

Cycling strategy

Up on the 'iron horse'

Working together to promote cycling in Nyborg Municipality
2020-2024



Nyborg
KOMMUNE

Contents

Background	3
Nyborg – a municipality where cycling thrives, is constantly developed and supports tourism and local residents	3
Nyborg's strengths	4
Cycling - a yellow jersey with two winning sides	5
The situation	5
The goal	5
Tour de France	5
The three focus areas of the cycling strategy	5
Local residents and cycling	6
Bicycle tourism and cycling events	7
Cycling infrastructure and cycling facilities	8
Nyborg as a pioneering municipality	9



Background

According to the Danish Cyclists' Federation's website: "Being able to cycle brings freedom, happiness and new experiences". It certainly does! And Danish singer Poul Kjeller put it so succinctly in his cycling song from 1975, which is of course in Danish but, roughly translated, begins with the words "I really love my bicycle, it takes me far and wide so fast. And that's because when I'm out in the open, cycling's such a blast!" The three verses of the song touch on the health, environmental and sustainability aspects of the sport. Not to mention, all the wonderful experiences you can enjoy when you cycle – with your family, with your friends, when playing and in the great outdoors. Unfortunately, cycling has seen a decline in recent decades, falling by 10% since the 90s. In Nyborg Municipality, we want to help reverse this trend. The political agreement on the 2019 budget states that the signatory parties have agreed that work will be initiated to prepare an overall cycling strategy for Nyborg Municipality. The strategy is to ensure that Nyborg Municipality supports the vision for cycling, including bicycle tourism throughout the municipality going forward.

It must be the ambition that the initiatives already initiated coupled with future efforts support a positive growth in the number of cyclists. A strategy must also look at technical solutions in urban spaces in relation to cycle paths, etc.

Examples of initiatives initiated that can interact in full or in part with the current cycling strategy:

- The Bike Island Fyn Initiative
- Strategic urban planning for Nyborg
- Mobility plan for Nyborg Municipality
- The 'Sammen om det gode liv' (Working together for a good life) health policy
- Nature policy

It will also be pertinent to look at the possibilities for creating initiatives where the efforts of schools and day care institutions in terms of traffic, sports and health are involved in the cycling strategy, and where cycling helps to set the trend in teaching, play and learning.

Other municipal initiatives and policies should always bear in mind the central role that cycling plays in Nyborg, and an evaluation should always be made of whether new solutions improve conditions for cyclists for the sake of the local people, the environment and tourists. If this is not the case, alternative solutions should be looked into, which also support and improve conditions for cyclists.

Nyborg – a municipality where cycling thrives, is constantly developed and supports tourism and local residents

The island of Funen has more than 1,000 km of signposted cycle routes which effectively connect Funen and the smaller islands for the benefit of locals and tourists alike. As a town and municipality, Nyborg functions as a central hub by virtue of its location, with cycle routes running to and from all neighbouring municipalities and market towns. This makes Nyborg well-placed to attract tourists, ensure safe and efficient cycle paths for its local residents and generate development and growth.

Developing cycling requires:

- Collaboration
- Coherence
- Development

• Attraction

With this strategy, Nyborg Municipality must take the lead in collaborations that involve the entire municipality – both as an organisation and as a geographical area. The strategy is the overall framework that creates coherence between the services offered and infrastructure solutions. The focus areas help to develop actions and to attract new cyclists to them.

Nyborg must also be known as a municipality that dares to test and implement new and innovative ways of supporting cycling.

Nyborg's strengths

When it comes to cycling, Nyborg has a number of things going for it:



Tour de France

Nyborg as a finish city in the Tour de France 2022. Only five cities in Denmark are mentioned in connection with the Tour de France. These are the start cities and the finish cities: Copenhagen, Roskilde, Nyborg, Vejle and Sønderborg. This is a big deal for Nyborg.



The Great Belt Bridge

The reason Nyborg has been chosen by the Tour de France as a finish city and one of the most recognisable and site-specific constructions in Nyborg. The Bridge aside, Nyborg has a rich cultural heritage, and the Castle Project offers further incentives for tourists to visit the town.



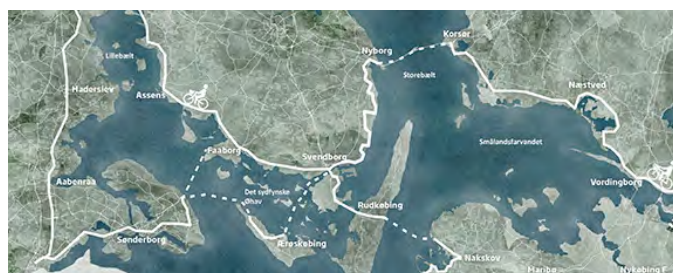
Bike Island Fyn

A joint Funen effort aimed at making Funen, and thus Nyborg, Northern Europe's top cycling destination.



A common cycling strategy

It is a strength in itself that Nyborg has succeeded in bringing together the stakeholders behind this cycling strategy and, in collaboration with them, create coherence and generate development. This is the way forward, and Nyborg has thus kicked off the cycling initiatives, which will encourage local people and tourists to cycle more from now and for many years to come.



N8

National cycle route which won international honours and awards back in 2019. What's more, Nyborg is located on the Bike Island cycle route (around Funen), which merges with the N8. As a geographical hub easily reached by train and by motorway, in the heart of Denmark where several cycle routes converge, Nyborg is a natural cycling mecca for tourists.

Cycling - a yellow jersey with two winning sides

A cycling initiative can often be seen as a yellow jersey with winners on both sides – tourists on one side and locals on the other. A win-win situation for both parties by focusing on better cycling solutions.

The Bike Island Fyn Initiative is, for example, targeted at cycling tourists in Funen, with the aim of increasing tourism revenue through targeted initiatives and collaborations. Many of these initiatives also improve the cycling conditions for local people, which in turn supports other strategies in Nyborg Municipality and creates value both for existing residents and those moving to the area.

A cycle path can, for example, lead tourists on unknown adventures, giving them some wonderful moments in their encounters with the locals. That same cycle path can make it easier for locals to get to school, work, sports

activities or just visit their family in the nearby town.

Cycling facilities such as pumps, water, bike racks, etc. give tourists the peace of mind they need to venture out into the local areas of Nyborg Municipality, while those same facilities eliminate any excuse the locals may have for not using their bikes every day as a real alternative to the car.

Creating a cycling culture and educating people from childhood to old age will lead to more cyclists and more kilometres cycled for the benefit of health, the environment, congestion, etc. When the locals cycle, they are also the best ambassadors for the town, the municipality and the island in its quest to be the top place to cycle in Northern Europe. Cycling is so good, safe and efficient here.

The situation

To increase cycling, measured in terms of the number of cyclists, frequency and number of kilometres travelled, the conditions for cyclists have to be improved on and developed. We need to focus on continuously implementing initiatives and efforts with cycling as the focal point.

If we are to develop and improve cycling in Nyborg Municipality, we need to familiarise ourselves with the current situation. The recommendation is therefore that knowledge collection, analyses, mapping, etc. be initiated, and the information be used to prioritise certain focus areas as well as measure, maintain and improve the initiatives over time.

The goal

Overall, the cycling strategy for Nyborg Municipality must help to:

- Increase the number of cyclists – locals and tourists alike
- Increase the number of kilometres cycled. The underlying benefits of this will be:

- Improved health
- Improved environment
- Reduced congestion
- Growth from an increase in more sustainable tourists as well as
- Strengthening of the good life for local residents.

Tour de France

With Nyborg's status as a finish city in the Tour de France 2022, it is important to focus on cycling before, during and after the Tour de France.

The Tour de France 2022 will give Nyborg a major boost as a cycling city and cycling municipality.

The three focus areas of the cycling strategy

The 'Up on the iron horse' cycling strategy has three focus areas :

- Local residents and cycling
- Bicycle tourism and cycling events
- Cycling infrastructure and cycling facilities

Local residents and cycling

Local residents and cycling is about the initiatives which are primarily aimed at local residents, but which will also benefit tourists.

Examples might be:

- Cycling training, cycling culture, children's play cycling tracks
- Sustainability & environment
- Coherence between access points and transitions for locals
- Ambassador roles (bike-friends) – that its locals make Nyborg a cycling municipality

Cycling is an effective means of promoting health among citizens, and there is a need to work with the health of the local people in Nyborg Municipality.

The Youth Health profile in Nyborg, for example, shows that an increasing number of young people do not use their bicycle to get to and from school on a daily basis. Figures for both Danes in general and in Nyborg show that too many people are insufficiently active. As an activity, cycling is a simple and inexpensive method of promoting health. Reports show that a healthier population is not only a financially sound investment for the municipalities, but that health also enhances the zest for life in individual citizens, as physical activity also impro-

ves motor skills, learning and mental and social health, among other things.

Developing a cycling culture where cycling is a natural part of everyday life takes initiatives that instil good habits in children that continue into adulthood. It is important to look at the possibilities and challenges that children face in traffic. Safety is very much in focus here.

Safety in the form of safe and secure cycle paths, and safety in the form of learning about road traffic.

Day care centres and schools are a natural place for children to learn road safety rules, and they are also a place where children can be influenced to build healthy and sustainable habits together which will benefit them later in life.

Being able to offer bicycle playgrounds, road safety training and safe cycle paths makes it possible for children to cycle by themselves, with their parents or with their friends. This paves the way for other initiatives and possibilities where a common cycling culture can be developed.

When people cycle – young or old – health, mobility, sustainability and zest for life will be the natural results of the initiatives.



Bicycle tourism and cycling events

The *Bicycle tourism and cycling events* initiative is primarily aimed at tourists and players in the tourism industry, though it will also benefit local people.

This could, for example, be:

- Coherence between access points and experiences for tourists
- Cycle routes/cycling experiences
- UN International World Bicycle Day
- Recurring events/bike races
- Integration of Tour de France
- Facilities aimed at bicycle tourism
- Ambassador roles (bike-friends)

Bicycle tourism is taking on a new form. Today, a larger proportion of cycling tourists choose to stay in an area and head off on round trips from there. This changes the demands placed on cycling as a product, which must be adapted to the new reality. Where once cycling tourists followed signposted cycle routes, today, they demand a network of options.

In the Netherlands, there is a well-developed system of “Node signage”, where alternative options are constantly shown to tourists on two wheels, allowing them to adapt the ride to their individual needs and wishes. At the same time, experience shows that tourists are not content just to use digital map solutions. There needs to be a balanced mix of physical signage along the roads/at junctions, printed maps with descriptions and instructions as well as digital maps. Facilities – everything from rental bikes to bike stations – are also a must-have of cycling tourists, who primarily travel for experiences today, not to fend for themselves with a patch kit and lubricating oil from the saddlebag.

The purpose and profile of the cycling tourist has also changed from primarily heading out in pursuit of primitive experiences in nature to being someone who values everything from culture to café visits. A common theme for all types of cycling tourism, however, is an increased awareness of quality and easy accessibility. Today, a

cycling tourist is a tourist with a high daily consumption, looking to enjoy some wonderful experiences.

The general challenge posed by bicycle tourism is that many basic criteria, such as signage, roads, directions, etc. have not kept up with the changing travel patterns of tourists. At the same time, analyses show that Denmark generally performs worse than other comparable countries. Funen, and thus Nyborg, have every opportunity to do something about this through the Bike Island Fyn Initiative, for example, where the whole of Funen is marketed as one cycling destination. In Nyborg, we lead the way by bringing all stakeholders together in one unified process. It has been assessed that if Nyborg Municipality addresses and adapts to the needs of the modern cycling tourist, the municipality will be able to stand out positively in the market for bicycle tourism.

Bike Island Fyn has collaboration, cohesive force, development and attraction as its cornerstones. Here, it is worth emphasising cohesive force both on Funen and in Nyborg Municipality.

The cohesive force on Funen is that the island is linked by well-functioning cycle routes, which are clearly signposted and offer good facilities – everything from surfaces to lighting and service along the way. This also applies internally in Nyborg Municipality.

Funen offers a number of marked cycle routes from Nyborg to the other market towns: route 40 to Kerteminde, route 6 to Odense, route 50 to Svendborg, etc. Nyborg is also included in route N8/the Baltic Sea route, which stretches from Southern Jutland across Funen to South Zealand. It is important that the facilities along these routes are maintained to ensure that Nyborg is an attractive and hospitable hub for bicycle tourism on Funen. Located by the Great Belt Bridge, Nyborg is a natural base for bicycle tourism throughout the island.



The cohesive force within Nyborg Municipality can be created by exploiting the many natural nodes in the municipality and connecting them all in a finely meshed cycling network, which takes cycling tourists and locals around to exciting experiences throughout the municipality.

When it comes to *collaboration*, it is important that Nyborg Municipality supports the joint Bike Island Fyn Initiatives, and that there is collaboration with relevant local players.

Internally in Nyborg Municipality, themed cycling experiences are to be developed. Routes and experiences are to be developed in collaboration with local players, from private individuals in the villages, for example, to companies and networks such as the King's Pantry (Kongens Fadebur). This can be anything from suggested experiences to enjoy on one's own, which follow selected sections of the cycling infrastructure, to guided bike rides that can be booked. Østfyns Museer's (the museums of East Funen) "Reformation cycle route" is an example of such a themed route. Others could be culinary routes, cultural heritage routes, histo-

rical routes, nature routes, mountain biking routes, etc. Routes and experiences must be developed in collaboration with local players from private individuals in the villages, for example, to companies.

In terms of *attraction*, it is important that Nyborg succeeds in marketing itself as a cycling town and cycling municipality. Cycling products, cycling events and cycling experiences must be developed. The tourist trade and retail trade must be an active part of the hospitality provided to cycling tourists. Cycling must be marketed directly via trendsetting online marketing channels and social media, for example.

Nyborg Municipality as a whole must also be a pioneering organisation for private individuals and businesses in East Funen in its marketing. This means that cycling is given visibility when communicating with existing, new and potential residents and companies. Over time, Nyborg must therefore make itself known as a municipality where the bicycle is a natural means of transport, as an expression of sustainability, health and accessibility. If the locals cycle, it tells tourists that it is a good place to cycle.



Cycling infrastructure and cycling facilities

Cycling infrastructure and cycling facilities is about the initiatives – or frameworks – that are fundamental to locals and tourists being able to cycle, feeling safe when cycling and cycling efficiently with a high “flow” on interconnected cycle routes through both town and country. This might be:

- Cycle paths
- Bike stations
- Lighting
- Signage

Cycling infrastructure is about creating flow and safety for cyclists, whether local or tourists. It is about creating coherence, allowing you to cycle from your point of departure to your destination in the best possible way

The first step in being able to develop coherence is to create a comprehensive overview of all existing cycle paths in Nyborg Municipality, including maintenance status and type. This knowledge must be translated into a comprehensive map of Nyborg Municipality.

A comprehensive overview of the cycling infrastructure combined with hubs aimed at both locals and tourists, and the desired contexts must help to prioritise, plan expansion and improvement, and maintain the infrastructure in the municipality. The goal is that all cycle paths are of a quality and a desired type that link the entire municipality, both internally and with the surrounding municipalities, to ensure that there are safe, secure and efficient cycle paths for locals and tourists alike.

Cycling facilities cover all kinds of cycling equipment; everything from bike stations, cycle rest areas, water pumps, bike racks, signage, etc. If Nyborg Municipality is to be an attractive cycling municipality, it is important that the bicycle is factored into all solutions in urban spaces and infrastructure, whether town or country.

A cyclist must have advantages over motorists by, for example, establishing convenient bicycle parking spaces in the shopping streets, making it is easy for people to park their bike to nip into the shops without having to carry their purchases far, because otherwise they will choose their car over their bike. Figures from cities such as Copenhagen even show that shops with bicycle parking “by the door” tend to increase their turnover in relation to shops that have closed car parks. This cannot be expected to be identical in Nyborg, but being able to park one’s

bike in more places on shopping streets will, however, encourage people to cycle rather than drive when shopping in the town centre.

In certain locations in Nyborg, larger bicycle parking areas can be established with, for example, covered facilities such as luggage lockers, charging for electric bikes, lockable boxes for tourists who have cycling gear, bike stations, toilets, etc.

Bicycle facilities such as bike stations, water pumps, shade, etc., should be established throughout the municipality. These central locations should also allow for the charging of electric bicycles and smartphones. It is also a good idea to install local information boards advertising attractions, sights, cycle paths, etc. for tourists.



Nyborg as a pioneering municipality

Nyborg Municipality must be a pioneering municipality that is willing to enter into partnerships where the cycling solutions of the future are developed and tested. Just as Funen should be Northern Europe’s preferred bicycle destination, Nyborg must be a pioneering municipality in terms of new cycling solutions and cycling initiatives.

Nyborg Municipality gives the bicycle centre stage wherever possible. The bicycle is sustainable and contributes to a better environment and health, which supports the UN Sustainable Development Goals.







Nyborg
KOMMUNE

VisitNyborg
Torvet 2B
DK-5800
Nyborg