



Towards a Slow Traffic Strategy

Transport provisions benefiting regional development

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This paper is based on work done by the EGHN partnership.
Based on a joint action plan set up and
supervised by the Transnational Working Group on "Access"

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Introduction, Project Background

"Access" is one of the six key actions of the European Garden Heritage Network (EGHN) started in 2003 to enhance the quality of parks and gardens, to attract more visitors and to raise the profile of gardens and to show how they must be placed more centrally in policy development, tourism, regional economic development and regeneration. The EGHN and "Access" as its key actions is supported by the EU programme INTERREG IIIB NWE and ERDF funds because improved access is very likely to increase the number of visitors and the positive local and regional effects of parks and gardens. As social and cultural living conditions, the environment and the economy will benefit from improved access conditions the principles of sustainability are central to all measures within this action.

The transnational EGHN Access Working Group, set up in 2003, decided that two major areas should be included into the work of EGHN: the improvement of transport conditions to parks and gardens and the definition of a Slow Traffic Strategy. "Access by public transport" and "Access by bike" were identified to be essential for both areas.

While "Access by public transport" - from its very beginning - had a focus on testing models to run new bus services in at least two regions covered by EGHN (and included substantial financial means for such tests), "Access by bike", with no major budget allocated, focussed on more analytical work, evaluation of and exchange on best practice, site visits etc.. It was agreed that this work should end up with recommendations to feed into the Key Action 4 "Access" and into a "Slow Traffic Strategy".

For the major Anchor Gardens of the EGHN project in the five participating regions (thus Hestercombe Gardens, Painshill Park, Tatton Park, Parc Oriental, Schloss Dyck) "Baseline Reviews on Transport Conditions" were realized in 2004/2005 (see www.eghn.eu to download these documents).

Based on the reviews, the Interregional Working Group on Access, after consultation with partners, other organisations and external experts agreed on major objectives of a "Slow Traffic Strategy": To serve the principles of sustainability (to balance the demands and the profits of the environment, the economy and the social/cultural side of development aspects as well) this strategy has to be more than promoting the use of other transport means than private cars.

The Working Group also agreed that a Slow Traffic Strategy needs to be "an integrated approach to encouraging the development of slow traffic routes within the Inter-Regional Gateway, serving the anchor garden and other sites.



As one element in the development of the Slow Traffic Strategy, EGHN held two two-day seminars in October 2005 in North Rhine-Westphalia and in Cheshire on "Improving the bicycle use to link parks, gardens and settlements".

It is the objective of this report to show how improved access by bike can be improved and how this can contribute to a Slow Traffic Strategy. It also shows the objectives of such a strategy, some of the elements that should be considered for inclusion (including parks and gardens) and how it will be beneficial for a sustainable local and regional development.

A report on the model implementations of new bus services and their results and recommendations is published separately and will boost the debate about similar services in other regions.

Therefore, this sub-report includes:

1. Traffic, its resources and implications for regional development
2. Major objectives and ingredients of a Slow Traffic Strategy
3. Case studies: Improved Transport Networks, Destinations and Services
- towards Slow Traffic Strategies
4. Contributions of Parks and Gardens to a Slow Traffic Strategy

1. Traffic, its Resources and Implications for Regional Development

a) What does shape traffic?

- Traffic is created when people (or things) need to go or want to go from one place to other places.
- The longer the distance, the more people want to travel at higher speed – wishing to reduce “waste of time” or the time spent on passing “terra incognita”.
- However, transport conditions and restrictions, accidents, peak hours, parking problems etc., all result in congestions and in increased travel times, even when using high speed transport means.
- In general, higher speed causes higher fuel consumption and an increase of negative environmental impacts.
- If the travel distance is shorter or if a longer journey encompasses numerous stops, people are more ready to reduce their speed – as a higher speed will not reduce the total time resources required considerably.
- If a lower speed is acceptable for people, they are ready to walk, to cycle, to use public transport or to consider other transport facilities (horse, boat etc.).
- The acceptance of lower speed is more likely in leisure times.
- But as a matter of habits or caused by missing or inconvenient alternatives, people often use transport means that (at least theoretically) allow a higher speed than required.

b) How can the provision of transport facilities generate local benefits?

- Traffic crossing or by-passing an area requires resources and harms the environment, but has no direct positive benefits for the area.
- Only stops allow real and positive interchange with the traveller. It will be possible to sell services and goods and to achieve economic benefits.
- If an area can increase the number, lengths and quality of stops economic benefits are very likely to increase too.
- Economic, environmental and social benefits will further increase if the area provides good facilities for all modes of transport and travelling, including bus, train, cycling, walking, riding, boating etc.

2. Major Objectives and Ingredients of a Slow Traffic Strategy

A “Slow Traffic Strategy” does not aim at introducing speed limits, at causing traffic congestions or at banning the use of cars. It is a long term strategy to provide safe and comfortable alternatives for transport and travel. Existing offers will be assessed and enhanced and new offers will be created and coordinated within a Slow Traffic Strategy. The measures will allow travellers to enjoy the beauty and uniqueness of the landscape and will bring long term benefits to the region, its environment and economy.

The term “Slow Traffic” is very much related to or inspired by the “Slow Food” movement, which started in Italy in 1986.

Today Slow Food is a global movement widely accepted and supported as a model to promote the culture of good food,

to support the producers of such quality products and to maintain local/regional tradition and heritage, environment and landscape as well as production chains and economies. Communication, information and quality standards enable consumers to become partners in the food production process.

On www.slowfood.com the philosophy of Slow Food is defined as:

- We believe that everyone has a fundamental right to pleasure and consequently the responsibility to protect the heritage of food, tradition and culture that make this pleasure possible. (...)
- We believe that the food we eat should taste good; that it should be produced in a clean way that does not harm the environment, animal welfare or our health; and that food producers should receive fair compensation for their work.
- We consider ourselves co-producers, not consumers, because by being informed about how our food is produced and actively supporting those who produce it, we become a part of and a partner in the production process.

Similar to Slow Food, a Slow Traffic Strategy will offer people greater choice (of travelling options and accessible sites), better information (on the area they are travelling through) and more pleasure (to stop at attractive places), if they are ready to dedicate some of their time. As a reward for their time or as a surplus while travelling they will be able see, do and enjoy more. This again will raise their awareness and support for the things they enjoyed.

To achieve these benefits and effects a Slow Traffic Strategy needs to provide easy access to information on existing resources and options, to the actual qualities, history and future development trends of sites, landscapes etc.

The user/traveller needs to be able to select according to changing preferences and actual resources and desires. Very often it is part of the strategy to recommend some pre-selected sites, services, attractions or routes and to guarantee a standard of quality (as Slow Food is doing it with its guidebooks and logos), but to encourage the user to discover more.

Slow Food and Slow Traffic add to the attractiveness and sustainability of local economies, regions and towns and to the quality of life for the citizens and visitors. No surprise that a network “Cittaslow” or “Slow City” was founded in 1999. On www.cittaslow.org.uk it is explained that “Cittaslow is a way of thinking. It is about caring for your town and the people who live and work in it or visit it. It is about protecting the environment, about promoting local goods and produce, and about avoiding the ‘sameness’ that afflicts too many towns in the modern world.” And www.cittaslow.net makes clear that “all of this will result in technological opportunities, modern solutions in communication, transportation, incoming, production and selling.”

EGHN activities confirmed that innovative concepts to improve non-car access to a region and its sites, both for leisure/tourism and for every day use, are essential for the quality of life and for the sustainable increase of visitor numbers, visitor welcome and satisfaction.

- **Slow Traffic Strategy: Enabling Viable Transport Facilities and Increased Local Benefits**

As a combined policy for transport and regional development, a Slow Traffic Strategy has to enable viable transport facilities and to increase their local benefits.

This can be achieved:

- By offering decent options for travelling at reduced speed, while keeping and improving excellent high speed travel services whenever required and beneficial.
- By creating and promoting a dense network of high quality transport facilities, stops and destinations.
- By tempting the local population to increase the use of alternative transport facilities.
- By tempting passing travellers to pause their journey by high quality attractions and services.
- By promoting the quality of slow traffic transport facilities and the network of stops or destinations to entice new visitors.
- By increasing economic and social benefits while minimising or at least reducing negative environmental effects.
- By sustaining and enhancing the attractiveness and uniqueness of the built environment, of landscapes, of culture and thus of the quality of life as a whole.

- **Slow Traffic Strategy: Major ingredients and key actions**

Each Slow Traffic Strategy needs to build on the analysis of existing local/regional resources and on well thought-out enhancements. These might include:

On the traffic side:

- Diversified transport facilities
- Excellent signage and information
- Dense networks, no missing links, no dead ends
- High quality provision (surface, diameter, ramps), good maintenance
- High quality design (e.g. lights, bridges), attractive layout (e.g. quietness, views, topography)
- Link to regional and national facilities and networks
- Connections with other transport facilities (e.g. bicycle-train)
- Additional service provisions according to the needs of the diverse transport means (e.g. car, bus, train, bicycle) and occasions (e.g. leisure, work, shopping, school)

On the destination side:

- Destinations need to address travellers to slow them down
- Attractive destinations need to be close to or on traffic routes
- Destinations and stops corresponding to the various interests of the users
- Destinations and stops corresponding to the various abilities of the travellers (e.g. sporting cyclist, family cyclists)
- Well selected destinations to ensure quality and diversity
- Ensured visitor welcome for all
- Destinations need to be attractive for both short and long stops. High entrance fees for instance will reduce their short stop qualities.

- The mix of destinations needs to include non-commercial attractions (e.g. landscape, nature, villages). Economic benefits will be indirect.

Furthermore there are some key factors for the **implementation and marketing** side of a Slow Traffic Strategy:

- It is essential to evaluate the local and regional resources for a STS and to identify specific strengths, weaknesses, opportunities and threats for possible policies and measures to enhance the networks, services and destinations. EGHN conducted a set of such SWOT-Analysis based on site visits and including eleven aspects:
 - 1) The existing cycling network (On or along streets, specific tracks)
 - 2) Signage (Overall signs, specific signs, simplicity and consistency)
 - 3) Information (Maps, guide books, Internet, route planner)
 - 4) Specific thematic routes (Accessible for cyclists and others or specific for cyclists)
 - 5) Start of a tour (Directly from home, by car, by public transport)
 - 6) Specific services (Parking, repair, hire, car sharing, transport links, cyclist-friendly accommodation)
 - 7) Relevance (Use of bicycle for every-day-purposes, leisure, sports, tourism)
 - 8) User groups (Age, status, interest)
 - 9) Stakeholders and drivers (Tourism agencies, associations, municipalities, counties, others)
 - 10) Parks and gardens (The position of parks and gardens in cycling networks and cycling tourism)
 - 11) Outlook (What might happen next to change the situation?)
- It is vital that all travellers, their requirements and requests are taken for serious. Every measure has to be completed, new offers have to be secured and tested to be reliable, safe and comfortable before the public is invited. If people should fail or have difficulties to use the new offers, the entire strategy or policy might suffer seriously.
- Improving the conditions for non-car users is a long term project that requires sustainable support as well as it will increase sustainability.
- The whole process (of investments in infrastructure etc.) has to be assisted by information campaigns. Information not only about improved opportunities and new services, but also advice on how to use them and on how to respect other travellers using the same or different transport facilities (e.g. to avoid conflicts between cyclists and walkers using same tracks).
- Image campaigns are essential again. While the use of a bike for all purposes and by all social groups and ages is widely accepted in countries like Germany, the Netherlands or Belgium, the image of cycling and bikers very often needs tremendous improvements. To make it a normal, widely accepted and respected form of travelling and transport their broader use in public administration, big companies as well as VIPs using a bike can be very beneficial.



3. Case studies: Improved Transport Networks, Destinations and Services - towards Slow Traffic Strategies

- **The Cycle Traffic Network in North Rhine-Westphalia (Germany)**

In North Rhine-Westphalia, for the first time in a German Federal region, a cycle traffic network was completed in 2005 with uniform signposting. A total of 13,800 kilometres of cycle-paths, roads with low traffic density and commercial streets are provided with uniform red-and-white signposting.

The high density of the network, the quality of its tracks (with many tracks for cyclists only), the additional services and facilities for cyclists, the connection to other transport means, and the high level of information add to the unique quality of this cycle traffic network. It is highly accepted and popular to use for travelling to school, work, shopping, leisure activities etc.

Many cities in the area have been acknowledged as "Bike friendly" and joined a network to enhance and to promote cycling as part of sustainable transport.

Many kilometres of the network have been improved or created during the last decade. Some are using former railway lines, some are following canals or rivers, many are crossing former industrial land which has been "forbidden land" for centuries. This real "networking" included the construction of a high number of new bridges. In the Ruhr area these bridges represent a very high quality of engineering and architecture reflecting the tradition of production and engineering (steel, mining, machinery) in the region and adding to the image and the identity of the region now as a symbol of modernisation and innovation.

Information is provided by a numerous maps, some offered for free by public organisations (e.g. the NRW Ministry for Construction and Transport), some by tourism organisations and cycling associations and much more by commercial publishers.

Cyclists can also find out more on the Internet. At www.radverkehrsnetz.nrw.de there is further information as well as a digital scaleable map. This Internet offer of a "Route Planner for Cyclists", which is unique worldwide to-date, opens up new ways to explore the sights and the beautiful North Rhine-Westphalian countryside with a detailed and completely individually composed tour. Here cyclists can find out everything about the location of sights, railway stations, cycle stations (Bike&Ride - allowing easy change to bus or train and also

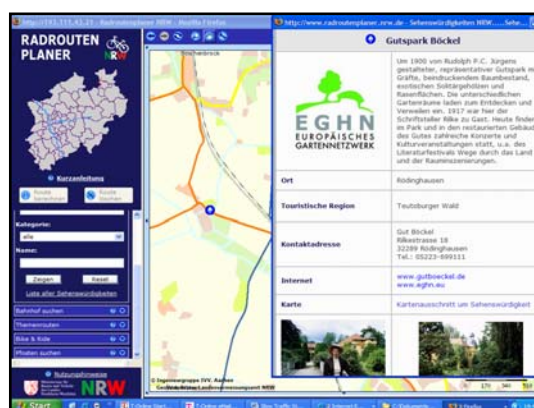


secured parking and some repair services) as well as about restaurants and overnight accommodation (Bed&Bike – offering specific facilities and services for bikers) and much more in North Rhine-Westphalia on a single platform.

By mouse click, distances and cycling times of routes in the NRW cycling network as well as on transregional, long-distance tourist cycling paths covering around 20,000 km can be calculated. For each calculated route a height profile can be displayed, so that even smaller gradients can be taken into consideration when planning journeys. Another click shows whether a chosen route runs over cycling paths, farm roads, through pedestrian precincts or on roads.



For EGHN it was easy to build on the achievements made and structures already established: It has been arranged that all parks and gardens of EGHN that have not been located within the Route Planner or are presented in a very basic manner (short text, no pictures) will be included and presentations will be improved. This work was started with some model sites and will be continued as a future activity of the EGHN network.



Furthermore an EGHN cycling route – linking the Anchor Garden Schloss Dyck with other EGHN gardens and attractive sites in the cultural landscape – has been worked out and will be ready to be printed or downloaded from the Internet based Route Planner for Cyclists as a new tour tip for the next cycling and garden season in 2007.

• Other Slow Traffic Measures in North Rhine-Westphalia (Germany)

In addition to cycling, many organisations, municipalities and companies are running additional programmes and measures to promote horse riding and the use of boats as a additional tourism and leisure activities. The state government is supporting some of these initiatives. Again the idea is to attract more visitors and to make them stay longer by reducing their speed of travelling from one attraction to another – a Slow Traffic Strategy approach.

North Rhine-Westphalia is a genuine horse country. There are riding and pony ranches all over NRW for holidays in the saddle. The range is wide and extends from the pony ranch for children's holidays via renowned stud farms with their own riding schools right through to farms which provide accommodation for trekking riders and their horses, organize the transport of baggage and provide support for their guests with tips for the next stage of their journey. In many areas riding trails have been developed, signposted and mapped. There are agricultural riding schools, guesthouses etc. to welcome riding guests and to provide the services they need. Networks of horseback rambling trails which will join trail riding stations with each other across certain areas are promoted as holiday destinations for families and experts riders as well.

North Rhine-Westphalia is a genuine water country too. Many waterways, rivers and canals, can be found in the countryside and are joining most cities as well. With the commercial use declining (although Duisburg harbour still is one of the largest inland ports in the world) hobby captains are welcome to use the waterways. In the Ruhr area many canals (around 200 kilometres of waterways) are joining industrial sites, many of them now part of the Route of Industrial Heritage and featuring impressive exhibitions and museums. And many of the parks and gardens are close to waterways too, e.g. the historic park of "Villa Hügel" high above the Ruhr or the contemporary "Garden of Remembrance" in the Inner Harbour in Duisburg. Many marinas have been realized to provide safe havens and infrastructure for hobby sailors and good starting points for voyages of discovery through the region.



• **New Services for Bikers in Cheshire (United Kingdom)**

In Cheshire, the EGHN-Cycling-Workshop held in NRW was so inspiring for the team that the follow-up workshop, organised in Cheshire at Tatton Park, included many external experts as well. The resources for improved cycling, walking and public transport infrastructures were presented and options and problems for improvements were discussed by including external experts. While there was no doubt that the transfer of the elements of the cycle traffic network from NRW to Cheshire (or other regions in the UK or France) would be impossible or a very long term project, it was acknowledged that already minor improvements would contribute to a Slow Traffic Strategy. It was also agreed that parks and gardens as a whole and the measures implemented as part of the EGHN key action "Inter-regional Gateways" and the regional routes in particular would be excellent resources to build on.



The group also tested the new cycle hire and cycle storage facilities at Tatton Park and some sections of the cycling track that EGHN has developed to connect the EGHN Anchor Garden Tatton Park with Arley Hall and some other EGHN gardens and other attractions in Cheshire.

This route and all services are promoted in a free leaflet which is much requested at Tatton Park and at other sites in Cheshire as well. The leaflet can also be downloaded at: <http://www.cheshire.gov.uk/cycling/cycleway/>. It was confirmed that people who rent a bike (in particular those who do it spontaneously) in a region they are not very familiar with, are happy to get some recommendation on where to go to make most out of their leisure time and to discover other attractive places. But also residents looking for attractive week-end activities use the leaflet and their bikes (many of them instead of their cars) to discover new areas of the regional landscape. To support this positive trend, Cheshire County Council has produced a DVD which features a major cycleway by following the Cycling Officer on his two day trip through Cheshire's stunning and manifold countryside. The video is streamed at: <http://www2.cheshire.gov.uk/CyclingDVD/CyclingDVD-hi.asp>

- **Destination Management in Pays de la Loire (France)**

In Pays de la Loire, the coastal area of Pays de la Loire in France, the tourism activities traditionally concentrate on a small stretch along the coast. This causes not only some problems of overcrowding during the season with negative effects on attractiveness and well-being of visitors, but also neglects the resources of the beautiful hinterland, with its specific forest zones, marshes, salt marshes, small rivers, monuments, places of interest and charming villages. Some years ago a decision was made that cycling would be ideal to use these resources as the countryside is mostly flat and cycling is an activity that families, which are the major visitor group in this area, like and can easily do together.



Based on a backbone along the beaches, different cycle tracks have been designed, built and signposted to exploit the hinterland for sustainable tourism. The network consists of separate, purpose built cycling tracks and tracks along or on streets to link to the beaches, hotels, camping sites, shopping areas etc. The network is completed by parking areas for bikes (in particular along the beaches) and by picnic/rest areas which offer seats, tables and paper basket. Some also include fireplaces, drinking water supply or air supply for tyres.

Routes are well signposted and free maps are provided to inform cyclists about the layout of the network, about distances, about points of interest and service stations. Maps also recommend starting points and directions for the entire course. There also are specific mountain bike trails. Rental of bicycles is possible at about 15 stations in the area, most of them also providing services for those using their own bikes.



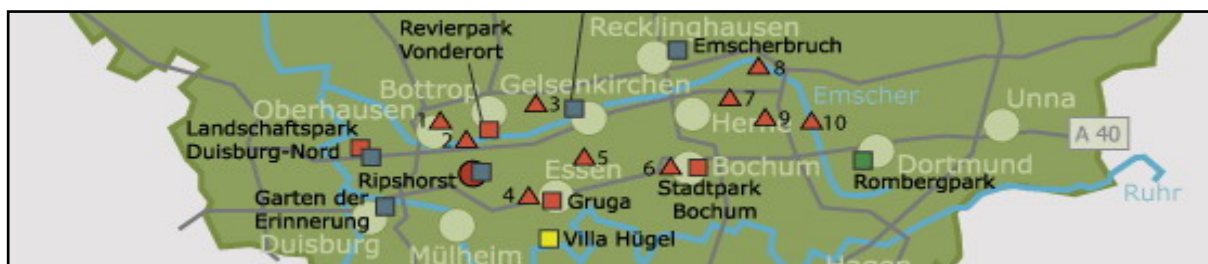
By making additional attractions easy accessible by a cycling network with good services, the beaches are no longer "the only" attraction. This helps to make the beaches quieter or "slower" and increases the area covered by tourism. It is more likely now that the number of sites visited will increase and that people will stay longer, which again will support the local economy.



- **The Regional Routes and European Themes of EGHN as a transferable model for other regions (Germany, UK, France)**

Two of the other six key actions of EGHN were confirmed by the Access Working Group, by parks and gardens and by organisations concerned as well as very beneficial elements for new forms of travel and tourism and therefore as very valuable to prepare a STS too: Inter-Regional Gateways and European Themes

Central to the Inter-Regional Gateways is the development and promotion of regional routes based on carefully selected elements of the regional garden resource and of the cultural landscape. Each individual site is able - and the mixture of the selected sites even more - to represent some of the unique qualities and characteristics of a region, local and regional culture and heritage, landscape features, parks and gardens and many more.



European Themes add the international dimension and allow seeing the bigger picture of garden heritage in North-West-Europe, allow to compare similarities and to identify local specialities as well.

In general, regional routes include five gardens and ten other places of interest (e.g. areas of natural beauty, museums and art galleries, castles, picturesque villages, historic sites). In addition, six to ten parks and gardens in each region represent specific aspects of European garden heritage and the live and work of people in gardens.

Each regional route has a specific theme that guided the EGHN experts through the selection process and is now tempting visitors by highlighting the additional attractions and knowledge gains they can expect when making their tour based on EGHN information.

As a model, one of the nine routes has been further developed to include an additional area of interest, to slow people down and to increase economic benefits: In the Münsterland, the northern region of North Rhine-Westphalia with a long tradition in agriculture and food production, a cooperation with Slow Food allowed to present 10 companies offering high quality products like cheese, liquor, ham, bread, jam with a local heritage and origin.



Some other areas that might be included into routes to enhance the attractiveness and economic effects further have been identified as "Accommodation in historic houses", "Restaurants serving local dishes", "Nature protection areas", "Crafts" or "Nurseries".

It is important that all sites of a route are appealing for the target groups identified (for EGHN one of these groups was defined as "those interested in parks and gardens, culture, heritage, high quality produce and food" while a second one would be "families with higher

educational background"). Furthermore quality has to be ensured. This can be done by using own quality standards whenever appropriate (EGHN's qualification lies within parks and gardens) or by the use of established labels (e.g. for hotels, food).

It is particular this unique combination of parks/gardens and other sites or places of interest that a STS can have profits from. The combination ensures both sufficient density for slower transport means and high quality and significance on the destination side. Even the garden enthusiast will get tired of visiting 20 walled gardens for instance – in particular if the quality of some might be poor – but will enjoy visiting a museum or doing some shopping in a nice village during his trip.



With the EGHN website and other information material as brochures and leaflets, all people and travellers living in or visiting the region have sufficient information available to decide which gardens/parks and other sites to visit. They can design their own routes, according to their resources, capabilities and interests and according to the way they would like to travel: "quick" or **even better "slow"!**

4. Contributions of Parks and Gardens to a Slow Traffic Strategy

By their very nature, most parks and gardens are located in rural areas that are poorly served by public transport networks. This not only excludes many non-drivers from visiting gardens, it also negates the demands for environmental credibility and sustainability of spatial development. However, while different in details, research and best practice reviews in all regions and many sites revealed that parks and gardens are able to contribute to the implementation of successful Slow Traffic Strategies. Some of the more general resources and opportunities are exemplified below.

- **The specific resources of parks and gardens in a STS:**

The importance of parks and gardens in a STS is very much limited to their role as destinations. Nevertheless their limited contribution to "transport" as such can already be qualified as "slow": people stroll through a garden (and often stop and sit down). In extensive parks and grounds they can sometimes use the bike too. Cars are normally stopped at the border at designated parking areas.

On the destination side, parks and gardens can contribute to the objectives of a STS: to slow down people, to extend the time spend at each single place and to visit more sites in a narrow area. Parks and gardens can deliver the impressions, information, comfort and value visitors will enjoy and will invite them to know more about this place, about its interconnection with other places in the region or elsewhere and will tempt them to include these places into their ongoing or future ride:



- Parks and gardens offer an environment that people enjoy as quiet and slow. In general parks and gardens are following a seasonal regime rather than the regime of permanent change.
 - Nevertheless there are so many subtle and sublime changes during a week (e.g. plants growing, colours changing) or even during a day (blossoms opening, weather changing) that there is always something “new” to discover – for those who take the time to do so.
 - Parks and gardens are natural or at least working with organic material. Visitors can experience growth and decline.
 - Parks and gardens have manifold interactions with the surrounding area
 - Parks and gardens include history and culture. People who created the gardens often played important roles in the local economy, culture, science or social life. Works of arts can be found in many gardens or in the houses they belong to.
- **Additional Measures to enhance the offers of parks and garden in a STS and to increase the benefits of such a strategy for the parks and gardens:**

While many gardens offer designated parking areas for cars and coaches and some are connected to public transport, facilities and services for other transport means and other travellers (e.g. bikers and walkers) need further improvement. While the provision of new offers can not be done without careful evaluation in each garden, some aspects have been identified that should be considered:

- It would add to the comfort of these visitor groups if they could place their bags, helmets, raincoats etc. in a secured place. While most museums offer a cloakroom or lockers, parks and gardens do not offer these facilities.
- Additional services to attract bikers may range from (covered) parking areas, equipment to repair a bike and air supply to the provision of take-away food and drinks in the shop or tearoom.
- Cycle hire in a park can attract new visitors or invite people to have a ride who not intended to do so or who have no own bike. It would be excellent if cycle hire stations would be included into a network (as in North Rhine-Westphalia), allowing one way rentals and easy change to bus, train or car.
- New, well signed bicycle routes are essential, in particular for the occasional biker (who rented a bike on the site). Leaflets explaining the route add to the comfort and can help to increase economic benefits.
- There are a reasonable number of parks and gardens adjacent or close to waterways. Additional input for a STS as well as more visitors for the sites may result from landing-stages for limited stays.
- Due to their rural location in beautiful countryside many parks and gardens may also attract horse riders easily if they provide the facilities for riders and their horses to have a comfortable and refreshing break. Special thematic events could be organised to approach this group and to promote parks and gardens as destinations.
- For all people stopping at one of the larger gardens, information should be available on the garden itself, but also on other local or regional attractions, themed routes, cycling tracks, accommodation etc. This should include guidebooks and maps. Access to the Internet and to a printer (for free or at a realistic charge) will allow further information search and communication.

Photos:

Page 3: Travel London Bus, by Surrey County Council

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