

# Greenway *Visitor Experience & Interpretation Toolkit*

APRIL 2021



» *Greenways enhance local communities,  
the environment, the economy and the  
quality of life of the surrounding area* «



**ACKNOWLEDGEMENTS:**

This toolkit was co-produced by Michael Fitzsimons and Orla Woods at Fáilte Ireland in association with Bane Mullarkey Tourism Consultants. Design by Custodian.

The input of the following organisations is gratefully acknowledged;

Department of Transport  
Sport Ireland Outdoors  
Waterford County Council  
Mayo County Council  
Sligo County Council

**DISCLAIMER:**

**Every effort has been taken to ensure accuracy in the compilation of this document.**

**Fáilte Ireland cannot however, accept responsibility for errors or omissions but where such are brought to our attention, future editions will be amended accordingly.**

The content in this toolkit provides an overview of best practice approach to Greenway development, management, maintenance, and marketing. It is not intended to address every single step of the process and Greenway developers are advised to consult the range of reference sources noted in the document in addition to undertaking their own research and analysis and obtaining their own professional advice. Examples and references contained within are for illustrative purposes only. No responsibility for loss occasioned to any person or body acting or refraining from action as a result of the material in this publication can be accepted by Fáilte Ireland.

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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, unless they link to an existing Greenway.





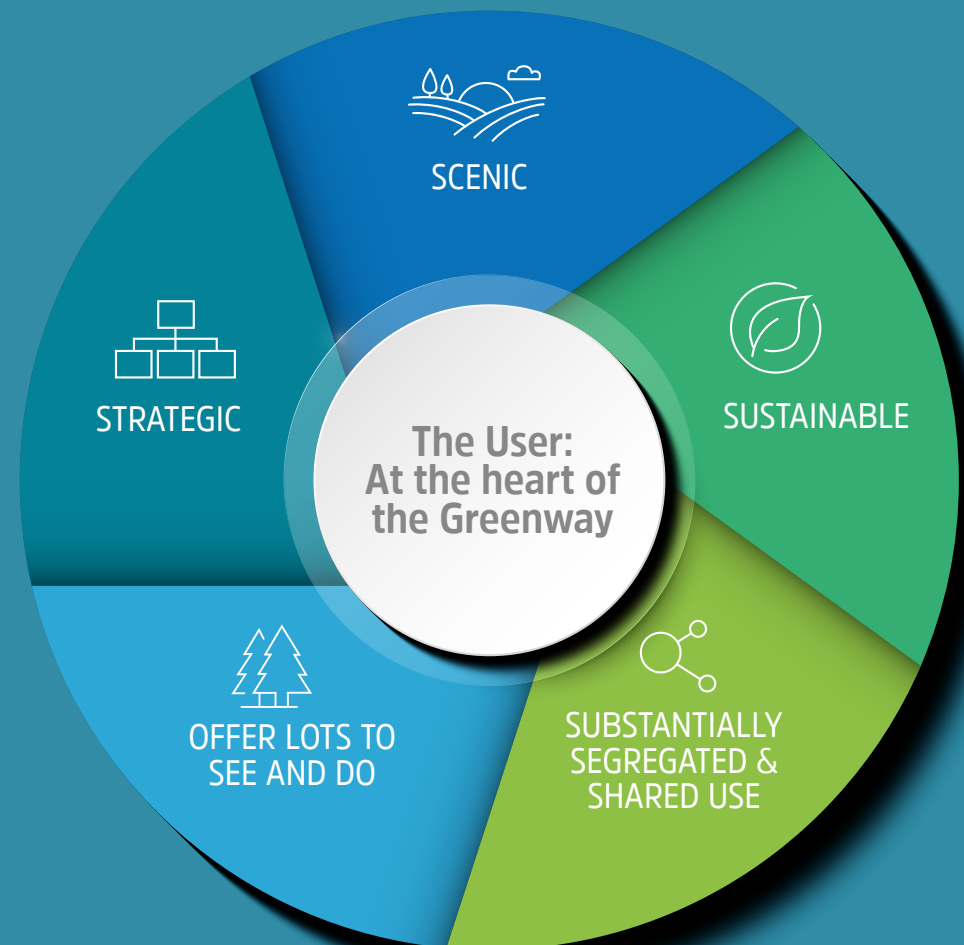
## The User: At the heart of the Greenway

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 <<*

# The 5 S's of Greenway Development



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



# 2

## Funding & Public Spending Code Requirements

In recent years, funding for Greenway development has come through a variety of sources including;

### Department of Transport, Tourism and Sport

>> 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.

### EU

Interreg Europe - OUR WAY

### 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 developers 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.

### Public Spending Code Requirements

Projects must comply with the Public Spending Code (PSC) which was updated in 2019.

In addition, the Department of Transport has developed PSC guidelines for Projects under €20 million with an additional note for projects over €20 million. Please contact the Department of Transport for further information and documentation.







## *Plan Ahead*

*>> Aim to have issues such as land acquisition (where necessary), Greenway design and planning permissions in place. Then the project is 'shovel-ready' when funding calls are announced.*

*Future funding calls may not necessarily be grant aided up to 100%, so developers should earmark sources of match funding within annual budgets.*

*Applicants are required to satisfy themselves that all statutory planning, environmental and other legislative requirements have been met (relevant to the Project Phase that is being applied for) to allow them to carry out the proposed development. Applicants are advised that consultation with relevant statutory agencies (e.g. NPWS etc.) should be undertaken as appropriate.*

*A declaration in relation to compliance with statutory planning, environmental and other legislative requirements must be prepared PRIOR to seeking any funding. Projects that do not confirm that they have met the requirements will not be funded <<*



# 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.

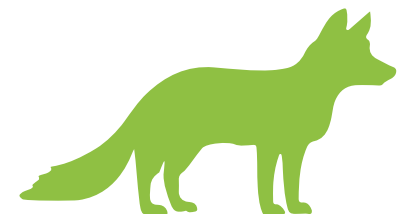
>> **Expertise** regarding knowledge and information of funding sources and procedures is important for the ongoing maintenance and new developments as well as the initial construction.

>> 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.

**Local Councillors** perform a role in determining the policy of the Council subject to, and in accordance with, the Local Government Act 2001 as well as representing the needs of the electorate of the county.







*" Here in Waterford City and County Council we have learned that having a strong multi-disciplinary team in place has been crucial to the success of the Waterford Greenway project. Early and meaningful engagement by this team with the various key stakeholders has also been vitally important. The development of Waterford Greenway has been and continues to be an evolving story.*

*Waterford City and Council recognises the need to continue to engage with landowners, businesses and local communities in order to plan for the ever changing landscape that we find ourselves in and ensure the continued success of Waterford Greenway into the future. "*

**Michael Walsh, Chief Executive, Waterford City and County Council.**

A flexible approach to multi-disciplinary planning and delivery is always important. It is certain that issues as well as opportunities will emerge from a variety of sources as plans for your Greenway evolve. Keeping a focus on the end users and an open mind as to how those issues and opportunities could impact on their experience of the Greenway should be a priority for all members of the team.

Having to retro-fit elements of the Greenway can be an expensive and time-consuming response to user feedback over time, so the multi-disciplinary approach to early planning and design is recommended.

# 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 [Transport Infrastructure Ireland Rural Cycleway Design](#)

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

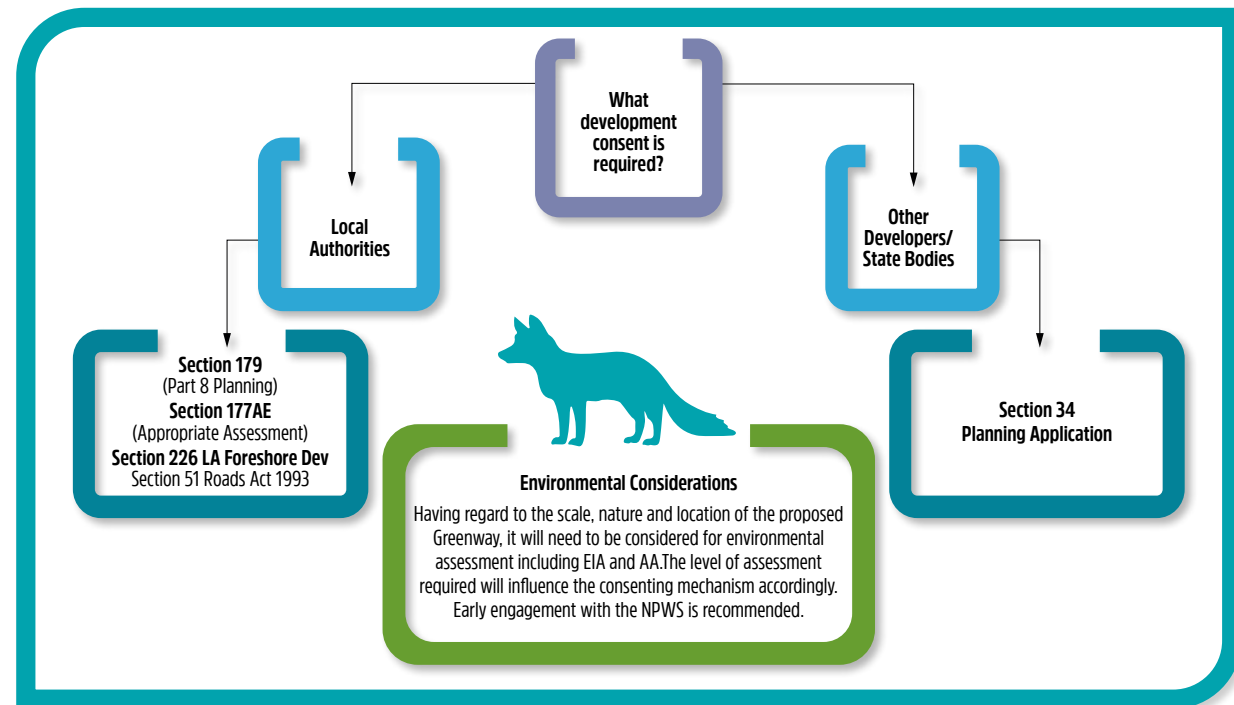
[The National Transport Authority's \(NTA\) National Cycle Manual](#)

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

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

### Stages in the planning process

The process for planning 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 <<





### Segregation from vehicular traffic:

it is best practice when Greenways are fully segregated from vehicular traffic. Where a particular local situation does not allow for this, traffic calming measures should be put in place to make the route suitable for inexperienced cyclists



**Linkages:** routes should link to towns and village centres with larger cycling/walking networks and/or other activities/locations.

Where possible, provide safe cycling corridors from local train/bus stations. Greenways have the potential to provide a car free experience from start to finish combining public transport with cycling.



**The environment:** it is essential Greenways comply with the requirements of Irish and European law including, but not limited to, EU Directive 2014/52/EU



**Width:** the path should be a minimum 3m wide to accommodate two-way traffic comfortably, noting that many users may not be competent cyclists (e.g. parents cycling with toddler trailers or tag-along bikes might be doing so for the first time). The optimum width is 5m where possible, especially around urban centres and/or busy trail heads. It is understood that the optimum width is not always possible and developers are advised to make a judgement call on progressing with narrower trails for limited sections of their Greenway, if the narrower section adds value to the overall experience of the Greenway.



**Gradient/slope:** TII's standard recommends that any slopes should have a maximum gradient of 3% Where this is not possible on limited sections, developers are advised to make a judgement call on the achievable gradient, assuming the end result adds value to the overall Greenway experience for the user.



**Surface:** the surface should ideally give a sense of the Greenway's local environment.



**Signage:** signage along the Greenway should recommend visitor attractions and experiences in the local area.

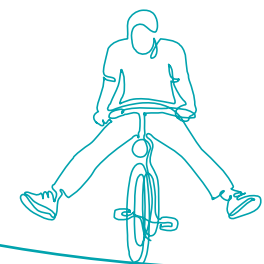


**Parking facilities:** it is important to identify existing car and bicycle parking facilities available on or near the route and determine if there is a requirement for additional car parking spaces and where they should be located. If the trailhead is isolated from an existing town or village then vehicular parking may be required.



**Ancillary infrastructure:** facilities that enhance the Greenway experience for users: e.g. trailheads, rest and shelter facilities, mapping/route orientation, furniture and aesthetic or sculptural additions. The range of facilities should be appropriate to the anticipated volume of users and type of likely demand.

For more information see  
[Greenways and Cycle Routes](#)  
[Ancillary Infrastructure Guidelines](#)







## Points to Remember

- 1 Feedback from Greenway users regularly points to the need for providing access to water and toilet facilities.

Poor or no toilet provision will impact negatively on the Greenway's reputation and it is generally recommended that toilet facilities are ideally available approximately every 10 km. On the Great Western Greenway, Mayo County Council has undertaken the responsibility to provide toilets, whilst in Waterford the local authority has come to an agreement with hospitality businesses along the Greenway that they will provide toilet facilities to all Greenway users. At the early planning stage, local authorities need to explore how best to provide those services on their respective Greenways.

- 2 In order to ensure your Greenway meets the needs of the end user, the design process should observe the 5 S's i.e. Scenic – Sustainable – Substantially Segregated & Shared Use – Strategic – Offers lots to See and Do. Developers are also advised to remember at all times that the Greenway will attract a wide variety of end users including pedestrians, cyclists, locals, tourists etc.

To ensure the wide-ranging needs of the respective users are addressed from the outset, some Greenway developers involve landscape architects at the design stage. This helps to identify aspects such as best use of the route, how to create engaging interpretation where there are no naturally occurring points of interest, how to make the most of the local habitat and so on. Remember, trying to retro fit a better user experience on your Greenway is usually expensive and time-consuming, so it's advisable to take your time at the beginning, ensure you have an holistic team onboard and put yourself in the end user's shoes!

- 3 See the Appendices for a sample tender brief for the development of an interpretation strategy.

- 4 Sport Ireland maintains a National Trails Register  
Inclusion on the Register is based on meeting agreed criteria and standards. Greenways that are funded under the National Greenways Strategy will be required to go through this registration system.



# 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 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, ideally at or before the first route options stage, 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 carry out 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 Practise for Greenways.

A working group comprising the Department of Transport, the Department of Rural and Community Development, Fáilte Ireland, 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, Greenway developers are advised to consult and abide by it before before commencing any advance Greenway planning.





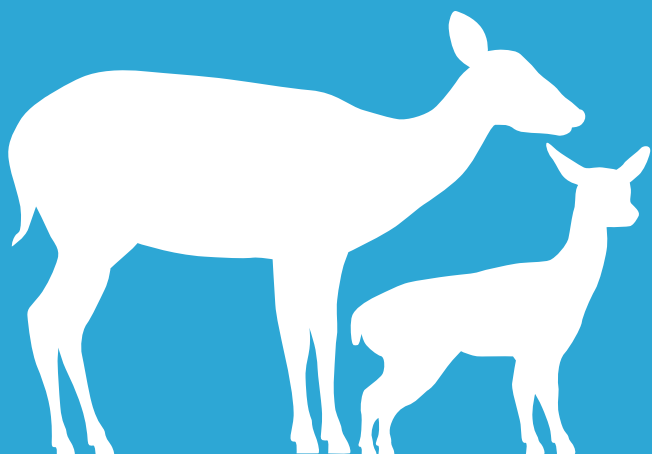


# *The Code of Best Practice*

**...deals with issues such as:**

- >> agreeing the consultation process
- >> the factors to be considered when choosing a route
- >> ways of minimising severance
- >> range of possible mitigation works
- >> appropriate types of accommodation works e.g. fencing
- >> appropriate levels of payment for land
- >> suitable types of access both for landowners and the public
- >> mechanisms to minimise disruption and to ensure the smooth and timely delivery of Greenway projects

A Code of Best Practice & Guide to Process for National Greenway Projects is currently being developed by a range of stakeholders. A link to the published document will be added here when completed.



# 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 developer 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 development agency staff working on the project, the empathetic understanding of issues raised and so on. Whether public consultation is managed directly by the developer 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 the developer 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, landowners and members of the public.

If there is a Rural Recreation Officer in the area they may be the 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.





This process also provides an opportunity for landowners and the wider local community to highlight aspects of concern, which typically centre around:

- >> Anti-social behaviour
- >> Littering (evidence from the Great Western and Waterford Greenways is that this has not been an issue to date)
- >> Facilitating unauthorised access to farms and farmers' yards
- >> Dogs roaming loose on farmland
- >> Insurance claims
- >> Inadequate stock proofing measures

*>> Think about your public consultation invitation as a sales pitch! Ensure it generates excitement and interest amongst the local community and reassures them that by engaging in the process, a joint vision that works for everybody is achievable. <<*

## Uncovering new opportunities

Engagement with local business owners can help to identify opportunities to enhance existing visitor services in the area. This could range from simply extending opening hours in the local shop, to adding a service that complements the current business offering or to the development of completely new businesses that will encourage visitors to stay longer in the area.

Consultation with the local community also presents an opportunity to uncover the local stories that are uniquely associated with the Greenway route.

No two Greenways are the same and part of what distinguishes one from another is the built, natural, historical and social heritage of the area. Sourcing and presenting this heritage will not only add to the character, individuality, and emotional value of the Greenway, it can also help to underpin local community identity and ownership.





# 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.







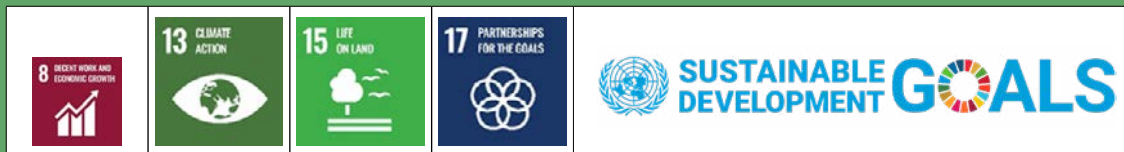
## Sustainability

**Sustainability is one of the key components of a Greenway. The benefits of Greenways are multifaceted. They facilitate active travel and influence how people travel through sustainable modes and encourage regular physical exercise.**

The increase in economic activity that a Greenway brings creates opportunities for new employment and provides existing businesses the opportunity to diversify their offering including cycle hire services, accommodation, food and beverage and construction sectors, resulting in sustainable employment which is sustained throughout the year.

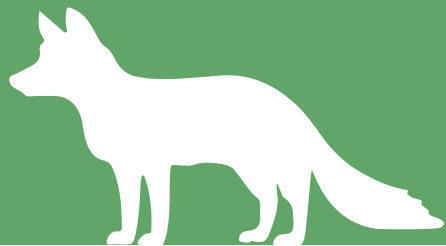
Greenways also have an important role in the protection and promotion of natural assets. The enhancement of habitats not only has a direct environmental benefit, but it also allows communities to value and protect its natural heritage. Greenways can play a central role in meeting the challenge of climate change through a range of direct and in combination measures.

Greenways can contribute to the UN's Sustainable Development Goals such as:



## Potential sustainable measures to consider for your Greenway;

- >> Are there opportunities for regeneration and reuse of underutilised assets along the Greenway and within the towns and villages surrounding it, to improve the economic, social and environmental sustainability of the area? (Consider using the VICE model for sustainable development)
- >> Can you promote and inspire responsible outdoor recreation through the Leave No Trace Principles?
- >> Help combat waste by installing refill stations along the route
- >> Use of public transport to get to the Greenway





## Biodiversity

Greenways should promote and enhance biodiversity, conservation, and habitat and be good for nature. Wildlife will readily colonise new areas and creating the right mixture of habitats to attract the greatest diversity of wildlife along the Greenway corridor, is entirely achievable with appropriate management. Connectivity is as crucial for wildlife as it is for Greenway users. Forming 'wildlife corridors' that allow both to move and adapt can be achieved by creating green corridors. The Greenway can also support the [All Ireland Pollinator Plan](#) by addressing pollinator decline and protecting pollination services and becoming a pollinator highway.

What makes a Greenway attractive? High maintenance, overly manicured green spaces are becoming a thing of the past. Balancing the needs of wildlife, people and the environment requires a different approach. Therefore, it is important that all stakeholders and partners involved in the management and maintenance of the Greenway ensure that biodiversity is considered and incorporated from the outset.

## How can your Greenway support Biodiversity?

- >> Ensure your Greenway Management Plan prioritises improving environmental quality and promoting local biodiversity (native plants and animals), protecting, and showcasing local features.
- >> By delivering tree, hedgerow and wildflower planting the range of habitats and species can be diversified. Together with other planting improvements these can help create a wildlife corridor that links to other green infrastructure.
- >> Improve wildlife knowledge by engaging the local community and schools to volunteer to undertake dedicated survey work. Many of these corridors will become community green spaces and fostering a sense of ownership through involvement is essential.







### *Further Resources...*

including more detailed case studies, templates and examples can be found at:

[Greenways Management Handbook](#)  
Sustrans UK

[The National Biodiversity Data Centre](#)  
The National Biodiversity Data Centre is an initiative of The Heritage Council

[Pollinator-friendly Management of Transport Corridors](#)  
The National Biodiversity Data Centre

[Leave no Trace Ireland](#)

# 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, an interpretation plan will ensure 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 and/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 developer, 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.



Vision



Hearing



Smell



Taste



Touch



>> 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 <<







## What are Greenway Experiences?

To create experiences, the Greenway needs to be bundled with a range of associated services such as transport to/from the Greenway, accommodation, food, bike hire, guiding, culture, heritage etc. so that potential visitors can imagine themselves creating memories with family and friends when they visit the Greenway.

Experiences are successful when a business immerses the visitor in an interesting and engaging story, so creativity and building in the unexpected are important when developing Greenway experiences.

### The Gourmet Greenway is one such example

The Gourmet Greenway, a food trail along the Great Western Greenway was created by Mulranny Park Hotel. It consists of eighteen local food producers who have collaborated to showcase the area's delicious artisan foods.

The Greenway becomes more enticing for visitors when it is part of a cluster of attractions and activities that help the visitor to uncover other experiences in the area. By working together, businesses can leverage the Greenway as the doorway to a range of experiences and the resulting economic benefits are shared by individual businesses involved as well as the wider community.

*“ Education is not the filling of the pail, but the lighting of the fire ”*

W.B. Yeats



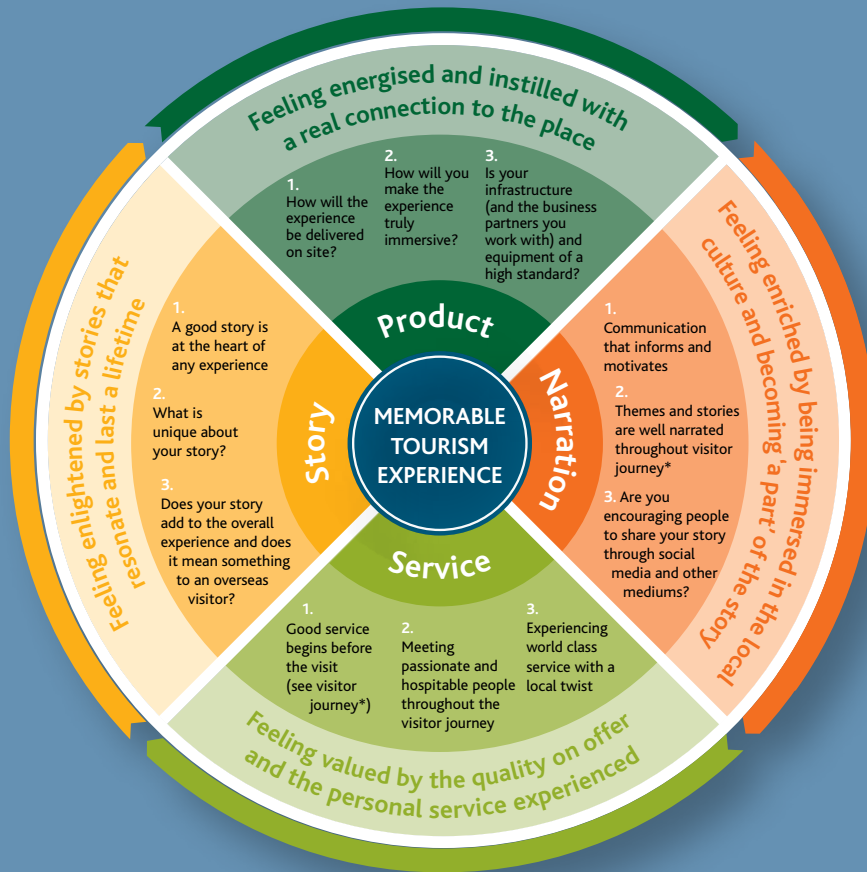
>> Remember to ensure your Greenway experiences are also aligned with your destination brand  
i.e. Dublin, Ireland's Ancient East, Ireland's Hidden Heartlands or Wild Atlantic Way <<

## The Experience Wheel

The Experience Wheel was developed by Fáilte Ireland to capture the components that, when combined, deliver a memorable tourism experience.

The centre layer contains the four components of a memorable tourism experience:

The next layer in the wheel details how you can deliver on expectations for each component. For example:



**1. Product:** 'the hardware' at the core of the experience i.e. your Greenway

**2. Service:** 'the software' i.e. looking after visitor needs with ancillary infrastructure

**3. Story:** the stories unique to your Greenway, its heritage, history, characters

**4. Narration:** how you tell your local stories, pre, during and post the Greenway visit (see section 7 Interpretation and section 10 Marketing & Promotion for more details)

**1. Product:** the Greenway experience is truly immersive, most if not all senses are engaged

**2. Service:** meeting passionate and hospitable people along the Greenway

**3. Story:** drawing on interpretation tools to bring local stories and characters to life

**4. Narration:** communication that both informs and motivates visitors

The outermost layer summarises the type of emotions that arise when the experience is positive. So, the aim is to have your visitor feeling energised, enriched, valued or enlightened.

Positive emotions lead to good memories which can lead to recommendations and plans for returns trips, thus putting your Greenway firmly on the map.

The Experience Wheel captures the components that contribute to deliver a memorable Tourism Experience



Fáilte Ireland research has found that people feel six key emotions when walking or cycling. The best routes deliver, to some degree, on all six emotions.

1. **Feeling closer:** People feel closer to friends, family and travel partners, closer to nature and wildlife and closer to the places they are experiencing.
2. **Feeling like an explorer:** Discover new places and things, go off the beaten track, see more of a place, explore different scenery and landscapes.
3. **Feeling free:** Enjoy a sense of freedom and an escape from routine and everyday life, enjoyed at their own pace and on their terms. There is also a childhood joy to cycling.
4. **Feeling entertained:** A sense of adventure and fun by offering things to see and do along the route, stories and memories to make, social interactions and overall good times.
5. **Feeling healthy:** Boost people's mental and physical wellbeing; walking and cycling makes people feel fitter, feel better about themselves and feel like they have achieved something small.
6. **Feeling relaxed:** Cycling and walking are great ways to chill out, 'clear the mind' and just relax. By getting out into nature, people are getting away from busy city living and stresses and into to a slower pace of life.

Creating Greenway experiences that evoke these emotions should be a priority.

## Fáilte Ireland Supports

Fáilte Ireland, in partnership with local authorities, delivers training programmes for businesses located on or near Greenways. The objective is to help them identify how they can leverage their local Greenway and create experiences around existing or new tourism products.

Fáilte Ireland also provides supports (e.g. training, seminars, information exchange) that address the needs of local authorities engaged in Greenway development throughout the country.

A guide to understanding and developing memorable tourism experiences can be found at: [Fáilte Ireland Experiences Explained](#)

*"Offering experiences has given me a much greater profile and greater opportunity to increase my overseas sales. Offering a German Tour Operator bike hire for €15 may not be impressive, but combining bike hire with a visit to a mussel farm, a trip on a real working fishing charter, meeting the local skipper, dining on your own catch and cycling on a 42km traffic free path with fabulous views...now that gets their attention...that's the difference between selling product and selling experiences"*

Travis Zeray, Clew Bay Outdoorsy



# 10

## Branding & Naming

Greenway

### Greenways Branding

**Sport Ireland Outdoors 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 Transport.**

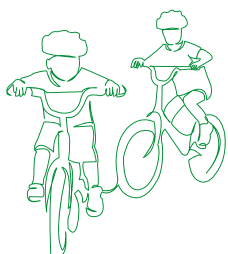
Greenway developers should ensure that the Greenway logo complies with design and brand guidelines and should advise suppliers for signage (e.g. on-road directional, trail head welcome signs, Greenway map boards) and communications (e.g. website, social media, printed collateral, interpretation) to consult 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 11. 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.



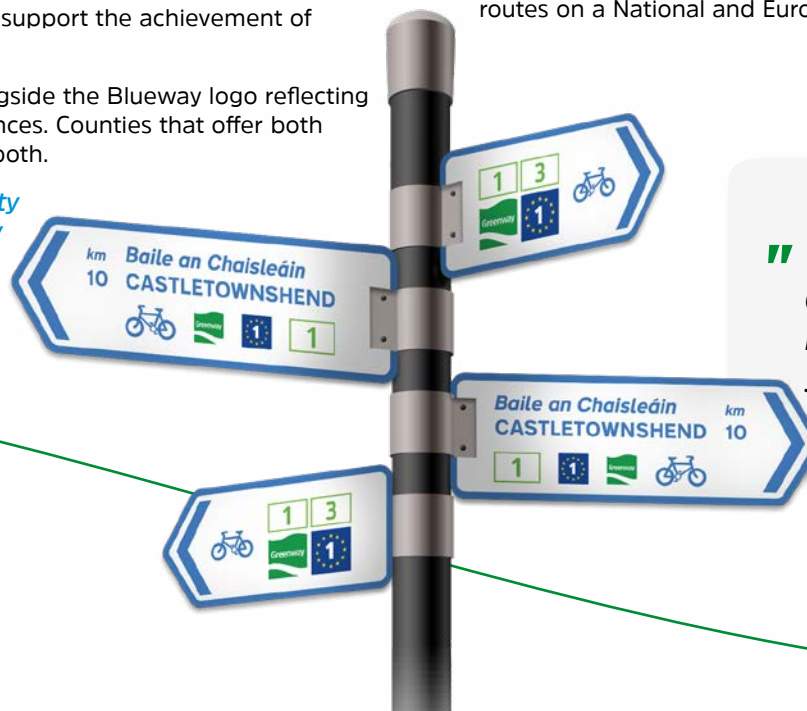
The Greenway logo has been designed to work alongside the Blueway logo reflecting their similarities while also emphasising their differences. Counties that offer both Greenways and Blueways can enjoy the benefits of both.

*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.*



### EuroVelo Branding

EuroVelo is a European cycle route network that encompasses 17 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 in their signage system; this can be either as a logo on the main sign or attached to this sign (see below). 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 Muirs



## *Naming your Greenway*

Naming your Greenway in the context of national Greenway branding is also important so that you can create your own identity within the wider Greenways network. Fáilte Ireland is preparing a separate toolkit to help Greenway developers name their Greenway appropriately. That toolkit recommends a five step **GREEN** process:

G

### **GIVE THE ROUTE**

Tell people where the route is / where it starts and finishes.

R

### **REVEAL YOUR THEME**

Tell people about your distinctive brand assets and codes. Scenery, Nature, Heritage, History, Culture etc.

E

### **EVOKE BIG EMOTIONS**

Tell people how they'll feel on the route.

E

### **EXPLAIN KEY DETAILS**

Tell people the vital info about the route (distance, difficulty, tourism brand link, things to see/do).

N

### **NAME IT CLEARLY**

Summarise everything into the name of the route.



# 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 developers 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 development agency (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 development agency and some that will be implemented by local tourism providers.

(See the Appendices 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 <<







While a comprehensive marketing campaign is essential to stimulate demand and grow visitor numbers on a new Greenway, this should not be regarded as a once-off activity. Greenway developers must ensure a marketing and promotion budget is in place every year.

Remember too that future funding applications will require developers to include 10-year budgets specifically for interpretation, marketing and promotion. As the number of domestic and international visitors to a Greenway increases, so too will the need for a year-round campaign than can nurture repeat and referral visits from loyal users throughout the peak, shoulder, and off-seasons.

Working in collaboration with local tourism providers and other ancillary services to create new visitor experiences and to pool funding resources can be extremely effective in achieving stand-out for the Greenway destination. As more Greenways are developed in the coming years, marketing investment will become ever more critical for individual Greenway destinations

The full range of promotional activities can be categorised under five main headings;

1

#### **PROMOTING THE GREENWAY**

i.e. promotional activities carried out by the developer and/or the local tourism marketing body

2

#### **FÁILTE IRELAND PLATFORMS**

i.e. activities that can be undertaken in partnership with Fáilte Ireland

3

#### **TOURISM IRELAND PLATFORMS**

i.e. activities that can be undertaken in partnership with Tourism Ireland (the body responsible for promoting the island of Ireland overseas)

4

#### **TRAVEL TRADE**

i.e. Working with tour operators, online sales agents etc.

5

#### **LOCAL PARTNERSHIPS AND CROSS SELLING**

selling i.e. collaboration between local businesses to encourage longer stays in the local area



## 1

## PROMOTING THE GREENWAY

## ONLINE PLATFORMS INCLUDE:

## &gt;&gt; Website - The Greenway's 'shop window'. It should:

- Be responsive on different devices (desktop, mobile, tablet)
- Be easy to navigate with contact details clearly visible
- Feature great imagery and video of your Greenway and the wider area
- Link to your relevant destination brand (Dublin / Ireland's Ancient East / Ireland's Hidden Heartlands / Wild Atlantic Way)
- Signpost visitors to bookable experiences with tourism providers on your Greenway
- Ensure search engine optimisation (SEOS) is in place
- Use Google analytics to track visitors

## &gt;&gt; Social media channels:

Facebook and Instagram are generally the most popular consumer channels, while Twitter is good for trade communication. Create links from your website to your social media channels, update content regularly and use relevant hashtags'##

## &gt;&gt; Email marketing:

Previous Greenway users who have had a great experience can be your best sales people! Where possible, ensure tourism providers along the Greenway stay in touch with them through targeted email marketing campaigns (observing GDPR guidelines) to promote repeat and referral visits. This could be particularly helpful to promote shoulder and off-season business

## &gt;&gt; Online review sites:

TripAdvisor, Google Reviews and Facebook reviews are all referenced by visitors when planning their holiday. Register your Greenway on these review sites to manage your online reputation

## &gt;&gt; Online advertising:

Social media channels offer very cost-effective opportunities for online paid advertising that can be targeted and easy to measure

## OFFLINE PLATFORMS INCLUDE:

## &gt;&gt; Brochures / fliers/ maps:

Printed material that visitors can get from the local tourist information office, hotel receptions, local shops

## &gt;&gt; Advertising in local, regional and national tourism collateral:

Local tourist guides are consulted by visitors while they are in-destination and advertising in local /regional newspapers or radio stations that are within a couple of hours radius of the Greenway can encourage domestic tourism

## &gt;&gt; Public relations (PR):

National, regional, and local media (particularly the lifestyle and travel sections / programmes) are always on the lookout for great imagery and quirky stories about new holiday experiences. Make it easy for them to find out about your Greenway by regularly staying in contact with them

**Don't forget:**

register the domain name for your Greenway website as well as your Greenway social media handles as soon as the name is agreed internally and before it is announced to an external audience.





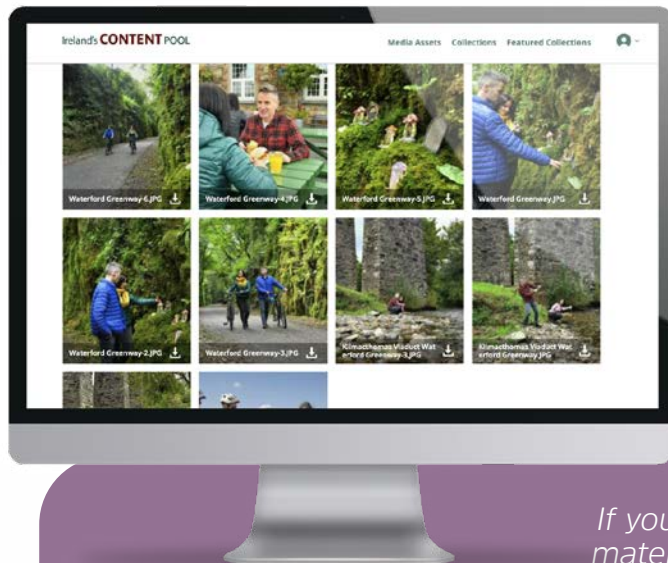
2

## FÁILTE IRELAND PLATFORMS

[www.discoverireland.ie](http://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](http://www.ireland.com)

Get a free listing for your Greenway on both by completing the short form on [www.failteireland.ie/get-listed](http://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/#/](http://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:

## &gt;&gt; Register with

[www.tourismirelandindustryopportunities.com](http://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](http://www.ireland.com)
- Register with the Community Forum [community.ireland.com](http://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](http://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.

Making the most of your Greenway.

*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](http://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 developer. This need continues long after construction is complete.**

A broad team 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
- >> Community engagement team to include marketing and communications, Greenway animation via outdoor activities, tourism, heritage, and history
- >> Engineers and technicians for the design, delivery and maintenance
- >> Expertise regarding knowledge and information of funding sources and procedures







## Maintenance

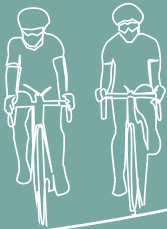
**Maintaining a high standard of Greenway is essential, and appropriate maintenance provisions form part of the terms and conditions of funding under the Greenways Strategy. An ongoing maintenance plan should be incorporated into the developer's annual budget to facilitate this. The need to have a management and maintenance plan in place is also a requirement for registration by Sport Ireland.**

Developers can maintain the Greenway themselves or through a payment scheme similar to the Walks Scheme implemented by the Department of Rural and Community Development, whereby modest payments are made to landowners or adjacent landowners on an annual basis to maintain a certain portion of Greenway. This can create a greater sense of ownership amongst the community.

Greenway users should be made aware that they share the trail with others and that respecting the needs of other trail users is vital. To encourage optimal trail sharing, developers should promote the Leave no Trace principles to users and present a Code of Conduct for users at access points to the trail.

There may also be an opportunity to create a volunteer programme for Greenway management and maintenance; local people can be the eyes and ears for changes on the ground that the developer cannot monitor daily. Engaging the local community in this way can help to instil a sense of community direction, control and ownership.





## Monitoring

**Monitoring and evaluating the numbers using the Greenway is key to identifying its impact and future potential. Two types of Greenways monitoring are utilised, and both are recommended;**

- 1. Quantitative monitoring:  
automatic counters**
- 2. Qualitative monitoring:  
interviews and questionnaires**

### Quantitative Monitoring

Quantitative data is primarily gathered by automatic people counters which provide information on how many people use the Greenway, usage levels at different times of the day, seasonal variations etc. Carefully consider the location of counters and, ideally, sites should be tested initially to determine which are the most appropriate. It will also be important to be able to distinguish between pedestrian users and cyclists.

### Qualitative Monitoring

Qualitative monitoring will provide information on why and how people choose to use the Greenway. This information can be gathered using tools such as visitor surveys, focused interviews, focus groups and social media polls.

Combining quantitative data with qualitative feedback from users will provide the development agency, local businesses, and the local community with a rich resource to help everybody optimise the potential of the Greenway.

In addition to providing tourism data, qualitative monitoring can also provide insights into the broader economic, health, environmental and social impacts of the Greenway.

A monitoring and evaluation template is being developed by Fáilte Ireland and the Department of Transport. This will ensure consistency in the approach at a national level. The Fáilte Ireland Activities Team can provide you with a copy of this template when it is complete.





## Top Tips from existing Greenways

1. The experience in Waterford, Westmeath and Mayo has been extremely positive, with transformative effects on many small businesses and small towns along and adjacent to the Greenway.
2. When Greenways are being developed, some people have genuine concerns, and it is vital that developers listen. The multi-disciplinary team approach will ensure effective consultation and communication. It is important to acknowledge that different interpersonal skills may be required to engage with different segments of the community and the developer should aim to have a range of team members who are best suited to engage with the respective segments (landowners, businesses, tidy towns, politicians, local people).
3. Learnings can be drawn from Smarter Travel principles and applied to Greenway development.
4. Identify champions amongst stakeholders and work in collaboration with them.
5. Nurture relationships with local bike hire companies; a good leader is needed, especially in early days, thereafter, others will join in but a good start is important.
6. In collaborating with local businesses who might like to create temporary or pop-up experiences, developers should make it easy for providers to secure relevant permissions or licences.
7. Distances: For families, around 10km between services is good, and playgrounds and restaurants located beside each other works well. Adult groups are happy to cycle longer distances between services, but they too will stop along the way (11km – 18km is usually the average distance travelled between stops).
8. Planting schemes (orchards, wild-flowers, insect hotels etc) add value to the user experience and local communities like to engage with their development also.
9. Promote the social, health, economic and fun benefits to the local community as well as the potential tourism impact.





# 13

## Case Studies

### *Great Western Greenway*

**The Great Western Greenway runs along the route of the Midland Great Western Railway. Mayo County Council identified the potential to develop a nationally important walking and cycling path that would link established tourism destinations (Westport and Achill) by linking attractions and creating a more significant tourism offering in the wider area.**

Early work took account of Government policies and strategies e.g. Smarter Travel 2009, Strategy for Development of Irish Cycle Tourism 2007, National Trails Strategy, National Countryside Recreational Strategy. Consideration was given to likely demand from different markets and international best practice was benchmarked.

A number of critical decisions had to be addressed such as: How do we get access to land? Where will we get funding? Who should be on the team? Mayo County Council reflects on the importance of knowing the facts, analytical thinking, problem solving and not jumping to conclusions.

With an initial investment of €6.7million, works on the Great Western Greenway commenced in April 2009 with permissive access from 162 landowners. Funding Partners included the Departments of Transport, Tourism & Sport and Rural & Community Development, Fáilte Ireland, Mayo County Council, Transport Infrastructure Ireland.

The planning and design team included inhouse design from Mayo County Council's Road Design Section, Regional Design Office, Architects Department and Community Department the Municipal District Engineering and Staff, Machinery Yard and Mini Contracts were brought on board for the construction phase.

In 2010 the Great Western Greenway opened and welcomed 45,000 visitors in its first year. Since that time, the Great Western Greenway has become a signature experience on the Wild Atlantic Way. It offers visitors an authentic experience and an opportunity to explore hidden gems and create lasting memories through local engagement. It has extended dwell time in the towns and villages on the Greenway thanks to the development of immersive experiences that are pro-actively cross sold by local tourism providers.

In recent years, the average annual level of users in the order of 250,000, the development of the Greenway has been an enabling platform for innovation, regeneration and enterprise with the creation of many new businesses including; bike hire, cycling and walking guided tours, hospitality services – food and drink, local shops, accommodation providers, taxi services etc. An economic impact study undertaken in 2016 estimated that the 265,000 visitors the Greenway attracted in that year resulted in 200 direct jobs.

The Great Western Greenway has provided the county with an enormous platform for collaborative marketing, consistent marketing exposure and access to overseas visitors. It has won 12 national and international awards.





## *The Waterford Greenway*

**The Waterford Greenway runs along the route of the old Waterford, Dungarvan & Lismore Railway (WD.&LR 1878 – 1982). Identifying an opportunity to connect Waterford from the city to Dungarvan and spreading tourism into the wider area, the local authority commenced work on the project in 2006.**

The Waterford Walking Strategy was prepared in that year and a licence agreement was secured from CIE. Although the process encountered challenges with some landowners initially, the local authority reached an agreement with them and Part 8 was approved in 2014.

Waterford City & County Council underline that engagement with landowners and the wider community is noted as key to sustainability and recommends that other local authorities consider establishing a landowner group and a Greenway forum that facilitates early engagement with clubs, tidy towns groups, local sports groups etc.

The local authority also notes that engaging with business and enterprise is key to tourism promotion of the wider region as is collaboration with agencies such as Fáilte Ireland, Local Development Companies, The Chamber of Commerce, The Local Enterprise Office etc.

Telling the story of the Greenway requires input from local history groups, local interest groups, historians etc. and it is vital to plan interpretation around different parts of the Greenway to tell the local stories.

According to Waterford City & County Council, the marketing and promotion of the Greenway can't start early enough in the process. This is as important to leverage support from the local community as it is to create awareness of the Greenway to domestic and overseas visitors.

Having opened in March 2017, total estimated number of pedestrian and cyclist visitor trips on the Waterford Greenway in 2019 is over 284,000.

## Danube Cycle Path

The Danube Cycle Path is part of EuroVelo 6 and the section from Passau to Vienna is possibly the most famous cycle route in Europe. Starting at the German Border town of Passau the trail follows the Danube River into Vienna over 287KMs. Highlights include: the city of Linz, baroque abbeys, castles and the famous "Wachau" region with its villages, vineyards and romantic fruit orchards, Duernstein, where King Richard the Lionheart was captured on his way back from the crusades, and the 1000-year-old town of Krems.

The Passau to Vienna section of the Danube Cycle Path welcomes up to 600,000 cyclists a year and is usually completed in six days with an average daily distance of about 65kms.

### Cycling experiences

Numerous tour operators offer holiday packages along the route. These include:

- >> Self-guided cycling holidays: with prearranged accommodation, luggage transfer, bike rental and maps.
- >> Guided cycling holidays: for those who prefer being part of like-minded cyclists or feel more comfortable having access to a knowledgeable guide.
- >> Bike-and-barge tours: offer a mix of self-guided cycling and river cruising. Visitors spend the night on a barge followed by a cycle tour. Packages include maps, bikes and half-board meal plan. Guides are usually at an additional cost.

### Accommodation and bike rental

- >> At most trailheads, a choice of accommodation is available (hotels, campsites, B&Bs). Lunches and dinners are available from restaurants, cafés or take-away picnics from family farms.
- >> Many accommodation providers hold the German Cyclists' Federation seal of quality as Bed+Bike accommodation [www.bettundbike.de/](http://www.bettundbike.de/) Facilities include secure bike parking spaces, drying rooms, e-charging stations and access to bike repair.
- >> 350 bike rental businesses along the route with many also offer bike servicing.

### E-bike charging-stations & bike rental services

- >> In partnership with Austrian energy companies about 100 e-bike charging stations have been established and many bike friendly businesses along the route also offer free E-charging stations for E-bikers.



# Vennbahn

**One of the longest rail bike paths in Europe at 125km, the Vennbahn cycle path runs from Aachen in Germany to Troisvierges in Luxembourg.**

Its history dates back to 1940 when Hitler reannexed the surrounding territory and the Vennbahn became a German line. The train, however, gradually lost its importance in the decades to come and was converted into a tourist attraction in the 1990s. This proved financially unviable and the track was paved over to create a 125km long bicycling path that crosses through rivers, ravines and picturesque towns containing a unique history.

The Vennbahn Cycle Route is an inter-regional project formally coordinated by the German speaking Community of Belgium (DG). It comprises 12 partners: local authorities and regional partners in Belgium, Germany and Luxembourg plus the EU-Feder Interreg. The partners are a mix of roads departments and economic development agencies. The total investment for the project currently stands at about €14.5m.

Vennbahn is a unique cultural and historical experience that offers diverse landscapes, border country atmosphere, history, culture and stories of local people. The Vennbahn has made storytelling a core element of the visitor experience. The history of each section is portrayed through the use of customised comic illustrations, which provide user-friendly background on the heritage role of the Vennbahn railway since the Prussian era, and local history including the region's strategic role in two world wars.

## Route Highlights

### SEE & DO

- >> Pottery museum
- >> Rursee, one of Germany's largest dams
- >> St. Vith history museum
- >> Reulandcastle
- >> A bat adventure path
- >> A diverse range of culinary experiences

### SCENERY

- >> The Vennbahn connects abandoned railway stations, idyllic landscapes and picturesque historic small towns.
- >> It leads through the extraordinary landscapes of the Eiffel, Ardennes and High Fens through Germany, Belgium and Luxembourg.

### SAFETY

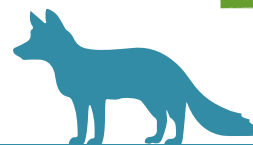
- >> High quality infrastructure and roads mean it is a popular choice with both experienced and less experienced cyclists.

### SECLUSION

- >> The cycle path runs through the beautifully secluded landscapes of Germany, Belgium and Luxembourg and is surrounded by the breath-taking landscapes of the Eiffel, Ardennes and High Fens.


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 registration system			
	We have identified the skills we have within or organisation and will outsource elements of the design if needed and as appropriate			
	Our designs are future proofed to anticipate growing numbers of Greenway users annually			
	Designers should keep in mind visitors behaviours when using the Greenway i.e. at scenic viewing areas of landscape and/or built infrastructure, visitors will need a wider section of the path or an area where they can safely pull in to appreciate the sight without impeding the experience of other visitors as they pass. Designers should also incorporate ways of facilitating visitors views at certain scenic points whether above or below i.e. the arches and heights of viaducts may not be seen by visitors as they travel along them.			
	Registration inspection by Sport Ireland Outdoors when Greenway is completed			



 <i>Heading</i>	 <i>Action</i>	 <i>Who will do it?</i>	 <i>Timing</i>	 <i>Budget €</i>
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			
PUBLIC CONSULTATION	We have created an internal team within our organisation and have identified appropriate spokespeople 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			
	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			
INTERPRETATION	We have developed an interpretation plan in partnership with public, private and community stakeholders			
	Drawing on the interpretation plan, we have identified our local stories and the best interpretive tools to tell those stories			
CREATING GREENWAY EXPERIENCES	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 development agency can facilitate and expedite experience development			
	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.			






Heading	Action	Who will do it?	Timing	Budget €
BRANDING & NAMING	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			
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			











# Request for Tender Samples

## Introduction

As it is likely Greenway Developers will need to outsource certain elements of their Greenway development plan, this toolkit presents sample specification briefs when contracting external expertise for:

>> **Feasibility Study**

>> **Interpretation Strategy**

>> **Launch Marketing Campaign**

These sample Requests for Tender (RFTs) will provide you with guidance and an overview of the content you should consider when preparing tender documents; however, you will need to tailor the sample content to the specific needs of your County / Greenway and you should liaise with your procurement section on same.





# 1. Sample RFT for Feasibility Study

## Requirements and Specifications

Tenderers must address each of the issues and requirements in this part of the RFT and submit a detailed description in each case which demonstrates how these issues and requirements will be dealt with/met and their approach to the proposed delivery of the services. A mere affirmative statement by the tenderer that it can/will do so, or a reiteration of the tender requirements is NOT sufficient in this regard.

## Introduction / Scope of Requirements

[Developer name] invites tenders from companies and consortia, with relevant experience to examine the feasibility of a Greenway which commences in [insert starting point] and extends to an end point at [insert end point].

The main elements required under this tender are:

1. Technical study scope
2. Economic appraisal
3. Environmental appraisal

A study area map is included in [insert Appendix name].

The Greenway is being developed in line with the Future Development of National and Regional Greenways Strategy.

## Background to this Project

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'.*

Greenways are for everyone. They 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.

They provide an excellent amenity for local populations and offer domestic and overseas visitors immersive and memorable tourism experiences.

## Vision Aim

The overall vision for [Greenway name] is [outline vision]

## Strategic Objectives of [Greenway name]

The strategic objectives guiding the development of the [Greenway name] are:

*[the list below is indicative only and some are likely to apply, but you will need to include those that are additional and specific to your Greenway]*

- >> Provide strategic, sustainable and safe connectivity between towns, villages, communities, community facilities, tourist attractions/services for the benefit of local communities, businesses and visitors.
- >> To provide healthy living walking and cycling tracks as an amenity for the local population.
- >> To drive an increase in visitor numbers, dwell time, spend within [County name] and the wider geographic region.
- >> To provide the catalyst for an increase in collaboration between destinations, industry providers and groups in the area.
- >> To interpret the history and heritage of the area bringing local stories to life in an immersive and engaging manner.
- >> To use different interpretation media to tell the themes and stories of the [Greenway name].

## Proposed Route Location

Developer to:

- >> Insert details of the proposed route together with outline maps.
- >> Indicate where / if the proposed route connects with other trails, walkways, Greenways in the region.
- >> Indicate local historical, heritage or landscape highlights on or adjacent to the proposed route that the developer believes should be accessible on or from the Greenway route.

## Project Elements

The development of the feasibility study encompasses three elements.

- 1. Technical study scope**
- 2. Economic appraisal**
- 3. Environmental**

### 1. TECHNICAL STUDY

The successful tenderer must submit a methodology for the development of the technical study which should include but not be limited to the following steps:

- >> Adherence to Strategy for the Future Development of National and Regional Greenways and Greenways Cycle Routes Ancillary Infrastructure Guidelines
- >> Review of planning policy and other policy considerations relating to the proposed route.
- >> Stakeholder consultation with all relevant statutory and non-statutory bodies including, but not limited to: Department of Transport, Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, Department of Community and Rural Development, [other possible to note depending on route could include: NPWS, OPW, Waterways Ireland, IFI, Coillte, utility providers etc.)
- >> Consult with landowners, property owners and communities regarding access and technical issues.
- >> Consult with neighbouring local authorities in respect of potential connectivity of the proposed Greenway.
- >> Identify the optimum route; alternative routes should also be noted in the event the optimum is unachievable.
- >> Identify the physical, environmental and engineering and community constraints.
- >> Prepare drawings and maps of the proposed route, aiming to achieve 100% off road.



- >> Propose locations of necessary services at trail heads and other sections along the route.

- >> Recommend route surface, appropriate to the natural landscape and taking account of the local climate.

The proposed design should respect the standards that are set out in Transport Infrastructure Ireland (TII) Rural Cycleway Design (Offline) Standard.

## 2. ECONOMIC APPRAISAL

The successful tenderer must submit a methodology for the development of the economic appraisal which should include but not be limited to the following steps:

- >> Identify engineering / professional fees associated with the provision and delivery of the route.

- >> Prepare a costing for the agreed route to include planning, design, construction and development.

- >> Determine projected user numbers.

- >> Present socio-economic business case to support the route. This should outline anticipated direct, indirect and induced economic impacts as well as the social and health benefits to the local community.

## 3. ENVIRONMENTAL APPRAISAL

The successful tenderer must:

- >> Carry out screening for Appropriate Assessment accordance with Article 6(3) of the EU Habitats Directive (Directive 92/43/EEC) on the Conservation of Natural Habitats and of Wild Fauna and Flora; the Planning and Development Act 2000-2015, and the European Communities (Birds and Natural Habitats) Regulations 2011 (S.I. No. 477/2011)

- >> Undertake an Environmental Impact Assessment.

- >> Conduct a biodiversity and ecological survey of the route options.

## Project Management

The project will require a collaborative approach with [Developer name] and all relevant stakeholders. The successful tenderer will demonstrate effective organisation and project management of the process in close collaboration with all stakeholders.

A site visit is a necessary requirement for all applicants prior to tendering. A project briefing will be held at [insert place] on [insert date] for those who wish to discover more about the Greenway prior to submitting a tender.

## Intellectual Property Rights

The selected tenderer will be required to provide copyright to [Developer name] for unrestricted and free use of all contract documentation, drawings and maps, all designs produced under this contract, all text, image or multimedia content developed under this contract, any specifications produced and any other project information provided during the course of the project to [Developer name] and / or the company's agents.

## Tender Requirements

- >> An outline of the proposed methodology intended to be used in delivering this project.

- >> A project programme of works for completion of each stage and section of the project.

- >> Proposed team to deliver the requirements of the tender

- >> Costings/Budget for each element of the project.

## 2. Sample RFT for Interpretation Strategy

### Requirements and Specifications

Tenderers must address each of the issues and requirements in this part of the RFT and submit a detailed description in each case which demonstrates how these issues and requirements will be dealt with/met and their approach to the proposed delivery of the services. A mere affirmative statement by the Tenderer that it can/will do so or a reiteration of the tender requirements is NOT sufficient in this regard.

### Introduction / Scope of Requirements

[Developer name] invites tenders from companies and consortia, with relevant experience for the development of an interpretation scheme along the [Greenway name].

This tender covers research, narrative planning, development of all interpretive content and graphic design for interpretation media required by the interpretation scheme.

The objective of the interpretation scheme is to enhance the visitor's experience of the Greenway by helping the visitor discover and enjoy the heritage and culture of the landscapes and communities they pass through while on the [Greenway name].

The main elements required under this tender are:

1. **Identification of themes that tell the story of [Greenway name], the local area and the local communities.**
2. **Design of interpretation media as part of this scheme of interpretation.**
3. **Design of and development of all content for interpretation media along the Greenway route**
4. **Assist [Developer name] in procuring the manufacture, printing, delivery and installation of all of the interpretation media including snagging lists, through to completion and handover**

### Background to this project

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'.*

Greenways are for everyone. They 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.

They provide an excellent amenity for local populations and offer domestic and overseas visitors immersive and memorable tourism experiences.

The [Greenway name] is being developed against this backdrop.

### Vision Aim

The overall vision for [Greenway name] is [outline vision]



## Strategic objectives of [Greenway name]

The strategic objectives guiding the development of the [Greenway name] are:

*[the list below is indicative only and some are likely to apply, but you will need to include those that are additional and specific to your Greenway]*

- >> Provide strategic, sustainable and safe connectivity between towns, villages, communities, community facilities, tourist attractions/services for the benefit of local communities, businesses and visitors.
- >> To provide healthy living walking and cycling tracks as an amenity for the local population
- >> To drive an increase in visitor numbers, dwell time, spend within [County name] and the wider geographic region;
- >> To provide the catalyst for an increase in collaboration between destinations, industry providers and groups in the area;
- >> To interpret the history and heritage of the area bringing local stories to life in an immersive and engaging manner;
- >> To use different interpretation media to tell the themes and stories of the [Greenway name].

## Project stages

The development of interpretation and orientation media to enhance the visitor experience of the [Greenway name] will take place in two stages.

- 1. Development of an Interpretation Strategy i.e. detailed interpretation plan including theme identification and design development that is aligned with the [Greenway name] brand, the National Greenways Strategy and [insert relevant destination brand i.e. Ireland's Ancient East / Ireland's Hidden Heartlands / Dublin / Wild Atlantic Way]**
- 2. Implementation and Delivery of Interpretation Strategy i.e. to design and oversee the construction of the interpretation media for the project. The construction and installation of the interpretation media will be the subject of a separate tender.**

## 1. Development of an Interpretation Strategy

The successful tenderer must submit a methodology for the development of the interpretation strategy which should include but not be limited to the following steps:

### 1.1 REVIEW OF EXISTING DOCUMENTATION, FOR EXAMPLE:

- >> County Development Plan [insert link]
- >> County Tourism Plan [insert link]
- >> Feedback from public consultations during the design stage of the Greenway development [insert link / include as additional documentation]
- >> Research undertaken as part of the brand development if available
- >> Strategy for the Future Development of National and Regional Greenways
- >> Fáilte Ireland – Sharing our Stories
- >> Fáilte Ireland – Experiences Explained
- >> IAE Storytelling Toolkit

### 1.2 IDENTIFICATION OF GREENWAY THEMES

Tenderers should outline their methodology for researching and gathering stories associated with the [Greenway name] and translating those stories into compelling themes and sub-themes that will underpin the [Greenway name] experience.

A hierarchy of themes that are unique to this Greenway should be developed. This will include the identification an overarching theme and sub-themes that may be highlighted at specific viewing points along the route.

The themes should interpret local stories, the character and distinctiveness of [Greenway name] for the visitor and create linkages to towns, villages, attractions etc. that are adjacent to the route.

The Interpretation strategy should be clear, concise and easy to follow and indicate the different types of media and technology that will be used at different sections of the route.

### 1.3 DESIGN OF INTERPRETATION MEDIA

The successful tenderer will demonstrate in detail the different types of media and technology that will be used in different sections of the route. This could include:

- >> Printed or graphic material e.g. leaflets, panels, plaques, displays
- >> On-site installations e.g. seating, picnic benches, stiles, boardwalks, way-marking and sculptures
- >> Digital e.g. audio trails, apps and downloads

All elements are to be designed and specified materials must be capable of withstanding the impact of the adverse weather conditions. Guidance on maintenance of materials should be provided.

The interpretation media should be in-keeping with the natural landscape and give consideration to environmental legislation. Interpretation media at viewing points should create unique photo opportunities for visitors.

Trailheads should include a map of the Greenway indicating the locations of practical services such as toilets, refreshments, picnic areas, rest areas, viewing points etc.

### 1.4 DEVELOPMENT OF INTERPRETIVE CONTENT

Following sign-off on selection and prioritisation of sub-themes and stories, provide all copywriting for interpretation media along the route. Tenderers must demonstrate expertise in interpretive copywriting and should also outline the process that will be used for fact-checking / verification.

Graphic content and graphic design for interpretation media also need to be developed, taking account of brand guidelines.

All text-based and graphic content gathered and developed for the interpretation media must be provided in digital format to [Developer name] for reuse in digital, mobile and print media and to be shared with tourism industry partners as appropriate.

### 1.5 LANGUAGES (IF RELEVANT)

All signage will need to comply with the Official Languages Act 2003. The interpretation strategy must be costed out for the delivery and implementation phase.

## 2. Implementation and Delivery

On behalf of [Developer name], the successful tenderer will be expected to design and oversee the implementation and handover of the interpretation scheme to completion.

The interpretation consultant will be required to produce all of the tender documents for fit out contractor and other sub-contractors as required.

### Project Management

The project will require a collaborative approach with [Developer name] and all relevant stakeholders. The successful tenderer will demonstrate effective organisation and project management of the interpretive process in close collaboration with all stakeholders.

As part of the [Greenway name] project but separate to this tender, [Developer name] will be undertaking a brand development strategy for the Greenway. It is a requirement of this tender to engage with the company appointed to the brand development to ensure the interpretation strategy aligns with the Greenway brand.

A site visit is a necessary requirement for all applicants prior to tendering. A project briefing will be held at [insert place] on [insert date] for those who wish to discover more about the Greenway prior to submitting a tender.



## Project Timeline

[Developer name] envisages that this project will be delivered in the order outlined above and in line the milestones outlined below. Any recommended changes to this order and timeline can be agreed after appointment.

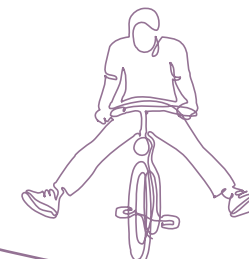
Milestones	
Insert date	Issue Tender
Insert date	Appointment
Insert date	Propose interpretation themes and sub-themes
Insert date	Secure sign off on interpretation media
Insert date	Oversee procurement of fabrication and installation of interpretation media
Insert date	Installation of all interpretation media

## Intellectual Property Rights

The selected tenderer will be required to provide copyright to [Developer name] for unrestricted and free use of all contract documentation, all designs produced under this contract, all text, image or multimedia content developed under this contract, any specifications produced and any other project information provided during the course of the project to [Developer name] and / or the company's agents.

## Tender Requirements

- >> An outline of the proposed methodology intended to be used in delivering this project.
- >> A project programme of works for completion of each stage and section of the project.
- >> Proposed team to deliver the requirements of the tender
- >> Costings/Budget for each element of the project.



# 3. Sample RFT for Launch Marketing Campaign

## Requirements and Specifications

Tenderers must address each of the issues and requirements in this part of the RFT and submit a detailed description in each case which demonstrates how these issues and requirements will be dealt with/met and their approach to the proposed delivery of the services. A mere affirmative statement by the Tenderer that it can/will do so or a reiteration of the tender requirements is NOT sufficient in this regard.

### Introduction / Scope of Requirements

[Developer name] invites tenders from companies and consortia, with relevant experience for the development of the launch marketing campaign for the [Greenway name].

This tender covers marketing and promotional activity for the pre-launch stage, a launch event and the post launch period for a term of six months. Thereafter, the marketing and promotion of the Greenway will be undertaken by [Developer name].

The objective of the launch marketing campaign scheme is to create awareness of and engagement with the [Greenway name] by locals and domestic tourists.

The main elements required under this tender are:

1. **Develop a brand mark unique to [Greenway brand] that aligns with the national Greenway brand mark.**
2. **Develop a digital media strategy including the creation of a website and social media channels (the [www.greenwayname.ie](http://www.greenwayname.ie) and social media handles are already in place)**
3. **Undertake a local marketing communications campaign to create awareness of the Greenway in the lead up to the launch**
4. **Deliver a launch event with invited guests and manage the marketing communications to support the launch event**
5. **Create and deliver a 6-month marketing communications campaign for the post-launch period to target local and domestic Greenway users**

### Background to this Project

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’.*

Greenways are for everyone. They 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.

They provide an excellent amenity for local populations and offer domestic and overseas visitors immersive and memorable tourism experiences.

The [Greenway name] is being developed against this backdrop.

### Vision Aim

The overall vision for [Greenway name] is [outline vision]



## Strategic Objectives of [Greenway name]

The strategic objectives guiding the development of the [Greenway name] are:

*[the list below is indicative only and some are likely to apply, but you will need to include those that are additional and specific to your Greenway]*

- >> Provide strategic, sustainable and safe connectivity between towns, villages, communities, community facilities, tourist attractions/services for the benefit of local communities, businesses and visitors.
- >> To provide healthy living walking and cycling tracks as an amenity for the local population
- >> To drive an increase in visitor numbers, dwell time, spend within [County name] and the wider geographic region.
- >> To provide the catalyst for an increase in collaboration between destinations, industry providers and groups in the area.
- >> To interpret the history and heritage of the area bringing local stories to life in an immersive and engaging manner.
- >> To use different interpretation media to tell the themes and stories of the [Greenway name]. This could include a number of tools appropriate to the route and the local area e.g. interpretive panels, maps, displays downloadable audio guides, onsite installations using natural materials indigenous to the area (seating, picnic benches, stiles, boardwalks, sculptures or other artistic installations).

### THE SPECIFIC OBJECTIVES OF THIS RFT ARE TO:

1. **Create awareness of and engagement with the Greenway by the local community before the official launch of the Greenway; the aim is to encourage locals to use the Greenway as a local amenity**
2. **Create awareness of and engagement with the Greenway by domestic visitors immediately after the official launch event; the aim is to position the [Greenway name] as a hook to stimulate domestic tourism in the wider area**

## Project Stages

There are five elements associated with the launch marketing campaign for the [Greenway name].

1. **Develop a brand mark.**
2. **Develop a digital media strategy.**
3. **Implement local marketing communications.**
4. **Deliver a launch event.**
5. **Implement a 6-month marketing communications campaign to target local and domestic Greenway users.**

### 1. Development of a Brand Mark

The successful tenderer must submit a methodology for the development of the launch marketing communications strategy which should include but not be limited to the following steps:

#### 1.1 REVIEW OF EXISTING DOCUMENTATION E.G.

- >> County Development Plan [insert link]
- >> County Tourism Plan [insert link]
- >> Feedback from public consultations during the design stage of the Greenway development [insert link / include as additional documentation]
- >> [Research undertaken as part of the Interpretation Strategy if available]
- >> Strategy for the Future Development of National and Regional Greenways
- >> Greenway Design and brand guidelines, a visual rulebook for the Greenway brand

## 1.2 DEVELOP THE BRAND MARK

Create a visual identity for [Greenway name] that:

- >> Creates and maintains awareness and appeal with the local community as well as domestic and overseas visitors
- >> Is aligned with the themes and stories identified in the interpretation plan (engagement with interpretation consultants working on this project will be required)
- >> Is aligned with [insert relevant destination brand Ireland's Hidden Heartlands, Ireland's Ancient East, Dublin, Wild Atlantic Way] and that brand's proposition and objectives
- >> Is fully formed for use across all platforms and marketing collateral as well as interpretation media

## 1.3 CREATE BRAND GUIDELINES

- >> Present the rationale behind the brand mark and associated imagery
- >> Provide guidance on the brand application across a range of marketing communications platforms, interpretation media and, way-finding signage
- >> Present visual brand creative, brand story narrative, concepts and artworks

## 2. Develop a Digital Media Strategy

### 2.1 WEBSITE DEVELOPMENT

The [www.greenwayname.ie](http://www.greenwayname.ie) domain name has been registered. The tenderer is required to create a responsive website for the Greenway that reflects the themes, stories and experience unique to this Greenway.

The website should reflect international best practice in terms of:

- >> Design, Layout and Navigation
- >> Content, imagery and video
- >> Usability
- >> Call to action
- >> Search Engine Optimisation and analytics

The website should reflect the brand identity and be aligned with [insert relevant tourism destination brand].

### 2.2 SOCIAL MEDIA PLATFORMS

The social media handles for Facebook, Twitter, Instagram, YouTube [insert other as relevant] have been registered.

The tenderer will be required to produce and distribute creative digital content and proactively engage across all social media channels for the period [insert timeline – approximately two months pre-launch through to 6 months post-launch]

### 2.3 IMAGERY AND VIDEO BANK

The tenderer will be required to create a small number of copyright free photographs and up to three short videos that can be used at this launch stage across marketing communications platforms. The image and video bank will be extended and enhanced post-launch stage.



### 3. Implement Local Marketing Communications

Create and implement a local marketing communications campaign targeting local and regional broadcast, print and social to include:

- >> Press releases and Photo calls
- >> Traditional and digital advertising (including creative, production and media costs)
- >> Familiarisation media visits with local / regional journalists
- >> Social media activity – content, competitions

### 4. Deliver a Launch Event

In partnership with [Developer name] the tenderer will be required to organise a launch event to mark the official opening of the [Greenway name].

The tenderer will also be required to manage the media engagement around the launch at a local, regional and national level.

### 5. Implement a 6-Month Marketing Communications Campaign

Building on the local pre-launch and launch event marketing communications campaign, the tenderer will be required to extend the local and regional activities noted under points 2, 3 and 4 above to a national level in order to target domestic holidaymakers.

The national campaign should also include targeting of influencer marketing i.e. organise familiarisation trips with high profile influencers and bloggers and use social media platforms specifically for geo-targeting and demographic/ interest targeting.

The successful tenderer, in partnership with [Developer name] will also ensure the Greenway is listed on [www.discoverireland.ie](http://www.discoverireland.ie) and domestic marketing activities with Fáilte Ireland are optimised.

#### Note:

***While the responses must provide for the five elements outlined above [Developer name], also welcomes alternative / additional innovative recommendations on how best to achieve the communications objectives in the most cost-effective manner.***

### Project Management

The project will require a collaborative approach with [Developer name] and all relevant stakeholders. The successful tenderer will demonstrate effective organisation and project management of the interpretive process in close collaboration with all stakeholders.

As part of the [Greenway name] project but separate to this tender, [Developer name] will be undertaking a brand development strategy for the Greenway. It is a requirement of this tender to engage with the company appointed to the brand development to ensure the interpretation strategy aligns with the Greenway brand.

A site visit is a necessary requirement for all applicants prior to tendering. A project briefing will be held at [insert place] on [insert date] for those who wish to discover more about the Greenway prior to submitting a tender.

### Project Timeline

[Developer name] envisages that this project will be delivered in the order outlined above and in line the milestones outlined below. Any recommended changes to this order and timeline can be agreed after appointment.

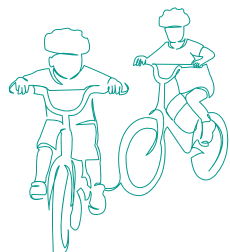
Milestones	
Insert date	Issue Tender
Insert date	Appointment
Insert date	Secure sign off on brand development
Insert date	Design and implement digital media strategy
Insert date	Commence pre-launch marketing communications locally
Insert date	Launch event
Insert date	6 month post-launch national campaign
Insert date	Handover of all marketing communications to [Developer name]

## Intellectual Property Rights

The selected tenderer will be required to provide copyright to [Developer name] for unrestricted and free use of all contract documentation, all designs produced under this contract, all text, image or multimedia content developed under this contract, any specifications produced and any other project information provided during the course of the project to [Developer name] and / or the company's agents.

## Tender Requirements

- >> An outline of the proposed methodology intended to be used in delivering this project.
- >> A project programme of works for completion of each stage and section of the project.
- >> Proposed team to deliver the requirements of the tender
- >> Costings/Budget for each element of the project







# References

## Reference sources and additional information;

- >> [Strategy for the Future Development of National and Regional Greenways July 2018, Department of Tourism Transport & Sport](#)
- >> [Greenway Design and Brand Guidelines](#)
- >> [Greenways and Cycle Routes Ancillary Infrastructure Guidelines, Department of Tourism Transport & Sport](#)  
Appendix 1 of this document provides a list of other references/publications, which are relevant to the development of trails, including Greenways in Ireland.
- >> [Greenways Management Handbook Sustrans UK](#)
- >> [Sustainable Development Goals The United Nations](#)
- >> [The National Biodiversity Data Centre](#)
- >> [Pollinator-friendly Management of Transport Corridors, National Biodiversity Data Centre](#)
- >> [Leave no Trace Ireland](#)
- >> [Bored of Boards, The Heritage Council](#)
- >> [Ireland's Ancient East Storytelling Toolkit,Fáilte Ireland](#)
- >> [Experience Explained, Fáilte Ireland](#)
- >> [Interpretation Toolkit, Woodland Trust \(UK\)](#)



**Greenway**

