

Cycle policy, cycle paths on Bornholm and the “Bike the Baltic” project

Carl H. Marcussen, senior researcher, PhD, www.crt.dk

Centre for Regional and Tourism Research, Bornholm, Denmark.

Presented at meeting about “Bicycle policy in cities”

Olsztyn, Poland, 20th Sept. 2016

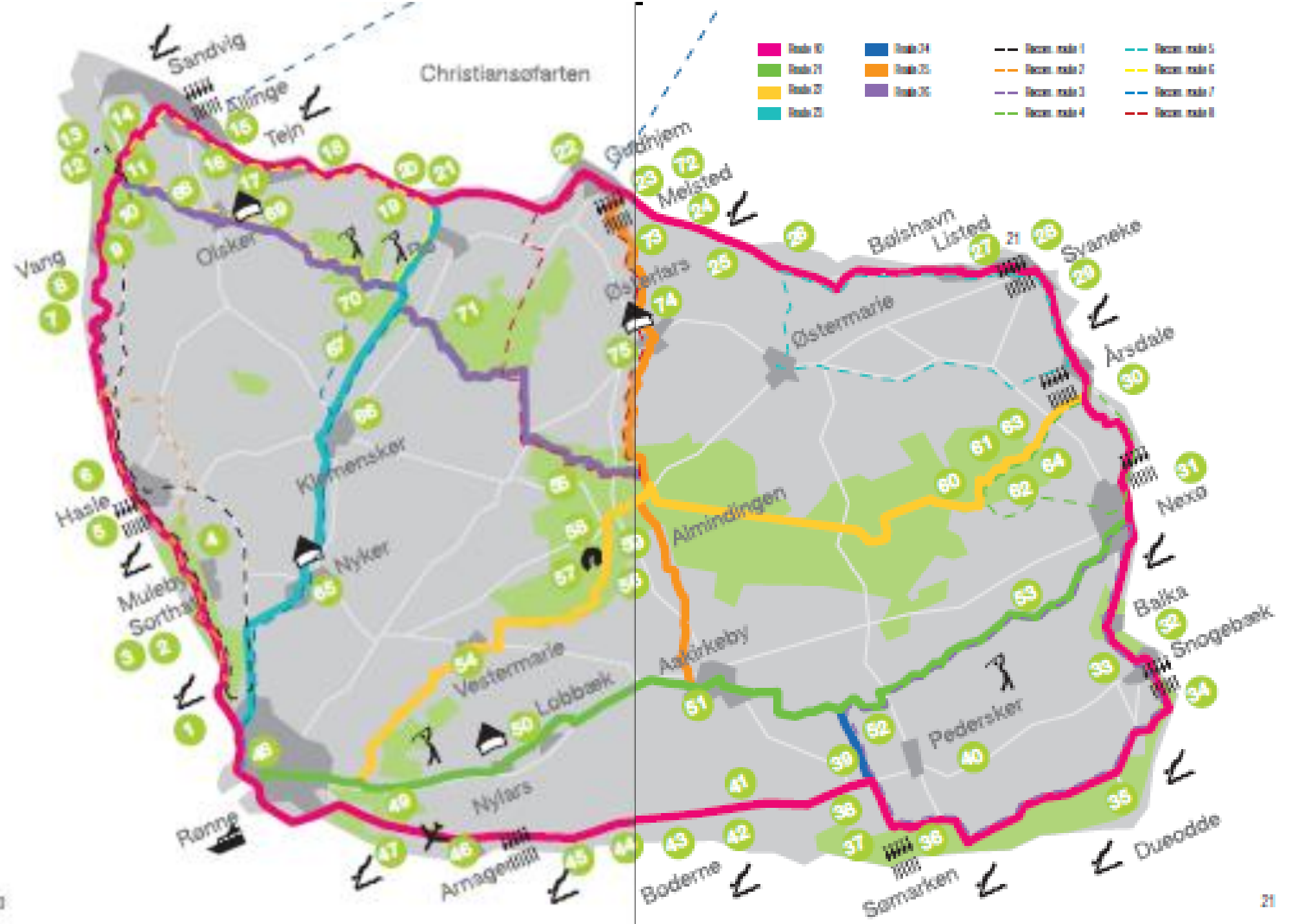
[and as preparation for a panel discussion on

”Sport as element of building a city brand”, Olsztyn, 19th Sept. 2016]

Bicycle brochure from www.bornholminfo.dk



Map
of
cycle
routes
on
Born-
holm



74 points of interest - attractions - Bornholm

- 1 Antoinette Beach
- 2 Safirsøen - Lake
- 3 Smaragdsøen - Lake
- 4 Rubinsøen - Lake
- 5 Hasle Smokery
- 6 Grønbechs Gård
- 7 Teglkås Fiskerleje - Fishing Village
- 8 Jons Kapel
- 9 Blåskinsdalen - Fissure Valley
- 10 Ringebakkerne - Nature Area
- 11 Slotslyngen - Nature Area
- 12 Hammershus Castle Ruin
- 13 Hammershus Exhibition
- 14 Moselækken Granite Quarry
- 15 Allinge
- 16 Støredal
- 17 Sandkås/Tejn
- 18 Bautasten at Stammershalle
- 38 Kirkemøllen - The Dutch Windmill
- 39 Pedersker Kirke
- 40 Ringborgen
- 41 Vingården - Vineyard
- 42 Boderne
- 43 Kalkbrud - Limestone Quarry
- 44 Waterfall at Risebæk
- 45 Sose Odde
- 46 Arnager
- 47 Onsbæk Beach
- 48 Rønne
- 49 Blemmelyng
- 50 Nylars Round Church
- 51 Aakirkeby
- 52 Egeby Stubmølle - Mill
- 53 Bautasten at Gryet
- 54 Vestermarie Church
- 55 Almindingen
- 19 Døgdalen
- 20 Helligdomsklipperne
- 21 Bornholms Museum of Art
- 22 Gudhjem
- 23 Mølsted Beach
- 24 Kobbø Stream
- 25 Saltuna - Middel Age Salt Ovens
- 26 Randkløve Skår - Fissure Valley
- 27 Hellig Kvinde - Nature Area
- 28 Svaneke
- 29 Hullehavn
- 30 Årsdale
- 31 Nexø
- 32 Balka
- 33 Hundsemyre
- 34 Snøgebæk
- 35 Dueodde
- 36 Slusegård Water Mill
- 37 Østre Sømark
- 56 Ekkodalen - Fissure Valley
- 57 Lilleborg
- 58 Gamleborg in Almindingen
- 59 Rytterknægten
- 60 Paradisbakkerne
- 61 Rokkestenen - The Rocking Stone
- 62 Majdalen
- 63 Gamleborg in Paradisbakkerne
- 64 Gamledam
- 65 Ny Kirke (Nyker Round Church)
- 66 Klemensker
- 67 Spellinge Mose
- 68 Ravnedal
- 69 Ols Kirke (Olsker Round Church)
- 70 Rokkestenen in Rutsker Højlyng
- 71 Rø Plantage
- 72 Mølsted
- 73 Stavehø Waterfall
- 74 Østerlars Round Church

The Green Ring - MTB, Rønne, Bornholm



<https://www.brk.dk/Borger/Kultur-Fritid/Friluftsliv/Documents/Oversigtskort%201marts16.pdf>

<https://www.youtube.com/watch?v=ztf4V28CGvE>



Antoinette Strand

Blykobbe Plantage

Almegård Øveterræn

Næbbe Bugt

Pavillon
Bålplads
Legeplads

Næbbe Odde

Langebjerg

Kommandant-
højen

Rævehøj

Klippeløkken

Kaolinsøen

Udsigtspunkt

Bådehavn

Nygård

Bondebro

Snurrebakke

Porcelænsgård

Rønne

Snorrebakke-
søen

Økobase-hus
Bålplads

Gangbro

Rabækken

Gammel
Kaolinkaj

Kastellet

Vibegård

Gangeløkke

Vibeelle

Grisby

Galløkken

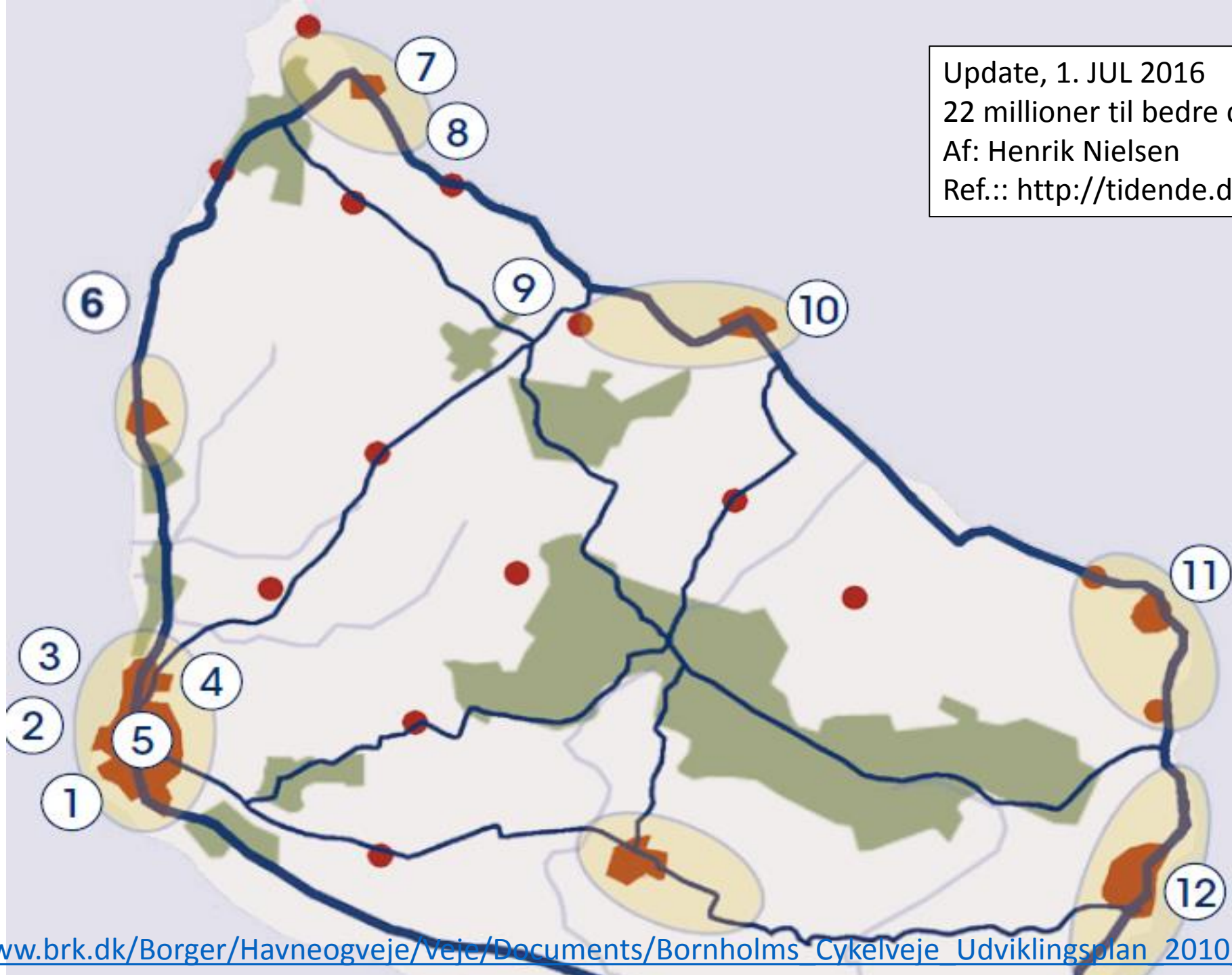
Rønne Plantage

Development plan for Bornholm's cycling roads 2010-2014

Budget 2010-2014

PROJEKT	STED	ANLÆG	MIO
1	Munch Petersens Vej	Nye profil/stier/kryds	22
2	Kystvejen	Nye stier/træer	5
3	Haslevvej	Nye profil/stier/kryds	16
4	Omfartsvej	Ringsti + nye stier	12
5	Snellemark	Forbindelse havn - by	7
6	Ginesminde	Ny trappe	1
7	Allinge	Skolevej	2
8	Byggenemfart i Tejn	Stier/byrum/kryds	3
9	Tejn - Rø - Kunstmuseet	Forbedrede stier	3
10	Gudhjem -Rø	Nye stier	15
11	Svaneke byggenemfart	Kryds/byrum	1
12	Årsdale - Nexø	Nye stier	7
13	Arbejder ved cykelveje 2010-2014	Stier/kryds/byrum	10
14	Videogennemkørsel af cykelveje		2
15	Generelle sikkerhedsforbedringer		5
16	Generelle miljøforbedringer		2
17	Skiltning/informationstavler/IT		1
18	Kommunikation og formidling		3
19	Forbedring/etablering af cykelrasteplasser		5
20	Toiletter/ventehuse/IT skærme		7
21	Administration/ledelse/projektering		10
22	Uforudsete initiativer ved borgerinddragelse		2
Totalt 2010-2014			141

Update, 1. JUL 2016
22 millioner til bedre cykelstier i Rønne
Af: Henrik Nielsen
Ref.: <http://tidende.dk/?Id=74408>



Meeting about cycle policy - Christiansborg

Fremtidens cykelpolitik

<https://www.cyklistforbundet.dk/Aktuelt/Nyt/Nyheder/Fremtidens-cykelpolitik>

I samarbejde med Socialdemokratiet og flere fagforbund inviterer Cyklistforbundet til konference om fremtidens cykelpolitik. Det sker tirsdag 30. august kl. 15 i Landstingssalen på Christiansborg. Konferencen er åben for alle interesserede, men der er et begrænset antal pladser og tilmelding er nødvendig.

Af Cyklistforbundet

Foreløbigt program

Kl. 15.00 Velkomst ved cykelordfører Erik Christensen og transportordfører Rasmus Prehn

Kl. 15.15 Oplæg ved direktør for Cyklistforbundet Klaus Bondam

Kl. 15.30 Oplæg ved Vardes borgmester Erik Buhl Nielsen (V)

Kl. 15.45 Oplæg ved borgmester på Bornholm Winni Grosbøll (S)

Kl. 16.00 Pause med kaffe, te, vand, kage og frugt

Kl. 16.15 Oplæg ved Troels Andersen, trafikplanlægger i Odense Kommune

Kl. 16.30 Oplæg ved teknik- og miljøborgmester Morten Kabell (EL)

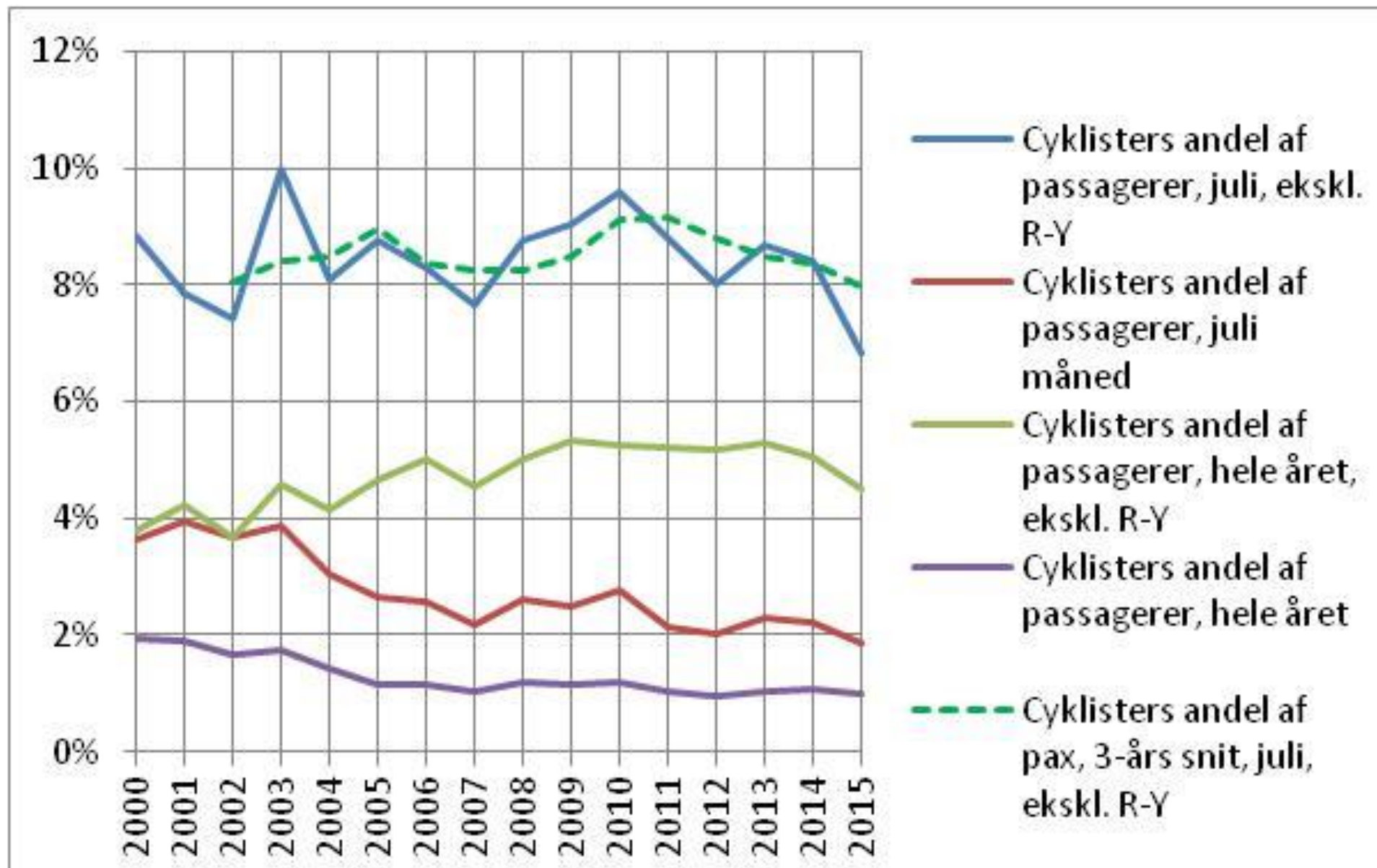
Kl. 16.45 Opsamling, debat og spørgsmål

Kl. 17.30 Netværk og socialisering på Erik Christensen og Rasmus Prehns kontorer i Folketinget

Share of cyclists on 4 routes to/from Bornholm, all year 2015

Rute	Passagerer, 1000	Cykler	Cykler%
Nexø-Polen	29	1563	5,4%
Rønne-Tyskland	101	3622	3,6%
Rønne-Ystad	1330	6740	0,5%
Køge-Rønne	59	3315	5,6%
Bornholm i alt, 4 ruter, ud+hjem	1519	15240	1,0%
Bornholm i alt, 4 ruter, ankomne	760	7620	1,0%

Share of cyclists on routes to/from Bornholm



About the project

United in diversity → Bike the Baltic

Bornholm is famous for its bike tourism offer.

The questions:

- What is (was) Bike the Baltic project?
- What was its starting point?
- What problems and challenges did it cope with?
- What was its international dimension?

The following slides ..

were presented on Tuesday the 20th Sept. 2016 in a "Meeting on bicycle policy in cities", SRC Ukiel, Olsztyn.

However, the four questions were (also) given as a preparation for a panel discussion about "Sport as element of building a city brand", in Olsztyn Science and Technology Part, on Monday 19th Sept. 2016.

See also local newspaper article by journalist Anders Liljeroth, "Polen er et interessant turistmarked", ("Poland is an interesting tourist market"), Bornholms Tidende, 26th Sept. 2016 p. 6, interview with CHM.

Not actually mentioned, but: City branding is a variant of nation branding and destination branding.

Destination branding is different from destination marketing but it can be seen in that context.

Branding is related to the concept of "positioning", which again is included in the process of Market segmentation, targeting and positioning (Philip Kotler: Marketing Management, any edition):

1. Identify bases for segmenting the market.
2. Develop profiles of the resulting segments.
3. Develop selection criteria / Evaluate the segments.
4. Select target segment(s)
5. Develop positioning for each market segment
6. Develop marketing mix for each target segment.

What is (was) Bike the Baltic project?

Project implemented within the South Baltic Cross border Cooperation Programme 2007–2013

- Total Project Budget 1 mln Euro
(ERDF co-financing financing 790 000 Euro)
- Project Implementation Time: 08.2008–10.2010
- 4 Partners
- 5 Components
- Innovative character –
GPS information system connected with a web site.

The 4 partners – from 3 countries:

- LB - Association of Communes and Districts of Middle Pomerania Region (Poland) – 40% (85%) (co-ordinator: Czeslaw Zdrojewski)
- Foteviken Museum (Höllviken, Sweden) – 20%
- Vellinge Commune (Sweden) – 20% (75% EU)
- Center For Regional and Tourism Research (Nexø, Bornholm – Denmark) – 20% (75% EU)

The 5 components:

Component 0: **Project preparation.**

Component 1: **Management and coordination**

Component 2: **Developing the theme** "Vikings and Slavs – In search for common heritage“ in the area of partners involved.

Component 3: Preparation of a pilot, innovative, multimodal **bicycle route**, connecting the city of Koszalin with the Baltic Sea shore through the Jamno Lake, as an integral part of the cross-border thematic route.

Component 4: Developing of pilot, innovative, **GPS information system** connected to bicycle routes at the whole project area.

Component 5: Joint actions **promoting** the cross border thematic route "Viking and Slavs - in search for the common heritage", project and product marketing.

What was its starting point?

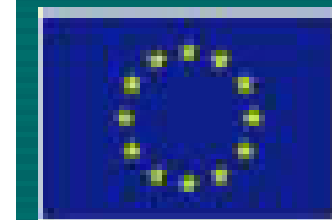
The starting point was no doubt a call for proposals from the South Baltic Programme.

25.04.2008 – Meeting at the Foteviken Museum

30.04.2008 – Application Form Submitted

13.06.2008 – Formal Assessment Approval

03.07.2008 – Project conditionally approved
by the Steering Committee in Gdańsk



The main idea of the project
“United in Diversity” (“Bike the Baltic”)

... was to support the sustainable
development and promotion of
the South Baltic South Baltic Area,

by creating a joint cross-border bicycle
thematic route called “Bike the Baltic”.

The theme was “Vikings and Slavs” (i.e. history),
Cf. the book “Vikings and the early middle ages –
South Scania, Bornholm and parts of Pomerania”

What problems and challenges did the project cope with?

GPS devices and smartphones were not as common around 2008-2010 as they are today.

The technical challenges of building a database of points of interest, the website and the GPS route planner was perhaps greater than originally thought.

As always, there are formalities, auditing,

Geographical, logistical, linguistic challenges ..

Outputs

- Small scale bicycle infrastructure: 12 rest places, 12 “play”
- 2 km cycle route repair
- A cycle route – across three countries
- A market research report: Available online in pdf.
- A history guide book: In 4 languages
- A website. – Was maintained for 5 years ..
- Postcards: 7000 printed/distributed
- Brochures: 11000 in 5 languages printed/distributed
- Signposting
- GPS application free to download
- 6 multimedia kiosks in the Central Pomerania
- Promotional trip: Scania, Bornholm, Central Pomerania
- Exhibition in a large shopping centre in Central Pomerania
- Press conference. Press releases. News articles.

Type of accommodation preferred by Polish holiday cyclists

Type of accommodation	Inter. on Bomholm	Not on Bomholm	All Polish
Camping	69%	38%	59%
Hotel	6%	9%	7%
Holiday centre	4%	3%	4%
Youth hostel	4%	9%	6%
Holiday cottage	13%	16%	14%
B&B / Farm house	1%	16%	6%
At friends', relatives'	0%	9%	3%
Other	1%	0%	1%
Total, %	100%	100%	100%
Total, n	68	32	100

Source: http://www.crt.dk/media/31509/09_rapport_cycling_tourism_bike_the_baltic.pdf

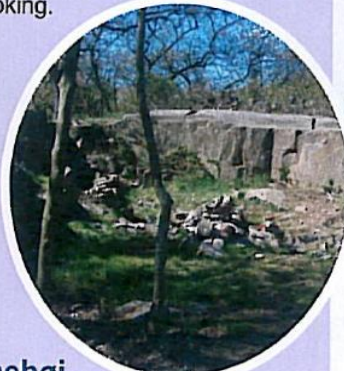
Popular prim. camp sites

Egeløkke

Moseløkkevej 5, 3770 Allinge
 Tel. +45 5648 0108 / +45 2461 7777
 jhh@krak.nu - www.egelokke.dk
 Owners: Jytte and Hans Henrik Krak

There are 2 areas:

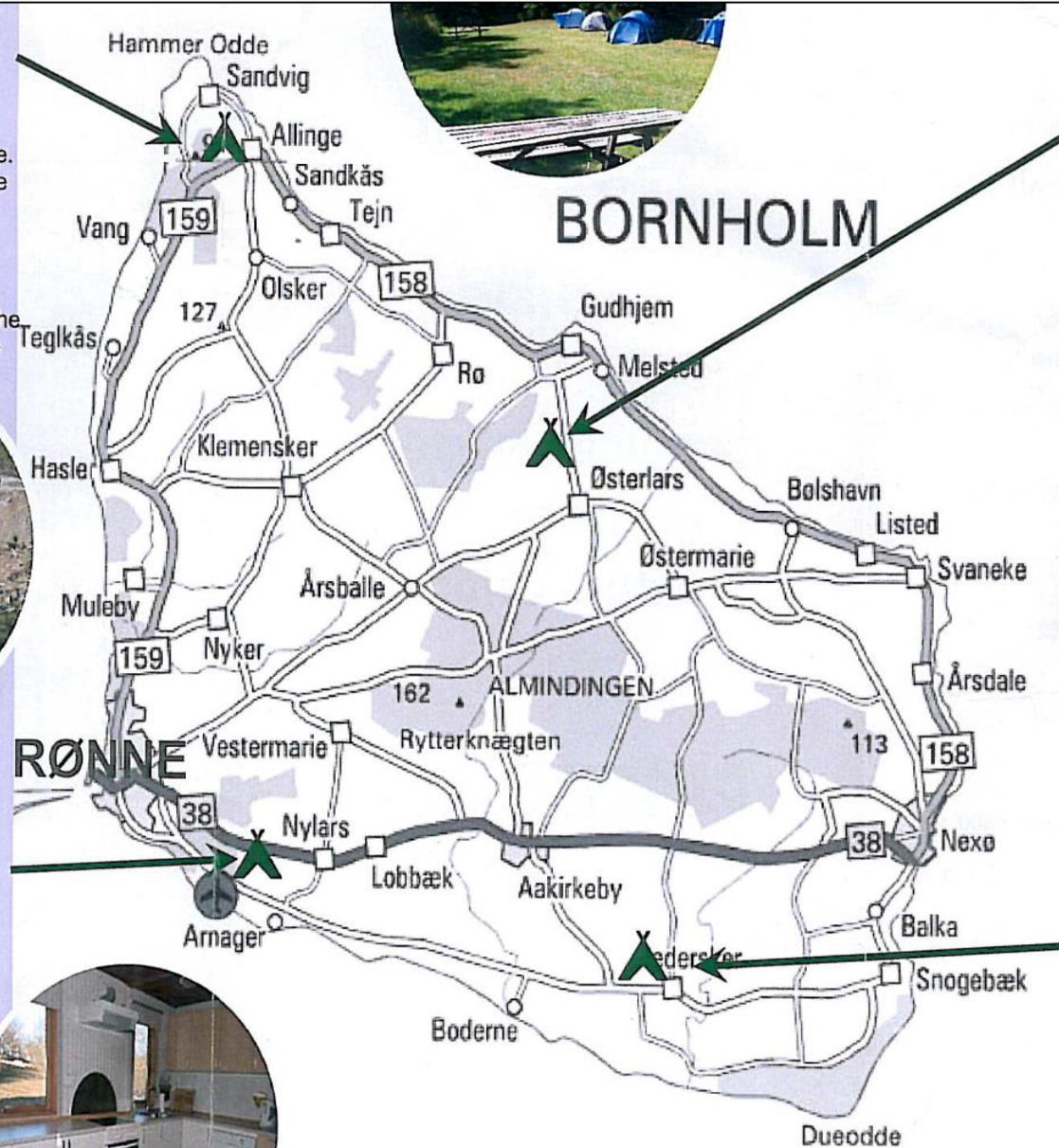
One is on a small grass area behind the farm at the edge of the forest. The second is about 300 m into the forest on a small meadow near a lake. The site at the forest lake can only be used after 15 July. 2 km to shopping. The farm is located beside Moseløkken Quarry / museum. The bicycle track goes right around the farm. We have two shelters available for booking.



Bauehøj

Skræderbakkevejen 2
 3700 Rønne
 Owner: Jens-Erik Larsen
 Tlf: +45 3022 1700 - jepl@c.dk
 www.lejrpladsen-bauehoej.dk

Location: The site is located in a stunningly beautiful area. You can camp in an undisturbed corner only 7 km from the largest city of Bornholm, Rønne. Within a radius of two km, you find the Airport of Bornholm, a lake for fishing, a nice beach and the old fishing village Arnager, where you also find a smokehouse. We have a shelter on our site.



Slettegård

Jemvej 35, 3760 Gudhjem
 Tlf: +45 5028 5028 / +45 2161 0931
 slettegrd.dk - www.slettegrd.dk
 Owner: Ole Harild

Location:

The site is undisturbed and picturesque, located in beautiful natural surroundings by one of the largest ski slopes in Denmark, close to Østerlars Round Church, Medieval Center, Melstedgård Agricultural Museum, Gudhjem and Christiansø.



Lille Gadegård Vineyard Lille Gadegård

Søndre Landevej 63,
 Pedersker, 3720 Aakirkeby
 Owner: Jesper Paulsen
 Tlf. +45 2162 8857
 a7@a7.dk - www.a7.dk

Location:

On a grass field up to Denmark's largest vineyard of 34,000 m². The most central camp site, if you want beach and swimming in Dueodde. Vineyard cafe and wine shop are open all summer.

Where in Poland do the Polish cyclists on Bornholm come from?

	Voivodeship	Main city	Main city to Kolobrzeg	Average cycle %	2006, % Population	Cycle index
A	West Pomeranian	Szczecin	144	18%	4,4%	4,03
A	Pomeranian	Gdansk	247	15%	5,8%	2,58
A	Lódz	Lodz	504	11%	6,7%	1,66
A	Greater Poland	Poznan	287	11%	8,8%	1,24
A	Masovian	Warszawa	556	14%	13,5%	1,00
B	Warmian-Masurian	Olsztyn	413	4%	3,7%	0,97
B	Lower Silesian	Wroclaw	460	6%	7,6%	0,73
B	Silesian	Katowice	696	9%	12,3%	0,70
B	Lubusz	Gorzow Wlkp	219	2%	2,6%	0,68

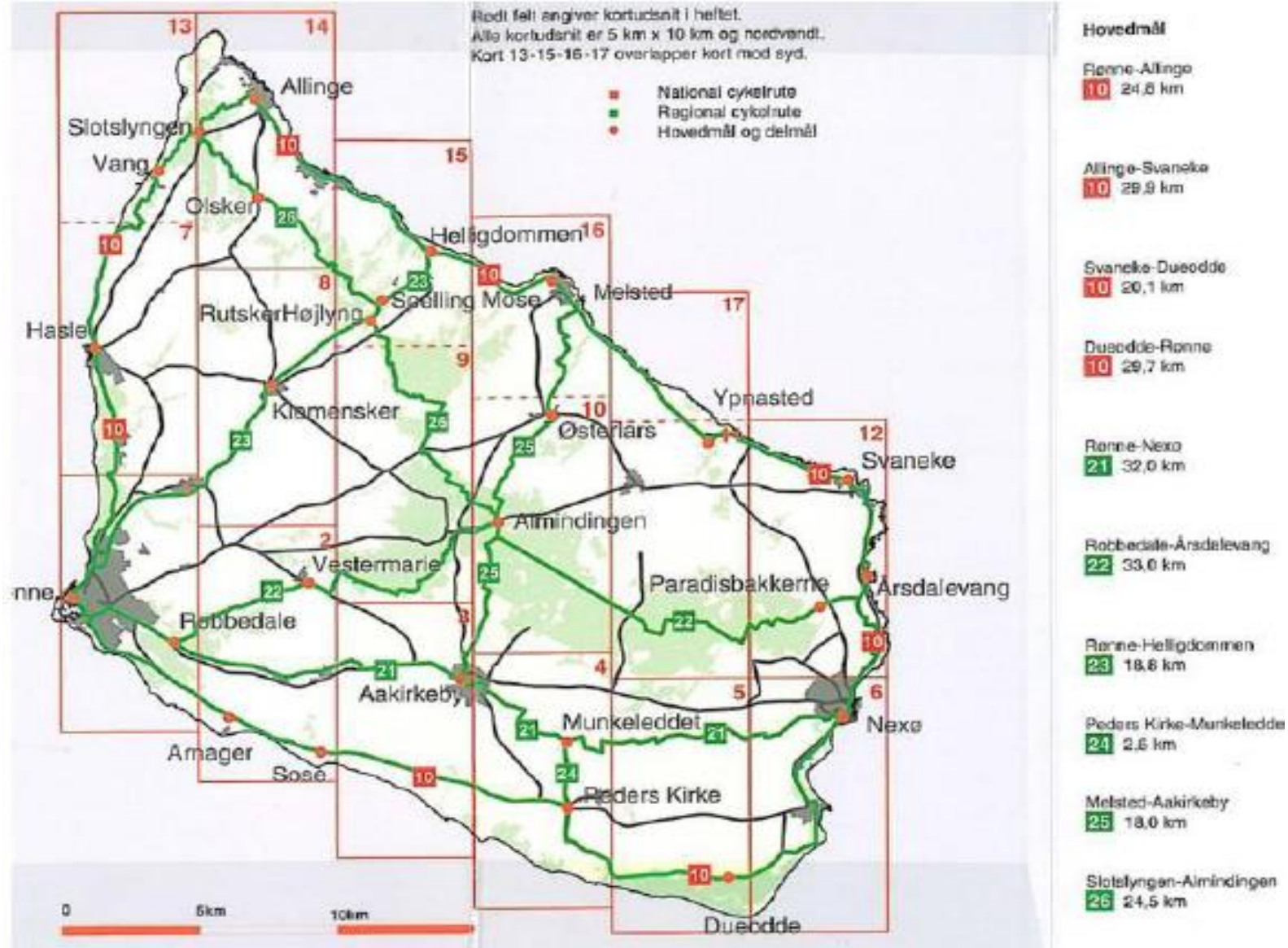
A. Nearest, top group 69%. – B. Middle group: 21%. – C. The rest: 10%

Source: http://www.crt.dk/media/31509/09_rapport_cycling_tourism_bike_the_baltic.pdf

What was its international dimension?

- 4 partners from 3 different countries
- A cycle route across the same 3 countries
- Multiple language output material

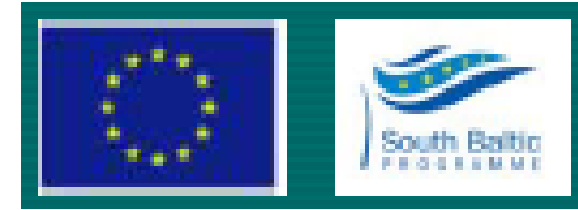
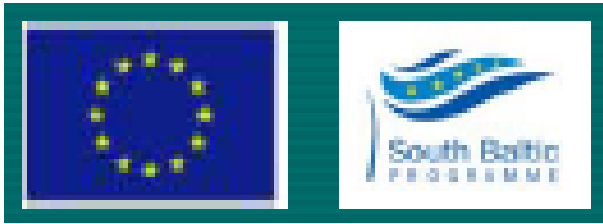
There is a cycle route #10 around Bornholm



Source: Cykelveje på Bornholm, Bornholms Regionskommune, 2005.

Future: Linking the „Bike the Baltic” bicycle route with other existing bicycle routes





Thank you for your attention!

