

# EuroVelo3 St James route

Belgium action Plan  
Brussels 08/12/2011

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under the preparatory action "Sustainable Tourism".

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## Overview of sections

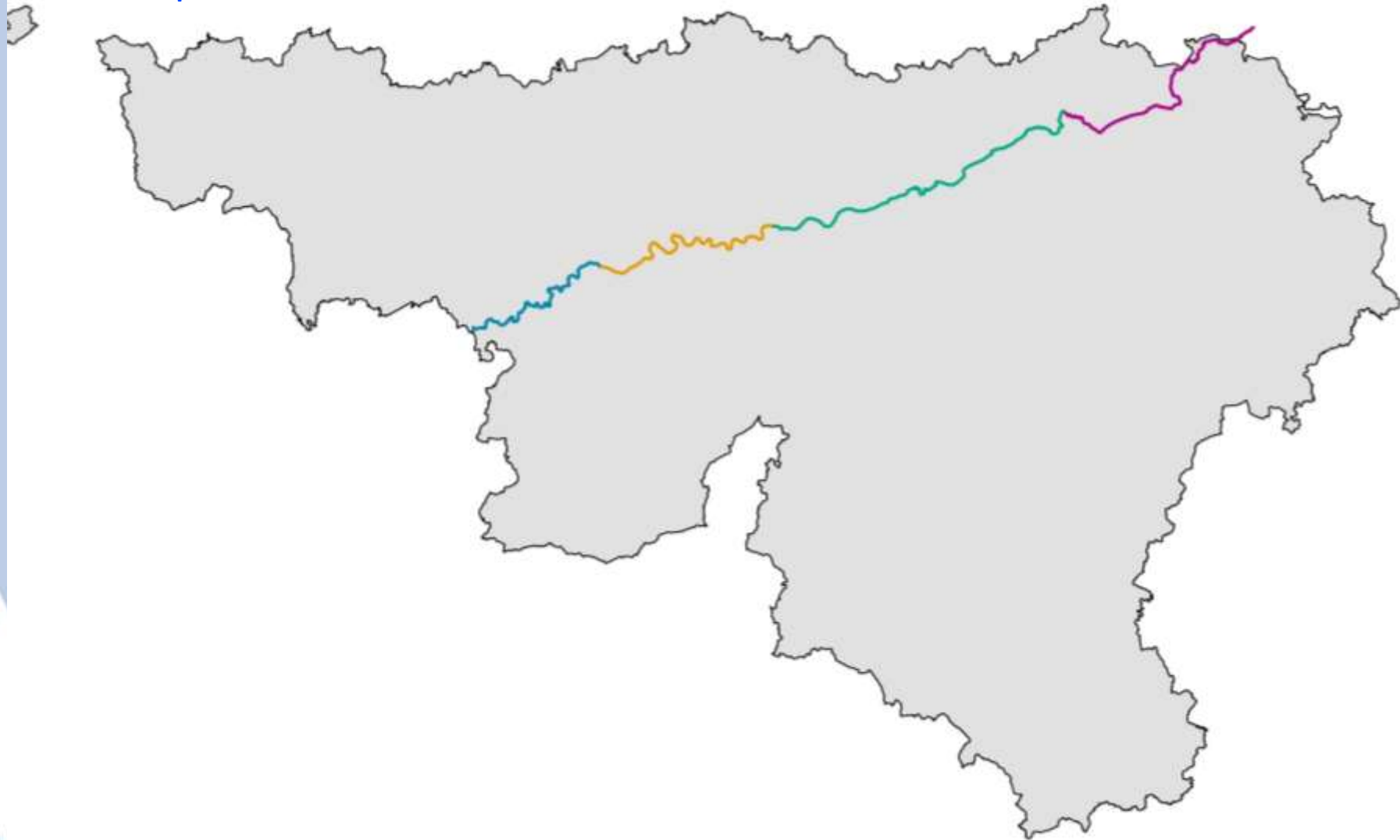
4 sections – 194,4 km

Most of the EuroVelo3 trail follows the existing RAVeL network

24 km has inappropriate route conditions

12,4 km new separate cycling infrastructure has to be constructed

6 km surface improvement needed





- ✓ Construction of cycle streets / agricultural / forestry / water management roads 6,4 km
- ✓ Construction of a bridge for cyclists and pedestrians
- ✓ Complete new signposting including EuroVelo signs (orientational and informational signposting)



- ✓ Label and quality criteria system for cycling friendly services
- ✓ Establish rest stations
- ✓ Establish a bike rental and bike repair station «Point Vélo» at the train station of Charleroi-Sud



## The 3 most important promotion development actions



- ✓ Marketing plan for the route
- ✓ Internet portal development
- ✓ Publish printed promotion tools only about this specific route

## The 3 most important organization development actions

### Visite en Val de Sambre (EuroVélo 3)

Mardi 24 octobre 2011



- ✓ Awareness raising
- ✓ Steering group for the route development
- ✓ Working group for services & marketing & promotion development



## Actions cost :

✓ Short term (2012-13)	548.800 Euro
✓ Mid term (2014-15)	1.823.000 Euro
✓ Long term (2016-2020)	1.100.000 Euro

Thanks for your attention

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