**Local Impact – Biking Feedback Survey**

The data provided contains overwhelmingly positive sentiment towards the development of biking trails and infrastructure in the Hauraki-Coromandel region. Respondents see several potential benefits associated with this strategy, including economic growth, increased tourism, improved access to outdoor activities, and enhanced well-being for residents. Below are key insights and recommendations based on the provided responses:

***Sentiment Overview:***

*Positive Sentiment: Many respondents express positive sentiments regarding the Draft Strategy's impact on their town or area. They believe it will lead to improved access to safe biking, connect communities, boost economic growth, promote tourism, create business opportunities, and enhance the overall quality of life.*

*Neutral Sentiment: Some respondents have a more neutral stance, mentioning potential benefits but not expressing strong opinions. They acknowledge the potential impact but may not provide specific details.*

*Negative Sentiment: A few respondents' express concerns about various aspects, including the allocation of funds, the safety of sharing tracks, and the prioritisation of biking infrastructure over other needs. However, these negative comments are relatively rare compared to the overall positive sentiment.*

**Key Insights:**

**Economic Benefits:** Many respondents highlight the potential economic benefits, such as increased income for local businesses, job opportunities, and the growth of tourism-related services like accommodation, cafes, and shops.

**Tourism Attraction:** The development of biking trails is seen as a way to attract more visitors to the region, especially during the off-peak season. Respondents believe that biking trails could complement existing attractions like beaches and surfing.

**Community Well-being:** The strategy is expected to have a positive impact on the health and well-being of both residents and visitors, offering opportunities for outdoor activities and exercise.

**Transportation Alternatives:** Respondents emphasize the importance of enabling cycle transport between towns, reducing car use during the summer season, and improving connectivity within the region.

**Collaboration:** Many respondents stress the importance of collaboration between local councils and communities to facilitate the development and maintenance of biking trails.

**Actions and Impact:**

**Develop More Trails:** There is a strong call for the development of more biking trails, both for mountain bikers and other types of bikers. Respondents believe that increasing trail options will attract more riders and visitors to the area.

**Maintain Natural Beauty:** Many respondents emphasize the importance of preserving and maintaining the natural beauty of their towns and areas. They want the biking infrastructure to enhance the environment rather than commercialize it.

**Economic Growth:** The Draft Strategy is seen as a catalyst for economic growth, including increased tourism and business opportunities. Respondents expect more visitors, which will benefit local shops, cafes, and accommodation providers.

**Safety:** Some respondents express concerns about safety, especially when sharing hiking tracks with mountain bikes. They suggest the need for better bike paths within towns and safety measures to prevent accidents.

**Community Connection:** The Draft Strategy is expected to connect communities and bring people together through biking. It is seen as a way to promote a healthier and more active lifestyle, particularly for children.

**Transport Options:** There is a desire for improved bike transport options between towns and along the coast. Respondents believe this will reduce car use, especially in summer.

**Promotion and Marketing:** Many respondents mention the importance of marketing and promoting the biking trails to attract tourists and visitors. They point to the success of other biking destinations like Rotorua and Queenstown.

**Maintenance and Upkeep:** Ensuring the long-term success of the biking infrastructure is crucial. Respondents stress the importance of maintaining trails, tracks, and facilities.

**Inclusion of All Bikers:** Some respondents highlight the need to cater to all types of bikers, not just mountain bikers, to make biking accessible to a broader audience.

**Collaboration with Local Businesses:** The Draft Strategy is expected to benefit local businesses, including bike shops, accommodation providers, cafes, and restaurants. Collaboration between biking initiatives and these businesses is essential for mutual success.

**Year-Round Tourism:** Respondents hope that the biking infrastructure will promote year-round tourism, reducing the reliance on seasonal visitors.

**Environmental Considerations:** Several respondents mention the importance of considering environmental impacts, such as Kauri Dieback disease and the preservation of natural ecosystems.

**Community Engagement:** The success of the strategy is dependent on community engagement and volunteer efforts. Respondents' express willingness to contribute to the initiative.

**Long-Term Planning:** Ensuring that developing a long-term strategy that aligns with the goals of the region and takes into account the potential growth in cycling tourism and associated resources.

**Thames:**

Complete the existing mountain bike tracks and develop the Kauaeranga Valley trail.

Improve biking infrastructure within the town, including dedicated bike paths.

Emphasise the economic benefits of biking tourism in Thames.

Thames could become a biking destination in its own right, attracting more visitors.

Opportunity for Thames to become a biking hub and boost tourism.

Create biking trails that connect Thames to other scenic areas in the region.

Ensure improved bike paths within the town and connections to the Kauaeranga Valley.

**Whangamatā:**

Create a bike trail connecting Whangamatā to Onemana to further boost tourism.

Encourage local use of biking facilities, especially among schools.

Expand the current mountain bike park to attract more visitors.

Promote Whangamatā as a cycling hub and organize biking events.

Immense potential impact, with the town benefiting significantly from mountain biking tourism.

Improved economy, especially in the off-season, with more year-round attractions.

Positive impact on local bike shops and community health.

Enhance existing mountain biking trails in Whangamatā and extend them for longer rides.

**Tairua:**

Positive impact expected with the development of the Tairua River Trail.

Opportunity to connect Tairua and Pāuanui through biking trails.

Consider expanding the Tairua River Trail to connect Tairua and Pāuanui.

Connect Tairua to nearby towns like Pāuanui and Whangamatā through cycling pathways.

Highlight the health and well-being benefits of cycling for locals.

Develop a comprehensive trail network, including options for horseback riding.

Develop a complete trail from Tairua to Waihi through various connections.

Highlight the benefits by looking at the success of Central Otago trail developments.

Encourage forestry, DOC (Department of Conservation), and pastoral land for trail development.

**Mercury Bay (Cook's Beach, Whitianga, Hahei):**

Develop more biking infrastructure to improve road safety and accessibility.

Encourage bike tourism to the area, especially outside the peak summer months.

Offer diverse biking options to cater to various interests and age groups.

Increase year-round business opportunities, including accommodation, cafes, and bike-related services.

**Whangapoua, Matarangi, Kūoatunu, Opito Bay:**

Consider connecting these popular holiday destinations with biking trails.

Attract bikers to the area and encourage the use of local services.

Explore potential trails that showcase the local forests and scenic areas.

Encourage council support to facilitate increased user numbers.

Recognise the potential for biking tourism in the future due to the presence of families and keen riders.

Support initiatives that promote all types of biking in the area.

**Whitianga and Surrounding Areas:**

Focus on maintaining the natural beauty of the area while developing biking trails.

Consider including Kauri Dieback wash facilities along the trails.

Develop trails that cater to a variety of biking styles, not just mountain biking.

Enhance existing biking facilities, such as the Whitianga family bike park.

Promote Whitianga as a year-round destination for biking enthusiasts.

**Puriri:**

Develop biking trails to make Puriri a destination for bikers.

Encourage businesses to set up shop to cater to bikers' needs.

**Overall:**

Emphasise the economic benefits of biking tourism, including increased spending in local businesses, job creation, and support for year-round activities.

Prioritise safety for all bikers, including measures to reduce the risk of collisions with pedestrians.

Focus on marketing and promoting the biking trails to attract tourists and visitors.

Consider connections between different towns and areas to create a network of trails.

Encourage community involvement and volunteer efforts to support trail development and maintenance.

Overall, the local sentiment towards the draft biking strategy in the Hauraki-Coromandel region is overwhelmingly positive, with a focus on economic growth, community well-being, and tourism development. By addressing safety, sustainability, and collaboration, the region can maximize the positive impact of biking trails and infrastructure.