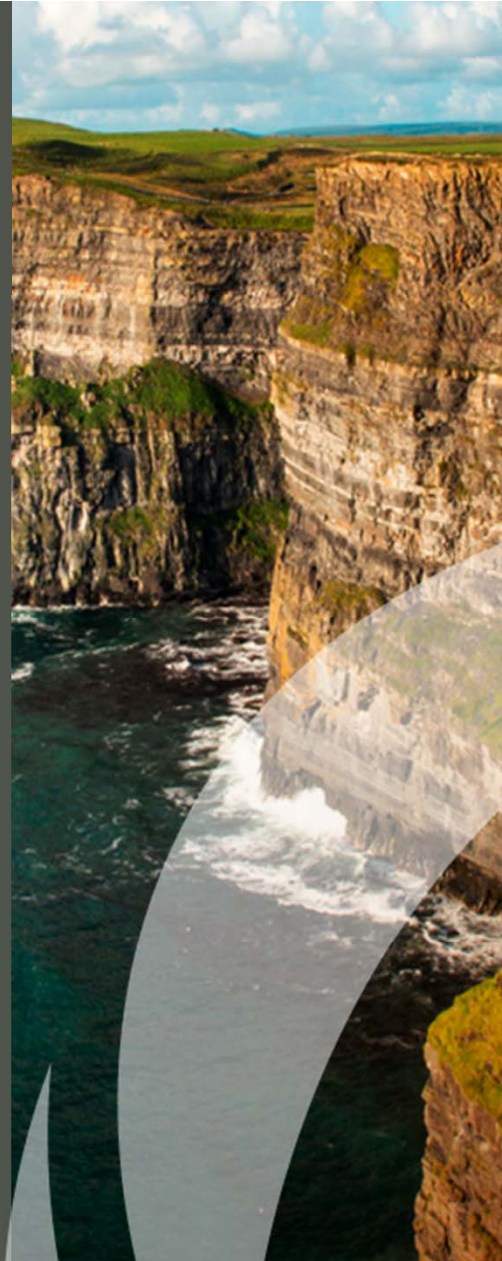


Greenway Visitor Experience and Interpretation Toolkit

Michael Fitzsimons

30th September 2021

INTERNATIONAL CONFERENCE ON GREENWAYS, MOBILITY, LEISURE AND TOURISM





Product Development Activities - Cycling

Recap on 2020



Press release

Ministers announce funding of €4.5 million to 26 Greenway Projects

Press release

Funding of €63.5m for Greenways in 2021 confirmed by Ministers Ryan and Naughton



Eamon Ryan: Government will spend €1 million a day on walking and cycling

The Green Party leader was addressing his party's national convention.

Oct 3rd 2020, 8:02 PM

54,451 Views

184 Comments

Share 105

Tweet

Email

GREEN PARTY LEADER Eamon Ryan has said that the government will spend at least €1 million a day on walking and cycling infrastructure.

Ryan told his party's National Convention – forced online because of the pandemic – that the sum was set to be part of the upcoming Budget.

In his speech, Ryan acknowledged that the Green Party's entry into government hadn't been easy.



Image: Brian Lawless/PA Wire/PA Images

Green Party leader Eamon Ryan addressed his party at a virtual national convention.

Greenway Product Development



Greenway Toolkit



Cycling Audit



Cycling Research

Fáilte Ireland Consumer Planning and Insights

PROJECT APPROACH

01 QUALITATIVE RESEARCH

jump!

- Strategy Review – Understand what makes best in class international Greenways & walking routes (e.g., Venn Bahn, Germany, Camino de Santiago, Spain, Euro Velo Rivers Route) successful with consumers
- Expert In-Depths - Six (40min) in-depth interviews with international and Irish stakeholders and experts looking at what works and what the future holds
- Consumer Group Discussions – Twelve (90min) group discussions with occasional or regular cyclists. Three each in Rep. of Ireland, Northern Ireland, Britain & Germany.

02 QUANTITATIVE RESEARCH

B&A

- 1,151 online interviews with adults (18+ years) in Rep. of Ireland, Northern Ireland, Britain & Germany
- All to non-rejectors of visiting ROI in holiday or short break
- All to be open to walking or cycling when on holiday or short break

B&A Page 3

Greenway Interpretation Funding



Greenway Naming Toolkit

The Greenways Naming Toolkit.

Think GREEN

STEP 01	STEP 02	STEP 03	STEP 04	STEP 05
G Give the Route	R Reveal your theme	E Evoke big emotions	E Explain key details	N Name it clearly
Tell people where the route is, where it starts and finishes. Relationship with the wider Greenways network.	Tell people about your distinctive route and code. Think about scenery, landscape, culture, heritage, art, famous landmarks here.	Tell people how they'll feel on the route using the "Theme" or "Themes" you have selected.	Tell people about the distance, difficulty and things to see and do on the route, as well as what tourism brand it links to.	Finally, create the name of the route. It should be meaningful, intriguing and appealing to people.

Work through these sequential stages of the naming convention toolkit. From start to finish.

jump!

Greenways Naming Workshops

We'll use different inputs to create names



jump!

Greenways Ongoing Projects

Monitoring and
measurement the
impact of
Greenways

Greenway Content
on Irelands Content
Pool

Greenway
Assessments of
Projects

Outdoor Recreation
Infrastructure
Scheme (Funding
linking Greenways)

Code of Best
Practice for Dealing
with Landowners

Greenways Existing & Potential



Greenway
Visitor Experience & Interpretation Toolkit



APRIL 2021

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1

Introduction



Why develop a Greenway In your local area?

Greenway development in Ireland over the past number of years has resulted in very positive outcomes for the areas in which they are located. Accessed by locals, day-trippers, overnight tourists from Ireland and overseas, Greenways offer a range of benefits to individuals, local communities and local businesses.

Ultimately Greenways facilitate the creation of enjoyable and memorable experiences for the people who use them for exercise or recreation and increasingly we see people using Greenways for short daily commutes as they travel to work, school or college.

Greenways are for everyone. Although the needs of cyclists - in terms of gradient and surface - might be a key consideration at the design stage, the finished Greenway will also be enjoyed by pedestrians, everyday journeys to work and school, wheelchair users, children in buggies and several different types of bicycles (e.g. tandems, tag-alongs, toddler trailers, e-bikes etc.).

Greenways provide an excellent amenity for local populations. They also contribute to the rural economy by attracting visitors away from busy tourist hotspots and creating job opportunities in tourism and hospitality businesses.

Classifications of Greenways

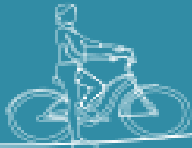
The Strategy for the Future Development of National and Regional Greenways; (hereafter called the Greenways Strategy) defines a Greenway as:

“ a recreational or pedestrian corridor for non-motorised journeys, developed in an integrated manner which enhances both the environment and quality of life of the surrounding area. ”

The Greenways Strategy focuses primarily on Greenways that can be of strategic significance on a regional or national level as these can facilitate complementary local developments.

- >> National Greenways are at least 100km in length. At this length, visitors will usually stay overnight thus increasing the tourism and economic impacts.
- >> Regional Greenways will ideally be 40km long, or if shorter, they will have the potential to be extended to connect to a longer strategic route.
- >> Local trails or transport corridors that link residential areas with workplaces/schools etc. are not considered under the Greenways Strategy.





The 5 S's of Greenway Development

The User: At the heart of the Greenway

The Greenways Strategy recommends that the user/visitor should be at the heart of all Greenways.

As such, all Greenway development should be underpinned by the 5 S's:

>> *Greenways provide an excellent amenity for local populations. They also contribute to the rural economy by attracting visitors away from busy tourist hotspots and creating job opportunities in tourism and hospitality businesses <<*



For further information see
[Strategy for the Future Development of National and Regional Greenways](#)

2

Funding



In recent years, local authorities have accessed a variety of funding streams when developing Greenways, including:

Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media

>> [Greenways Strategy Funding](#)

Department of Rural and Community Development

>> [Rural Regeneration Funding](#)

>> [Outdoor Recreation Infrastructure Scheme](#)

>> [Town and Village Renewal Scheme](#)

Department of Transport

The Carbon Tax Fund 2020 has provided support in the order of €4.5 million to 26 Greenway Projects around the country for feasibility, planning and design. For details of projects that have been funded see [Carbon Tax Fund 2020](#)

Department of Housing, Planning and Local Government

Some Greenways were approved under the first call of the [Urban Regeneration and Development Fund](#), which development, as set out in Project Ireland 2040, through the regeneration and rejuvenation of Ireland's five cities and other large towns.

Interreg

Cross border funding for border counties [Interreg](#)

Local Authorities

Internal budget allocations by respective local authorities

Rural Development Programme 2014-2020

LEADER funding, administered by Local Action Groups / Local Development Companies

The next EU [Regional Development and Cohesion Policy](#) will run from 2021-2027

Local Communities

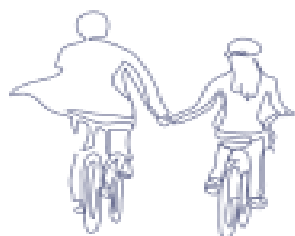
Fundraising by local community organisations and voluntary groups

The Funding Process

This list is not exhaustive and local authorities are advised to keep abreast of funding calls under existing and new programmes as they come on stream.

Calls for applications can have relatively short turnaround times and in almost all cases to date, successful applicants had shovel-ready applications with planning permission already in place.

It is important to also note that capital development funding programmes now require applicants to include plans for ongoing maintenance, marketing and promotion as well as the initial capital expenditure.



3

The Importance of a Multi-Disciplinary Team in Greenway Development

As noted elsewhere in this toolkit, Greenways are not simply a means of getting from A to B, they are an experience in and of themselves. They offer local communities social, health, and economic benefits and the existing Greenways in Ireland have proven to be significant tourism attractors to a wide geographic area.

Creating a multi-disciplinary team to oversee the planning, design, development, maintenance and marketing of your Greenway is crucial to ensuring its long-term success.

The team should include:

- >> **Support** from the chief executive and senior management team whose direction will influence a range of internal and external stakeholders.
- >> **Community engagement** colleagues to include marketing and communications, Greenway animation via outdoor activities, tourism, heritage, and history. Communicating with local stakeholders should commence long before construction on the Greenway itself commences and ongoing communication has been noted by other Greenway developers as a cornerstone of successful Greenways.
- >> **A liaison officer** on the ground who has good interpersonal and communication skills is key to maintaining relationships with local landowners and general community interests. A dedicated central point of contact can also direct specific enquiries and concerns to other local authority colleagues, who may be best suited to addressing them in a timely and comprehensive manner.
- >> **Expertise** regarding knowledge and information of funding sources and procedures is important for the ongoing maintenance and new developments as well as the initial construction.
- >> A number of Greenway **developers** have also noted that local authority engagement with Smarter Travel policies was helpful in the early stages of Greenway development and learnings from Smarter Travel can be successfully applied to Greenway design.
- >> **Engineers and technicians** are key for the infrastructural design, delivery, and maintenance of Greenways. Naturally it is essential that the infrastructure is technically sound, but the Greenway also needs to respond appropriately to users preferences and needs. Consumers will vote with their feet (literally in this case!) and if the Greenway is not appealing, they will simply choose to go elsewhere thus reducing the potential economic impact of the resource for the local area.
- >> **Specialists** in the areas of recreation and tourism will have excellent insights regarding what locals and tourists want from Greenways. They will also be able to advise on how aspects of Greenway route design or ancillary infrastructure can impact levels of engagement and can contribute to repeat and referral usage.

4

Design Approach & Construction



Where to start when developing your Greenway

An overview of the key considerations when planning a Greenway is outlined below. The content is not prescriptive, and Fáilte Ireland recommends that developers consult the sources referenced throughout this toolkit for more detailed information.

What are the standards?

When developing a Greenway, the standards that apply are set out in:

When developing links on urban roads, the standards that apply are set out in:

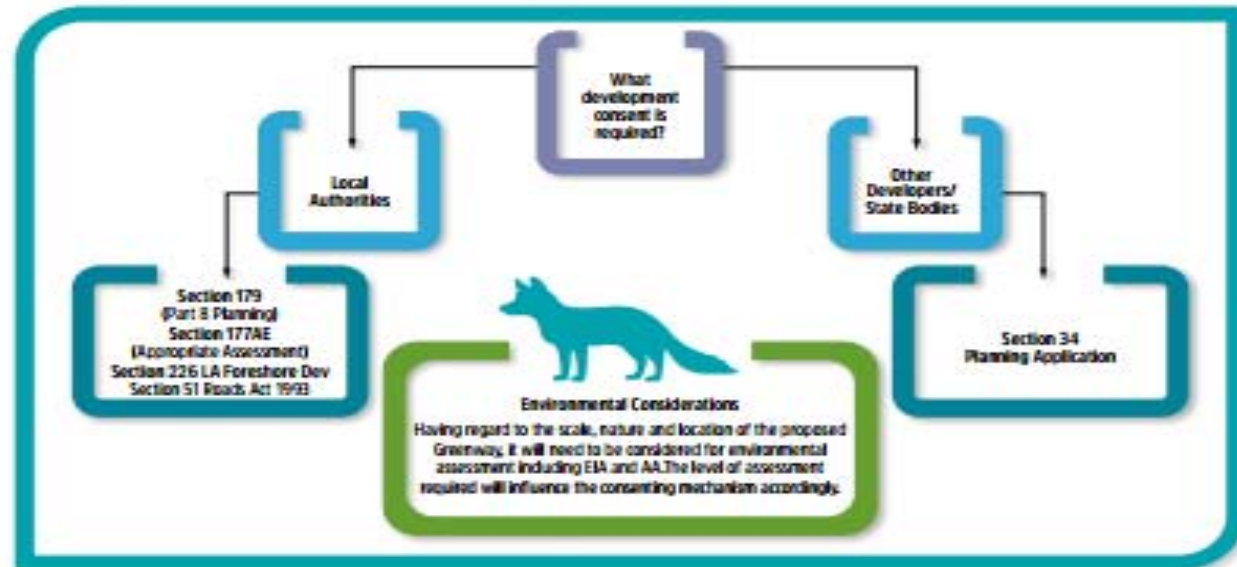
[The National Transport Authority's \(NTA\) National Cycle Manual](#)

[The Design Manual for Urban Roads and Streets](#)

Note: Standards may be subject to change at different times and TM should be consulted at the outset of the design process for each Greenway project.

Stages in the development process

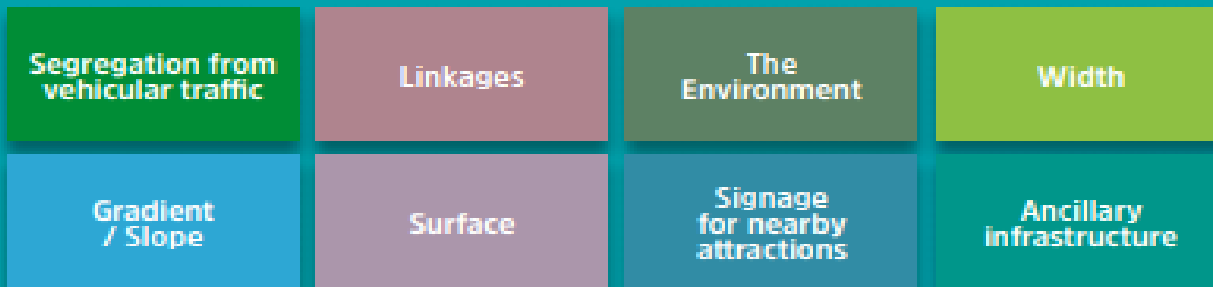
The process for developing new Greenways should include the following tasks at a minimum. This list is not exhaustive, and the tasks are not necessarily sequential. Developers are advised to clarify additional requirements with relevant sources.



Note: The above list is not exhaustive, and it is advised to consult with the relevant Planning Authority / An Bord Pleanála for advice and guidance.

Think about the user when designing the Greenway

Greenways are used by many people whether they are walking, cycling, in a wheelchair or pushing a buggy.



>>Think carefully about rest areas, points of interest or viewing points to ensure they do not cause a blockage on the Greenway i.e. make sure there is room for other users to pass by an area where one or more groups of users have stopped to rest,take a photo or simply enjoy the view <<



Who are our Accessible Tourism Customers

?

Families with young children U4, (Access with strollers)

Nos. 331,000

Older visitors (1 in 2 have disability or longterm illness – including mobility, sight, hearing, dietary & long-term illnesses)

Nos 696,300 (13.5%, set to increase to 22% by 2040)

People with Disabilities (including some hidden & some temporary!)

Nos. 643,131



5

Code of Best Practice for Engaging with Landowners



The importance of Communicating with Landowners

The Greenways Strategy stresses that great care must be taken with Greenway routes to ensure they do not affect the ability of adjacent landowners to continue to fully operate their farm or enterprise. To that end, during the planning and development stages it is important to take account of the type of nearby farming activity. Early engagement with landowners, who may be directly or indirectly affected, is essential.

The Greenways Strategy goes on to advise that during the Planning Process, project promoters should use a professional assessment of land use when assessing any impact on agriculture.

The strategy advises that assessments be carried out by agronomists and agricultural advisors and at no cost to the landowner.

Code of Best Practice

To provide clear guidance on the use of private land in Greenway development, Transport Infrastructure Ireland (TII) is developing a Code of Best Practice for Greenways.

A working group comprising the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, the Department of Rural and Community Development, Rural Recreation Officers, local authorities and representatives of the landowner groups has been established to work with TII on developing the code.

At time of publication, the code had not yet been finalised, but when complete, all local authorities are advised to consult and abide by it before commencing any advance Greenway planning.



6

Public Consultation, Community & Business Engagement

Involving members of the local community throughout the entire process is a critical success factor in Greenway development. Nurturing a genuine two-way relationship with local stakeholders, who are interested in collaborating with the local authority on the creation and delivery of a joint vision is key to the long-term sustainability of the Greenway.

Best practice is that the public consultation process should be personable in every aspect e.g. the language and imagery used across all forms of communication, the accessibility of local authority staff working on the project, the empathetic understanding of issues raised and so on. Whether public consultation is managed directly by the local authority or whether it is outsourced to a third party, the project management team and the process itself ought to be centred around the local community. This means taking the time to properly understand and appropriately respond to their fears, expectations, hopes and aspirations for current and future generations.



The importance of communicating with locals

Support and buy-in from the local community and local businesses are essential. Early engagement with the local community is as important as early engagement with landowners.

In Mayo and Waterford, the local authorities cite the importance of establishing a multi-skilled team, within the local authority, to oversee and implement the important task of community and business engagement.

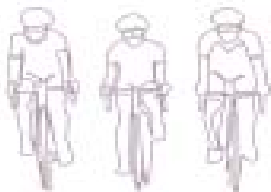
Ensuring there is an appropriate mix of skills, knowledge and experience between local authority staff and various audiences such as farmers, businesses, community leaders and so on will ensure effective communication.

It is essential to acknowledge that some people may have genuine concerns before a Greenway is developed. An effective and efficient system should be put in place to listen to those concerns and to find a common ground with solutions that work for all. It is critical to answer queries and respond to concerns in a timely manner.

A project liaison officer should be appointed at an early stage to engage with all stakeholders and to act as the official point of contact between the project promoters (i.e. the local authority), landowners and members of the public.

If there is a Rural Recreation Officer in the area, use them as an initial point of contact for landowners and community.

A public consultation process should inform the public about the Greenway proposal, the manner in which the eventual route will be selected and the considerations that will inform this choice, i.e. social, practical, environmental, engineering, financial and tourism.



Making the most of your local greenway





Aimed at:

- Existing / new businesses near greenways

Outlines:

- How tourism works, key players, visitor profiles etc.
- Aligning greenway experiences with visitor needs /expectations
- Local authorities' role in greenway development
- Mayo and Waterford case studies
- How local businesses can promote their greenway visitor experience

7

Sustainability and Biodiversity



VICE Model

The VICE Model is adopted by Fáilte Ireland in all of our activities and outputs, both internally as an organisation and externally in our duties as the National Tourism Development Authority.



8

Interpretation



Bringing your Greenway stories to life

Greenways are not simply a means of getting from A to B, they are an experience in and of themselves. They also allow users to experience the communities linked to the Greenway and should tell the stories of the people and places through which they pass.

Interpretation enables that storytelling. It is a communication process that helps us to share our stories with others. Information presents facts; Interpretation unveils the local stories that are unique to your Greenway.

In planning your Greenway, think about the kind of interpretation that suits your local area. Thinking about the stories you need to interpret, the local geography and climate, ask yourself "What makes our Greenway different? What is the best way for us to tell our stories?"

Interpretation tools that bring stories to life could include:

- >> Guided interpretation (with personal local guides or via self-guided trails)
- >> Printed/graphic material (leaflets, panels, plaques, displays)
- >> Digital tools (websites, audio posts, apps and podcasts)
- >> Onsite installations using natural materials indigenous to the area (seating, picnic benches, stiles, boardwalks, sculptures or other artistic installations)

While budget will help you identify which of these tools you can afford, you should also develop an interpretation plan, which will ensure that your money is wisely spent.

Your interpretation plan should address issues such as:

Target markets

- >> Who is the Greenway for?
- >> How will the needs and interests of your target markets differ between locals, domestic tourists, international tourists?



What stories do you want to tell?

- >> What features, qualities and stories make your Greenway special and memorable?
- >> Are there specific elements that will be of more interest to international visitors than to locals or domestic visitors? If so, what is the best way to highlight them?
- >> Who are the characters associated with the local area and how can you bring them to life?

Creating a sense of place

- >> How can you create a sense of place around your Greenway to achieve memorable stand-out?
- >> Does your Greenway feature built or natural heritage assets that could become iconic photo opportunities?
- >> How can you use your Greenway to signpost other local attractions and activities that will add value to the overall experience for users?

" Think like a wise man, but communicate in the language of the people. "

W.B. Yeats

Animating your Greenway

- >> Can you schedule events at different times of year to animate the Greenway for locals as well as for visitors? These could be run exclusively by the local authority, by third parties or a combination of both
- >> Do seasonal variations of changing landscapes or changing wildlife offer opportunities that can be maximised with pop-up or temporary interpretation.

Rule of thumb for all forms of interpretation....

- >> Keep the language simple, informal, short and sweet
- >> Use more images and less text

For inspiration on animation and identifying and telling your story through interpretation see:

- >> [Bored of Boards](#), The Heritage Council
- >> [Ireland's Ancient East Storytelling Toolkit](#), Fáilte Ireland
- >> [Interpretation Toolkit](#), Woodland Trust (UK)
- >> [Development Guidelines for Tourism Destination Towns](#), Fáilte Ireland

9

Creating Greenway Experiences

Experiential Tourism

Experiential tourism is travel that is motivated by the desire to connect with a place, its culture and people. Research shows that today's visitor is less concerned with simply seeing or doing things; what they really want is to immerse themselves in the locale, interact with people, engage the senses, and learn the history and stories that are unique to a place.

Developing experiences is all about combining natural landscape assets, tourism products, customer service, and engaging stories to create compelling consumer offerings or 'experiences' for the visitor. When the senses are engaged this triggers emotions and creates lasting memories.



>> A memorable tourism experience is what a visitor gains from the combination of the place, its attractions, activities, the people they meet along the way and the stories they share. Experiences help visitors remember the visit as being special and ensure that they talk about it afterwards <<



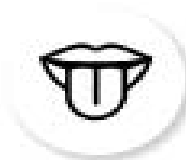
Vision



Hearing



Smell



Taste



Touch



10

Branding & Naming



Greenways Branding

Sport Ireland Trails has developed branding guidelines for Greenways. The guidelines, which can only be used on routes that meet the definition of a Greenway, must be used by all Greenways funded by the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media.

The Greenway logo has been designed to work alongside the Blueway logo reflecting their similarities while also emphasising their differences. Counties that offer both Greenways and Blueways can enjoy the benefits of both.

Blueways are approved and branded multi-activity recreational trails and sites, based on, and closely linked with the water, together with providers facilitating access to activities and experiences.

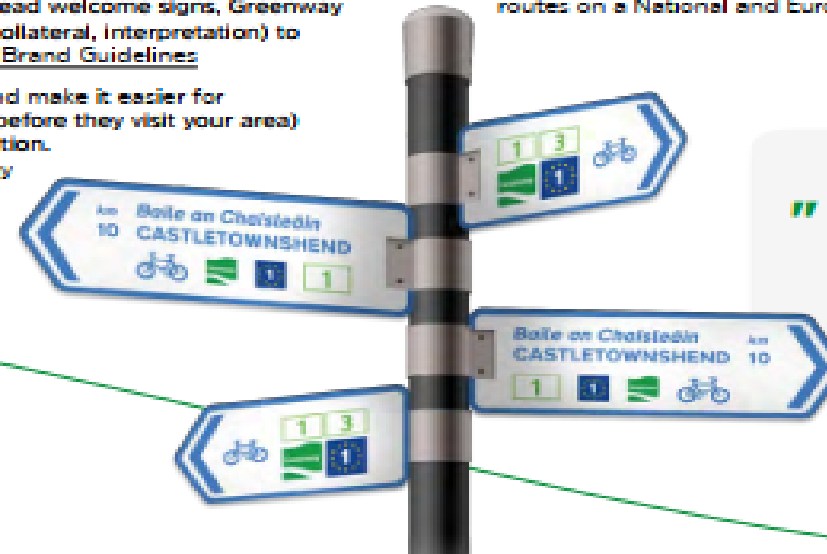
Local authorities should ensure that the Greenway logo complies with design and brand guidelines and should advise suppliers for signage (e.g. on-road directional, trail head welcome signs, Greenway map boards) and communications (e.g. website, social media, printed collateral, interpretation) to consult the rulebook for the Greenway brand at: [Greenway Design and Brand Guidelines](#)

Consistency in the use of the Greenway brand will maximise visibility and make it easier for potential users to find your Greenway. This applies to online channels (before they visit your area) and in-destination (after they arrive). See section 9. Marketing & Promotion.

It will also help to raise awareness internationally of the entire greenway offering in Ireland and support the achievement of objectives set out in the Greenways Strategy.

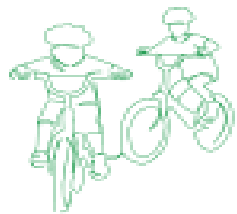
EuroVelo Branding

EuroVelo is a European cycle route network that encompasses 15 routes across Europe. Some sections of Greenways in Ireland form part of the EuroVelo routes 1 and 2. EuroVelo provides a ready-made brand to market cycling in Ireland to experienced cyclists. Greenways which are part of a EuroVelo route should include a EuroVelo route information panel to their signage system; this can be either as a logo in the main sign or attached to this sign (see above). The use of the EuroVelo branding enables coordinated promotion of these routes on a National and European wide basis.



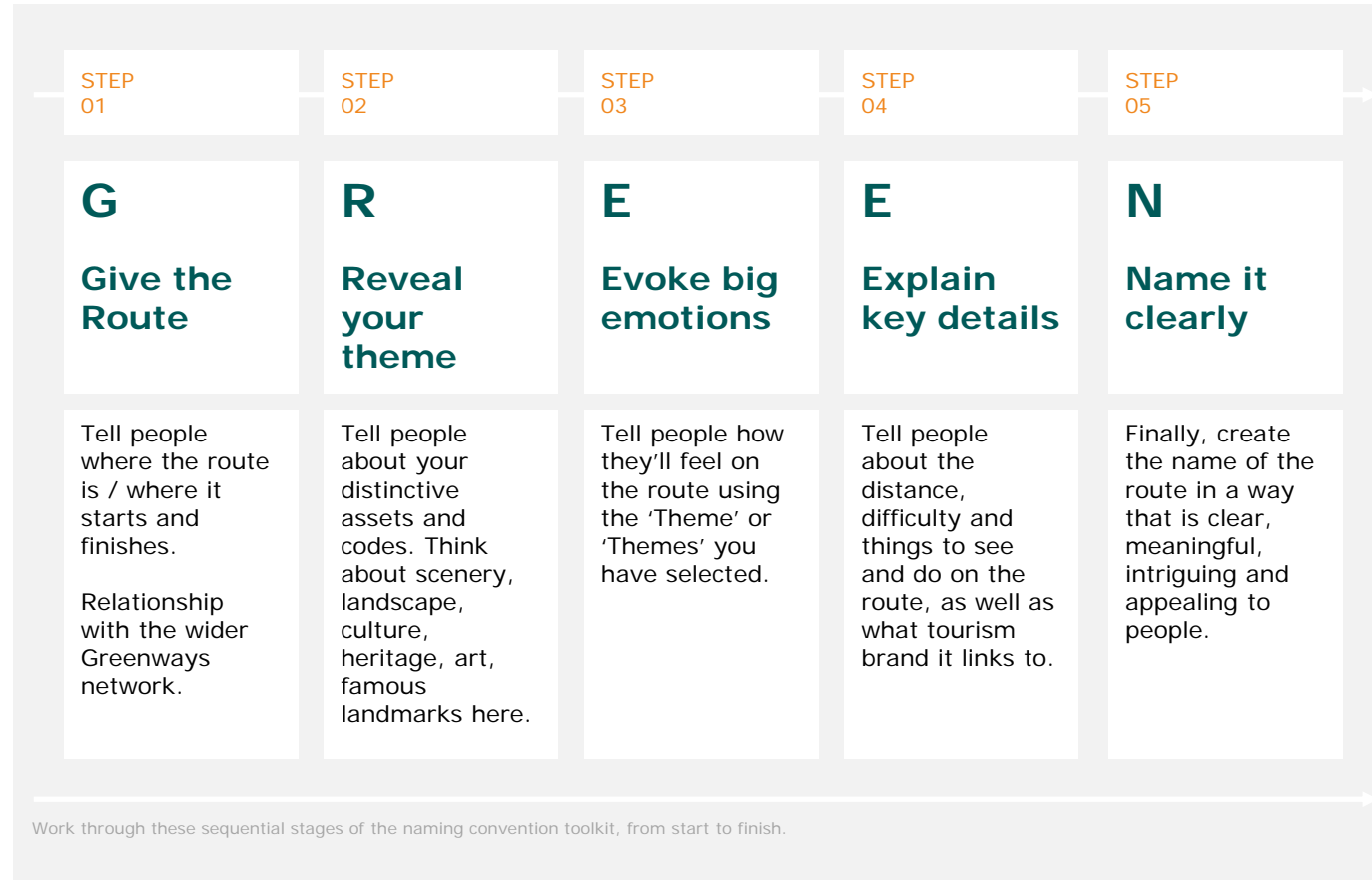
" Dry word and dry facts will not fire hearts "

John Muir



The Greenways Naming Toolkit.

Think GREEN



11

Marketing & Promotion



Creating awareness about your Greenway

Designing and constructing a Greenway is only one step in the process towards monetising the infrastructure for the wider community. Even before construction is complete, a marketing strategy and action plan for the promotion of the Greenway needs to be developed and implemented.

There are two stages in the promotional campaign of a new Greenway that need to be considered:

1. The pre-launch, launch and first six months promotional campaign
2. Annual marketing and promotional campaign

The first stage aims to create awareness about the new Greenway to local, regional and national audiences. This requires considerable input that is front-loaded in the months leading into the Greenway launch and ideally throughout the first six months following the official launch. It can be extremely beneficial to outsource the promotion and marketing communications at the launch stage, whilst the annual marketing and promotional campaign can usually be more easily managed in-house through the tourism officer in partnership with local tourism providers.

The second stage aims to ensure awareness levels amongst domestic audiences are maintained and that your Greenway is also promoted to international visitors.

Counties that have had Greenways in operation for several years, stress the importance of budgeting for an annual marketing and promotional campaign. It should also be noted that future funding applications will require local authorities to include 10-year budgets specifically for interpretation, marketing, and promotion.

As with the interpretation strategy, budget will guide the ongoing marketing strategy and action plan to a certain extent. Fortunately, many effective marketing and promotional activities are low cost or free of charge. It is essential however that somebody within the local authority (e.g. Tourism Officer or a member of the Community & Enterprise Team) is given responsibility for implementing the marketing plan.

A range of marketing and promotion activities should be included in your marketing plan, some of which can be implemented directly by the local authority and some that will be implemented by local tourism providers.

(See the appendices/link for a sample tender brief you can use to source marketing services for the launch stage.)



>> Ensure all your marketing & promotional activity incorporates Greenway branding <<



2

FÁILTE IRELAND PLATFORMS

www.discoverireland.ie is the domestic consumer website managed by Fáilte Ireland. Listing your Greenway on this website has the potential to reach over 55,000 visitors per week as well as almost 350,000 overseas visitors per week through the international consumer website www.ireland.com

Get a free listing for your Greenway on both by completing the short form on www.failteireland.ie/get-listed

If you are planning a small festival or event on the Greenway, you can register the details about your event for free on www.failteirelandevents.ie/#/

3

TOURISM IRELAND PLATFORMS

Tourism Ireland promotes the Island of Ireland in 29 international markets and attracts over 19 million people to market websites each year. To avail of low cost or no cost marketing opportunities in the international marketplace you need to:

>> Register with

www.tourismirelandindustryopportunities.com to:

- Submit press releases and images/video about your Greenway to 'Have you a story to tell', which Tourism Ireland can share with their global network of travel trade, media contacts and consumers
- Target international customers directly for free by uploading Greenway experiences on www.ireland.com
- Register with the Community Forum community.ireland.com where you can join in the conversation and share your knowledge to help international visitors plan their holiday to your Greenway
- Contact your local Fáilte Ireland representative to explore opportunities with Tourism Ireland to feature your Greenway on future international buyer and media familiarisation trips

4

TRAVEL TRADE

As business on your Greenway expands, you can explore opportunities to target international markets through tour operators.

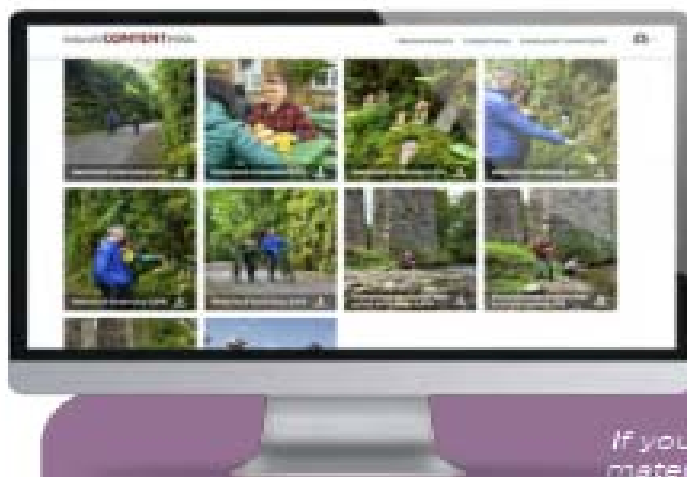
- >> The Incoming Tour Operator Association (ITOA) hosts annual workshops in Dublin and Limerick. Presenting your Greenway at the workshops offers a sales opportunity to promote to ITOA members who contract on behalf of 4,000 international tour operators and travel agents see: itoa-ireland.com
- >> Fáilte Ireland and Tourism Ireland also offer a range of trade sales opportunities in Ireland and in international markets. Contact your local Fáilte Ireland representative to explore appropriate opportunities.

5

LOCAL PARTNERSHIPS AND CROSS SELLING

Collaboration amongst local tourism providers is one of the most significant influencers in terms of encouraging visitors to stay longer and spend more in the local area. When choosing a destination, customers need to know that there is lots to do and see. It is essential that tourism providers along the Greenway are familiar with local experiences and, when dealing with customer enquiries, everybody cross-sells on behalf of the Greenway destination.

Link to webinar (in development) for businesses on Greenways?



If you need imagery for your local area to use on your website, social media or printed material, you can download quality photographs and videos for free from Fáilte Ireland and Tourism Ireland's digital library at www.irelandscontentpool.com

12

Ongoing Management, Maintenance, Monitoring



Overseeing the long-term sustainability of your Greenway

Management

Evidence from existing Greenways - both in Ireland and overseas - points to the need for ongoing management of Greenways by the local authority. This need continues long after construction is complete.

A broad team within the local authority is required for the design, planning, construction and long-term management of the Greenway and the team should include:

- >> Support from the chief executive and senior management team to oversee difficult decision making and liaise with elected representatives
- >> A liaison officer on the ground who has good interpersonal and communication skills
- >> Engineers and technicians for the design, delivery and maintenance
- >> Community engagement team to include marketing and communications, Greenway animation via outdoor activities, tourism, heritage, and history
- >> Expertise regarding knowledge and information of funding sources and procedures



14

Greenways Development Checklist



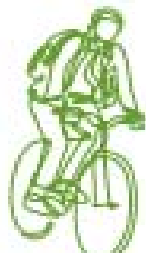
Heading	Action	Who will do it?	Timing	Budget €
GREENWAYS STRATEGY	We are clear about how our proposed Greenway satisfies the national or regional definition			
	For regional Greenways, we have identified how it can connect to a longer strategic route			
FUNDING	We have designed and implemented a process to ensure we are aware of impending funding sources and deadlines for funding calls			
	We have earmarked match funding within our organisation annual budgets to ensure we are ready to respond with an application to funding calls when they are announced			
	We are aware that our funding application must include budget for ongoing maintenance, marketing, and interpretation as well as the initial capital outlay			
DESIGN & CONSTRUCTION	We have reviewed the TII Rural Cycleway Design (Offline) Standard to ensure all plans are compliant			
	We have reviewed the Greenways and Cycle Routes Ancillary Infrastructure Guidelines and the other documents cited therein			
	We ensure the 5Ss of Greenway development are at the core of our design and construction process			
	Our planning and design take account of the Sport Ireland Outdoors accreditation system			
	We have identified the skills we have within or organisation and will outsource elements of the design if needed and as appropriate			
ENGAGING WITH LANDOWNERS	We liaise with local landowners who may be directly or indirectly impacted by the proposed Greenway route early in the process and maintain contact with them even after construction has been completed			
	We adhere to the Code of Best Practice that has been developed			

 Heading	 Action	 Who will do it?	 Timing	 Budget €
PUBLIC CONSULTATION	We have created an internal team within our organisation and have identified appropriate spokespersons as the relevant liaison person with different segments of the community			
	We have nominated a project liaison officer who refers specific enquiries to the relevant spokesperson on the wider local authority team			
	We have an open-door policy for community enquiries about the proposed Greenway and answer all queries in a timely manner			
	We ensure the needs of the local community are properly understood and addressed, whether the consultation process is managed internally or whether it is outsourced to a third party			
INTERPRETATION	We are in regular contact with local businesses and together aim to identify opportunities for new businesses / services that will add value to our Greenway and enhance its economic impact			
	We have developed an interpretation plan in partnership with public, private and community stakeholders			
CREATING GREENWAY EXPERIENCES	Drawing on the interpretation plan, we have identified our local stories and the best interpretive tools to tell those stories			
	We work closely with local businesses (tourism and non-tourism) to create Greenway experiences that help to bring to life the stories of our Greenway in an immersive way for visitors			
	We ensure our Greenway experiences are aligned with our destination brand (Dublin, Ireland's Ancient East, Ireland's Hidden Heartland, Wild Atlantic Way)			
	We liaise closely with local businesses to identify ways in which the local authority can facilitate and expedite experience development			
BRANDING & NAMING	We collaborate with Fáilte Ireland on the delivery of experience development workshops and training for business owners on our Greenway			
	We take part in Fáilte Ireland supports for greenway developers e.g. training, seminars, information exchange etc.			
	We adhere to all national Greenway branding guidelines both online and in-destination signage. Where applicable, we also include EuroVelo branding on our signage etc.			
	We follow the Fáilte Ireland toolkit guidelines when naming our Greenway			
	We will register the domain name for our website and all social media handles before the Greenway name is communicated externally			






Heading	Action	Who will do it?	Timing	Budget €
MARKETING & PROMOTION	We will outsource the launch stage (pre-launch and first six months after official launch) of the Greenway promotional campaign if we know that we do not have the resources internally to manage it effectively			
	We have an annual marketing and promotional plan with an associated budget for the ongoing promotional campaign			
	Responsibility for the implementation of the annual marketing and promotional plan is assigned to the Greenway Developer official. That person liaises closely with local tourism providers to optimise the joint marketing and promotional effort of the wider community			
ONGOING: MANAGEMENT MAINTENANCE MONITORING	In partnership with the local community, we implement an annual plan to ensure the optimal management and maintenance of our Greenway.			
	We undertake annual quantitative and qualitative research to better understand the needs and expectations of the people who use our Greenway (locals, domestic and overseas tourists) and we base future Greenway plans on the research findings			



Go Raibh Milé Maith Agat

Muchas Gracias

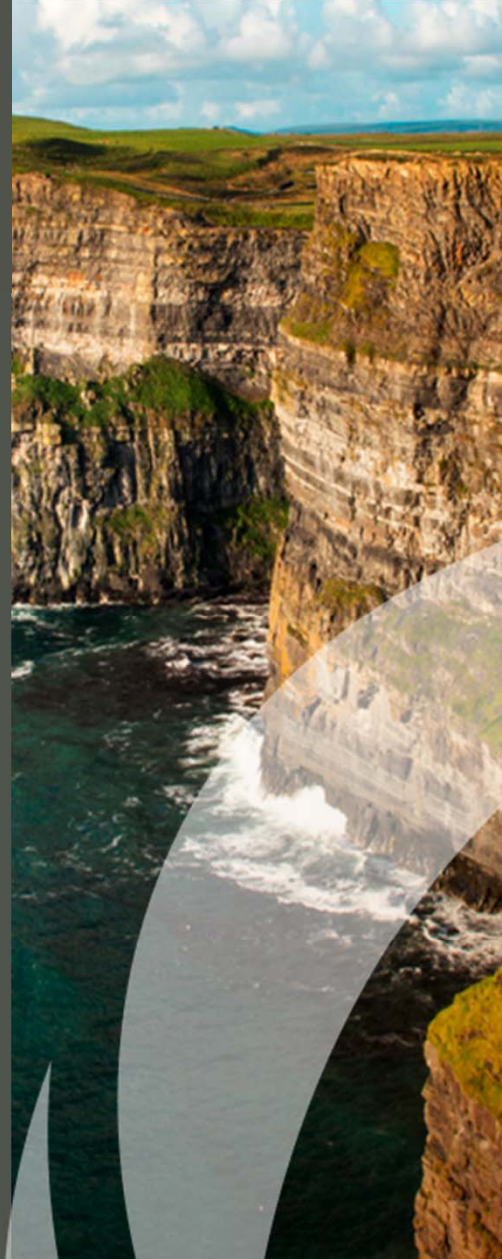
Thank you

Greenway Visitor Experience and Interpretation Toolkit

Michael Fitzsimons

30th September 2021

INTERNATIONAL CONFERENCE ON GREENWAYS, MOBILITY, LEISURE AND TOURISM





Stephan Luma