

Green Links – End of Project Report

Background

Green Links was a 12 month £170,000 joint Conwy County Borough Council and Denbighshire County Council initiative, largely funded by RWE Innogy UK as part of its Gwynt y Môr tourism fund. The project covers the coastal area between Llandudno and Prestatyn.

The principal aims of the project are promotion of the walking and cycling routes and the green spaces within the project area to bring about:

- Economic regeneration through tourism
- Improved links to the Area of Outstanding Natural Beauty (AONB)
- Improved access to Local Nature Reserves (LNR)
- Improved quality of life and health for local communities



The project was delivered by a dedicated project officer managed within the Countryside Services of Conwy and Denbighshire, and with support from their Tourism units. The project officer started in November 2013 and has now successfully delivered all project elements.

Project Deliverables

The project was mainly based around information sharing to both visitors and local residents. Small scale infrastructure work was completed to improve access and promote usage of the Green Spaces and walking and cycling infrastructure. The following is a summary of the key deliverables including who is now responsible for each product:

Web-based information

Web-based information forms the primary avenue for engaging with visitors before they arrive in the Green Links area. www.greenlinks.org.uk provides nature reserve information, itinerary planning, accommodation searches and booking along with interactive travel planning. The website also includes bespoke promotional media including videos and



pictures of the nature reserves; for some reserves this is the only online record. The site also contains event information including countryside service specific events as well as general events to improve visitor experience.

Greenlinks.org.uk forms part of the wider Destination Conwy suite of websites. This ensures sustainability of the web

content which will be kept updated by Conwy TICs and Denbighshire Countryside Service. The website was designed and marketed by Newmind Ltd with content and layout delivered by the Green Links Project Officer.

Touch Screen Information Points

Four touch screen information points were developed to provide information to visitors and tourists once they were in the Green Links area. Touch screens are available from the Rest

and Be Thankful Cafe on the Great Orme, Porth Eirias in Colwyn Bay, Public Square in Rhyl Harbour and Prestatyn. The touch screens provide information on available walking, cycling and green space opportunities in the local vicinity. The network of touch screens also encourage visitors to travel further within the Green Links area.

The touch screens applications were a bespoke development by the Web Publishing Portal with content provided by the Green Links project officer. The application was developed in such a way to allow additional touch screen locations to be easily incorporated into the network. The touch screens are in a branded kiosk and supported by specific Green Links leaflets.



Leaflets

Green Links has created a series of leaflets highlighting the promoted nature reserves, walking and cycling routes. Green Links developed 7 leaflets in partnership with Illustrative Mapping. 6 of the leaflets cover key towns and areas in a smaller scale with the final leaflet covering the whole Green Links area. Leaflets are available from relevant tourist information centres, some accommodation providers and public buildings.

Links to the AONB include Coed Bell, Bishops Wood, Prestatyn Hillside and the Prestatyn Dyserth way

Infrastructure Projects

The Green Links area is already well furnished with infrastructure including the North Wales Path, Wales Coast Path and North Wales Coastal Cycle Route. Green Links carried out small scale infrastructure improvements including path works to some local nature reserves, adding additional cycle parking facilities and signing part of NCN 84 from Rhyl to Rhuddlan.

Monitoring

Green Links has installed 1 dual pedestrian and cycle counter at the west end of Pensarn promenade and a pedestrian counter on the Marine Drive Llandudno. These are both managed by Conwy County Borough Council and will assist with traffic management; they will also complement existing counters within Denbighshire. A qualitative route user survey was also carried out in March 2014 to determine the attitudes of users of the Green Links route. This helped to influence the development of various Green Links products previously described here.