



Policy on use of Williamson Park in Whangamata

Objectives

The objective of this policy is to establish additional parameters to the Williamson Park resource consent and conditions to enable staff to engage with community groups and event promoters on the type of events and the frequency and timing of the events that can be held in Williamson Park in Whangamata.

Background

Williamson Park is located at 418 Ocean Road, Whangamata. It is 3.7691 hectares and has been owned by TCDC for the purposes of 'recreation reserve' since 1929.

The Whangamata Community Board is lodging a resource consent for events in Williamson Park that attract over 500 people to conform with the Council's new District Plan. Whangamata has a large number of festivals and events that have been traditionally held at the park that attract over 500 people. The new District Plan requires that noise and the duration of festivals and events are controlled through resource consent conditions for events and festivals with more than 500 people on the site.

The traditional events held in recent years at Williamson Park include the following (not all of these events attract over 500 people):

- Brits at the Beach (1 day)
- Sporting events (3 days currently - paddle board, adventure racing event for prize giving, tri series event)
- Beach Hop (5 days and 1 night)
- Surf club events (3 days - Billabong Grom Series, Surf Club Carnival and North Island Surf Champs)
- Whanga week sporting and cultural events as fundraiser for Surf Club (7 days)
- Thundercats boat racing competition and prize giving (2 days)
- Whangamata Summer Festival events (9 days/2 nights)
- Matariki festival (1 night)

The Community Board wishes to protect the current events and festivals and provide scope to host additional events and festivals throughout the 15 year timeframe of the consent.

The resource consent application includes few constraints on the events/festivals in order to allow as much flexibility as the community desires in future years. The application constrains the following matters:

- The total number of daytime events to 20 days
 - Day events will be within the hours of 7am - 7pm
- The total number of evening events to 7 nights
 - New Years' Eve events will be within 4pm - 12.30am
 - Other night events will be within the hours of 4pm - 11.15pm (with music finishing at 11pm)
- Sale of liquor at an event will require the event promoter to obtain a Liquor Licence. The Liquor Licencing process is set out in the Sale and Supply of Alcohol Act 2012 and all applications require the approval of the New Zealand Police.
- Up to 6,000 people may attend each event, with the exception of one event, which will provide for up to 10,000 attendees.

The Whangamata Community Board will provide further limits and boundaries to staff about the type of events through this policy on the use of Williamson Park.

Policy statement

The allocation of 20 day events and 7 night events will be firstly utilised by the following events/festivals that have been traditionally held in Williamson Park:

- Brits at the Beach (1 day)
- Sporting events - (3 days)
- Beach Hop (5 days, 1 night)
- Surf club events (3 days)
- Whanga week - (x days)
- Thundercats (2 days)
- Events to replace the Whangamata Summer Festival events (x days, x nights)
- Matariki festival (1 night)

Staff may allocate the following day events and night events to concerts that are delivered to a high professional standard through promoters with a proven track record:

- Concerts (x days, x nights)

Any remaining allocation within the Council's resource consent must be utilised by community organised non-profit events.

An event for New Year's Eve for 2018, if to be held at all, will involve family oriented entertainment (attractive for parents, teenagers and children) and must be delivered by a professional event organiser. The event may allow the controlled sale of liquor as a means of attracting parents to the event.

Any concerts delivered by professional promoters will be achieved with no ratepayer contribution.

There will be no concerts delivered by professional promoters over the period x - x December and x - x January. Professionally delivered concerts by promoters will be held outside of this timeframe as the township is already at capacity over this period and concerts can be utilised to attract more visitors in the off peak and shoulder seasons.

Concerts booked for the park will target a mixed age group and will not be only targeted at young teenagers.

Review

This policy will be reviewed by the Community Board on an annual/three yearly [delete one] basis and can be reviewed at any time. Events that have been contractually committed will not be affected by a change in the policy.

Definitions