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REPORT

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Feasibility Study for the Revitalisation of the Martinborough Town Hall & Town Centre Precinct

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1 REVIEW OF MARTINBOROUGH TOWN CENTRE PRECINCT

1.1 STUDY OBJECTIVES AND KEY AREAS OF WORK

Leisure Planners SGL Funding Ltd (SGL) and BGBB Team Architects undertook this Feasibility Study from June to October 2013 on behalf of the Martinborough Town Hall Committee and South Wairarapa District Council.

SGL and BGBB Team Architects were commissioned to primarily assess, review and concept design a refurbished strengthened Town Hall that has greater functionality, is inviting and comfortable, and is used extensively by the community. It was expected the Hall's integrity and heritage values would be preserved. As part of this process the consultant team were also to consider the enhanced linkage of the Martinborough Town Hall with the Memorial Square, and the Town Hall as part of an expanded community centre environment.

The Feasibility Study involved the following areas of work:

1. Strategic review and demand analysis for relevant community and recreation activities and facilities in the Martinborough area.
2. Specific consideration of the need, location, master planning and capital cost estimates for a shared community/civic centre facility development in the Town Hall Precinct.
3. Consideration of the funding opportunities, achievability, timing and implications of the proposed development programme. Also to consider top-line operating implications.
4. Based on the need, achievability and sustainability findings of the above work complete more detailed planning for the facility developments likely to proceed in the next five year period. In particular:
 - Prepare preliminary concept designs for the Town Hall refurbishment and associated precinct.
 - Develop a detailed utilisation profile and corresponding operating model for the proposed community/civic centre.
5. Also preliminary consideration of the structural implications (ownership, access agreements, governance and management) for the priority facility developments.

1.2 METHODOLOGY

1. In the course of this study SGL supported by Vicky Read and Max Stevens visited 13 venues, held 8 workshops, interviewed and/or undertook workshops with 80 people representing 44 different groups.
2. At an early stage of the Feasibility Study undertook preliminary workshops with the Martinborough Town Hall Committee and representatives of the Martinborough Community Board to gain an understanding of the key strategic issues.
3. Based on key information findings and site understanding, master plan options were prepared for Town Hall precinct, including the development of preliminary concept designs. Facility components considered were the:
 - Refurbishment and enhancement of the Martinborough Town Hall as a function, theatre and meeting venue.
 - Integration of the Library, i-SITE, Plunket and Toy Library.
 - Connection of the Town Hall precinct to Memorial Square.
 - Development of a Destination Playground and improved outdoor event staging, amphitheatre and infrastructure.
4. Reviewed and rebuilt current utilisation data for the Martinborough Town Hall. Then from information review and strategy discussions identified potential activity that could be transferred to the new Centre, and consequently developed utilisation and revenue model. Also accessed current operating expenditure details for relevant facilities and services as a basis for developing the projected operating expenditure for the new Centre.
5. Developed capital cost estimate for the new Centre, and separated into component stages either relevant to potential funders and/or possible timing of the total project.
6. Considered funding opportunities and prepared draft possible approaches for addressing firstly support by South Wairarapa District Council, and also from public and private funders.
7. Considered preliminary ownership, governance and management directions, and also prepared a draft project implementation structure and initial six-month programme.

2 A SHARED COMMUNITY VISION

Community members shared their thoughts on the possible future vision for Martinborough and the Town Hall precinct. Below are three examples received during the feasibility process.

A Possible Vision for Martinborough

Greg Sheehan, Chief Executive - RightWay Limited, Martinborough

Firstly I come from the position that I don't see why we shouldn't have the aspiration of being the coolest small town in the world. Here's why:

It's widely acknowledged that we live in the best country in the world. Most Kiwi's would obviously agree.

Wellington is the coolest city in NZ (small and compact, cosmopolitan and creative) Martinborough is only an hour away from the best city in the best country in the world and smack bang in the heart of the wine country. A region that produces some of the world's best wine.

How much better an opportunity does it get?

I would love to see the following for our town.

1. *A centralised approach to town planning that is aspirational and exciting. I have never caught a vision from our local council. Is there one?*
2. *An economic development group that is well funded and drives the key economic activity of the town (playing to its strengths - e.g. food and wine tourism, events and a place to retreat/holiday).*
3. *The coolest town centre (civic areas, outdoor street cafes, more retail, attractive paved areas and street lighting, parks and reserves for picnics etc).*
4. *The town of choice for Kiwi's to live that are taking on the world in the coolest of ways. In a modern connected world and with NZ's central airport only an hour away what better place is there to live locally and connect globally.*
5. *Imagine start up businesses choosing to base themselves here with high speed broadband/fibre connecting their creative businesses (working from old restored homes etc) because the quality of life is so good.*

To the Town Hall Committee

Adi McMaster, Martinborough Community Board

When I look at the town hall I currently see an unfriendly forbidding presence in our town.

When I close my eyes and think of all the wonderful structures that I have made a point of visiting and looking at in other communities around nz;

I see a bustling, vibrant structure with families coming into the library, paying bills, booking weddings, 21sts, functions, having a coffee whilst their under 5's are playing in the walled sheltered playground, with a security gate for their older kids to go out in the bigger playground.

I see a music festival on with people seated all around in the early evening kids running around, food and wine being sold on the outskirts.

I see overseas tourists coming into the info/internet café getting info for their Martinborough experience; accom, tours, restaurants etc.

We are hoping to host the small town conference next year; wouldn't it have been such a wonderful venue for some of the workshops to have been held?

The words like family, neighbours, bumping spot, welcoming seem to pop up a lot.

The recent community board conference I attended was about youth on councils - I'd love to have a youth room where they have an area they book and do their thing.

The Opportunity

Cath de Groot, Martinborough Business Person

Here's our most exciting chance to date to and create a major public multi-use destination building social connection, community health, local economies and greatly adding to community happiness.

Aside from the benefits to the local area mentioned above, stands an extended opportunity.....

In planning our new Town Hall destination we have the chance to build on the magnificent 'Martinborough' brand and to push through the concept of Martinborough as highly attractive and unique destination with its own personality and irresistible identity.

But we'd have to be brave in ambition, design and execution.

This project lends Martinborough the opportunity to set itself apart, not just from other regional destinations, but from all other NZ towns. Transforming Martinborough through exceptional public spaces should bring civic pride, higher visitor numbers, and jumpstart economic development. And, if executed strongly, I believe the process will identify funding and other resources drawing on the assets and skills of the community and other stakeholders.

Peter Jackson and Jim Cameron are regional locals, let's ask one of them to help us design the best little playground in the world! While we're on that topic, let's ask The Wairarapa Food and Wine Society to design us a community garden or help create the country's best food and wine library/café.....

If Martinborough is up for delivering a truly revitalised and energetic plan then I and many other investors would be interested in getting involved. But put an ordinary plan in front of me and I'm out.

Above all let's create a place people want to go to.

The importance of the Play Ground/Park area to the Town Hall.

There is no doubt in my mind that the play ground/skate park area is vital to triangulating the Town Hall Area. The playground is the only outside area in Martinborough that attracts people all year round. Martinborough is blessed with many sunny, dry days and (despite the playground being very poorly maintained, badly designed and dangerous) it is always well used. The Skate Park is a gathering point for local youth and is a healthy, worthy space.

We have the opportunity to build a fabulous playground and park area in Martinborough which will attract locals and out-of-towners. Ok Greytown is the place for middle aged or empty nesters to go to shop and sip latte; but Greytown is not a destination for families. What if Martinborough welcomed families with open arms and the promise of a great day out? Families are desperate for ideas of 'things to do' with the kids after school, in the weekends and school holidays. What if Martinborough built a playground/park and cultural/social centre so attractive and different that it attracted young families from Masterton and Wellington for the day, a weekend or the rest of their lives!?

The playground/park area should provide compelling places for people to gather, play, relax, socialise and rest.

I believe that to do this exceptionally well we would have to be brave and use humour and comfort and children (see below) as our guides.

Perfect Partners for our Playground/Park Town Hall area

- Town hall; a dynamic space for all cultural and social activities such as theatre, dance, yoga, Pilates, Zumba, night classes
- Outdoor theatre
- Library – including a portable 'outdoor library' for sunny days
- Community garden
- Play group/ toy library
- Café
- Sheltered seating and eating spaces
- Business hub/ hot seat spaces
- Bus Stop
- Toilets
- Market Place (eventual)

Linking a Public Health Agenda to a the Martinborough Town Hall area

Aligning public health with the plan for the area will enhance the project endlessly. Not only by improving public health but also by securing the support and sponsorship of possible partners such as the Ruamahunaga Health Trust, Plunket, the Toy Library and the local School.

If a unique concept for the design of the playground/park were driven by the children of Martinborough School, if the children were included in the discussion of what the area should be about and their ideas harnessed for a truly distinctive and brave design, then not only would you deliver an exceptional facility but you would also have the wholehearted support of parents and locals. Who can deny the dreams and wishes of our children?

3 ABOUT MARTINBOROUGH

3.1 INTRODUCTION

Named after the Hon John Martin MLC¹, Martinborough is a vibrant town. With a 'boutique' atmosphere - famed for producing great wines and hosting popular festivals and fairs as well as being a 'food lover's paradise' - Martinborough is a favourite destination for holiday makers and gastronomes. The Martinborough population swells in the weekend and school holidays.

Martinborough's Union Jack street layout is unique in New Zealand. The town's heritage is obviously valued and is evident in the many restored and refurbished houses and buildings.

Established in the 1880s, Martinborough was originally and still is a rural service town for the surrounding farming area. In the hundred years between 1906 and 2006 the population has doubled from 637² to 1326 residents.

As a popular holiday destination and weekend get-a-way for Wellingtonians and domestic tourists, there are many accommodation options for visitors including motels, guesthouses, B&B's, and camping and cabins at the Top 10 Holiday Park.

3.2 LOCATION

Located in South Wairarapa, Martinborough is 1 ¼ hour drive from Wellington, and 40 minutes from Masterton.

Being close to Wellington and with a train station nearby in Featherston (18km), many Martinborough residents commute to Wellington for work. Daily train services operated between Masterton and Wellington (5x each way Monday - Thursday, 6x each way Friday, 2x each way weekends and public holidays).

¹ Member of the Legislative Council

² 1906 Census

3.3 SOUTH WAIRARAPA DISTRICT COUNCIL

Martinborough together with Greytown and Featherston are the three principal towns comprising South Wairarapa, and all fall within the South Wairarapa District Council area.

The Council has a small ratepayer base of 8,892 residents. Martinborough accounts for 15% of the District's population.

Council Chambers and the Council administration hub are based in Martinborough in Kitchener Street. Council operate a library, an outdoor pool and a hall in each of the three main centres (i.e. Martinborough Town Hall, Anzac Hall in Featherston and Greytown Town Centre).

Local authority amalgamation is under review in the Wellington Region, with either one Super Council for the Region proposed, or an amalgamation of the three Wairarapa councils, i.e. South Wairarapa District Council, Carterton District Council and Masterston District Council.

3.3.1 DWELLINGS AND POPULATION

Non-resident ratepayers comprise 29% of home ownership. Between the 1996 and 2006 census unoccupied (non-resident) dwellings have increased from 13% to 29% of total dwellings and the total dwelling count has increased by from 654 to 831. Occupied dwellings and usual resident population both have remained fairly static during this same period.

Dwelling Type	Dwelling/Year		
	1996	2001	2006
Unoccupied	75	183	240
Occupied	579	573	591
TOTAL	654	756	831
Resident Population/Year			
Usual Resident Population	1,458	1,356	1,326

3.4 EDUCATION FACILITIES

Martinborough has one state co-educational full primary school (year 1-8) and three ECE centres (Early Childhood Education) – these are, Martinborough Kindergarten, Martinborough Playcentre, and DOT Kids (private).

3.4.1 MARTINBOROUGH SCHOOL

Martinborough School has experienced significant roll growth in recent years. Between 2007 and 2013 the roll has increased by 77 students and is expected to reach 294 in 2016. Table 2 outlines roll growth, decile rating and demographics.

This growth has created a shortage of space. Currently the library and the staffroom are being used as classrooms (and part of the hall is being utilised as the staffroom). The latter part of 2013 will see two new permanent classrooms built. This will reinstate the library, staffroom and hall to their intended purpose; it will not address the predicted growth in the coming years.

The school would like to increase and improve the recreational/sport facilities – in particular install a multi-purpose artificial surface (which would be suitable for school netball, tennis, football and hockey). However, other than the current classroom build no other major capital works are planned in the next five years.

Source	Year	About		Demographics %	
		Roll	Decile	Pakeha / Maori / Other	Boys/Girls
ERO ³	2007	157	6	70 / 25 / 5	51 / 59
	2010	211	7	68 / 29 / 3	53 / 47
	2013	234	7	71 / 28 / 1	50 / 50
Predicted ⁴	2014	254			
	2015	274			
	2016	294			

³ www.ero.govt.nz/Early-Childhood-School-Reports/School-Reports/Martinborough-School-16-04-2013

⁴ From Craig Nelson: Martinborough School Principal - based on: 40 new - 20 leavers (net +20 students/year)

3.4.2 MARTINBOROUGH KINDERGARTEN

Martinborough Kindergarten is on MOE land (part of Martinborough School); the building is owned by the school. The Property Occupancy Document stipulates that the Kindergarten is responsible for standards of maintenance and minimum safety and health requirements.

Kindergarten is open 9:00am - 1:00pm, Monday – Friday during term time.

3.4.3 MARTINBOROUGH PLAYCENTRE

Martinborough Playcentre shares a boundary with Martinborough Plunket. The Playcentre leases land from Plunket – this is used as an open play space.

Playcentre is open 9:00am - 12 noon, Monday – Thursday during term time.

3.4.4 DOT KIDS

DOT Kids Early Learning Centre is a private ECE⁵ catering for children between 0-5 years of age. It is the only private ECE in Martinborough. It is situated on Broadway St.

DOT Kids is open 7:30am-5.30pm, Monday-Friday, 49 weeks of the year, closing for a three week break over the Christmas period.

The 20 hours of free early childhood education subsidy is available for children aged 3 and over.

Pricing⁶ (inc GST)

- Hourly Fee \$6.15
- 7+hours/day x 1-4 days capped at \$43.00/day
- 7+ hours/day x 5 days capped at \$32.32/day
- Maximum \$161.60/week

⁵ Early Childhood Education

⁶ GST inclusive

3.5 RECREATION FACILITIES

Martinborough has one public playground adjacent to the Town Hall; a privately owned tennis club with grass courts, a golf club with squash club co-located (land owned by Council); a summer only outdoor pool and the Pony Club at Considine Park (also owned by Council). Sports grounds are at Coronation Park (land owned by Council), which include grass fields for rugby and football, rugby clubrooms and a fitness centre.

There are no indoor recreation venues. The library provides school holiday activities and St Andrews Church has a Friday Club for school-aged children.

3.6 BUSINESS ORGANISATIONS

3.6.1 MARTINBOROUGH BUSINESS ASSOCIATION

The Martinborough Business Association has a current membership of about 90 businesses, with an annual membership fee of \$87 (ex GST). It has an elected committee with an employed secretary. Its role is to facilitate networking (e.g., business breakfasts) and support event start-ups.

3.6.2 DESTINATION WAIRARAPA

38% of Destination Wairarapa membership is from Martinborough businesses (i.e. 71 of 263). The Martinborough i-SITE Visitor Centre in Kitchener Street is operated by Destination Wairarapa. South Wairarapa District Council will contribute \$116,000⁷ in 2013 to Destination Wairarapa for 'marketing services, i.e. towards the promotion of the District.

⁷ South Wairarapa District Council Long Term Plan 2012/22, p.52

3.7 SERVICE CLUBS

3.7.1 *MARTINBOROUGH LIONS CLUB*

The Lions Club own land and a building on Oxford Street, near to Memorial Square. The Medical Centre is also on Lions Club land. Lions have 35-40 members and meetings are once per fortnight. Lionesses have 10-15 members and also meet once per fortnight.

Building: Seating for up to 40 people, toilets, kitchen, and good condition with heating. Lion's recently spent \$6,500 to re-do the kitchen roof.

3.7.2 *SOUTH WAIRARAPA ROTARY CLUB*

Meet weekly at the South Wairarapa Workingmen's Club in Greytown and are the organisers of the Martinborough Fair days.

3.8 EMERGENCY SERVICES

3.8.1 *MARTINBOROUGH VOLUNTEER FIRE BRIGADE*

The building is situated across from the Martinborough Town Hall on Texas Street. It has a meeting room available for hire. This area is the Rotary Club base during the Martinborough Fair days.

3.8.2 *SOUTH WAIRARAPA ORDER OF ST JOHN*

St John Ambulance building is next door to the Fire Brigade building. St John Ambulance owns this building and leases this site on a peppercorn basis from the Fire Service. It also has a meeting room available for hire.

3.8.3 *POLICE STATION*

The Martinborough Police Station is situated on Cork Street at the rear of the Martinborough Town Hall. It is manned part-time.

3.9 IWI

Martinborough is in the Takitimu region⁸. The main iwi in the region are Ngāti Kahungunu and Rangitāne.

3.9.1 *HAU ARIKI MARAE*

Hau Ariki is the community marae for Martinborough. Hau Ariki is situated on Regent Street, on land gifted to the marae by Council. The facilities are owned by the marae and are currently in poor condition. A second section was gifted to Hau Ariki and was subsequently planted in grape vines and for a short period the marae produced its own vintage.

The marae is faced with the challenge of meeting the cost of repairs and maintenance on its buildings with limited income sources. Often when used for gatherings or as accommodation for visiting groups it is understood the koha given can be insufficient to meet the cost of hosting the group (i.e. energy cost, water usage, cleaning, rubbish removal).

⁸ Tipuni Kokiri <http://www.tpk.govt.nz/en/region/takitimu/>

3.10 MARTINBOROUGH COMMENTARY

(From Interviews)

- Wine, dairy and lifestyle area, with some well-established events (Toast Martinborough, Martinborough Fair days).
- Rural country town with 'community solidness'.
- Well-presented town with 'Village life'.
- Lack of economic drivers – successful people often living but not working in Martinborough.
- Seen as a summer visitor destination – can it be less seasonal, less weekend focussed?
- Attractiveness as a retirement area.
- All first time traffic entering Martinborough does the 'Square circuit'.
- Complete disconnect between Square and Hall.
- Create 'Martinborough Town Cryer', similar to Christchurch's Wizard.

3.10.1 WINEMAKING

The 1970s saw the introduction of grape vines to Martinborough, since then Martinborough has become noted for winemaking (and to a lesser extent olive oil production). The wine industry and associated events (especially Toast Martinborough) have established Martinborough as wine lover's destination.

Martinborough has many active wineries and is the seat of winemaking in the Wairarapa. In the national context winemaking in the Wairarapa is small (with 4,271 tonnes of grapes produced in the Wairarapa and 269,000 tonnes nationally i.e. 1.6% of national production). The Wairarapa has 885 hectares planted in vines; this is 2.6% of the national total of 33,400 hectares planted in vines⁹.

⁹ New Zealand Wine Annual Report 2012

4 EVENTS

4.1 EVENT DESTINATION

Martinborough is reknown throughout NZ as being a destination for excellent wine, good food, great fairs and festivals and for its wide range of private conference and function venues. Internationally, Martinborough is known for its wines and attracts visitors through the Classic NZ Wine Trail.

Martinborough is a social and exciting town. The local community have an active and varied events schedule. Also, there are many large events such as Toast Martinborough, the Rotary Fairs, LaDeDa Festival and the Classic Hits Winery Tour. These events attract many visitors from around the region and nationwide.

Working together, local businesses foster the reputation of Martinborough being a great event, conference and function destination. Civic, community, and private venues host small events and participate in some of the larger events (for example Jazz in Martinborough Festival occurs across the town at the Martinborough Town Hall, Cafe Medici, the Village Cafe, Pain and Kershaw's and the Martinborough Hotel).

Martinborough's conference, wedding and function venues are in an idyllic rural setting and have a high standard of accommodation, catering and leisure facilities; together these elements differentiate Martinborough venues from urban function centres and venues.

The Business Association and local business people are looking to capitalise on the reputation of Martinborough as a festival and fair destination and have identified gaps in the market. In 2013, three new festivals were added to the calendar – Greater Wellington Brewday, Olive Harvest Festival and the Kokomai Creative Festival.

Bicycle tours of the region are available from Wellington and Marsterton. Martinborough operators offer bicycle tours of the vineyards.

Table 3 lists annual events held in Martinborough. It should be noted that annual activities and events in Martinborough are likely to be greater than shown, however as a comprehensive list of events was not readily available, this list was compiled from South Wairarapa District Council - Town Hall booking data, interviews and web searches.

Month	Event	Purpose ¹¹	Duration (Years)	Venues		
				Memorial Square	Town Hall	Other
02	Alana Estate Classic Hits Winery Tour	Commercial				<input checked="" type="checkbox"/>
	Carpet Sale	Commercial			<input checked="" type="checkbox"/>	
	Rotary Martinborough Fair	\$ Community	36	<input checked="" type="checkbox"/>	Toilets only	<input checked="" type="checkbox"/>
03	Brewday	Commercial	1			<input checked="" type="checkbox"/>
	Rotary Martinborough Fair	\$ Community	36	<input checked="" type="checkbox"/>	Toilets only	<input checked="" type="checkbox"/>
	Round the Vines FunRun	\$ School (raises about \$35,000)		<input checked="" type="checkbox"/>		
04	ANZAC Day	Community event			<input checked="" type="checkbox"/>	
	Mad Cap Auditions				<input checked="" type="checkbox"/>	
05						
06	Blood Service Collection Day	National Campaign			<input checked="" type="checkbox"/>	
	Garage Sale	\$ Plunket			<input checked="" type="checkbox"/>	
	Martinborough Olive Harvest Festival	Business Association	1	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
07						
08	Collectibles Sales/Purchase	Commercial			<input checked="" type="checkbox"/>	
	Jazz in Martinborough	\$ MTH	3		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Mad Cap Performance ¹²				<input checked="" type="checkbox"/>	
09	Cabaret				<input checked="" type="checkbox"/>	
	Carpet Sale	Commercial			<input checked="" type="checkbox"/>	
	Pukemanu Idol (Pukemanu Hotel)					<input checked="" type="checkbox"/>

Month	Event	Purpose ¹¹	Duration (Years)	Venues		
				Memorial Square	Town Hall	Other
10	Art Exhibition & Sale				<input checked="" type="checkbox"/>	
	Mid-Winter Monster Book Fair	\$ First Church			<input checked="" type="checkbox"/>	
	Kokomai Creative Festival		1			<input checked="" type="checkbox"/>
	Spring Fling (Circus Cinema)	\$ Life Flight				<input checked="" type="checkbox"/>
11	Martinborough Charity FunRide	\$ Fire Brigade \$ St Johns			<input checked="" type="checkbox"/>	
	Martinborough Rose Show				<input checked="" type="checkbox"/>	
	Guy Fawkes	Community event				<input checked="" type="checkbox"/>
	Toast Martinborough	Private	22	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
12	Carpet Sale	Commercial			<input checked="" type="checkbox"/>	
	La De Da NYE (Daisybank Farm)	Commercial	4			<input checked="" type="checkbox"/>
	Christmas Carols	Community event		<input checked="" type="checkbox"/>		
TOTAL				6	18	12

Out of a total of 32 events, 18 utilise the Martinborough Town Hall (although the Fairs only use the toilets).

¹⁰ Note this is not an exhaustive event/activity list, rather it has been populated from interviews and web searches

¹¹ \$ symbol denotes fundraising event

¹² Every two years

4.2 ESTABLISHED FESTIVALS

4.2.1 TOAST MARTINBOROUGH

3rd Sunday of November

The annual Toast Martinborough Festival is billed as New Zealand's Premier Wine and Food Festival incorporating 10 vineyards, 10 selected local Wairarapa and Wellington-based caterers and over 20 entertainers. 2013 is the 22nd year of Toast Martinborough.

With annual ticket sales in excess of 10,000, this is a significant event for the town and region. The festival is held on the third Sunday of November, officially opening at 10:00am and closing at 6:00pm. Tickets typically sell out on the first day of sale; to ensure access to tickets, it is advised to become a "Friend of Martinborough".

Martinborough Memorial Square

The Martinborough Memorial Square is the logistics hub on festival day. Here, festival goers exchange their ticket for a wine tasting glass and wristband, purchase Festival Francs (wine and food at festival sites can only be purchased with Festival Francs) and hop aboard shuttle buses to the participating vineyards (which operate continuously along the festival route).

The Square operates the Festival Bank from 10:00am to 7:00pm, unused Francs become invalid at 7:00pm (from 3:30pm Francs can be exchanged for wine vouchers).

The Festival Manager indicated that the format of Toast is successful and not in need of any major alternation. The current arrangement of "Memorial Square-Buses-Vineyards-Buses-Memorial Square-Home" facilitates a speedy dispatch of festival goers at each end of the day.

Memorial Square provides a natural boundary and containment area for festival-organised activities. Festival security is situated at the Martinborough Hotel, which provides a good viewing point to oversee the Square.

With 10,000+ people; plus coaches, shuttle buses and regular traffic in the surrounding streets; traffic and pedestrian management is difficult. The Festival Manager mentioned that keeping people safe as they cross roads to access coaches and buses is a matter of continual concern particularly towards the end of the day after the festivities.

The future developed Martinborough Town Hall area may provide a dispatch location for transition on and off buses and coaches (this area had not previously been considered by the Festival organisers).

Pricing¹³

Membership

- \$104 (new)
- \$65 (renew)
- Capped at 500 members – the primary benefit of membership is access to 6 tickets two weeks before tickets go on public sale.

Ticket Options

- \$2,990 Corporate Hospitality Pack (10 pax)
- \$1,667 Group Package (10 pax)
- \$61 Individual

¹³ All figures GST exclusive

Ownership¹⁴

The festival is owned by Toast Martinborough Limited. This comprises five directors and 17 shareholders. Shareholders each have a 2% shareholding except for the majority shareholder (68%). The directors and shareholders are primarily winegrowers in the Martinborough area.

Toast Martinborough generates significant income for the region (\$2 million/annum), through both the festival itself and overnight stays. Profits from the festival are distributed to the shareholders and the parent company makes donations to community groups that help on the day. Local community projects have also received financial support (e.g. Martinborough Town Hall project).

Directors and Shareholders

Table 4: DIRECTORS & SHAREHOLDERS OF TOAST MARTINBOROUGH LTD			
Directors	Shareholders		
	68%	2% each	
Bradley Cuff	Norman John Comerford	Alana Estate Ltd	Martinborough Vineyard Estates Ltd
Richard Riddiford (Chairman/Palliser Estate)		Ata Rangi Ltd	Nga Waka Vineyard Ltd
Jeremy Speight		Craggy Range Vineyards Ltd	Palliser Estate Wines of Martinborough Ltd
Raymond Thompson (Tirohana Estate)		Dry River Wines Ltd	S Pearless
Pete Wilkins (Alana Estate)		G Voss and A Atkins	TKR Limited
		John Bell	Tirohana Estate Ltd
	Longrun Group Ltd	Winslow Wines	
	Margrain Vineyards Ltd		

Site Map

The Toast Martinborough 2012 site map (below) shows the shuttle bus route around the 10 participating vineyards.



¹⁴ <http://www.business.govt.nz/companies/> (as at August 2013 as shown on the NZ Companies Register)

4.2.2 JAZZ IN MARTINBOROUGH

August 29 – September 1, 2013

The annual Jazz in Martinborough event is in its 3rd year. The event takes place over four days, with many artists playing in multiple venues around Martinborough town centre. The 2013 Jazz in Martinborough line-up saw three ticketed gigs at the Martinborough Town Hall and one at The Village Cafe, along with a further seven acts playing 19 free gigs at various Martinborough venues.

Martinborough Memorial Square

The Memorial Square proper is not formally programmed for Jazz in Martinborough gigs. However as music played from Pain and Kershaw Supermarket and the Martinborough Hotel balcony during the day, the Memorial Square becomes a natural resting place for the audience and passers-by.

Principal Venue

- Martinborough Town Hall

Secondary Venues

- Circus Cinema and Restaurant
- Martinborough Hotel Bar and Grill
- Medici Café
- Ohio Street Precinct
- Pain and Kershaw Supermarket
- Pepper Parehua
- Pinocchio Pizza
- The Village Café

Pricing¹⁵

- \$26-\$39 per ticket (for each of four gigs)
- \$104 for all four gigs

Ownership

The Jazz In Martinborough Organising Committee is in the process of formalising as a charitable trust with Ian Cresswell, Ted Preston, Bruce McMichael and Lee Quayle as trustees.

The purpose of the Trust would be to assist other potential events with funding and planning – the group is formulating the deed and have suggested “Martinborough Events Trust” as the name.

Revenue

Proceeds from Jazz in Martinborough 2013 will go towards Martinborough Town Hall improvements - \$10,000 was donated in 2012; a similar amount is expected in 2013.

¹⁵ All figures GST exclusive

4.3 NEW FESTIVALS

4.3.1 MARTINBOROUGH OLIVE HARVEST FESTIVAL

June 29-30, 2013

The inaugural Martinborough Olive Harvest Festival was held in the winter of 2013. This event included a tour of olive groves, lunch at one of six eateries, olive oil masterclass, and workshops. Saturday night offered a night market in Memorial Square. Unlike Toast Martinborough with shuttle buses, the Olive Harvest Festival is self-drive.

The purpose of the festival is to highlight the strength of the olive industry in Martinborough; to showcase the excellent olive oils and olive products coming from the area; and to further strengthen Martinborough's position as a gastronomic destination. Additionally the Olive Harvest Festival was held mid-year and this is complementary to the current events calendar.

Martinborough Memorial Square

The Saturday night saw a very successful night market in Memorial Square with 70 stall holders and an estimated 3000+ visitors.

Venues

- Martinborough Memorial Square
- Selected olive groves and restaurants

Pricing¹⁶

Tickets available through the Martinborough i-SITE and iTicket.co.nz

- \$86-\$100 per ticket including lunch

Ownership

The Olive Harvest Festival is the idea of food writer and local business person Susan McLeary. The Organising Committee arranged the programme and the Martinborough Business Association underwrote the Festival. The Martinborough Business Association sees its role to assist to start-up this type of event, and pass it on to others to run.

The Olive Harvest Festival was advertised online and via 'gastronome channels'.

Revenue

Ticket sales were lower than expected (N=160), however the night market was very successful.

The Festival almost achieved breakeven from ticket sales and market site rentals (\$20,000 income, \$26,000 expenditure, \$6,000 loss).

Martinborough Town Hall

The future Martinborough Town Hall development would be considered a likely future venue for master classes and demonstrations. The Festival organiser suggested that consideration should be given to audio-visual equipment in the auditorium to accommodate live demonstrations (i.e. cameras and projection).

The night market was very successful. Memorial Square provided an excellent backdrop and once decorated became a visually attractive venue with fairy lights in the trees and stall holders under up-lit marquees. The Festival organiser noted that the power supply and access needs to be addressed for future markets.

¹⁶ All figures GST exclusive

4.3.2 GREATER WELLINGTON BREWDAY/BEER FESTIVAL

April 04, 2013

2013 saw the first Brewday event featuring 20 boutique breweries and tasting seminars (chocolate/beer and cheese/beer). Like Toast Martinborough, Brewday is an R18 event. The event is organised by Karen Aitken.

The event was held at in a field at 61 Kitchener Street from 11:30 am to 6:00pm. Tickets were available through the Martinborough TicketDirect.co.nz and at the gate. The ticket price and numbers will increase in 2014.

General Admission¹⁷

- 2013 - 1,000 tickets @ \$32 per ticket
- 2014 - 2,500 tickets @ \$35 per ticket

Seminar & General Admission

- \$50 per ticket (70 tickets only)

Future Direction

The Festival organiser is looking to establish a micro brewery in Martinborough.

4.3.3 KOKOMAI CREATIVE FESTIVAL

October 18-27, 2013

Kokomai Creative Festival is Wairarapa's first ever region-wide Arts festival. It will be staged over ten days, and will encompass ticketed workshops and performances of music, visual arts, film, dance, theatre, culinary arts, literature and free community events.

Kokomai Creative Festival is a not-for-profit event, and all proceeds will be reinvested in subsequent events.

Martinborough is hosting six items at five venues.

¹⁷ All figures GST exclusive

4.4 ESTABLISHED FAIRS

4.4.1 MARTINBOROUGH FAIR

The Martinborough Fair is a twice annual family fun day. It is recognised as one of the biggest fairs in New Zealand.

Held on the first Saturdays in February and March, the Fair utilises the Martinborough Memorial Square from 8:00am to 4:00pm. 450 stallholders pack into the Square and a one-block radius surrounding the centre of the town. It is estimated that as many as 25,000 visitors attend each Fair.

Martinborough Memorial Square

The Martinborough Memorial Square is the hub of the Fair. The Town Hall is used for access to toilets and parents' restroom, not for stall holders. Carnival rides are situated in the playground/park area surrounding the Town Hall.

22

Pricing¹⁸

Stallholders pay site rental and associated fees, one payment covers both Fair days.

- \$261, Stall site
- \$87, Power Point
- \$52, Health & Safety (food preparation on site)

Ownership

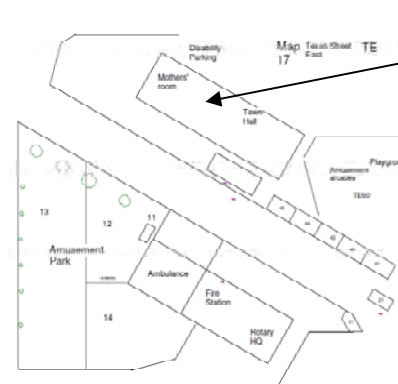
Organised by the Rotary Club of South Wairarapa Incorporated Martinborough Fair Charitable Trust (CC23089), the event provides funds for local community projects as well as national and international Rotary programmes. Current office holders¹⁹ of the Trust are John Bushell, Griff Page and Graham Evans.

Revenue and Grants

It is the intention of the organisers to hold the Fair irrespective of weather. For the first time since its inception in 1977 a Fair day was cancelled (March 2012) and was rescheduled to May of the same year. The table below shows revenue and grant proceeds over the past three years.

Year	Revenue	Released	Grants Made
2012/2013	139,564	64,000	59,011
2010/2011	133,078	72,000	81,079
2009/2010	110,130	60,000	71,828

Town Hall Precinct – site map



Memorial Square – site map



¹⁸ All figures GST exclusive

¹⁹ Source: <http://www.register.charities.govt.nz/CharitiesRegister/ViewCharity?accountId>

4.5 NEW FAIRS²⁰

4.5.1 *ST ANDREW'S CHURCH GALA DAY*

St Andrew's Church is planning a Christmas Gala Day at Considine Park as a fundraiser for the church activities and hall renovations. They hope this will become an annual event.

4.6 FUN RIDE AND ROUND THE VINES

4.6.1 *MARTINBOROUGH CHARITY FUN RIDE*

The Martinborough Charity Fun Ride is an annual event held in November. Proceeds go to the Martinborough Volunteer Fire Brigade and the South Wairarapa Order of St John.

The cycle race starts and ends at Memorial Square and is restricted to 1000 entries.

There are two race lengths: 115km and 48km.

Pricing

- \$57, Individual
- \$78, Tandem

4.6.2 *ROUND THE VINES*

Round the Vines is an annual event held in March. Proceeds go to the Martinborough School.

The run/walk starts and ends at Memorial Square.

There are two race lengths: 21 km and 10km – see route map (to the right).

Pricing

- \$26, Individual
- \$87, Team (4 pax)

²⁰ All figures GST exclusive

5 CONFERENCE AND FUNCTION FACILITIES

5.1 KEY CONFERENCE FACILITIES

Table 6: SELECTED WAIRARAPA CONFERENCE FACILITIES					
Region / Venue	Conference Size	Conference / Meeting Rooms	Accommodation	Restaurant	Leisure
Martinborough (8)					
Peppers Parehua Country Estate	80-90	3 80-90pax large room with supporting lounge area 10-12pax board room	60 beds	1	Pool Tennis Petanque Croquet Bicycles for hire Lake with Jetty
Brackenridge Country Retreat & Spa	200	5 1x 180m ² can be divided 3x 25m ² breakout	64 beds 10 cottages 8 single rooms	1	Indoor pool (2 lane) Spa services(full) Fitness Centre
Poppies Martinborough	120	2 40pax tasting room 120pax dining room	NIL	Catered	NIL
Margrain Vineyard	35 (largest room)	3 77m ² , 19m ² , 15m ²	14 villas 1 suite	1	Target shooting Axe throwing Archery
The Claremont	12				
Aylstone Retreat	12		12 beds	Catered	
Tirohana Estate	30		12 beds	1	
Martinborough Hotel	60	1 68m ² plus breakout in library	32 beds	1	NIL
Masterton (3)					
The Copthorne Hotel & Resort Solway Park	500	7	102 rooms 234 beds	3	Pool/Spa Tennis Volleyball Squash Golf range
Gateway Boutique Hotel	150	1	32 beds 10 rooms	1	NIL
Discovery Motor Lodge	22-25	1 50m ²	40 beds 20 rooms		Pool

Table 6: SELECTED WAIRARAPA CONFERENCE FACILITIES					
Region / Venue	Conference Size	Conference / Meeting Rooms	Accommodation	Restaurant	Leisure
Northern Wairarapa (1)					
Tui HQ	250	2 Conference Centre Rooms 14pax & 60pax 2 Function Rooms 175pax & 70pax	NIL	1	NIL
Carterton/Gladstone (2)					
Carterton Events Centre	350 (auditorium)	Auditorium -350pax Meeting Rooms -50 pax Youth Centre (80 pax) Foyer Space (45 pax) Library (outside of normal working hours) Reception Room (part of Ron Wakelin Wing) Catering kitchen	NIL	External caterers	NIL
Gladstone Vineyard			2 beds	1	NIL
Greytown (1)					
Oak Estate Motor Lodge & Conference Centre	30	2 rooms 61m ² + Breakout room	26-52 beds 13 rooms		Petanque
South Wairarapa including Featherston (1)					
Wharekauhau Country Estate	40 pax		3 suites 26 beds	1	Pool Spa services Fitness centre Clay target shooting ATV Quad biking Archery

5.2 OVERVIEW

The Wairarapa is a popular conference and wedding destination, Martinborough in particular.

Destination Wairarapa have 14 partner conference venues in the region²¹. Table 6 summarises Wairarapa conference and function venues. . Martinborough has a good range of venues offering function rooms, accommodation, catering and leisure facilities, with eight of the 14 partner conference venues listed on the WairarapaNZ.com website being located in Martinborough.

The ease of access and location of Martinborough to Wellington (1¼ hour by car), coupled with the economic downturn has severely diminished the small to mid-size conference market (50-100 pax with multiple bed nights). Destination Wairarapa reports that the conference and seminar/meeting market in Martinborough is now typically 10-20 pax with 0-1 bed nights (i.e. delegates driving back to Wellington rather than spending the night in Martinborough).

Destination Wairarapa reported that at the recent "ShowMeWellington" Tradeshow overall the visitor numbers were down, and visitor interest was primarily in party and wedding venues rather than conference and seminar venues.

Destination Wairarapa is focussing on bidding for large format conferences, recently hosting the Tourism Export Council of New Zealand 2013 Conference (250 pax) and The Warehouse Conference (500 pax). The larger facilities i.e. Copthorne Solway and Tui Brewery can cater for functions of this size. Martinborough venues are better suited for small to mid-sized conferences and seminars, and to the boutique wedding market.

²¹ <http://www.wairarapanz.com/conferences>

5.2.1 MARTINBOROUGH – SELECTED VENUES

Peppers Parihua Country Estate

Location & Description

York Street South, Martinborough

Parihua Country Estate is part of the Peppers Chain of resorts and retreats. Peppers manage 20 venues throughout Australia and New Zealand.

Peppers Parihua Country Estate is a purpose-built wedding and conference/meeting facilities catering for meetings, staff retreats, private functions, product launches and team building. It has three meeting areas: Terrace Room, Board Room and the Pavilion – able to cater for up to 80-90 people. Peppers has 60 bedrooms.

Peppers' facilities include a swimming pool, tennis court, areas for petanque and croquet, has bicycles for hire and a private lake with a jetty for guests to enjoy.

Brackenridge Country Retreat and Spa

Location & Description

White Rock Road, Martinborough

A purpose-built function facility, suited to weddings, mid-sized conferences and seminars. Brackenridge has meeting spaces for 6 to 100 and has accommodation for up to 64 (10 cottages, 8 rooms), a wellness centre with full spa services, 2-lane indoor swimming pool and fitness centre.

Wedding season (October – April) is busy with typically 40+ bookings. The wellness centre is open to the public (\$49/month). Conference room rates range from \$270-\$630/day²².

²² GST inclusive

Poppies of Martinborough

Location & Description

91 Puruatanga Road, Martinborough

Opened in 2012, set in amongst grape vines, Poppies is a two-room function centre with seating for 120 and 40 respectively. It does not offer accommodation. Poppies is an ideal venue for weddings and seminars.

Along with functions, Poppies is open 11:00am – 4:00pm, Friday to Tuesday for lunch and wine tasting.

Martinborough Hotel

Location & Description

The Square, Martinborough

Established in 1882, the Martinborough Hotel is an iconic, local landmark in the town centre. It offers conference facilities catering to up to 60, accommodation for 32 (16 rooms), has a hotel bar (with bar menu) and bistro restaurant.

Martinborough Hotel restaurant and bar is open daily and is an often used venue for small meetings, gatherings and gigs.

5.2.2 OTHER TOWNS – SELECTED VENUES

Greytown

The Greytown Town Centre is home to the Greytown Library; the Greytown Visitors & Information Centre; Greytown Community Sport and Leisure Society and the South Wairarapa Bridge Club.

There are five areas available for hire including three meeting rooms, main forum, the WBS room and the library. The main forum acts as circulation space during the day.

The main forum can accommodate 135 seated theatre style or 94 for dining. To extend the capacity of the main forum dividing screens between the main forum and the WBS room can be removed and these facilities hired together.

The South Wairarapa Bridge meets twice weekly (Monday and Thursday evenings) for up to four hours per session. Other regular user groups include quilting, rug sales, community law, the Community Board and the South Wairarapa District Council.

South Wairarapa District Council provided six months bookings data for the Greytown Town Centre (January to June 2012). Of the 368 hours utilisation, 144 hours were free (39%). Revenue from hire was \$3,300 for this period (see Table 7). Note, the South Wairarapa Bridge Club use the Centre twice weekly for 3-4 hours per session. This utilisation is not captured in the bookings data provided rather is calculated separately in Table 8.

Total annual revenue (from rental/hire/license to occupy) was \$10,568 (ex GST). No facility income is generated from either the Greytown Visitors & Information Centre nor from the Greytown Community Sport and Leisure Society.

The South Wairarapa Bridge Club has a license to occupy paying approximately \$6,000/annum²³ (see Table 8 for utilisation)²⁴.

Room	Count of Bookings	Duration (hours)	Revenue ex GST (\$)
Forum	18	97	1,517
Meet 1/ Joe Rewi	12	29	148
Meet 2/ Green Room	12	29	105
WBS	57	206	1,264
WBS + Forum	1	7	266
Total	100	368	3,300
Not Charged	52	144	-
Charged	48	224	3,300
% Not Charge	52	39	

* Excluding use by the Bridge Club

²³ As provided by Helen McNaught of South Wairarapa District Council (personal communication 17 October 2013)

²⁴ Bridge Club utilisation is not shown in bookings data therefore based on 2 meetings/week of 4 hours each x 48 weeks/annum.

Room	Count of Bookings	Duration (hours)	Revenue ex GST (\$)
Forum	98	384	6,000

Current utilisation of the Greytown Town Centre for this six-month period is 560 hours (being 368 bookings + 192 Bridge), or 1,120 hours for 12 months.

Visitation information was not recorded with the bookings.

Carterton

The Carterton Events Centre provides modern, flexible, spaces for events, weddings, shows, exhibitions, meetings and community gatherings. It includes a new building with a 350 capacity auditorium, i-SITE, Plunket Rooms, Toy Library and Meeting Rooms. The Centre also incorporates the two previous existing buildings - the Scout Hall (now Youth Centre) and the historic Carterton Library.

The Carterton Events Centre received 60²⁵ bookings for the month of August. These were: Plaza (1), Auditorium (6), Dressing Rooms (9), Meeting Rooms (24), Youth Centre (9), Library (5) and Plunket Rooms (6).

The Carterton Events Centre community hire rates are shown in the Table 9. The commercial rate is approximately 2.5x that of the community hire rate, plus there are a range of additional charges such as auditorium seating hire and erection, etc²⁶.

²⁵ Plunket and Scouts are counted as one booking each rather than counting each individual meeting of the respective groups, therefore one could assume at least 1 meeting per group per week thus could add a further 8-10 bookings for the month.

²⁶ For a full list of Carterton Fees and Charges rates see <http://www.cdc.govt.nz/sites/default/files/Annual%20Plan%202013-14%20fees%20and%20charges.pdf>

Room	Community			Commercial (2.5x Loading approx.)		
	Hour	Day	Evening	Hour	Day	Evening
		8.30-5.00	5.00-midnight		8.30-5.00	5.00-midnight
Auditorium	17.4	130.0	130	43.5	348.0	348.0
Auditorium (Pack In/Out)		43.5	43.5		87.0	87.0
Civic Plaza	0.0	69.5	69.5	0.0	139.0	139.0
Foyer	8.7	69.5	69.5	17.4	139.0	139.0
Kitchen	0.0	26.0	26.0	0.0	87.0	87.0
Library	17.4	69.5	69.5	17.4	139.0	139.0
Meeting Room	8.7	69.5	69.5	26.0	209.0	209.0
Meeting (Diva Rooms)	8.7	69.5	69.5	17.4	139.0	139.0
Ron Wakelin Wing (Plunket)	8.7	69.5	69.5	17.4	130.0	130.0
Youth Centre	8.7	69.5	69.5	21.7	174.0	174.0
FEES AND CHARGES IN ADDITION TO HIRE RATES COMMUNITY/COMMERCIAL ex GST (\$)						
After 5pm surcharge - \$17.4/\$17.4			Lighting (per light) - \$17.4/\$17.4			
Staff time (pack in/out) - \$17.4/\$17.4			Lighting (dimmer pack) - \$17.4/\$8.7			
AV (meeting room/auditorium) - \$26/\$65			Lighting (desk) - \$43.5/\$43.5			
Wifi (selected areas) - \$8.7/\$26			Sound (basic conference/meeting) - \$43.5/\$87			
Social event bond (meeting room/youth centre) - \$174/\$174			Sound (musical performance) - \$87/\$174			
Social event bond (auditorium) - \$435/\$435			Staging erection & dismantle - \$26/\$26			
Seating Block erection & dismantle (Auditorium) - \$957/\$1305			Flip Chart - \$8.7/\$8.7			
			Piano - \$0/\$34.8			
			Easy Lift Scaffold - \$13/\$17.4			

Masterton

The Copthorne Hotel & Resort Solway Park (a Millennium Hotel) in Masterton is a Qualmark 4 Star venue; it offers seven conference rooms catering for groups up to 500 and has extensive leisure facilities.

The Tui Brewery offers four meeting spaces and brewing related activities. It can cater for 14-250 people.

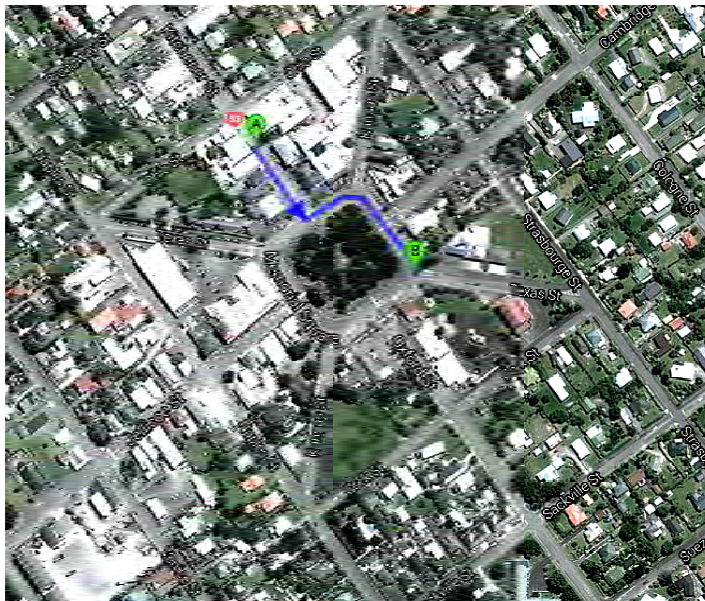
6.2 LIBRARY

Location, Hours and Services

6 Kitchener Street, 250m from Martinborough Town Hall.

Open 37 hours/week

(Mon-Fri: 10.00am-5:00pm, Sat: 10:00am-12:00pm).



The libraries in the South Wairarapa District operate as part of the Wairarapa Library Service, a combined operation with the Carterton District Council.

Mid 2012 saw the previous Martinborough public library building on Jellicoe Street close to the public as it did not adequately meet the New Building Standards. Initially the service was moved to a temporary building located in the Pain and Kershaw supermarket car park, and has since relocated to its current location in a leased building in Kitchener St, behind the Village Cafe (formerly Campbell's Service Station).

Membership has been negatively impacted by the change of location. Total active membership²⁸ has reduced by 18% from 1320 in 2011 to 1088 in 2013.

Door count data is not available. Conservative annual visitation is estimated at 24,000²⁹.

Currently the Library offers a small number of scheduled activities: story time 1x/week, the Law Society provides public consultation 1x/month as well as school holiday programmes (reading and entertainment).

Staffing

1x full time librarian and 2x part time part time assistants with overlapping shifts.

Building

The entire premise is 165m² with one main room with a small annex. The base lease is \$20,000 (ex GST) per annum (plus annual opex contribution) from 1 April 2013, with 2x 3 year right of renewals.

- The reception area has 1 work station and serves as the back-office.
- The Library space is cramped and there is little room to create activity 'areas' i.e. children's floor area for story time, or break-out reading spaces.
- There are 3 desktop computers for general public use in the Library.
- The Library provides 24-hour free wifi access (via the Aotearoa People's Network Kaharoa). This extends to the courtyard and cafe next-door to the Library.
- The adjacent courtyard (not part of the leased area) is used as a holiday programme space when the weather is fine.

²⁸ 'Active' being members that have had library resources (books etc) issued to their card

²⁹ Based on 80 visits/day x 25 days/month x 12 months/year

- The Library is limited in its programme offerings due to space restrictions.
- Wairarapa Archives based at Masterton.
- Has reduced book stock and surplus books currently stored in former Courthouse building on Cork St.

Future Direction

With an improved facility, the Library would expand both its hours and programmes for youth and seniors and introduce clubs (e.g. book club, games night, friendship club). Additionally the Library would expand the suite of public access computers.

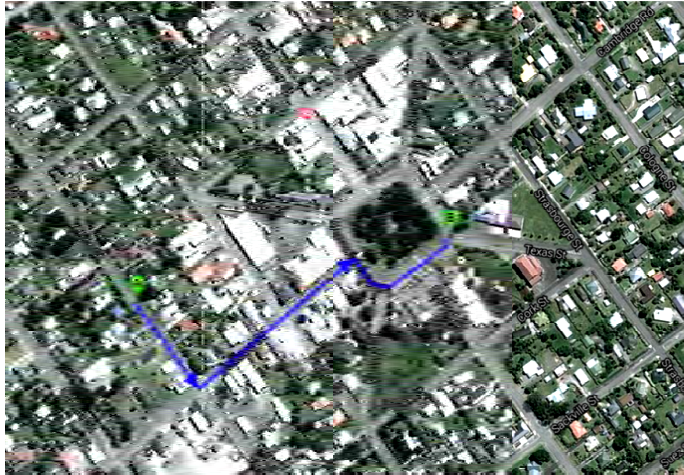
The Library will need to adapt as technology and community demands change. Tomorrow's Library may serve the community in ways not yet conceived and if its future function was to substantively change and require a reduced m². If this were to occur, Council may need to consider alternate use of that space.

6.3 PLUNKET

Location, Hours and Services

36 Venice Street, 500m from Martinborough Town Hall

Variable hours



Martinborough Plunket is part of the Wellington/Wairarapa area of the Royal New Zealand Plunket Society, which provides Plunket nurse and Community Karitane support for babies and children – from new-born through to five years. In Martinborough this may be through home and/or clinic visits.

As at 30 August, 2013 there were 3 babies being cared for by the Plunket nurse in Martinborough.

The Martinborough Plunket Committee (an informal group) organises play group and coffee mornings for parents and children. A coffee group will usually have 3-4 mums and their babies/young children.

Currently the Plunket Rooms are utilised approximately 99x/annum (264 hours); the Plunket Nurse and Karitane Nurse Clinics equate to 55x/annum (154 hours) and the Plunket Committee meetings and coffee groups a further 44x/annum (110 hours).

In the coming year, Martinborough Plunket Committee would like to introduce parenting education classes – perhaps offering up to 6 x SKIP sessions per annum (SKIP examples: Moving on from Nappies; Tantrums/Managing Challenging Behaviours).

Owner

Royal NZ Plunket Society Wairarapa Branch owns the building and land.

Royal New Zealand Plunket Society Wellington /Wairarapa Area Incorporated CC26353

Parcel ID 4009731, Lot 532 DP 248

0.09610Ha, \$155,000 CV, \$ 146,000 LV

Staffing

The building is unmanned. Plunket and Karitane nurses use the clinic room as required. Volunteers open and close the meeting room for coffee group.

Building

The building measures below 10% against the New Building Standards.

The main meeting room is approximately 30m² and the clinic 24m², the annex a further 12m² and kitchen about 10m². It sits on 961m² of land, the back of which is leased to Martinborough Playcentre for use as a play area.

Future Direction

The Martinborough Plunket Committee have \$34,000 invested and a further \$2,000 on call.

The Plunket Committee investigated the cost of bringing the existing building up to meet the New Building Standards, but was too costly. In response to this, the Committee commissioned an architect to design a building for both Plunket and the Toy Library to share; the resulting design shows 100m² floor area. The new building option was also considered too costly and the idea was abandoned. With both renovation and new-build options cost prohibitive, Plunket is seeking an alternative solution.

The Plunket Committee, the Plunket nurse and the Toy Library Committee support the community centre concept and have considered the idea of sharing a modern multi-purpose meeting space; all three groups have a favourable opinion of the Carterton Events Centre.

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In the Carterton model, the Library, Plunket, Toy Library are co-located. The Plunket Room is able to be booked for public use (except the clinic) and shares toilet facilities with the Library.

Plunket have stipulated the need for adequate floor area for babies to have 'tummy time'; a secure kitchenette; gated outdoor play area (with unhindered viewing from the meeting room) and space for prams to be parked under cover. Plunket also need a dedicated nurse's clinic with space for baby scales, a basin and file storage.

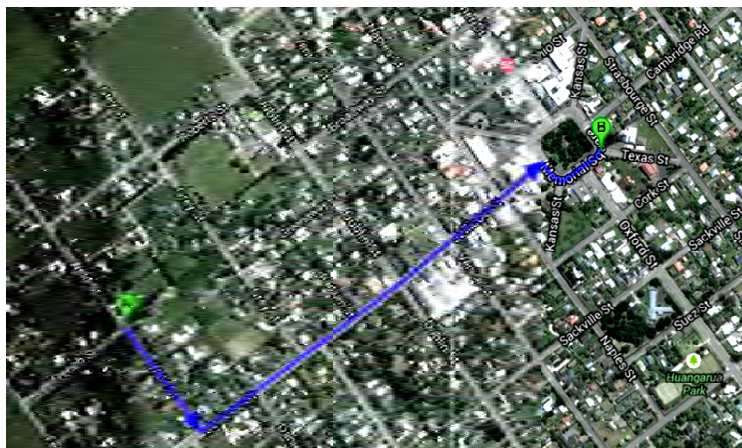
6.4 TOY LIBRARY

Location and Hours

Weld St, 1200m from Martinborough Town Hall

Open 8 hours/month

(Tue: 9.30am-10.30am, Sat: 10.00am-11.30am)



Owner

Martinborough Toy Library Incorporated (CC37756) owns the toys.

Annual revenue is derived from subscriptions (approximately \$1000) and toy rental (around \$1400). 16-20 toys are loaned each week. Toys cost \$0.5-\$2³⁰ per item. Membership is \$30/annum. There are 30-40 members.

Staffing

Volunteers, 5-8 sessions per month (1 hour each).

Building

The Martinborough Toy Library is housed at the Presbyterian First Church Hall in the back stage area. It has about 26m² (the main space plus two smaller rooms); this is a very cold and dark area. Rent is \$400 per annum.

³⁰ GST inclusive

Future Direction

The Presbyterian Church has asked the Toy Library to find other premises.

Like Plunket, the Toy Library are supportive of the developed Martinborough Town Hall Community Centre. By being part of a larger centre and in a more central position, it is thought that Toy Library membership will increase and so too will toy lending.

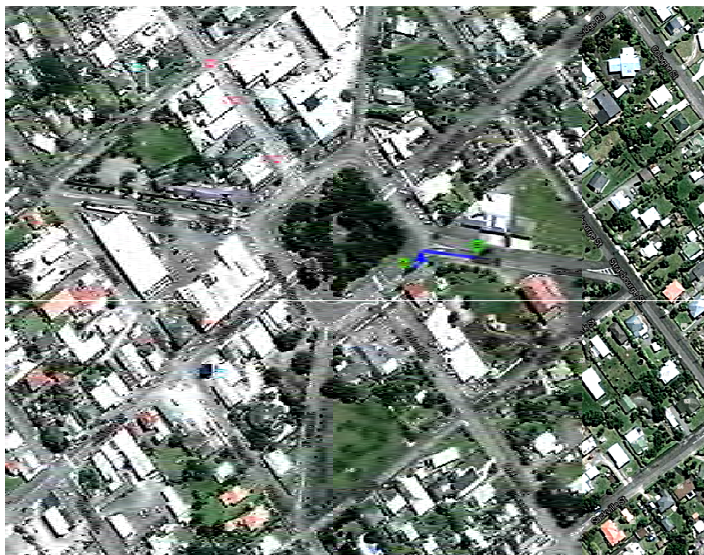
The Carterton Events Centre model was suggested as ideal (i.e. co-locating Plunket, the Library and the Toy Library). However it is noted it is not desirable to have toys visible to children that are then not available for play). It was suggested that Martinborough should emulate the Carterton model i.e. that the Library could assist with Toy Library loans rather than continuing to run on a session basis.

6.5 MARTINBOROUGH MUSEUM

Location and Hours

7 Memorial Square between Texas and Oxford Streets.

Open 4 hours per week, 2 hours each Saturday and Sunday.



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Owner and Staffing

Owned and operated by a charitable Trust. Recent change of trustees, currently five trustees – had previously been largely driven by one individual.

A volunteer operation, and operates on a very small budget. Many hours of volunteer time are given by a few to maintain the collection.

Building

A timber building (circa 1894); the Martinborough Museum was the original Library and is on the Schedule of Heritage Properties for the South Wairarapa District Council included in the Wairarapa Joint District Plan. Total footprint is estimated at 230m² (including three outbuildings).

Future Direction

Mate Higgenson is a valued community resource, with a huge local museum and heritage knowledge. It is important for the community to consider succession planning, i.e. that the knowledge held by Mate is transferred to others.

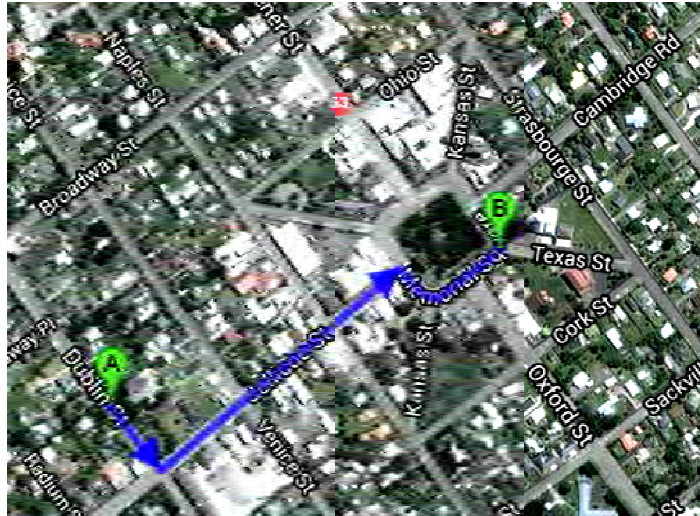
The consultant team considered the possibility of integrating or transferring the Museum to be part of the new Martinborough Town Hall Community Centre, and hence being able to enable the Museum to be accessible for the staffed hours of the future Centre.

The current Museum is providing traditional displays and storage for Martinborough's history and artefacts. To duplicate in a new facility would require at least matching m² for an already stretched and ambitious project budget, so should sensibly be left at this time. Furthermore the operation of the Museum in its current form is only possible by the large number of volunteer hours by a dedicated group, and unless Council was prepared to consider a substantial increase to the future operating support, in particular for curatorial services, then the current situation needs to continue.

6.6 ST ANDREW'S ANGLICAN CHURCH

Location, Hours and Services

Dublin St, 600m from Martinborough Town Hall



St Andrew's Anglican Church Hall is a much loved community activity space. The hall is divided in two, a small area and a larger area. The smaller area (about 9m x 6m) adjoins the newly installed kitchen, the larger area (about 9m x 13m) has a stage and is marked for four square. Both ends of the hall have heat pumps installed and the small hall also has a working double-sided fire place.

The St Andrew's Church hall is the largest single indoor space other than the auditorium in the Martinborough Town Hall.

This is a warm and friendly venue for the many church-led groups and community events. It is also a popular local wedding venue. The St Andrew's community provide a breakfast and homework club for local school children five days per week during term time. Smaller children (babies and toddlers) and their parents enjoy Tippy Toes music and movement programme. A winter season of Bridge was offered

this year, however has returned to 'weekly turn about' in player's homes, as the St Andrew's hall is over subscribed with bookings and regular activities, most of which are provided by the church for the community free of charge.

Pilates is a regular hirer of the hall and charge participants for the class.

Table 10: REGULAR ACTIVITIES OFFERED AT THE ST ANDREW'S ANGLICAN CHURCH HALL

Group	Day						
	M	T	W	T	F	S	S
Breakfast Club	X	X	X	X	X		
Homework Club (both halls)	X	X	X	X			
Tippy Toes					X		
Honouring the Aged			X				
Friday Club (U16)					X		
Pilates \$	X			X			

Staffing

The Archdeacon (May Croft) is full time at the Church.

Owner and Building

The Anglican Diocese of Wellington owns the land and buildings.

The hall kitchen and toilet facilities were renovated last year - total cost of renovation \$250,000. The new kitchen is well appointed for catering large groups. It has a commercial 6-burner gas hob and large oven and there is space allocated for catering ovens to be brought in (with 3-phase power). There are two unisex toilets.

Funding sources for the renovation include: NZ Lottery Board \$30,000; Eastern and Central Community Trust \$50,000; House and Garden Tour \$40,000, Anglican Trust \$70,000.

Pricing

The hall is hired at \$20/hour (inc GST) and is often discounted for community groups. Wedding hire is \$800/day (inc GST) including the kitchen, with use of the full suite of crockery and cutlery.

Future Direction

Further renovation of the hall will be undertaken as funds permit; this is primarily cosmetic work e.g. refurbishing surfaces and hiding cables.

Regular fundraising activity will continue to support the refurbishment of the hall and to enable the delivery and future expansion of the breakfast and homework clubs.

The Book Fair (held at the Martinborough Town Hall) and Martinborough Garden Tour are the main community fundraising activities for First Church. This year will see the introduction of a Christmas Gala Day to be based at Considine Park.

6.7 YOGA AND KICK-BOXING

Both these classes are currently in hiatus as the instructor Kimmy Perrin is due to have a baby in September/October 2013. Kimmy offered three weekly classes at the Martinborough Rugby Clubrooms at Coronation Park (after business hours). The Club received 50% of gross revenue as payment for venue use.

It was Kimmy's responsibility to move bar tables etc and to return the premises back to normal after each session. This premise was less than ideal, as its primary function is a Bar and Clubrooms, not an exercise room. Kimmy also considered offering classes at Brackenridge, however due to lack of appropriate space this did not occur.

The Kick-Boxing classes were 'shadow-only' i.e. no apparatus is used due to the restrictions of the venue and participant numbers were limited by the premises, as Kick-Boxing requires space for 'travelling'.

Participants and Fees

- Yoga up to 8-12 people/class, Kick-Boxing up to 8 people/class
- ³¹Yoga \$5/class, Kick-Boxing \$10/class

³¹ GST inclusive

6.8 TAI CHI

Tai Chi is offered by Keiko Nojima. Keiko has a particular interest in offering exercise to the 60+ years market.

Keiko offers five weekly classes in Wairarapa (1x Featherston, 1x Greytown, 2x Masterton and 1x Martinborough – latter at the First Presbyterian Church Hall in Weld Street) and a further four weekly classes to rest homes in Greytown, Masterton and Martinborough.

The Supper Room at the Martinborough Town Hall was the first choice location for Tai Chi, however the flat rate of \$40/morning (inc GST) was prohibitive (and an hourly rate was not available). Whilst the First Presbyterian Church Hall (at \$20/hour inc GST) is affordable, it is described by Keiko as being less than ideal (i.e. cold, poor natural lighting, long and narrow).

Schedule, Participants and Fees

- Thursday at Wharekaka Rest Home and the First Presbyterian Church Hall
- ³² 10-18 people/class, fees are modest at \$40 for 10 sessions or \$5 per class (inc GST)

Future Direction

Keiko Nojima from Tai Chi and Kimmy Perrin from Yoga/Kick Boxing both expressed strong interest in offering an expanded schedule of exercise classes at the proposed Martinborough Town Hall Community Centre, saying that a central venue would benefit the community and also providers.

Both would like to see a space that can be heated/cooled, with good natural lighting, a quality floor surface and small plinth/stage, and which is affordable to hire. Additional suggestions are wall mirrors.

³² GST inclusive

In good weather, Tai Chi classes are moved outdoors. Kieko commented that the park adjacent to the Martinborough Town Hall would be an ideal outdoor venue.

6.9 PILATES³³

Pilates is offered by instructors from 'BodyMind Pilates' from Masterton. Classes are held in the St Andrew's Church Hall. Pilates was introduced at the Church by Deacon May Croft.

Schedule, Participants and Fees³⁴

- Two classes per week
(Monday at 9.00am and Thursday at 6.00pm).
- 18 pax per class
- 10 sessions (Includes Pilates Mat) - \$125
- 2 or more classes/week for 10 week term - \$175

6.10 KARATE³⁵

Thursdays: 6:00 – 8:30 pm, Martinborough Primary School Hall.

6.11 BRIDGE

Martinborough Bridge players participate in the local social game and some are also members of the Contract Bridge Club in Greytown. There are 20-30 players that meet weekly. The venue is turn-about at homes large enough to accommodate five tables of four.

This winter the group met at the St Andrew's Church Hall, however due to pressure on availability has reverted to being home hosted.

According to Helen Campbell (a Bridge player/host), there is a waiting list to join, although without a larger venue an additional '4' cannot be accommodated.

Helen commented that the Greytown Contract Bridge Club grew very quickly once it had a permanent home at the Greytown Town Centre and the same would likely happen in Martinborough, if Bridge had a 'home'. The Greytown Club meets four hours twice a week.

Players enjoy hosting the game at home as it is a convivial and friendly environment, though would move to a community venue such as the developed Martinborough Town Hall, so long as the room is attractive and comfortable with good seating.

6.12 MAHJONG

Like Bridge, Mahjong is a local social game (i.e. not a club) with 20-30 local players. It too is played once a week in private homes; players enjoy the home environment as it is relaxed and comfortable.

Trish Wilson is the primary host – she suggested that the group would not consider changing venue, especially to the current Martinborough Town Hall (described as cold, unattractive with hard seating).

³³ Pilates was not interviewed

³⁴ GST inclusive

³⁵ Karate was not interviewed

7 MARTINBOROUGH TOWN HALL

7.1 DESCRIPTION

7.1.1 OVERVIEW

The Martinborough Town Hall is located on the corner of Texas Street and Cork Street at the eastern edge of Memorial Square and is surrounded by a grassed playground area and car parking. It is a standalone building of 623.28m².



Available for hire, the Martinborough Town Hall is used by visiting acts and by locals for meetings, performances, exhibitions, fundraising activities and events, as well as the occasional wedding reception, funeral service and birthday party.

The Town Hall auditorium is the largest indoor performance venue in Martinborough. The auditorium (275m²) has a raised stage area and mezzanine floor (now a service area for light and sound for shows) and can accommodate up to 218 seated theatre style or 152 for dining/cabaret. The Supper Room (91m²) is a large open space adjacent to the main auditorium with seating for 104 conference style or 72 for dining/cabaret³⁶. The kitchen is at the rear of the building adjoining the Supper Room, both of which have a lower floor level than the auditorium.

The auditorium is noted for its long reverberation time and its acoustic suitability for musical performance, nevertheless as the general appearance and condition of amenities has declined over time, the Town Hall has become a less and less attractive venue and falls well below expectations of user groups.

The Martinborough Town Hall is owned by the South Wairarapa District Council. Bookings are made through the Council office.

Available hours for hire are calculated at 12 hours per day, 360 days per year (a potential maximum available booking time of 4,320 hours per year³⁷)

7.1.2 BUILDING

The Martinborough Town Hall is an unreinforced masonry structure, built in 1912.

The building achieves between 5%, 10% and 20% of National Building Standards (backstage, annex and auditorium respectively). The building can best be described as 'tired' and in need of structural strengthening, maintenance, repair and refurbishment.

³⁶ <http://www.swdc.govt.nz/martinborough-venues>

³⁷ South Wairarapa District Council 20011/12 Annual Report, page 64

The Martinborough Town Hall is listed on the Schedule of Heritage Properties for the South Wairarapa District Council included in the Wairarapa Joint District Plan. It is not listed with the New Zealand Historic Places Trust as a historic building³⁸.

A conservation plan was completed in August 2011 (commissioned by the Town Hall Sub-Committee) and the South Wairarapa District Council has budgeted \$900,000 for strengthening work³⁹

7.2 HIRE RATES⁴⁰

The Community Building Hire rates are reflected through a hierarchy of factors:

- Nature of the event – meetings, social function, exhibition, performance etc.
- Room utilised.
- Applicant is local/non local.
- Day of the week.
- Time of day.
- Admission is charged/non charged.
- Performers are local/professional.

Table 11 outlines hire charges for Martinborough Town Hall (hire of either Supper Room or Auditorium includes tables and chairs; use of the kitchen in most situations attracts a separate hire fee). Hire charges range from \$0 to \$266, additional fees are shown in Table 12.

Revenue from hire during 2011 and 2012 was \$8,558, annualised to \$4,279 (Table 13).

Nature of the Event	Schools or Free Admission to General Public	Private Use or Admission Charged	Meetings and Services	Dances, Social Functions	Displays, Exhibitions	Sale of Goods	Stage Performance, Musicals	
							Free	Charged
Room utilised	Supper Room Only		Town Hall (including Supper Room)					
Day of the week/ Time of day							Local	Professional
Mon-Fri Morning or Afternoon	26.0	34.8	44.3					
Mon-Fri Full or Part Morning/Part Afternoon	34.8	44.3	70.4					
Evenings or Sat-Sun or Public Holidays			88.7					
Mon-Thu Evening	34.8	44.3						
Evenings or Fri-Sun or Public Holidays	44.3	88.7						
Each Hour After Midnight			88.7	88.7				
Mon-Sun (inc kitchen)				266.0				
Performance							115.7	266.0
Pack In/Out / Rehearsal					0	34.8	0	34.8
Local and Free Admission					0	115.7		
Non Local or Admission Charged					88.7	266.0		

Deposit	177.4
Alcohol Bond	266.0
Cleaning/hour	21.8
Custodian call out	21.8
Access to Kitchen Facilities	17.4
Refreshment Service – setting out and/cleaning up	4.30

³⁸ Kernohan, J. (2011). *Martinborough Town Hall Conservation Plan, August 2011*

³⁹ South Wairarapa District Council LTP 2012-2022 Part 2 Summary, page 23

⁴⁰ All figures GST exclusive

7.2.1 CURRENT UTILISATION

Table 13: MARTINBOROUGH TOWN HALL BOOKINGS SUMMARY					
	Combined 2011 & 2012				Annualised
	Balcony	Supper Room	Hall	Total	Average/Year
Bookings	1	29	109	139	70
Duration (hours)	1	171	597	769	384
Revenue ex GST (\$)	89	1,129	7,341	8,558	4,279

During 2011 and 2012 the Town Hall received 139 booking (769 hours) with associated revenue of \$8,558.

Annually⁴¹ Martinborough Town Hall receives 70 bookings (384 hours), revenue of \$4,279 and an estimated 5,085 visits.

Of these 70 bookings, 19 were free (105 hours), i.e. whether using booking count or sum of hours, 26% of Town Hall activity is free of charge.

Current utilisation is 9% of available hours (385/4,320).

As visitation data was not readily available (i.e. not recorded) a formula was applied to estimate visitation per event and per year (see Table 23, page 53 for calculation).

Approximately \$0.84 is generated per visit (\$4,279/5,085 visits).

⁴¹ Totals divided by 2 - accounts for the year to year variations (for example, Madcaps rehearsals/performance every other year)

8 STRATEGY DISCUSSION AND DIRECTIONS

8.1 PROCESS

The final direction needs to meet real community need, be achievable (the community needs to be able to raise the money) and operationally sustainable).

In this type of exercise, it is important to go wide, to fully consider all options, to then clarify options, opportunities and implications.

8.2 COMMUNITY FACILITY DIRECTIONS

To create cross-activity benefits and to assist to optimise revenue and cost efficiencies, it is desirable to have less community venues of better quality and well designed, which are multi-functional.

Wairarapa already has a couple of good examples of co-located function venues such as the Carterton Events Centre and the Greytown Town Hall, i.e., there are already proven local examples of enhanced facilities and services by consolidation and co-location.

However obviously also, the final scope and cost for Martinborough Town Hall Community Centre must be sensibly managed and achievable.

8.3 CURRENT SITUATION

The Town Hall is currently sitting in a dead zone of the Square, has low utilisation and requires earthquake strengthening costing about \$900,000.

There is no apparent substantive new event activity, but there is a real opportunity to make the future Town Hall more relevant to Square-based events.

Martinborough Town Hall

If the project is only to earthquake strengthen the existing Town Hall, based on the current level of utilization there is a reasonable argument that to spend \$1 million isn't justified.

Library

The current Martinborough Library is sub-standard. Current building 165m², open 37 hours/week, estimated annual visitation of 24,000 (estimation based on: 80/day x 300 days/year).

i-SITE

Current i-SITE is open 52 hours/week, reported annual visitation 41,400 (reported figures: 115/day x 360 days/year).

All first time traffic entering Martinborough does the 'Square circuit', therefore i-SITE can be readily relocated to the Square.

8.4 FUTURE STRATEGY OPTIONS

Maintain Town Hall as:

- Theatre and performance venue for South Wairarapa – good acoustics.
- Maintain as a public meeting, local wedding and birthday party venue.

With Martinborough's wide range of private conference and function venues (some with supporting accommodation), the primary future purpose of the Town Hall is not as a conference venue, nor as a venue for out-of-town weddings.

The best options to reposition the Town Hall as a regularly used community facility are to:

- Co-locate the Library, plus other relevant community services such as the Toy Library and Plunket.
- To relocate the i-SITE into this same location (and hence to take visitors to the other side of the Square, plus provide the opportunity for some shared operational synergies - one staff team).
- Create a unique and destination playground - a marketing opportunity, as well as a valued local play space.
- Public toilets increase visitor traffic/reason to stop.
- Improved indoor-outdoor event support elements will enhance the future Town Hall's relevance to Martinborough's important event activity.
- A coffee kiosk with sensible operating hours will also add to this important local social space plus complement the i-SITE/first visitor stop.
- Preferred local meeting venue for Martinborough.
- Preferred location for all movement-related activities e.g., Tai Chi, Yoga, Kick-Boxing.

- Need to drive all relevant activity into Town Hall:
 - Holiday programme venue
 - Possible future base for Bridge, Mahjong
 - Possible future physiotherapy and massage room hire, also visiting specialist consultants
- Also if future function of libraries was to substantively change, need to consider how space could potentially cater for a future Council Service Centre and/or Museum.

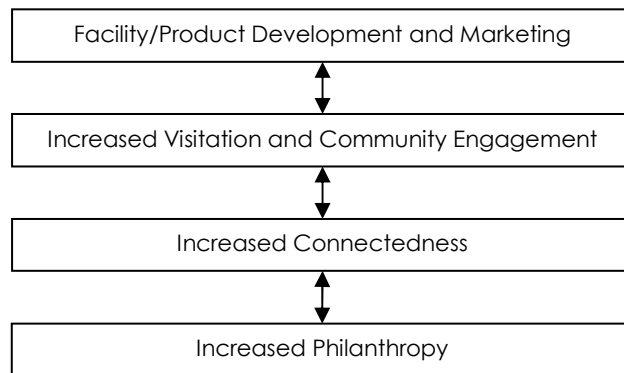
8.5 COMMUNITY FUNDING

8.5.1 PROJECT POSITIONING

To strengthen the community funding positioning, the proposed future must achieve a multi-use facility with significantly increased community utilization, otherwise no NZ Lottery Board, Eastern and Central Community Trust and no Gaming Trust funding will be achieved, let alone any broader individual philanthropic buy-in.

Martinborough is a small community, so if it is to achieve a bold solution it will have to be prepared to, where sensible, consolidate venues and activities, all available resourcing and some leadership and ownership structures.

8.5.2 SOME FUNDING THEORY



8.6 FUTURE SOLUTION

- The solution is foremost about a people solution.
- Potentially an aspirational and marketing solution.
- And a capital funding and operational funding solution.
- Some elements may be discarded as a step too far, but very important to get the master plan right, and fully explore all options regarding what could potentially be achieved.

8.7 OTHER FUTURE POSSIBLE DIRECTIONS

8.7.1 MARAE

Marae to consider future leadership structure and strategic directions e.g. consider reducing current building stock, improving key buildings, and providing real accommodation option for groups such as Wainuiomata Squash and for wine labourers. Also review pricing/koha for tangi.

8.7.2 COUNCIL SERVICE CENTRE

With any local authority amalgamation, unlikely the current Martinborough Council Service Centre would be sold. In the future, likely the building would hold archives, overflow library books, and provide a base for District engineers.

8.7.3 EMERGENCY SERVICES

Could be potential for Police to be located at the Fire Brigade/Ambulance Centre.

9 FUTURE DESIGN

9.1 DESIGN CONSIDERATIONS

(From Interviews)

9.1.1 MEMORIAL SQUARE

- Too many trees, becomes muddy during events, future rotunda in centre?
- Need to better consider wet weather event contingency i.e., Town Hall part of the solution, more paved areas.
- Future traffic controls: Wider footpaths, "narrow" roads, speed humps on Jellicoe Street, no harvesters and trucks around Square.
- Opportunity for enhanced streetscape, i.e., less power lines, plantings. Compare Jellicoe Street versus Kitchener Street.
- Play up 'Union Jack'.
- Improve future interpretation.
- Tar/hot mix causes problems in summer.

9.1.2 TOWN HALL PRECINCT

- Some level of external amphitheatre and provide stage solution, able to face into both grass area and towards Square.
- Important to provide destination playground, with possible water feature. Ensure 'youth involvement and ownership' in playground development.
- Relocate current public toilets to back of area, with good signage.
- Connection to Medical Centre.
- Make family-centred destination.
- Provide windscreen to lessen prevailing wind.

- External sound system, external power access for events, able to readily erect poles for lighting.
- Fire Service land currently provides spill-over car parking for events – landscape/screen this area?
- Effectively use Texas Street width.
- Medical Centre needs more parking and space.
- Base sculpture out front.

9.1.3 TOWN HALL

- Auditorium has good acoustics. Consider acoustic treatment of Supper Room wall?
- Mezzanine is service area for light & sound for Shows.
- Opportunity to provide a sample of local history, e.g. best series of historical photos from the Museum on display.
- Ensure adequate storage.
- 'Supper Room' split provides two meeting room spaces.
- Local Fire Service prepared to provide fire advice.
- Future Town Hall must be inviting, comfortable, convenient.
- 'Youth Room'/area?
- Light up Town Hall externally/using lighting create iconic/magical image.

9.2 PROPOSED DESIGN

Several Design Workshops were held with the Martinborough Town Hall Committee and community representatives to actively develop with the consultant team the master planning for the Town Hall precinct and the for the Martinborough Town Hall Community Centre development.

Please see Appendices for a record of this design progression process.

9.2.1 TOWN HALL PRECINCT

See overleaf

9.2.2 CONCEPT PLAN

See overleaf

9.3 STAGING, COMPONENT AREAS AND COST ESTIMATE

9.3.1 STAGING

The total area of the Martinborough Town Hall Community Centre is 1,419m². For discussion purposes and possible phased development and funding, the following tables and concept design refers to different stages.

Stage		Area m ²
1	Town Hall – full refurbishment and strengthening	726.00
2A	Main entrance, i-SITE and kiosk	215.56
2B	Library, Plunket, Toy Library and Internal Street	477.44
Total		1,419.00

9.3.2 COMPONENT AREAS

Stage	Area	m ²
1	Auditorium (inc stage)	275
1	Back of House	60
2A	Kiosk/i-Site	83
2A / 2B	*Decking Ramps Steps	169
1	Foyer	53
1	Kitchen Freezer Store	77
2B	Library (exc Back-Office)	166
2B	Library Back-Office	34
2A	Main Entry	36
1	Mezzanine	90
2B	Plunket Meeting Toy Library	47
2B	South Entry	21
1	Storage	60
2A/2B	*Street	115
1	Supper Room	91
2B	WC External	11
2B	WC Internal	11
1	WC Supper Room	20

9.3.3 COST ESTIMATES

Stage	Cost \$
Core Project Cost	
Town Hall - Stage 1	2,771,870.00
Town Hall - Stage 2A	636,452.00
Town Hall - Stage 2B	1,402,136.00
Streetscape Works – Option A (essential)	315,035.00
Consent Fee	55,000
Sub-Total A	5,180,493.00
Additional Works	
Streetscape Works – Option A (remaining)	882,592.90
Streetscape Works – Option B (play)	448,201.60
Sub-Total B	1,330,794.50
TOTAL	6,511,287.50

Exclusions: Work beyond Town Hall block kerblines i.e. no work in Texas St, Memorial Square.

Town Hall Precinct



Concept Plan



Table 17: MARTINBOROUGH TOWN HALL COMMUNITY CENTRE CAPITAL COST ESTIMATE STAGES ex GST (\$)

Town Hall Stage 1	Area m²	Rate/m²	Amount	Percentage	Total
Demolition work	Sum				150,000.00
New toilets	20	3,500.00	70,000.00		70,000.00
Refurbish auditorium	275	1,000.00	275,000.00		275,000.00
Refurbish foyers	43	1,000.00	43,000.00		43,000.00
Supper room	91	1,000.00	91,000.00		91,000.00
Kitchen fit-out	Sum		100,000.00		100,000.00
New store/Kitchen/Freezer/Corridor	77	2,000.00	154,000.00		154,000.00
New Stage Back of House	60	4,000.00	240,000.00		240,000.00
New Basement Storage	60	2,000.00	120,000.00		120,000.00
Mezzanine upgrade	Sum		80,000.00		80,000.00
Fit-Out	Sum		50,000.00		50,000.00
Exterior Refurbishment	Sum		200,000.00		200,000.00
Project Leadership and Design Team Fees	19%		298,870.00		298,870.00
Structural Strengthening	Sum		900,000.00		900,000.00
					\$2,771,870.00
Town Hall Stage 2A	Area m²	Rate/m²	Amount	Percentage	Total
Atrium/Street	115	3,500.00	402,500.00	34%	136,850.00
Main Entry	36	3,500.00	126,000.00		126,000.00
i-SITE, Kiosk (excluding part of internal street us	83	3,000.00	249,000.00		249,000.00
Decking, ramps and steps	169	400.00	67,600.00	34%	22,984.00
Project Leadership and Design Team Fees	19%				101,618.00
					\$636,452.00
Town Hall Stage 2B	Area m²	Rate/m²	Amount	Percentage	Total
Toilet facilities	22	3,500.00	77,000.00		77,000.00
Atrium/Street	115	3,500.00	402,500.00	66%	265,650.00
South Entry	21	3,500.00	73,500.00		73,500.00
Library, i-SITE, Kiosk (excluding part of internal staircase)	200	3,000.00	600,000.00		600,000.00
Plunket/meetings/Toy Library etc	47	2,500.00	117,500.00		117,500.00
Decking, ramps and steps	169	400.00	67,600.00	66%	44,616.00
Project Leadership and Design Team Fees	19%				223,870.00
					\$1,402,136.00
Streetscape Works - Option A	Area m²	Rate/m²	Amount	Percentage	Total
<i>Note: Two options provided to suit a phased development if required</i>					
Essential Phase					
Paving	1938				50,000.00
Boardwalk/Stage	1015				
Timber Screen to neighbours	60				
Wind screening	29				
Grassed Areas	1802				25,000.00
Soft landscaping/planting	Sum				25,000.00
Signage and markings	Sum				10,000.00
Street Furniture	Sum				25,000.00
Lighting	Sum				50,000.00
Site Services	Sum				80,000.00
Project Leadership and Design Team Fees	19%				50,035.00
					\$315,035.00
All Phases	Area m²	Rate/m²	Amount	Percentage	Total
<i>Note: Includes 'Essential Phase' (above)</i>					
Paving	1938	130.00	251,940.00		251,940.00
Boardwalk/Stage	1015	300.00	304,500.00		304,500.00
Timber Screen to neighbours	60	280.00	16,800.00		16,800.00
Wind screening	29	280.00	8,120.00		8,120.00
Grassed Areas	1802	25.00	45,050.00		45,050.00
Soft landscaping/planting	Sum		40,000.00		40,000.00
Signage and markings	Sum		15,000.00		15,000.00
Street Furniture	Sum		75,000.00		75,000.00
Lighting	Sum		150,000.00		150,000.00
Site Services	Sum		100,000.00		100,000.00
Project Leadership and Design Team Fees	19%				191,217.90
					\$1,197,627.90
Streetscape Works -- Option B	Area m²	Rate/m²	Amount	Percentage	Total
Splash Park	154	600.00	92,400.00		92,400.00
Basketball Court	100	100.00	10,000.00		10,000.00
Skate Park	324	260.00	84,240.00		84,240.00
Playground Equipment	Sum		160,000.00		160,000.00
Soft fall Matting etc	Sum		30,000.00		30,000.00
Project Leadership and Design Team Fees	19%				71,561.60
					\$448,201.60
Consent Fees					\$55,000.00
TOTAL					\$6,511,287.50

(as at 14 October 2013)

10 FUTURE OPERATION

This section outlines the factors considered in determining potential level of use and revenue from hire of the proposed Martinborough Town Hall Community Centre. The model considers:

- New pricing and revenue from hire:
 - Calculation of revenue from hire (excluding Plunket, Toy Library, Library, i-SITE)
 - Discounting
- Hire time periods
- Estimated visitation:
 - Calculation of visitation and utilisation by all groups
- Estimated activity:
 - Growth of existing activity
 - Activity transferred from other venues

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10.1 NEW PRICING - HIRE RATES

Suggested hire rates are based on both the current South Wairarapa District Council community hire rates and the Carterton Events Centre hire rates.

As discussed on page 40, the South Wairarapa District Council model for community building hire rates are determined through a range of factors (e.g. activity type), whereas the Carterton Event Centre model considers only three factors:

- a. Applicant is community or commercial.
- b. Room utilised.
- c. Time of day/duration of booking.

To consider projected utilisation and operating revenue, a simplified charging model has been adopted.

The new pricing time periods are explained in Table 18. The new prices for the community and commercial hire of the Martinborough Town Hall Community Centre are summarised in

Table 20 and Table 21. The new commercial rate is approximately 2.5x the community hire rate. Note, new community rates for the Martinborough Town Hall Community Centre are about 80% of the Carterton Events Centre.

Time Period	Hours of the Day	Duration (hours)	Loading of hourly rate
Hr		1	
1/2 day	9:00am-1:00pm 1:00am-5:00pm	4	0.8
Day	9:00am-5:00pm	8	0.8
Evening	5:00am-Midnight	7	0.9
Full Day		12+	0.8

Please note, new prices are fundamentally similar to existing prices - using the new pricing, equivalent bookings generate revenue of \$5,773 (ex GST) compared to existing annual revenue of \$4,279 (ex GST) in Table 13. However this revenue difference is not due to higher new prices, but is due to the current level of free community hires i.e. 26% of existing bookings were free.

Projected Utilisation and Revenue

Revenue from hire of the Martinborough Town Hall Community Centre is based on existing activity; projected growth of existing activity and potential transferred activity.

Discounting

100% of the new pricing is applied to commercial hire and a 25% discount is applied to revenue from community hire.

	Annualised	New Pricing	Difference
Revenue	4,279	5,773	+1,494
Discount 25% Community only		1,068	
Adjusted Revenue	4,279	4,705	+426

10.1.1 NEW PRICING SCHEDULE

Table 20: NEW PRICING - COMMUNITY HIRE RATES ex GST \$					
Loading	Period and Rate				
	Hr	1/2 day	Day	Evening	Full Day
1		9.00-1.00 1.00-5.00	9.00 - 5.00	5.00 - midnight	12+ hours
% of hourly rate		0.7	0.8	0.9	0.8
Room					
Auditorium	17.4	48.7	111.3	110	167.0
Supper Room	13.0	36.5	83.5	82	125.2
Supper Room 1/2a	6.5	18.3	41.7	41	62.6
Supper Room 1/2b	6.5	18.3	41.7	41	62.6
Kitchen	8.7	24.3	55.7	55	83.5
Foyer	6.5	18	42	41	62
Make-Up	-	-	-	0	-
Meeting Room change a	4.3	12.2	27.8	27	41.7
Meeting Room change b	4.3	12.2	27.8	27	41.7
Plunket Clinic	-	-	-	0	-
Meeting Room Plunket/Toy Library	4.3	12.2	27.8	27	41.7
Library	4.3	12.2	27.8	27	41.7
Back Office library	0.0	0.0	0.0	0	0.0
Kiosk after hours	8.7	24.3	55.7	55	83.5
iSite	-	-	-	0	-
Entry	-	-	-	0	-
Street	13.0	36.5	83.5	82	125.2
Storage	-	-	-	0	-
WC Internal	-	-	-	0	-
WC External	-	-	-	0	-

Table 21: NEW PRICING COMMERCIAL HIRE RATES ex GST \$					
Loading	Period and Rate				
	Hr	1/2 day	Day	Evening	Full Day
2.5		9.00-1.00 1.00-5.00	9.00 - 5.00	5.00 - midnight	12+ hours
% of hourly rate		0.7	0.8	0.9	0.8
Room					
Auditorium	43	122	278	274	417
Supper Room	33	91	209	205	313
Supper Room 1/2a	16	46	104	103	157
Supper Room 1/2b	16	46	104	103	157
Kitchen	22	61	139	137	209
Foyer	16.3	46	104	102	156
Make-Up	-	-	-	0	-
Meeting Room change a	11	30	70	68	104
Meeting Room change b	11	30	70	68	104
Plunket Clinic	-	-	-	0	-
Meeting Room Plunket/Toy Library	11	30	70	68	104
Library	11	30	70	68	104
Back Office library	-	-	-	0	-
Kiosk after hours	22	61	139	137	209
iSite	-	-	-	0	-
Entry	-	-	-	0	-
Street	33	91	209	205	313
Storage	-	-	-	0	-
WC Internal	-	-	-	0	-
WC External	-	-	-	0	-

10.2 VISITATION

10.2.1 ESTIMATING VISITATION

As activity visitation data was not readily available, a formula was applied to estimate existing and transferred visitation i.e. Pax per Visit x Bookings per Month x Months per Year = Estimated Annual Visits.

10.2.2 PROJECTED VISITATION STAGE 1

Current annual visitation to the existing Martinborough Town Hall is estimated at 5,085.

With the development of Stage 1 (an improved Martinborough Town Hall only), visitation could increase to 18,894 (existing activity, +25% growth of existing, +transferred community group and event activity,). This is net increase of 13,809, which is 2.7x greater than current visitation.

This increase can be achieved by consolidating recreation activities at the Town Hall e.g. Bridge, Mahjong, Pilates, Yoga, Tai Chi, and Kick-Boxing into the one location and by better integrating Martinborough Town Hall as a valued event space for the major events that currently occur at Memorial Square e.g. suggesting 10% of patronage of the Martinborough Fairs and Toast Martinborough would visit the Town Hall if there were related activities occurring at that time.

10.2.3 PROJECTED VISITATION STAGE 2

By developing Stages 2A and 2B, the co-location of the Library, i-SITE, Plunket and Toy Library would provide a further 65,400 visits annually.

Visitation could increase still further should other local groups decide to relocate, but future projections do not include the activities and services listed here e.g. Scouts, Guides; badminton, indoor bowls; dance and group exercise - ballet,

line dancing, Zumba; and community services e.g. community law, WINZ etc.

With a fully developed Martinborough Town Hall Community Centre projected visitation increases to 85,498 (Table 22).

10.2.4 SUMMARY AND DETAILED PROJECTED VISITATION

Table 22 summarises visitation by development Stage, both 'existing' and 'transferred', to a future Martinborough Town Hall Community Centre.

Stage 1	
Existing	5,085
25% Increase of Existing Activity	1,271
Transferred Activity	12,538
Sub-Total 1	18,894
Stage 2 (all transferred)	
i-SITE & Library	65,400
Plunket, Toy Library & Health Clinic	1,204
Sub-Total 2	66,604
TOTAL	85,498*

Table 23 lists Martinborough activities by location, estimates visitation and explores which (part) of these activities might be reasonably transferred to the Martinborough Town Hall Community Centre.

Note this activity list is a compilation of information gathered from Town Hall booking data, from interviews and from web searches.

*Note, The difference between the total projected visitation in Table 22 and Table 23 is the 25% increase in existing activity.

Table 23: ESTIMATED ANNUAL VISITATION TO MARTINBOROUGH EVENTS/ACTIVITIES/SERVICES WITH POTENTIAL TRANSFER TO FUTURE MARTINBOROUGH TOWN HALL COMMUNITY CENTRE		
Venue / Programme	Visits at Current Venue	Visits Transferred to MTHCC
Martinborough Town Hall	5,085	5,085
ANZAC Day	200	200
Art Exhibition & Sale	250	250
Blood Service Collection Day	300	300
Cabaret	400	400
Carpet Sale	100	100
Collectibles Sales/Purchase	150	150
Comedy/Music/Entertainment	300	300
Council Meetings	150	150
Fire Brigade	10	10
Garage Sale	300	300
Jazz in Martinborough	600	600
Mid-Winter Monster Book Fair	200	200
Lions/Lionesses	240	240
Mad Cap Auditions	15	15
Mad Cap Performance	340	340
Mad Cap Rehearsals	360	360
Martinborough Rose Show	100	100
Other Dinners and Events	400	400
Other Meetings	20	20
Other Small Events	100	100
School Use	100	100
THC Function	150	150
Weddings	300	300
Anglican Church Hall	4,010	1,760
Breakfast Club	750	
Friday 9-10s	100	
Friday 11-14s	100	
Friday 14-16s	100	
Friday Club	400	
Homework Club both halls	400	
Honouring the Aged	80	
Pilates	1,760	1,760
Tippy Toes	320	
Circus Cinema	60	
Spring Fling Circus Cinema	60	
Coronation St	1,728	1,728
Kick Boxing/Yoga	1,728	1,728

Table 23: ESTIMATED ANNUAL VISITATION TO MARTINBOROUGH EVENTS/ACTIVITIES/SERVICES WITH POTENTIAL TRANSFER TO FUTURE MARTINBOROUGH TOWN HALL COMMUNITY CENTRE		
Venue / Programme	Visits at Current Venue	Visits Transferred to MTHCC
Farm	9,000	
Brew Day	1,000	
La De Da NYE Daisybank Farm	8,000	
Home	1,600	1,600
Bridge	800	800
Mahjong	800	800
Jellicoe St	192	192
Health Clinic	192	192
Kitchener St	65,400	65,400
i-Site	41,400	41,400
Library	24,000	24,000
Presbyterian Church Hall	968	968
Tai Chi	440	440
Toy Library	528	528
Pukemanu Hotel	120	
Pukemanu Idol Pukemanu Hotel	120	
Roberts St	4,000	
Kindergarten	4,000	
Memorial Square	62,030	7,010
Martinborough Charity FunRide	500	500
Martinborough Fair	50,000	5,000
Martinborough Olive Harvest Festival	160	160
Museum	120	
Round the Vines FunRun	250	250
Toast Martinborough	11,000	1,100
Venice St	979	484
Karitane Clinic	132	132
Playcentre	495	
Plunket Clinic	88	88
Plunket Coffee Morning	176	176
Plunket Meetings	88	88
Winery	5,000	
Alana Estate Classic Hits Winery Tour	5,000	
TOTAL	160,172	84,227

10.3 REVENUE

10.3.1 ESTIMATING REVENUE

Existing and Transferred

Existing and transferred activity (Table 25) were put into new pricing and time period categories achieving \$5,773 and \$7,977 respectively (adjusted to \$4,705 and \$6,222)

Existing Growth

Modest growth in bookings was achieved by applying a factor of 1.1 to 5 to the existing bookings (Table 24); this achieved an improvement in revenue of \$6,739 adjusted to \$6,465.

Time Period	Loading	
	Community	Commercial
Hr	1.1	5
1/2 day	1.2	5
Day	1.3	3
Evening	1.5	3
Full Day	1.5	3

Adjustment

A discount of 25% was applied to new pricing community hire, reflecting the current discounting model as explained on pages 41 and 50.

10.3.2 ACTIVITY: EXISTING, TRANSFERRED AND GROWTH OF EXISTING

Rate	Existing	Transferred	Total A
Community	4,273	7,021	11,294
Commercial	1,500	957	2,457
Sub-Total	5,773	7,977	13,751
Discount 25% Community only	1,068	1,755	2,824
TOTAL	4,705	6,222	10,927

Rate	Existing	Growth	Difference
Community	4,273	5,368	1,094
Commercial	1,500	7,145	5,645
Sub-Total	5,773	12,512	6,739
Discount 25% Community only	1,068	1,342	274
TOTAL	4,705	11,170	6,465

Rate	Total A	Difference	Total B
Community	11,294	1,094	12,389
Commercial	2,457	5,645	8,101
Sub-Total	13,751	6,739	20,490
Discount 25% Community only	2,824	274	3,097
TOTAL	10,927	6,465	17,393

10.4 OVERALL OPERATIONAL PERFORMANCE

An initial estimate of the potential net operating cost of the Martinborough Town Hall Community Centre has been prepared below. Please note, further work needs to be undertaken to look at whether further operational efficiencies could be achieved (in particular that staff wage rates and levels are correctly assigned), and that levels of future net cost of service are fairly assigned, including adequate provision for building repairs and maintenance.

Also, at this time, no operating costs for the outside areas have been considered.

10.4.1 CURRENT OPERATING INFORMATION: FOR SELECTED KEY STAKEHOLDERS

Operating revenue and expenditure data for selected key stakeholders is listed in Table 33 against the revenue and expenditure codes used by South Wairarapa District Council. Financial information for Greytown Town Centre, Martinborough Library and Martinborough Town Hall were provided by Council, i-SITE information was provided by Destination Wairarapa. This financial information was based on 2012/13 figures.

10.4.2 REVENUE DISCUSSION

The current annual net cost of service for the Martinborough Library and the Martinborough Town Hall are currently \$215,789 and \$20,932 respectively.

Based on the figures provided by Destination Wairarapa, the current annual net cost of service of the Martinborough i-SITE is \$102,600, and Destination Wairarapa currently receives an annual grant of approximately \$116,000 from South Wairarapa District Council.

In the current operating model, have only applied 50% of the \$116,000 grant to the future operation of the Martinborough i-SITE. However, give the current projected operating deficit of the new Martinborough Town Hall Community Centre need to consider whether a higher level of operating grant should apply.

With regard to the current net cost of service for the Martinborough Town Hall, there is currently almost no annual provision for building maintenance. Suggest a fair figure needs to be applied here.

10.4.3 EXPENDITURE DISCUSSION

The principal costs for the new Martinborough Town Hall Community Centre are staffing and increased building (depreciation, maintenance, insurance and cleaning) and energy costs.

Martinborough i-SITE Wage Cost

Based on the figures provided, \$110,000 or 87% of the current annual operating costs for Martinborough i-SITE is attributed to wages. To try to cross-validate this wage cost, please see table below – the difference between the reported and estimated wage cost figures in the table below could be attributed to assignment of management staffing to the Martinborough i-SITE and/or incorrect assumptions made regarding staffing levels and wage rates.

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Table 28: MARTINBOROUGH i-SITE: ESTIMATED WAGES AND SALARY CALCULATION					
	1 st Staff	2 nd Staff	Total A	3 rd Staff	Total B
	100% of hours	25% of hours (all weekends)		15% of hours (weekends 6 months)	
Wage Rate \$/Hour	22	18		18	
Loading	1.16	1.16		1.16	
Hours/Week	52	13	65	7.8	72.8
Weeks/Year	52	52		52	
Cost Per Year (\$)	69,006.08	14,114.88	83,120.96	8,468.93	91,589.89

Future Staff Costs for Martinborough Town Hall Community Centre

By locating the Library and i-SITE at the new Martinborough Town Hall Community Centre provides the opportunity for one staff team for the whole Centre and the potential for staff efficiencies.

Table 29 provides an estimate of the projected Front-of-House and Management staff costs for the new Centre. Also please see Table 30 for an explanation of the loadings applied for rostered and management staff time.

Table 29: MARTINBOROUGH TOWN HALL COMMUNITY CENTRE FRONT OF HOUSE AND MANAGEMENT: ESTIMATED WAGES AND SALARY CALCULATION					
Front of House					
	1st Staff	2nd Staff	Total A	3rd Staff	Total B
	100% of hours	100% of hours		15% of hours	
Wage Rate \$/Hour	20	18		18	
Loading	1.16	1.16		1.16	
Hours/Week	52	52	104	7.8	111.8
Weeks/Year	52	52		52	
Cost Per Year (\$)	62,732.80	56,459.52	119,192.32	8,468.93	127,661.25
Dedicated Management Time					
Base Rate/Hour					22
Loading					1.05
Hours/Week					52
Weeks/Year					10
Cost Per Year (\$)					12,012.00
TOTAL					\$139,673.25

Table 30: WAGES LOADING CALCULATION		
Levy	Rostered Staff	Management
ACC	0.02	0.02
Annual Leave	0.08	
Statutory Hols	0.02	
Sick/Special Leave and Training	0.01	
Kiwisaver	0.03	0.03
	0.16	0.05

Table 31: INCREASED TOTAL BUILDING AREA	
Area	m²
Current Martinborough Town Hall	623
New Martinborough Town Hall Community Centre	1419
Ratio Increase	2.28

Table 32: INCREASED LIBRARY AND I-SITE BUILDING AREA	
Area	m²
Current	
Library	165
i-SITE	164
Current Total	329
New Martinborough Town Hall Community Centre	
Library (including Interl Street and Main Entry)	351
i-SITE and Kiosk	83
New Total	434
Ratio Increase	1.32

10.5 OPERATING COMPARISON, AND PROJECTED OPERATING COSTS FOR THE MARTINBOROUGH TOWN HALL COMMUNITY CENTRE

Table 33: OPERATING COMPARISON - GREYTOWN TOWN CENTRE (GTC), MARTINBOROUGH LIBRARY (ML), MARTINBOROUGH TOWN HALL (MTH), MARTINBOROUGH I-SITE (MI), AND PROJECTED OPERATING COSTS FOR THE MARTINBOROUGH TOWN HALL COMMUNITY CENTRE (MTHCC)							
	GTC	MBL	MTH	M i-SITE	M Total	MTHCC	Comment
AREA m ²	845	165	623.28	164	952.28	1419	
REVENUE							
South Wairarapa District Council:							
Net Operating Grant (YEAR)							
Current Library						215,789.00	
Future Library							
Current MTH						20,931.00	
Future MTH							
i-SITE Grant (based on 50% of current SWDC DW grant 2013/14)						58,000.00	
User Fees							
Fees Featherston					-		
Fees Greytown					-		
Fees Martinborough		13,200.00		23,400.00	36,600.00		
Grants, Subsidies & Donations							
Donations & Grants - FTN					-		
Donations & Grants - GTN					-		
Donations & Grants - MBA		2,114.00			2,114.00		
Recoveries							
Other Recoveries (Taskforce Green)					-		
Rental/Hire Income							
Rental/Hire	10,568.00		4,279.00		4,279.00	13,114.00	See Table 27
Interest Income					-		
Sinking Funds					-		
TOTAL REVENUE	\$10,568.00	\$15,314.00	\$4,279.00	\$23,400.00	\$42,993.00	\$307,834.00	
EXPENDITURE							
Personnel Costs							
ACC Levy	105.00				-	0.00	
CEA Health Benefit reimbursed		1,060.00			1,060.00	1,060.00	
Fringe Benefit Tax		480.00			480.00	480.00	
Meeting Fees					-		
Taskforce Green					-		
Kiwi Saver		1,099.00			1,099.00		
Salaries & Wages	6,202.00	62,374.00	1,019.14	110,000.00	173,393.14	139,673.25	See Table 29
Employee Reimbursements		1,081.00			1,081.00	1,081.00	
Training (Personal Development)					-	1,000.00	
Personnel				2,000.00	2,000.00		
Operating Costs							
Equipment Hire					-		
Staff Wellbeing					-		
Advertising			26.19		26.19	4,000.00	
Public Consultation Expenses					-		
Computer Support		1,585.00			1,585.00	3,000.00	
Conferences, Seminar & Work Training		1,057.00			1,057.00	1,057.00	
Consultants			500.00		500.00		
Entertainment					-		
General Expenses	2,000.00	1,585.00	300.00	1,000.00	2,885.00	2,885.00	
Grants & Donations Expenses (funded Programme Expenses)		2,642.00			2,642.00		
Wairarapa Library Service		6,420.00			6,420.00	6,420.00	
Legal Expenses			100.00		100.00	100.00	
Petty Cash		317.00			317.00	317.00	
Photocopy Expenses		2,114.00		2,400.00	4,514.00	4,514.00	
Postage & Freight		528.00			528.00	528.00	
Storage & Archiving					-		
Printing					-		
Stationery & Consumables (PC)		1,057.00			1,057.00	1,057.00	

Table 33: OPERATING COMPARISON - GREYTOWN TOWN CENTRE (GTC), MARTINBOROUGH LIBRARY (ML), MARTINBOROUGH TOWN HALL (MTH), MARTINBOROUGH I-SITE (MI), AND PROJECTED OPERATING COSTS FOR THE MARTINBOROUGH TOWN HALL COMMUNITY CENTRE (MTHCC)

	GTC	MBL	MTH	M i-SITE	M Total	MTHCC	Comment
Software Licences					-		
Subscriptions & Memberships		2,114.00			2,114.00	2,114.00	
Telephone Expenses		9,511.00		3,500.00	13,011.00	13,011.00	
Travel & Accommodation							
		264.00		300.00	564.00	564.00	
Repairs & Maintenance (Other)	5,284.00	1,057.00	3,274.81		4,331.81	4,331.81	
Kitchen				800.00	800.00	800.00	
Occupancy Costs							
Cleaning	2,114.00	3,170.00	177.84		3,347.84	10,000.00	200/week
Grounds			144.13		144.13	2,400.00	200/month
Utilities	15,852.00	5,812.00	3,000.00	3,000.00	11,812.00	15,591.84	Current cost x 1.32 ratio increase
Repairs & Maintenance (Buildings)	6,000.00	1,057.00	805.06		1,862.06	10,000.00	GTC x 1419/845
Rates/Rent Payable	1,902.00	24,159.00	3,000.00	3,000.00	30,159.00	30,159.00	leave the same as capitalising library base rent
Internal Charges							
Corporate Services	18,733.00	38,732.00	3,538.96		42,270.96	42,270.96	
Professional Services	6,907.00	3,620.00	1,276.06		4,896.06	4,896.06	
Finance Costs							
Bank Charges					-		
Depreciation	19,332.00	55,145.00	3,578.45		58,723.45	63,303.86	Add operating provision, no building
Insurance	6,882.00	3,063.00	4,470.22		7,533.22	10,192.11	Martinborough Town Hall *2.28
Interest					-		
TOTAL EXPENDITURE	\$ 91,313.00	\$231,103.00	\$25,210.85	\$126,000.00	\$382,313.85	\$ 376,806.88	
NET COST OF SERVICE	-\$80,745.00	-\$215,789.00	-\$20,931.85	-\$102,600.00	-\$339,320.85	-\$68,972.88	
