Queenstown).
4. **Delegate** signing authority to the General Manager, Community Services.

Prepared by:

Reviewed and Authorised by:



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Property

5/04/2018



Stephen Quin
Parks and Reserves
Planning Manager

17/04/2018



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Community Services
General Manager

18/04/2018

Background

- 1 The Queenstown Winter Festival is in its 44th year and has been hugely successful. The festival is enjoyed by residents, tourists and visitors alike, and adds considerably to the atmosphere in the heart of Queenstown.
- 2 In June 2015, Council approved three Licences to Occupy to the Queenstown Winter Festival for a duration of three years. The terms of these licences specified they must be approved by Council annually with the licence fee set at \$1.00 (if demanded).
- 3 Previous licences have utilised the Village Green Recreation Reserve for an ice rink. Changes to the festival objectives no longer see this as a beneficial activity and as such, the use of the reserve is no longer required under their licence application.
- 4 The process to grant a licence required notification under section 119 of the Reserves Act. The intention to grant a new licence was notified on 21 March 2018 and no submissions were received.

Comment

- 5 Queenstown Winter Festival wishes again to use a number of areas around the town centre for the duration of the festival. Recent changes in format now see the festival running for 4 days with up to 1 week either side for pack in and pack out days. We propose the licence application to permit for one week of festival activities, which will allow for possible format changes in future years.
- 6 The festival activities and specific use of the reserves are likely to change from year to year. The proposed licence will allow for changes in format and locations of the various festival components, subject to annual approval from QLDC's Parks and Reserves Team. This year's festival will use the two reserves as detailed below.
- 7 Use of Earnslaw Park is again being sought for the purpose of a festival hub. The area is legally known as Secs 6/18 27 Blk XV Town of Queenstown, being part of the land comprised and described as Recreation Reserve. There will be a variety of events onsite including food vendors, a bar and sponsor activations. The exact use of this reserve may vary slightly from year to year under the proposed licence.
- 8 The 2018 festival proposes to use Marine Parade Reserve as the base area to hold the main music stage for the concert aspects of the festival. A temporary scaffolding stage is proposed to be built at the southern end of the bay near the Bathhouse. This area is legally known as Sec 6 Blk LI Town of Queenstown, being part of the land comprised and described as Recreation Reserve, Certificate of Title 46575
- 9 In addition to the stage, Marine Parade reserve will be used to host food vendors, bar area, sponsor activations, temporary dodgeball court, Day on the Bay activities as well as a primary viewing area for the fireworks display.

- 10 In the event of poor weather, the alternative option will be to return the main stage to its former location on Earnslaw Park.
- 11 Holding a festival on the reserves carries with it inherent risks. Similar to previous years, an event specific health and safety plan will need to be submitted for approval with Council each year. A traffic management plan will need to be approved by QLDC's Roding and Infrastructure team each year to address the safety implications of those aspects associated with roads.
- 12 A significant amount of infrastructure and equipment will need to be set up for various parts of the festival. The pack in/out will impact the usability and accessibility to the users of the reserves. An event management plan will need to be submitted and approved with the Parks and Reserves team to address the logistics of event set up.
- 13 The success of the Queenstown Winter Festival has a direct positive impact on the local community and businesses by marketing the area both domestically and internationally as a destination at the start of the ski season.
- 14 Due to the length of occupation and exclusive access to ticketed events, temporary permits issued under the Reserves Act 1977 are not appropriate.
- 15 If a licence is approved for a term of three years, the actual occupation of the site will be restricted to the immediate dates of the festival, plus allowance for the pack in and out of one week either side, subject to approval by Council officers.
- 16 In order to issue a licence over a recreation reserve, Council must first advertise the intention to grant a licence, and hear any negative submissions received. Following the notification on 21 March 2018, no submissions either for or against the proposed licence were received.

Options

- 17 Option 1 To approve a new licence over the Recreation Reserves known as Earnslaw Park and Marine Parade.

Advantages:

- 18 The success of the Queenstown Winter Festival has a direct positive impact on the local community and businesses by marketing the area both domestically and internationally as a destination at the start of the ski season. It also creates an additional tourist activity for the area, bringing increased trade and spending.
- 19 Approval of a licence to hold the festival will increase the recreational use of the reserves.

Disadvantages:

- 20 Granting a licence over the reserves will restrict public access for the duration of the event; however, the benefits may outweigh this when

considered in the context that more people are likely to use the reserve at a traditionally quiet time of the year.

- 21 Disruption to surrounding businesses and existing trade. It is anticipated that this would be offset by increased foot traffic to the area as a result of the events.
- 22 The reserves will likely require some rehabilitation following the event, creating disruption and a cost of repair.
- 23 Option 2 Not to approve a new licence over the Recreation Reserves known as Earnslaw Park and Marine Parade.

Advantages:

- 24 The reserves will not require any rehabilitation following the event, saving on disruption and cost of repair.

Disadvantages:

- 25 A huge loss to the community in terms of trade, but also domestic and international media exposure. It would result in the loss of a much anticipated event, which brings visitors from all around New Zealand and the world.
- 26 This report recommends **Option 1** for addressing the matter as it supports local businesses and the wider community, markets the area both domestically and internationally and creates an additional tourist attraction. It is also consistent with prior decisions of Council to use the reserves for this purpose.

Significance and Engagement

- 27 This matter is of medium significance, as determined by reference to the Council's Significance and Engagement Policy because it involves Council significant assets and is of importance to the Queenstown Lakes District and the community. It is consistent with policy and strategy and does not impact on Council's capability and capacity.

Risk

- 28 This matter related to the operational risk OR011A, as documented in the Council's risk register. The risk is classed as moderate.

Financial Implications

- 29 The Queenstown Winter Festival is a not for profit organisation and the event brings in a huge amount of interest, publicity and trade to the town. Accordingly, the proposed rent charge is \$1.00 (if demanded).
- 30 The cost of the new licences will be met through existing property legal budgets.

Council Policies, Strategies and Bylaws

31 The following Council policies, strategies and bylaws were considered:

- Community Facility Pricing Policy 2011 – Rent charged at \$1 (if demanded) is consistent with this policy
- Queenstown Bay Foreshore Reserves Management Plan 2016 – Granting licences to Winter Festival is consistent with the overarching objectives of this plan

32 The recommended option is consistent with the principles set out in the named policy/policies.

33 This matter is not included in the 10-Year Plan/Annual Plan

Local Government Act 2002 Purpose Provisions

34 The recommended option:

- Will help meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses by permitting an event which positively effects the community and promotes Queenstown both domestically and internationally; and
- Can be implemented through current funding under the 10-Year Plan and Annual Plan;
- Is consistent with the Council's plans and policies; and
- Would not alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council or transfer the ownership or control of a strategic asset to or from the Council.

Consultation: Community Views and Preferences

35 The persons who are affected by or interested in this matter are local businesses and residents/ratepayers of the Queenstown Lakes District with an interest in the recreation reserves.

36 On 27 March 2018 Council issued public notice of the intention to grant licences pursuant to section 54(1)(b)&(d) & 119 of the Reserves Act 1977, with no submissions received.

Attachments

A Site plans



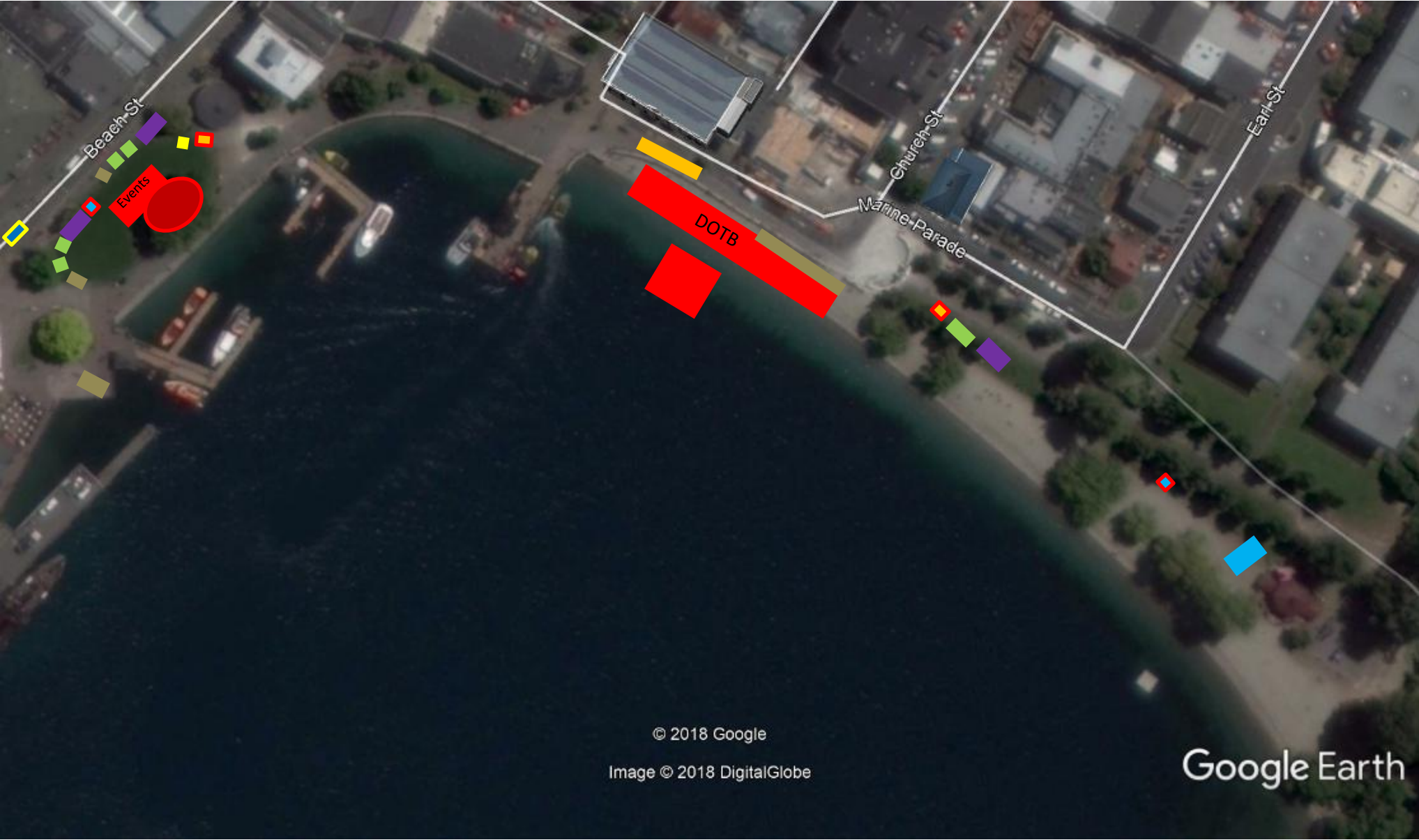
- Foodies
 Sponsor activations
 Stage option
 General bar
 Theming and sponsor activations
- Info tent
 Coffee
 Port-a-com
 FOH












Marine Parade: Official Opening/welcome on 1700-2100 / Earnslaw Park: Torchlight procession start 1600

Earnslaw Park – Hub open 12noon: 9pm/ Marine Parade: stage running 6pm – 8pm



- Foodies
- Info tent
- Event – Dodgeball 1200-1500,
- Sponsor activations
- Coffee
- Stage option
- Port-a-com
- General bar
- FOH
- Theming and small activation
- Media risers



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|---|---|--|---|--|
|  Foodies |  Sponsor activations |  Stage option |  General bar |  Theming and small activation |
|  Info tent |  Coffee |  Port-a-com |  Grandstand |  FOH |
|  Event – Day on the Bay 1200-1500 | | | | |



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|  Foodies |  Sponsor activations |  Stage option |  General bar |  Theming and small activation |
|  Info tent |  Coffee |  Event zone |  Port-a-com |  Restaurants serving to street |
| | | | |  FOH |

Earnslaw Park: Hub open 12noon – 6pm / Marine Parade: Stage running 12noon – 5pm