

NORTH SEA CYCLE ROUTE

An Interreg IIB project – final conference & workshops – looking at cycle tourism in the broader European context



The NSCR project has been co-funded by ERDF / Norwegian ERDF-equivalent through the Interreg IIB North Sea Region programme



Programme & booking form

Sustainable Tourism in Europe and the North Sea Cycle Route



Conference - Thursday 9 November 2006

Looking at cycle tourism in the wider context:

- European funding
- Transnational cycle routes
- User and industry feedback
- Tourism and regeneration
- Sustainable transport
- Interreg III and what follows

Workshops - Friday 10 November 2006

Taking a closer look at providing information to the cycle tourist:

- Technologies - internet , GPS
- Public transport and cycle tourism
- Role of transnational cycle routes
- Promoting cycle hire and holidays
- Signing, maps and guides
- Looking to the future

Civic Centre, Newcastle upon Tyne, UK



Free events - come for one day or come for two

Conference - Thursday 9 November 2006

Looking at cycle tourism in the wider context

09.30 Registration and refreshments

10.00 Civic Welcome

European cooperation and its benefits for job creation and tourism
Stephen Hughes, Member of the European Parliament for NE England (UK)

Regeneration and cycle tourism development in NE England
John Holmes, Director of Regeneration & Tourism, ONE NorthEast and Joanne Morrissey, Sustrans (UK)

North Sea Cycle Route: the transnational achievements
Per Frøyland Pallesen, Project Director, Rogaland County Council and Les Lumsdon, Professor of Tourism, University of Central Lancashire (Norway & UK)

Case study in rural tourism development
Eli Laupstad Omdal, Sogndalstrand Kulturhotell, Rogaland (Norway)

13.00 Lunch *(with opportunity to view displays on cycling and other European projects)*

14.00 Opening of afternoon session

A user's view - round the North Sea Cycle Route in 70 days
Mary Blanche, Norfolk (UK)

An industry view of changing tourism markets
Fergus Poole, Terminal Manager, Port of Tyne Authority (UK)

Interreg IIIB case studies ■ NAVE Nortrail - *Alan Garvie, Aberdeenshire (UK)*
 ■ SustAccess - *Tina Segers, (Belgium)*

What follows Interreg III
Jon Jordan, UK Contact Point for Interreg IIIB North Sea Programme

Sustainable tourism and cycling - summing up the day and looking to the future

16.30 Close of afternoon session

18.00 Guided walk around Newcastle Quayside

19.30 Conference dinner - details will be sent on booking a place on either day

See last page for details of Wednesday night informal meal
The organisers reserve the right to alter the programme without notice

Workshops - Friday 10 November 2006

Taking a closer look at providing information to the cycle tourist

09.30 Registration and refreshments

10.00 Opening of morning session

Providing for the cyclist - North Sea Cycle Route achievements
Eli Viten, Project Officer, Rogaland County Council (Norway)

The North Sea Cycle Route web site - content and technical aspects
Runar Bergheim, Avinet - Asplan Viak Internet A/S (Norway)

A user's view in print - writing and illustrating 'With a view of the sea'
Floris de Jong and Monique Fakkeldij (Netherlands)

Split sessions - you will be asked to give a preference after booking

A1 Mapping the future - *Jonathan Kibble, Sustrans and Martin Whitfield, CycleCity Guides (UK)*

A2 Cycling and public transport - *Vincent Meerschaert, Traject cvba (Belgium)*

13.00 Lunch

14.00 Opening of afternoon session

Split sessions - you will be asked to give a preference after booking

B1 Information through GPS & PDAs for cyclists - *Daniël Pletinckx, Visual Dimension bvba (Belgium)*

B2 Signing issues en route - addressing directional and information needs – *speaker (UK)*

C1 Cycle hire & cycling holiday case studies - *Don Price, Tyne Bridge Bike Hire and Saddle Skedaddle, Newcastle (UK)*

C2 Attitudes of cyclists and industry providers - results of NSCR project studies - *Richard Weston, University Central Lancashire (UK)*

The future for transnational cycle routes and EuroVelo
Bernhard Ensink, Secretary General, European Cyclists Federation

Getting the message across - summing up the day and looking to the future

16.15 Close of afternoon session followed by free evening

See last page for details of excursions on Saturday
The organisers reserve the right to alter the programme without notice
Conference and workshops language will be English

Evening meal - Wednesday 8 November 2006

If you are arriving before about 8.00 pm, please come along for an informal meal in central Newcastle. Book now and we'll send you details shortly. Delegates must meet the cost of this meal themselves. Friday night is a free night for you to make your own arrangements. *

Excursions - Saturday 11 November 2006

We will be leaving central Newcastle about 9.00 am in a bus for a trip to the coast to see parts of the North Sea Cycle Route. Once there, you can decide whether to brave the weather and go for a short cycle ride - about 10 km at the most – or stay on the bus and visit one or two tourist attractions. Lunch will be provided with a return to Newcastle by 2.00 pm.

Accommodation

Delegates are responsible for booking and paying for their own overnight accommodation. Information on a range of convenient hotels will be supplied as soon as you book. *

** Project partners and speakers should contact us regarding arrangements for them.*

Booking

All correspondence will be by email unless you request otherwise. A MS Word version of this booking form is available by email or at the Tynebikes web sites below for you to complete and email back to us.

Name Organisation

Address

..... Postcode

Telephone Mobile

Email Fax

I wish to book the following:

Evening meal on Wednesday 8 November 2006	YES/NO	Likely time of arrival
Conference on 9 November 2006	YES/NO	
Interested in dinner 9 November 2006	YES/NO	Details sent on booking a day place
Workshops on 10 November 2006	YES/NO	
Excursion on 11 November 2006	YES/NO	With cycle ride YES/NO
Special dietary requirements		
Please send me details of hotels	YES/NO	

All venues should be fully accessible but let us know if you have any special access requirements. We aim to make this event Carbon Neutral - details will be sent on booking. Bookings close 3 November.

Contact details:

Post: Lisa Hale, Planning and Transportation, Newcastle City Council, Civic Centre, Newcastle upon Tyne, NE1 8PH, UK

Web: www.northsea-cycle.com or www.tynebikes.org.uk/nscr

Email: lisa.hale@newcastle.gov.uk

Phone: 00 44 (0)191 277 8907 **Fax:** 00 44 (0)191 211 4806

