



ROGALAND
FYLKESKOMMUNE

MEMO

To: President of the North Sea Commission
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From: The North Sea Cycle Route project
Dato: 16.02.2006

A permanent management structure for the North Sea Cycle Route - a memo for the North Sea Commissions meeting in Ipswich 1-2 March 2006

As underlined in our letter to the North Sea Commission in May 2005, an important part of the North Sea Cycle Route project involves finding a permanent solution for the maintenance of the long term results from the project.

This involves the physical infrastructure of the route, the tourism aspect and the on-line "information bank" (i.e. the web site).

The responsibility for the maintenance of the physical infrastructure of the North Sea Cycle route will be handed over to the national road authorities in each country. This involves the maintenance of the route surface, signposting etc. At present, formal approaches are being sent to the public road administrations in each partner country. The accommodation, food and other services have always been the responsibility of the tourism industry and we expect this to continue to be the case.

A future role on the part of the North Sea Commission, we anticipate mainly involve taking responsibility for the development and maintenance of the web site www.northsea-cycle.com (a click will take you to our "old site". The new web site is still under production and will be opened in April 2006. The web address will be the same.)

Why should The North Sea Commission get involved?

The Internet, in terms of information and dissemination of knowledge, is becoming more and more important. The web site for "The North Sea Cycle Route" was established in the year 1999. At the last count more than 2 500 000 hits had been registered on this site and this number is expected to rise substantially when the on going total revamp of the site is completed in the spring of 2006. We would like to point out that this is the only interactive web site (to our knowledge) to cover a very high percentage of the member regions of the North Sea Commission. As the owner of this site we feel that this unique opportunity ought not to be lost.

The North Sea Commissions own web site does not describe the regions nor does it have interactive maps. The interactive maps are perhaps the most significant news in regard to the NSCR web site. It allows you to click anywhere on the coast; and information will “pop up” in so far as regions have placed the information on the site and shown their attractions.

The cost of producing a web site with these attributes is high. The partners want to make sure that the web site is left with a responsible “parent” able to use this resource.

This subject is of interest in regard to many of the North Sea Commission working areas e.g. culture, tourism, environment and communications.

We have enclosed a copy of an organisation chart which shows one possible option for a future management structure of the North Sea Cycle Route.

As the enclosed flyer has already pointed out the partnership in the “North Sea Cycle Route” project consists of 68 regions (counties or equivalent) in Norway, Sweden, Denmark, Germany, Netherlands, Belgium, England and Scotland. In fact the partnership covers a very large percentage of all member regions in the North Sea Commission area. The North Sea Commission is in many respects the only formal and political link beyond national borders for these regions. It therefore seems natural to look more closely at the possible role The North Sea Commission could play in creating a model that will secure the 6000 km long cycle route a permanent future for the benefit of all who live near or on the route.

Conclusion

We request that the North Sea Commission take over responsibility for the maintenance of the NSCR web site and the co-ordination of the international network in line with the enclosed chart. We envisage this will involve 1 to 2 network meetings a year.

Per Frøyland Pallesen
Chairman International Management Group

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Project manager

Enclosure:
Possible organisation chart.