

Recreational Field Analysis Zwolle

An analysis of recreation opportunities in Staatsbosbeheer areas around Zwolle.

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Foreword

It was early morning, in the beginning of February. I walked to the Staatsbosbeheer office in Deventer through a park. It was a grey, rainy, cold day and it was the first day of my thesis project.

I was going to make a recreational field analysis for the city of Zwolle.

I was warmly welcomed, with coffee, by my supervisor Hans van Laake.

His help, advice and enthusiasm in the following months made working on this project a good experience. Thank you so much!

Furthermore I would like to thank Adrie and Femke for their help and insights. Off course I would also like to thank Laura and all the other area managers for their time, enthusiasm and help. Also a big "Thank you!" to all other Staatsbosbeheer employees who have helped me during this project.

For the past six months I have walked through that park nearly every day, watching the trees change during the seasons, birds and ducks enjoying the spring.

Right now, while I am finishing my thesis, the park looks beautiful.

Abstract

Recreation is a leisure activity, whereby one recreates and experiences a certain area. Each area has specific nature, culture and landscape qualities. Staatsbosbeheer¹ wants to give its visitors an optimal recreation and nature experience.

Recreational field analyses were introduced several years ago. This is a tool which makes it possible to analyze the recreational demands of visitors that visit a certain area. At the same time, a recreational field analysis analyses what recreational facilities are available in a certain area.

Zwolle is a fast growing city, surrounded by the “IJssel” and “Zwarte Water”. Staatsbosbeheer wants to investigate what types of recreation are offered in its areas and what the recreational demand of these visitors is. To analyze an area and what kind of recreation facilities are available, Staatsbosbeheer works with a so-called “5B’s tool”. The 5 B’s stand for 5 Dutch words: Beschikbaarheid (availability), Bereikbaarheid (accessibility), Bruikbaarheid (usefulness), Betrokkenheid (involvedness) and Bekendheid (reputation). Besides investigating an area with the help of the 5 B’s, a SWOT analysis will be done. A SWOT analysis looks at the strengths, weaknesses, opportunities and threats for the specific area that will be investigated.

Visitors can have different motives for recreation activities. These motives can differ per visit, and one person can change their motives and have several motives during one visit. It is important to work with recreation motives, because this will help to determine the actual demand for recreation in a certain area. There are five different recreation motives: “social”, “being outside”, “interest”, “absorbing”, and “challenge”. In the Netherlands, “being outside”, is generally the most popular recreation motive. In Zwolle it is different: here, the “social” recreation motive is the most popular.

In Zwolle there are enough areas for recreational activities, but these areas and the available offered recreation facilities do not necessarily meet the recreational demands of the visitors. This means that there is a shortage of high quality recreation opportunities for the inhabitants of Zwolle who want to recreate.

Available recreation areas around Zwolle are mostly forests. These forests are hard to access, because Zwolle is isolated by two natural barriers, the rivers; “IJssel” and “Zwarte Water”. Recreational activities need to happen within these barriers. Developing facilities to cross these barriers (ferries, bridges) will reduce the shortage of recreational opportunities.

¹ Staatsbosbeheer is the Dutch Forest Service

For a quality improvement of recreation possibilities, it is important for Staatsbosbeheer to cooperate with other area owners. It is important to improve areas from a point of view where we look first at the demands of visitors instead of offering facilities without knowing what the demand is. Only in this way will high quality recreation possibilities be offered for recreationists.

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1. Introduction

People have different motives for going outside: to enjoy nature, to experience the landscape, to engage in leisure activities or to go for a short walk. The government, municipalities and area owners try to make recreation areas as attractive and effective as possible. In this thesis project, recreation can be described as follows:

“Recreation is a leisure activity, whereby one experiences a certain area with its specific qualities of the available nature, the culture and the landscape” (Staatsbosbeheer, October 2009)

1.1 Recreational field analysis

Staatsbosbeheer wants to give its visitors an optimal recreation- and nature- experience in all its areas. The possibility of experiencing the areas of Staatsbosbeheer is, from a quality point of view, not good enough as it is right now. Some areas are not used as they could be. Facilities are offered that do not match the demand from the visitors; people cannot access the area; the areas are unknown or they are too far away. In other areas there are so many people that this inconveniences the people and disrupts the natural habitat.

Staatsbosbeheer has worked for several years with recreational field analysis to match the facilities that they offer (supply) with the demand from her visitors. A recreational field analysis focuses on the currently offered recreational facilities (supply) and at the same time at the demand from the visitors of the areas. (Perdok, A., Schuurman, S., Thijs, J.J., 2010)

1.2 Recreational field analysis Zwolle

Quantitative and high quality recreational shortages are especially a problem in the western parts of the Netherlands. However, there are also other regions and cities where there is a high quality recreational shortage. (Boode, S., Berkers, R., Hoffmans, W., 2009)

In 2005, Staatsbosbeheer worked on a so-called taskforce management project.² The four different functions that are within Staatsbosbeheer areas (nature, cultural-history, recreation, harvest) created in this project a vision for how the Netherlands could possibly look within 50 years.

To realise this vision, Staatsbosbeheer has made a goal for recreation in Staatsbosbeheer areas.

This goal is a guideline for the coming 10 years which, if implemented right, will create the desired effect in the Netherlands within 50 years. (Barskè, R. , van de Berg, J. , Berndsen, M., Blok, J. , van Laake, H. , Verhorst, G., 2009).

² Described in chapter 2.3

Figure 1. shows an overview of the vision that Staatsbosbeheer has for recreation.

Zwolle is a fast growing city, surrounded by the “IJssel” and “het Zwarte Water”. A recreational field analysis for Zwolle is important, because this city is an exception on the taskforce recreation map. Staatsbosbeheer has several areas in and around Zwolle. With the help of this analysis Staatsbosbeheer wants to show what the current recreation supply is and what needs to be changed so that people have high quality recreation possibilities that meet their needs.

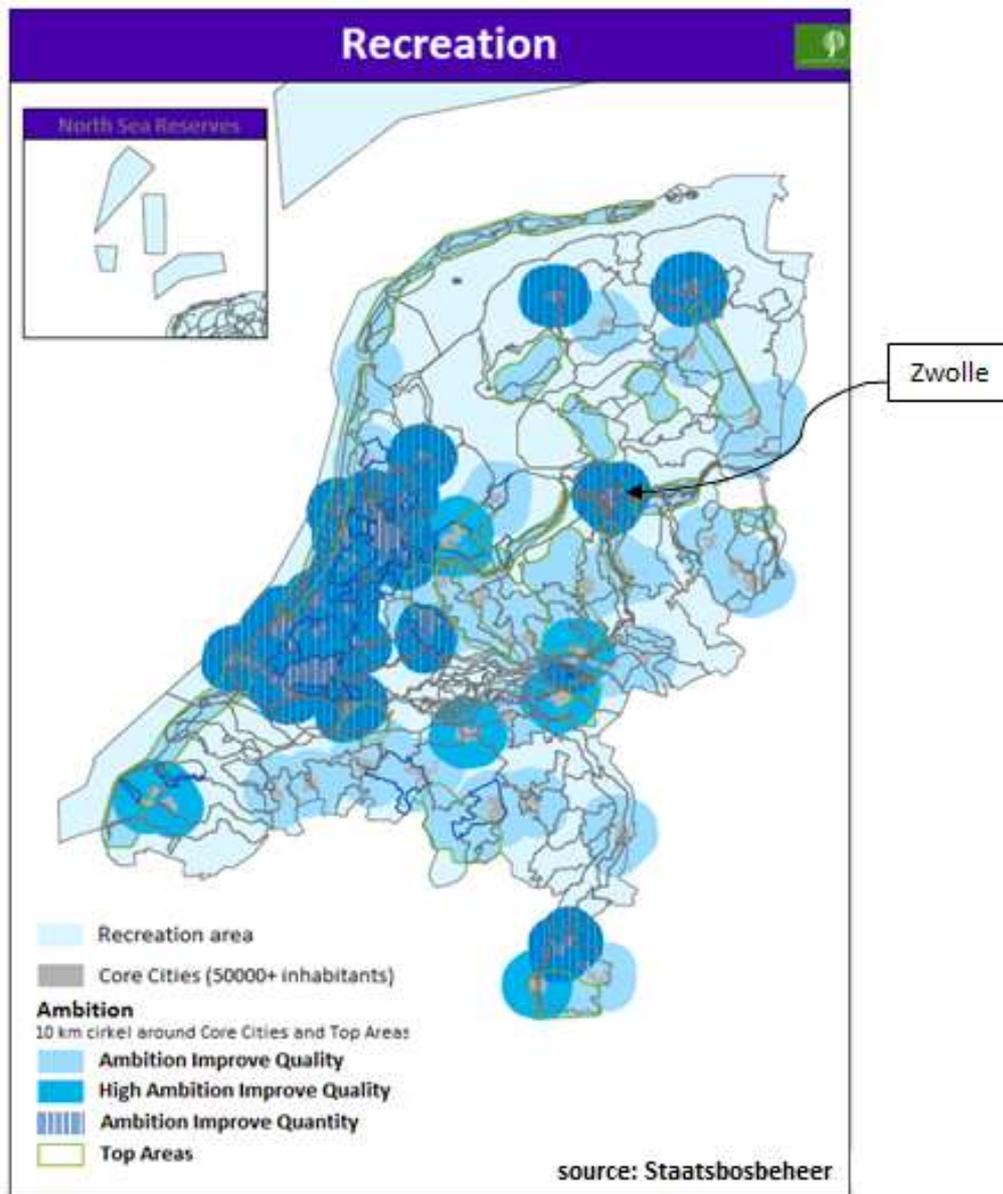


Fig.1 Taskforce- Ambitions for Recreation.

This map shows that there is a high quality and quantitative recreational shortage in the west. In the eastern part of the Netherlands, there is the goal to keep the high quality recreation opportunities that already exist. Zwolle is an exception on this map. For Zwolle, there is the goal to improve the quality of recreation.

1.3 Research objective

The research question for this recreational field analysis is:

What are the recreation opportunities in Staatsbosbeheer areas in and around Zwolle?

This main research question can be answered by answering the following sub questions:

- *What are the currently offered recreation facilities in Staatsbosbeheer areas around Zwolle?*
- *What are the strong points for recreation in Staatsbosbeheer areas around Zwolle?*
- *What are the weak points for recreation in Staatsbosbeheer areas around Zwolle?*
- *What are the opportunities for recreation in Staatsbosbeheer areas around Zwolle?*
- *What are the threats for recreation in Staatsbosbeheer areas around Zwolle?*

Staatsbosbeheer can adjust its areas to the demand of its visitors, but to create high quality and durable recreation facilities it is important to work together with other area owners in the same area. An analysis including all area owners should be done by an objective organization. An analysis like that costs a lot of money, which is not always available. With less money available, it is important that Staatsbosbeheer demonstrate to other organizations the importance of a large-scale recreational field analysis.

This thesis project is an intern analysis from the recreation opportunities in Staatsbosbeheer areas. This project shows that there is a high quality recreation shortage around Zwolle. This thesis project will be used to show the importance of a large-scale analysis to other area owners, and that it is important to work together and find funding for an official recreational field analysis.

1.4 Report structure

To make a good recreational field analysis, it is important to do a literature study on recreation and recreationists' behaviour. An overview of this literature study follows in the next chapter. The study has been done with the help of articles, reports and papers. After the literature study, the method for data collection that is used for this thesis will be described. Then the Staatsbosbeheer areas will be analysed in the following chapter. After this chapter there is time for a discussion, conclusion and recommendations for the Staatsbosbeheer areas in and around Zwolle.

2. Literature Study

2.1 Recreation motives

Visitors can have different motives for recreation activities. These motives can differ per visit, and one can change their motives and have several motives during one visit. It is important to work with recreation motives, because this will help to determine the actual demand for recreation in a certain area. There are different theories on recreation motives. Staatsbosbeheer works in its areas with the method designed by the research institute Alterra. In this method, there are 5 different motives for recreation (Goossen, C.M. & T.A. de Boer, 2007).

Social



Recreation to satisfy this motive is focused on being outside with friends. People go for a short walk on a paved trail with facilities like picnic tables. People go to a restaurant, a place where they can meet others, or a terrace. It is important to be able to drive to these areas, and there should be a parking lot close to the area. The landscape where people recreate is less important. The activity should be easy, and the most important criterion is that it should be fun.

Being outside



Recreation to satisfy this motive is focused on relaxing. People want to make short walks on unpaved trails. Facilities along the trail are less important. Relaxation, silence and space are important for an optimal experience of the landscape. People search for beautiful landscapes that are close to their neighborhood. The landscape needs to create a contrast with the daily living surroundings.

Interest



Recreation to satisfy this motive is about being outside while at the same time learning something. People go to certain areas because there is a special historical or cultural attraction to see. With the help of exhibits, books and excursions people will learn something. Good marked trails and benches to sit on to take a break are preferred. Attractive are landscapes that have an interesting historical value or interesting flora and fauna where something can be learned.

Absorbing



Recreation to satisfy this motive is focused on nature. This is for the nature lover who wants to know everything about flora and fauna. People go outside with a camera, binoculars and/or magnifying glass. It is no problem when the circumstances are rough. Facilities are not important; neither are restaurants. People bring their own food and drinks. It is preferred to not see other recreationists. Special plant and animal species, a high biodiversity and the possibility of exploring are very important.

Challenge



Recreation to satisfy this motive is all about physical challenges like mountain biking, trail running, Nordic walking and climbing. A nice landscape adds to the experience, but the challenge is the most important. Barriers, obstacles, relief and heights bring extra challenges. Recreationists enjoy and value landscapes that bring extra challenges.

(Boode, S., Perdok, A., Van Rijckevorsel P., 2010)

The national average division of the recreation motives is as follow:

Percentage	Recreation motive
28%	social
34%	being outside
14%	interested
15%	absorbing
9%	challenge

(Goossen, C.M. & T.A. de Boer, 2007)

It should be kept in mind that recreation motives often change and one person can have several motives. A person can go outside and start running (challenge motive); he or she sometimes stops to read an interpretive exhibit that is on the route (interested motive); after running, it is time to stop at a restaurant to drink and eat some refreshments (social motive).

2.2 Consumer behavior

Economic and demographic changes impact consumer behaviour. People are becoming more flexible in their recreation activities, recreate closer to home and focus more on the price / quality ratio of their recreational activities. The distance that people want to travel for recreation activities is decreasing. For most activities, the willingness to travel is within a radius of 10-20 kilometres from home. Of these activities, 41% occur within the person's own municipality region. (Van Loon, M., Berker, R. 2009)

Research shows that the Dutch, in their free time, primarily focus on activities close to their own environment. People particularly use the recreation opportunities that are offered close to where they live: their own neighbourhood, the beach, recreational areas, dunes, rivers and city parks. This applies especially to walking and biking. People from areas with a quantitative shortage of "green natural recreation areas" will primarily use city parks and recreation areas that are close to their neighbourhood. Parks and manufactured recreation areas are also more used in areas where there is a shortage of "green natural recreation areas". City parks and recreation areas are fairly easy to develop and can accommodate many people. (Van der Aa, B., Berker, R., 2008)

The number of leisure activities of the average Dutch has increased in recent decades. Walking and biking are the most popular outdoor recreational activities. Hikers prefer to go to forests and moorlands. Bikers also prefer forests and moorlands, but also prefer to recreate in rural areas.

(Van Loon, M., Berker, R. 2009)

Recreation behaviour consists of three different types of activities:

- Short walk: a short break or walk, getting some fresh air while being outside and walking with the dog. This activity is mostly done in city parks, green areas at the edges of the city or floodplain next to rivers that are close to the neighbourhood.

- Activities of one hour or longer: these include walking, biking, jogging, fishing or skating. The distance one is willing to travel for this activity is relatively short; the activity needs to be possible within ten kilometres of the neighbourhood. City parks and the green countryside next to town are popular for these activities.

- Attractions: people are looking for specific places where attractive leisure activities can be found. The willingness to travel is often farther than 10 kilometres and people stay longer. The beach, water sports venues, special nature and recreation areas are examples of these attractions.

Even a city park can function as an attraction: people can sunbathe, play and/or picnic. There is little distinction between nature and landscape.

The demand for green recreation areas takes place on three levels:

- 1) the city / the neighbourhood
- 2) the area around the city
- 3) further away from the city

Three types of areas are of interest for areas around the city and further away from the city. These are: recreation areas, agricultural areas and nature reserves. Each of these three types of areas must be analysed according to whether improvement in the offered recreation is necessary, especially in densely populated areas in the West. Also, the connections between the residential areas and these green areas need to be analysed. These connections are now often poor. Currently there is a small number of activities in agricultural areas. This does not mean that people do not want to recreate in these areas. Current agricultural areas have a low accessibility, which makes it hard to recreate in these areas.

(Van Loon, M., Berker, R. 2009)

2.3 Taskforce ambition

Staatsbosbeheer worked in 2005 on a so-called “Task Force Project”. Recreation is directly connected to Staatsbosbeheer areas in which four functions are available: nature, wood production, culture (history), recreation.

Employees from all four different disciplines (nature, cultural, recreation and wood) worked for this Task Force Project intensively on creating a vision on how the Netherlands can look in 50 years (fig 1. Ch. 1.).

The ambition for recreation is based on three pillars (Fig. 2):

- 1) The vision for recreation
- 2) The recreational features of the area (supply)
- 3) The experience of recreational users (demand)

The Task Force project looks at:

What and where are the current recreation qualities, and where are they needed now and in the future?

However, the ambition which was established with this Task Force Project is only a guideline. A recreational field analysis will show the opportunities for development, but also the weaknesses for specific areas will be brought up.

In principle, all areas of Staatsbosbeheer have a recreational function and the provision of recreational facilities is and should be based on the unique values of the area and the characteristics (availability, accessibility and usability). Planning of new recreational facilities in Staatsbosbeheer areas is partially guided by the recreation motives and their demands of their visitors. It is important to make a good match between the motives of visitors and the available area. Then an appropriate balance is maintained between the three pillars.

(Barske, R., van de Berg, J., Berndsen, M., Block, J., van Laake, H., Verhorst, G., 2009)

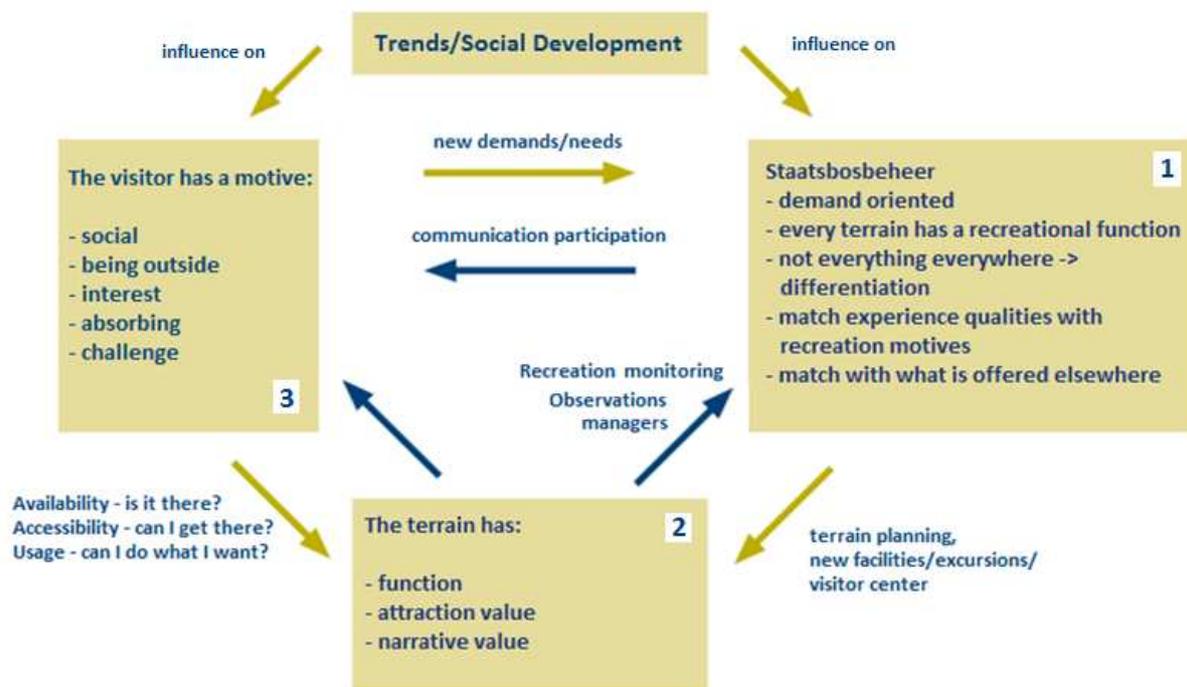


Fig. 2 Recreation - Three pillars

2.4 Recreational green areas in urban areas in the Netherlands

The Dutch “Knowledge Centre Recreation” has investigated the supply and demand of recreational green areas in the Netherlands for 2020. This study focuses especially on the supply and demand for walking and biking (Annex 1). These two recreation activities are chosen because they are the two most practiced forms of outdoor recreation activities.

People go to recreational green areas to rest and to enjoy the nature. Social recreation motives for visiting green areas are more common in urban regions. In areas where there is a shortage of green areas, people will recreate less and there is a lower satisfaction with the offered recreation facilities. (Boode, S., Berker, R., Hoffmans, W., 2009)

This research shows that most urban regions will have a quantitative shortage of green areas in 2020. The necessity for new green areas to eliminate these shortages is in some regions very high, especially in the western part of the country. Physical barriers (such as roads, rivers, dikes) cause a large part of the shortage in available and accessible green areas.

This research also shows that the available green areas for recreation around Zwolle mostly consist of forest. Three quarters of the recreational offered green areas for hiking are forests, and for biking this is half of the offered recreational green areas (Fig. 3 & 4). However, this forest, especially for hikers, is very difficult to reach/access. This is because of barriers, such as the rivers “de IJssel” and “het Zwarte Water”. These barriers isolate the city, and so the recreational opportunities largely have to come from the city itself.

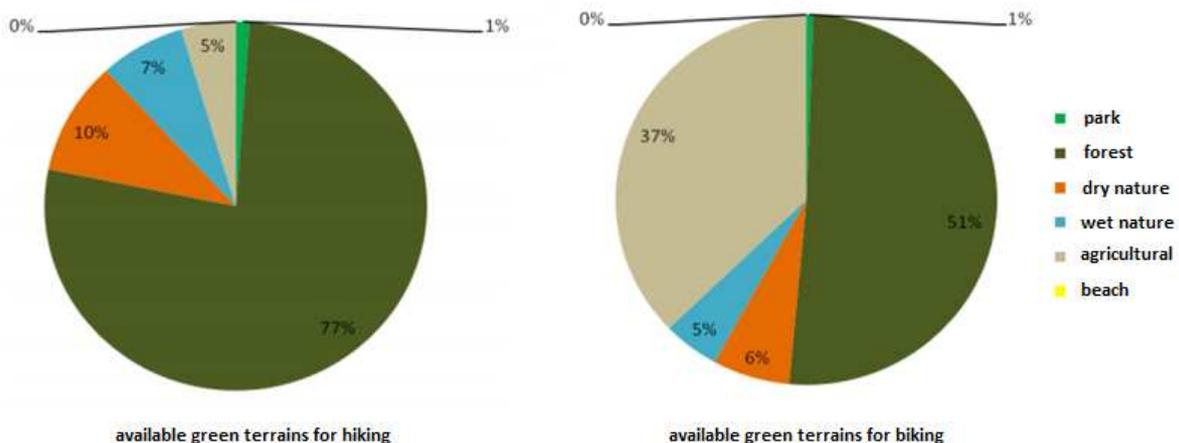


Figure 3

Figure 4

The recreational green areas within the regional boundaries of Zwolle are limited and consist primarily of open farmland without good access.

Concrete plans for developing new green areas near Zwolle-Kampen are small, less than 90 hectares. However, there are over 1,400 hectares of EHS³ developing areas along the IJssel.

The shortage of recreation areas that can be used for hiking is relatively acute. Barriers play a big role in this. Removal of all barriers, which would mean creating a recreational connection at least at every kilometer, would reduce this shortage by 80%. Bikers are less affected by the barriers. Eliminating all barriers will result in a surplus of supply for bikers. (Boode, S., Berker, R., Hoffmans, W., 2009).

To reduce the available green area shortage around Zwolle, it is important to critically look at the barriers. Realizing recreational connections, such as ferries or bridges, can reduce a part of the problem. Also enhancing the accessibility of the rural areas around Zwolle will create more recreation possibilities. This will not fully solve the shortage of recreational areas and opportunities. It is also important to create more new green areas around Zwolle to overcome the shortage of available green recreation areas.

This research also investigated the motives behind recreation. For this research, a different method for analyzing recreation motives is used. These are motives other than the motives that Staatsbosbeheer is using for recreation analysis, but these recreational motives can be easily translated into the motives that will be used for this recreational field analyses for Zwolle. Based on the demographics of the inhabitants of Zwolle, the reasons for visiting green recreation areas differ from the national average. The social motives 'being out' and 'social' are higher than the national average. (Boode, S., Berker, R., Hoffmans, W., 2009)

Besides looking at motives, it is also important to look at the demands of residents and the need for different types of green areas. In Zwolle, the needs/demands for the types of green are: forests, city park, ponds and animal farms. These demands are higher than the national average. The demand for recreation and nature areas (other than forest) is comparable to the national average demand.

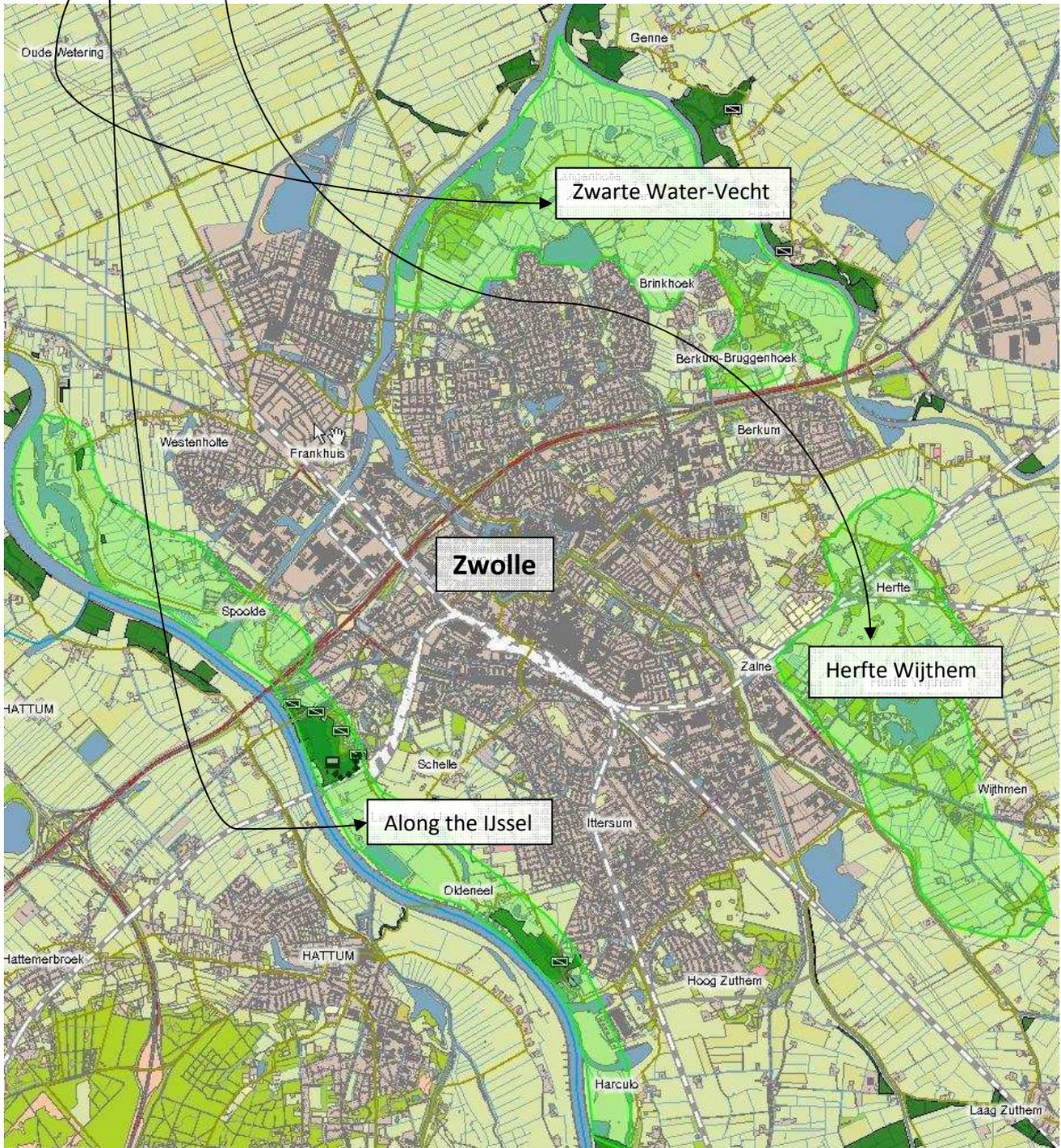
Forests and nature areas get from the inhabitants of Zwolle-Kampen an average mark of 7.4 (out of 10) as against 6.9 for parks and recreation areas. Rural areas and open water get an average mark of 7.0. (Boode, S., Berker, R., Hoffmans, W., 2009).

³ EHS= Policy of creating an ecological network of existing and developing nature in the Netherlands

2.5 Sub-urban areas

Zwolle has 3 sub-urban areas:

- Along the IJssel (Vreugderijkerwaard, Spoolde, Oldeneel, Harculo, Buurtschap IJsselzone Zwolle)
- Zwarte water – Vecht (Langenholte, Westerveldse bos en Agnietenberg)
- Herfte – Wijthem (Wijthemenerplas, Herfte-Wijthem, Soeslo)



In 2005, a research on the sub-urban areas around Zwolle was done by the municipality of Zwolle. For this research, 6000 inhabitants of Zwolle between 18-75 years old were given a written survey. In total, 3238 (54%) inhabitants completed the survey. Questions about the sub-urban areas and recreation activities were asked. These were about visiting the areas, reasons for visiting and ideas for improvement of the areas. This research is interesting to Staatsbosbeheer, because some of the Staatsbosbeheer areas are within the sub-urban areas from Zwolle. (Gemeente Zwolle, 2005)

Table 2 gives an overview on how often the three sub-urban areas are visited by inhabitants of Zwolle.

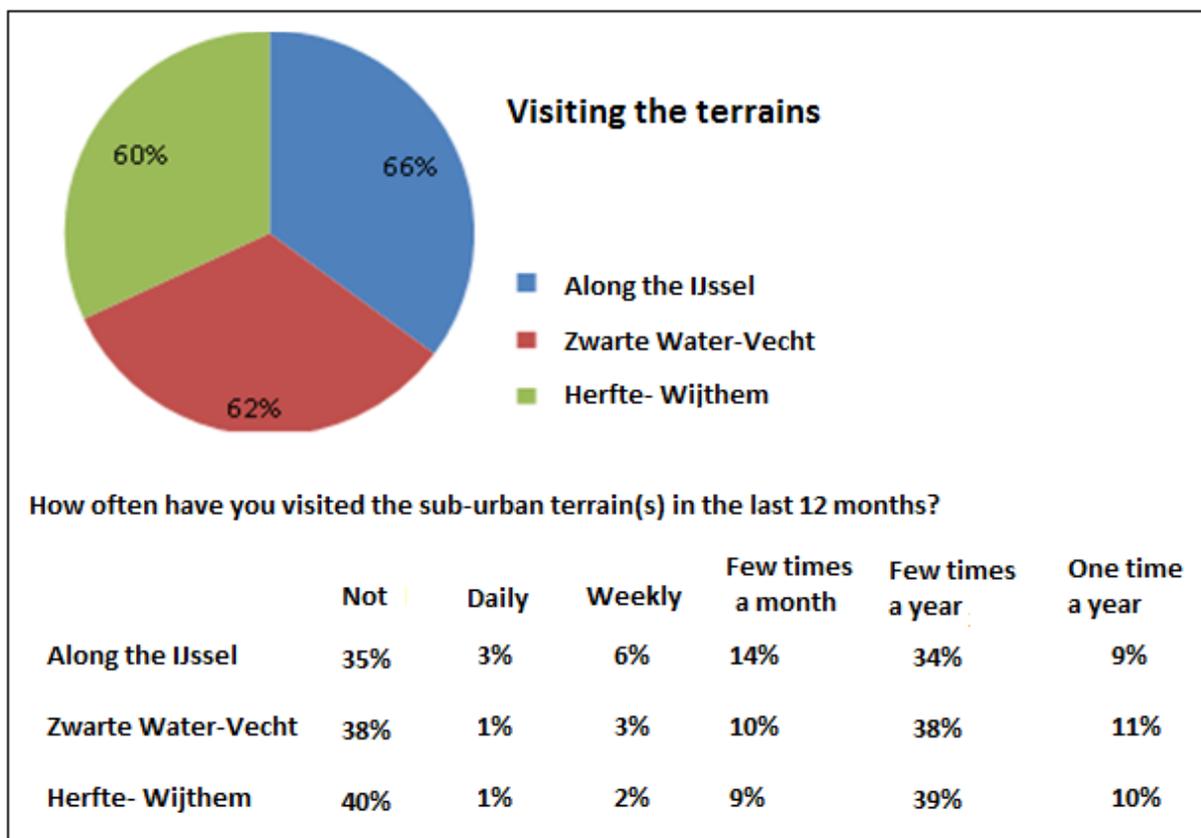


Table 2. Visiting the areas

The sub-urban area along the IJssel is most popular. Three percent of the visitors visit this area daily; 34% visit the area several times a year. This research also shows that sub-urban areas are most frequently visited by inhabitants of neighbourhoods that surround the sub-urban areas. The sub-urban areas are mostly visited by bikers (60%), followed by hikers (30%).

Table 3 gives an overview of the recreation activities in the sub-urban areas.

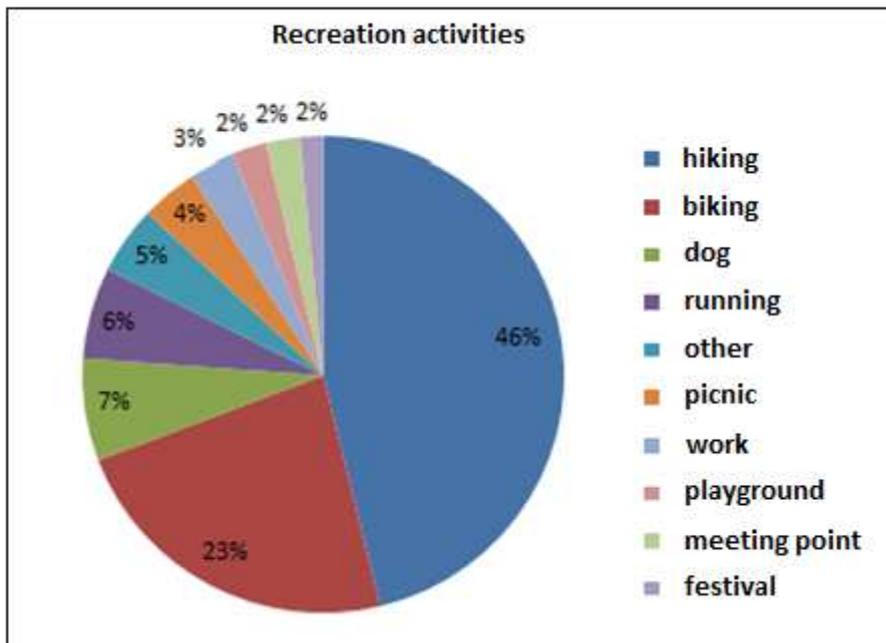


Table 3. Recreation activities

Table 4 gives an overview of the overall satisfaction of the inhabitants of Zwolle with the sub-urban areas. It shows that 68% of the inhabitants of Zwolle are satisfied with the sub-urban areas.

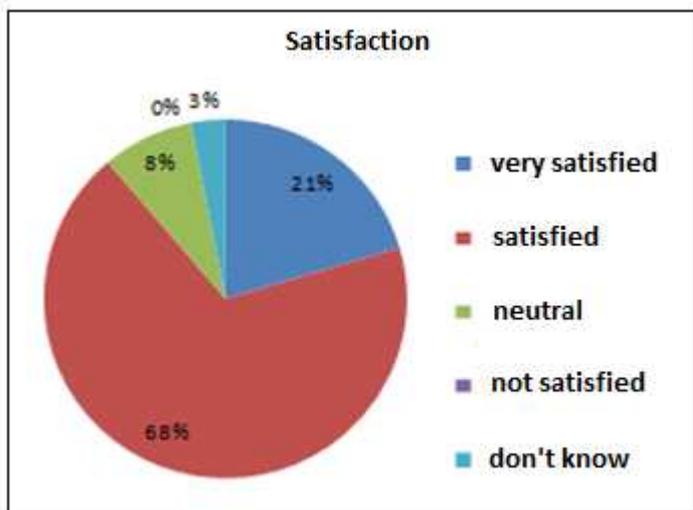


Table 4. satisfaction

The respondents had the possibility of bringing up points of improvement. These points of improvement are shown in table 5. Most desirable features that were mentioned for improving the facilities were: more trash bins, benches, picnic tables and restaurants.

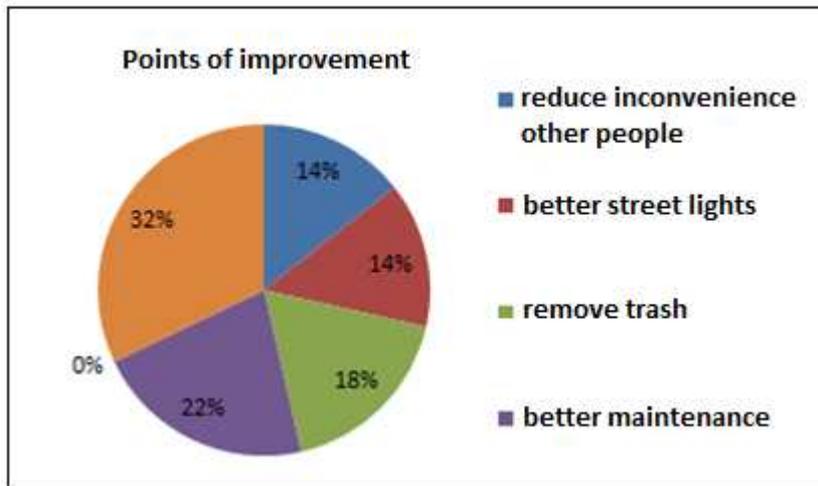


Table 5. points of improvement

2.6 Recreation vision municipality Zwolle

2.6.1 Ambition

The goal of the municipality of Zwolle is to let the recreational facilities grow with the recreational demands and needs of the inhabitants of Zwolle. (Arts, F., van Ham, R., Zegers, S., 2004)

The municipality of Zwolle identifies three different recreation types, and for each type of recreation there is a different ambition:

1) Water recreation:

Types:

- Motorized and non-motorized forms of sailing
- Recreation places along the water
- Fishing
- Ice- skating

Ambitions:

- Maintaining and enlarging the landscape diversity of the water network.
- Enlarging the possibilities for recreational experiences and use of the water network.

2) Intensive recreation:

Types:

- Recreational lakes/ponds
- Green areas and recreational facilities in the city (animal pastures, city parks, playgrounds)
- Dogs off-leash areas
- Allotment gardens

Ambition:

- Adapt city recreation to changing needs and demands of the inhabitants.
- Enhance, clarify and keep maintain the urban green structure

3) Extensive recreation:

Types:

- hiking, biking, horseback riding, rollerblading, walking with dogs
- nature experiencing
- green recreation areas surrounding the city (such as forests and nature areas)

Ambition:

- Conserve the landscape diversity
- Optimize landscape diversity
- Ensure a diverse supply in recreation activities
- Guarantee good accessibility to sub-urban areas

(Arts, F., van Ham, R., Zegers, S., 2004)

The areas of Staatsbosbeheer are within the extensive recreation type.

2.6.2 Usage, experiencing, and future values of extensive recreation.

The sub-urban areas are easily accessible from the centre of Zwolle. Bikers want the shortest route to the sub-urban areas. It is important to minimize barriers such as traffic lights, railways and highways. In some places there are still too many of these barriers. Some biking paths are too narrow, people cannot pass each other, and sometimes this can also cause conflicts with hikers who also use the biking paths to walk on.

The sub-urban area of Zwolle could offer more diverse recreation opportunities. Right now the sub-urban area is especially attractive for bikers and hikers. There is a lack of innovative and challenging routes. There is insufficient access to the area north of the river “de Vecht”. The pond “Haersterveer” can play an important role in this. The possibility of experiencing the area north of the river is not good enough and needs improvement. Also there is a shortage of horseback riding trails. Bikers and hikers prefer to bike/hike back by a different route from the way they came, so roundtrips are important. There is the demand and need for more attractive rest places. (Doctor, F., van Ham, R., Zegers, S., 2004)

2.6.3 Needs in 2016

Trends and market developments:

- external influences: people will be more interested in recreation close to their own neighbourhood. Due to economy problems, there has been a change in recreation behaviour. People want more free activities, close to home.

- internal influences: the recreational sector is characterized by technological developments in the recreation industry (GPS, skates, etc.) and by expanding recreation facilities (both quantitative and high quality)

Recreation in 2016 will mainly take place in sub-urban areas, forests, nature reserves and special recreation areas. These are primarily accessed by cars or by bike. Despite this, activities like cycling, hiking, sunbathing, swimming and sailing will remain popular. These activities usually take 2 hours. Focus on recreational planning should therefore be on recreational activities that can be started from the front door. Small trips are made as a break between two activities, a walk or bike ride to just be outside or to do some exercising. (Arts, F., van Ham, R., Zegers, S., 2004)

3. Research Methods

A recreational field analysis has been made to answer the main research question:

What are the recreation opportunities of Staatsbosbeheer areas in and around Zwolle?

This recreational field analysis consists of six research steps:

3.1 The current offered recreational facilities

The current recreational facilities in the Staatsbosbeheer areas in and around Zwolle have been analyzed. Hereby the areas and their facilities have been mapped with help of the tool called in Dutch 5B's. The 5 B's stand for 5 Dutch words:

- Beschikbaarheid (availability)= The size of the area; is it open for people?
- Bereikbaarheid (accessibility)= How can people access the area?
- Bruikbaarheid (usability)= Can people recreate in the area; for which recreation motive is the area interesting?
- Betrokkenheid (involvedness) = Is there participation/do people feel involved with this area?
- Bekendheid (reputation)= Do people know of the existence of this area?

This analysis was conducted by interviewing the area managers of the Staatsbosbeheer areas in/around Zwolle. A total of 15 interviews were done with the four different district managers of the areas in/around Zwolle. Appendix 2 contains the questionnaire for this interview.

After conducting interviews, the areas have been visited. One of these field visits was an excursion with a few Staatsbosbeheer employees. Together they recreated in one of the areas, each person choosing to recreate out of a different recreation motive. Besides carrying out a recreation activity (geo-caching) they had to see what was available for their recreation motive. After the activity, a brainstorming session with a SWOT⁴ analysis was done to look at the strengths, weaknesses, opportunities and threats of the area.

⁴ SWOT= Strength, Weaknesses, Opportunities, Threats.

3.2 The demand for recreational facilities

Staatsbosbeheer has the ambition to work out of a demand point of view. Much research has been done on the demands based on the different recreation motives in the Netherlands, and where you can find which motives in particular. The literature study will analyze this research, which will be used for this recreational field analysis to make conclusions and recommendations.

3.3 Identity and core values

Besides an analysis of the supply and demand, it is also important to look at the identity and values of the municipality Zwolle. A new provision could perhaps respond to an existing consumer demand, but it must fit within the current image of Zwolle, and the identity and values of this city. This step will also be done with the help of a literature study.

3.4 Current developments

Besides the core values and identity, current and future planned developments play an important role. In some cases, there are already plans/ideas for a area. These latest developments are included in this analysis.

3.5 Availability for different recreation motives

In recent years, methods in demand-focused recreational development have been made. One example is working with recreation motives that were developed by Alterra (Goossen, CM & TA de Boer, 2007). By mapping the recreational supply and the demand for recreational motives within the areas represented , it is possible to create a vision and recommendations for the area.

3.6 Research area

For this analysis, 15 areas of Staatsbosbeheer are analyzed. These areas are within a radius of 10 km (fig.5). This is the average maximum distance that people will most likely want to travel to recreate. With the help of this, conclusions can be drawn: for which recreational motives the areas are interesting now, what the strengths and weaknesses of the areas are, what the opportunities and threats are and what could be different in the future to make recreation more effective.

Date: 14-2-2011
Cartography: Marc Waterman
Scale: 1:58.564

Area owners
within a radius of 10 kilometers around Zwolle

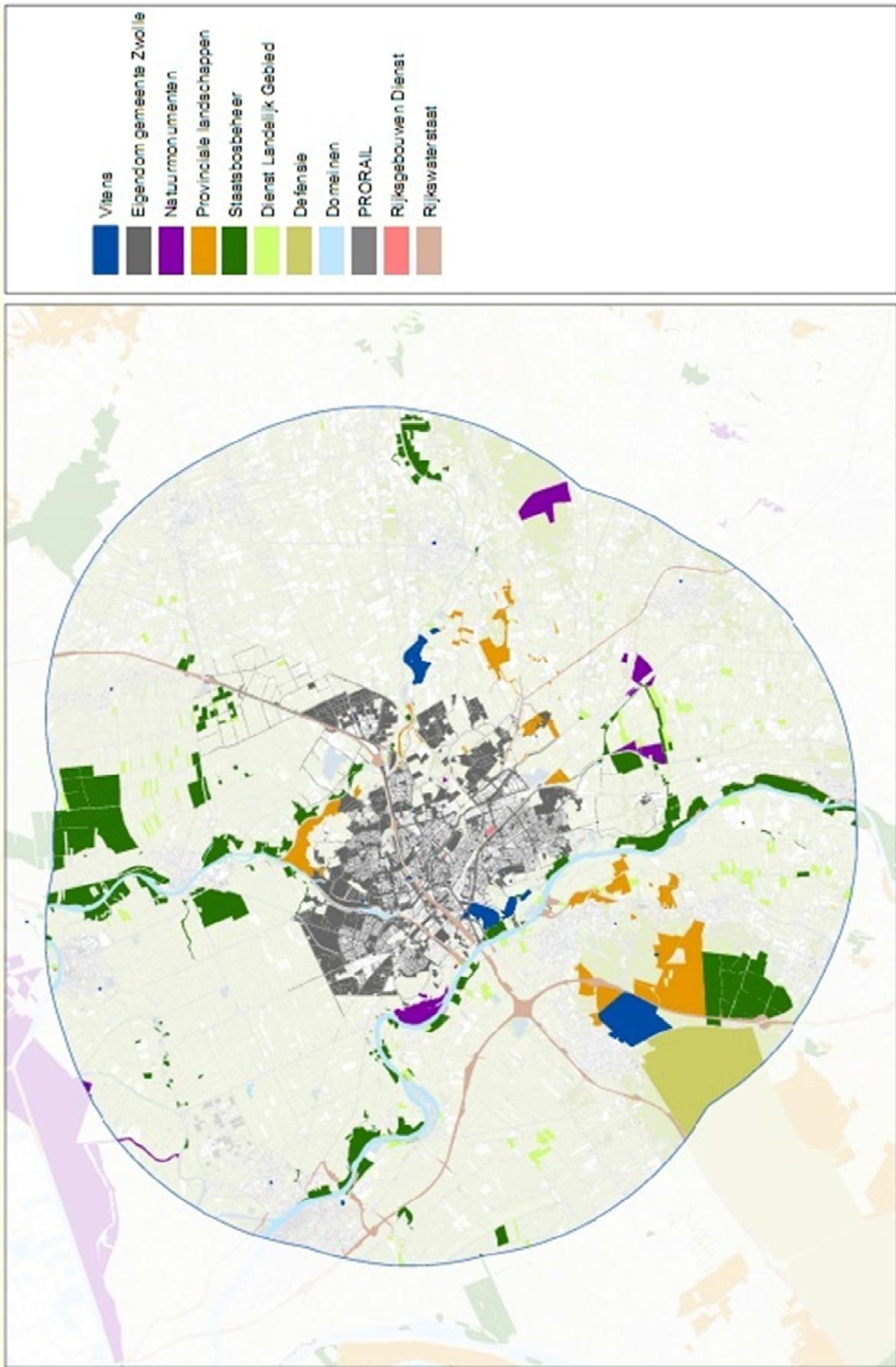


Fig 5. Research area, different area owners Zwolle, radius 10 kilometers.

4. Area Analyses

In total, 15 areas of Staatsbosbeheer have been analyzed for this intern recreational field analysis. These areas are part of three different districts; IJsseldal, Hasselt-Kuinre-Staphorst, Veluwe Noord. The areas in these districts are:

District IJsseldal

- De Enk
- Zalk-Wilsum
- Engelse Werk
- Oldeneel
- Windesheim
- Buitenwaarden – Wijhe
- Molenpolder

District Hasselt-Kuinre-Staphorst

- Oldematen
- Zwarte Water
- Jutjesriet
- Oeverlanden langs de vecht
- Stadsgaten Hasselt
- Mastenbroek
- Holtenerbroek

District Veluwe Noord

- Zwolse Bos

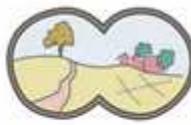
In the following subchapters, the different areas per district will be analyzed using the method described in chapter 3.1. The recreation motives are described in chapter 2.1. Each motive has a pictogram; in the following chapters these pictograms will be used to show which motive is facilitated in which area.



being outside



social



interest



absorbing



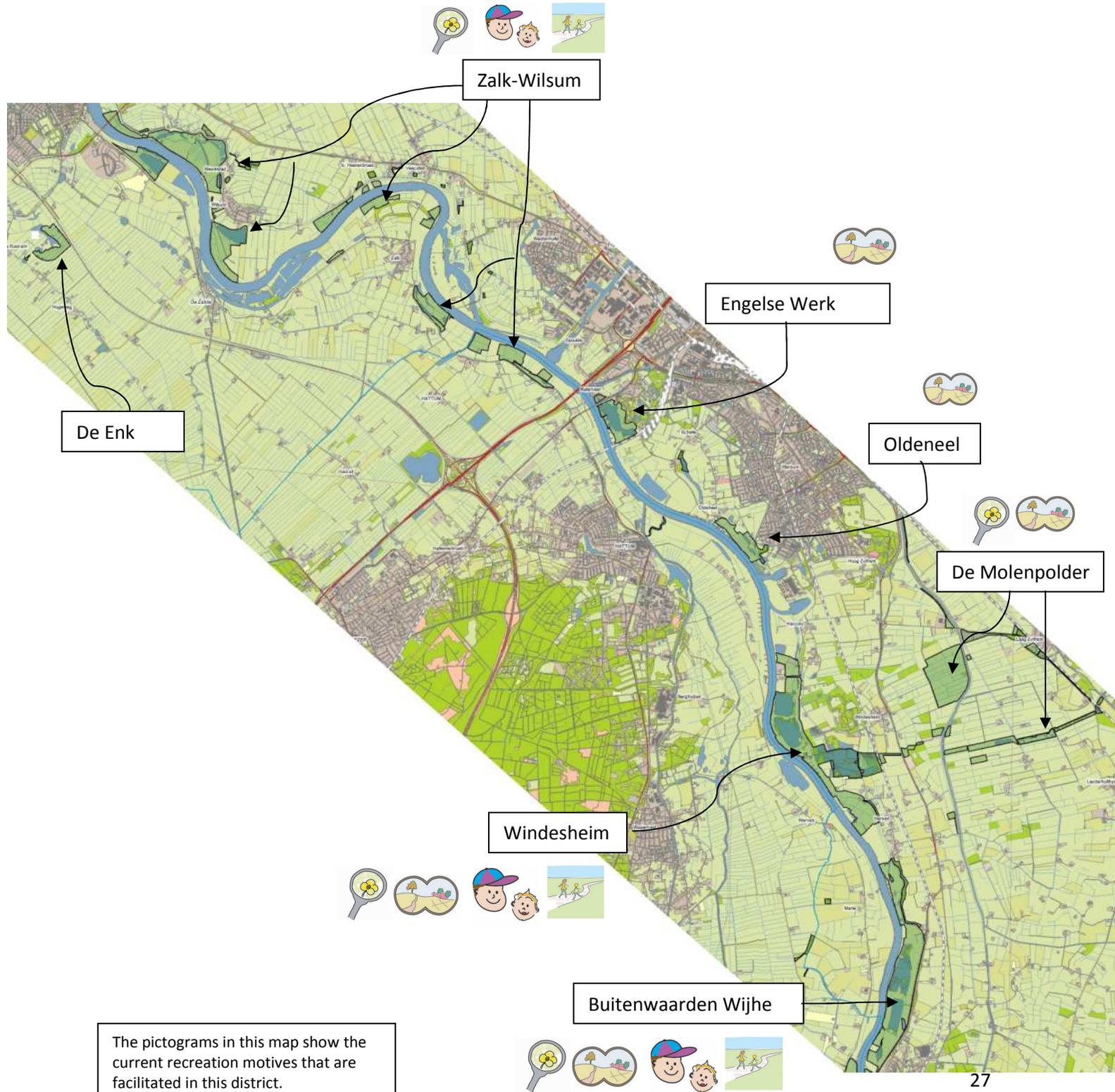
challenge

It should be kept in mind that all the information in the following chapters comes from the managers of the different areas.

4.1 IJsseldal District

4.1.1 Areas IJsseldal District

There are seven Staatsbosbeheer areas in the research area (radius of 10 kilometer around Zwolle) that are within the IJsseldal district. These areas will be briefly summarized in the following paragraphs.



De Enk



- Availability: 17 hectares, closed nature area
- Accessibility: no road to the area, not accessible
- Usability: no recreation possibilities in this area
- Reputation: unknown by recreationists
- Involvement: because this is a closed nature area with no recreation facilities, people do not feel involved with this area

- Identity: The Enk is an old polder landscape. Old seawalls and farms on artificial dwelling hill are still part of the landscape.

- Core qualities: Quiet and calm nature area, special nature qualities.

- SWOT: People who want to absorb nature can be facilitated in this area, but because this is a closed area that is not possible. There are ideas for a channel along this area; a walking path could potentially be facilitated next to this channel. This could improve the recreational functioning of the area.

Zalk-Wilsum



- Availability: 230 hectares of scattered areas along the IJssel. Partly closed, partly open (66,5h).

- Accessibility: The open area is easily accessible. The area near Wilsum is open for recreation; a road and parking lot give this area good access.

- Usability: The open area has picnic tables, two hiking trails, fishing access, a small harbor and a small swimming place to swim in the IJssel. There is a ferry and a teahouse by Zalk.

- Reputation: The open area is popular in the local community of Wilsum. Also people from Kampen use this area for recreation. A small ferry by Zalk transports bikers and hikers over the IJssel.



- Involvement: local community and fisherman are very involved with the areas around Wilsum.

- Identity: Zalk-Wilsum is famous for its fields full of Snake's Head Fritillary, which is an endangered species. It is an open and quiet landscape with some good functional recreation facilities.

- SWOT: Zalk-Wilsum has good recreation opportunities, and with these facilities the IJssel is more accessible. There is potential for more recreation possibilities, but the fragility of the area should be taken into consideration.

- Potential stakeholders:

- fishing association

- ferry owner

- teahouse

Engelse Werk



- Availability: 29 hectares, closed nature area
- Accessibility: the accessibility of the area is good, especially by car or bike. There is a road and a parking lot next to the area.
- Usability: the recreation facilities around the area are good; the area itself only has a small trail that leads to a bird watching hut.
- Reputation: the park around this area is a famous recreation area. It possibly is the area where most people of Zwolle go to recreate.



- Involvement: it is unknown if people feel involved with the Staatsbosbeheer area.
- Identity: The area is a river foreland, which is used in the winter by birds. Nowadays fewer birds overwinter here. This area is not famous with recreationists, but the adjacent park and restaurant is very popular.
- SWOT: The “Engelse Werk” lies adjacent to a very popular park, where many people from Zwolle go to recreate. The recreationist are already there, so this area has a high potential to make the IJssel more accessible for recreationists. The bird watching hut is problematic. Most birds have moved to other places, so therefore this hut is no longer used by many birdwatchers; it is primarily used by teenagers and people who are homeless. There is high potential in this area to develop recreation possibilities.
- Potential stakeholders:
 - restaurant the Uitspanning

Oldeneel



- Availability: 30 hectares, 15h closed, 15h open for recreation.
- Accessibility: The area is accessible by a biking path, which lies next to and on top of a dike. Next to this dike is a road and a neighborhood.
- Usability: A biking path takes people partly through the open and accessible area. People walk on the dike, and the fishing association has a private walking path to get access to the IJssel
- Reputation: It is not obvious that this is a Staatsbosbeheer property.
- Involvement: People living next to Oldeneel feel involved with this area.

- Identity: Oldeneel is an open and quiet nature area. It is a refuge for special bird species and it has old reed vegetation.
- SWOT: Oldeneel is a quiet nature area, with some interesting nature qualities. People can only experience this area when standing on the dike. Oldeneel has potential for recreational development when people can get access to the IJssel through the area. There is the opportunity to create what is called in Dutch a “speelbos”⁵ The municipality has interest to cooperate with this.
- Potential stakeholders:
 - fishery association
 - municipality

⁵ Sort of playground in the bushes/forest

Windesheim



- Availability: 160 hectares, (mostly) open accessible area.
- Accessibility: good accessibility, a road that leads to a parking lot next to the area.
- Usability: There are two trails through the area, two bird observation huts, and in the winter people can ice-skate on one of the ponds.
- Reputation: People from Windesheim are familiar with this place, but also people from Zwolle come here to recreate.
- Involvement: people who live close to the area feel most involved.



- Identity: This area has an interesting history. In 1853 clay was dug out here and made into stones. The holes that were left created ponds. This created an unique landscape which is still visible.
- SWOT: A strong point is the cultural history that this area has. There is the opportunity to watch birds in a quiet area. A weak point is that people really want to walk over the dike, but are not allowed to. Nevertheless people do this, which might be a threat to the area. The recreation possibilities that are here right now are good. Still, opportunities for Staatsbosbeheer include working together with the ice-skating association to make Staatsbosbeheer more visible; also, Staatsbosbeheer could make more information available about the cultural historical values of this area.

Potential Stakeholders

- ice-skating association
- fish association

Buitenwaarden – Wijhe



- Availability: 127 hectares, open, partly accessible area.
- Accessibility: A dike and a dangerous road need to be crossed to access the area.
- Usability: interesting recreation facilities, but all centered in one place of the area.
- Reputation: especially known by inhabitants of Wijhe.
- Involvement: villagers and fisherman feel involved with the area.



- Identity: important bird habitat. River foreland landscape. Concentrated recreation
- SWOT: Good for birds and birdwatching. Biking path is closed from May till November, which makes it less available for recreation. Potential for starting a restaurant.

Potential Stakeholders:

- ferry
- future restaurant

Molenpolder



- Availability: 116 hectares. 94 h closed 22 h open
- Accessibility: a biking path leads along/through the area
- Usability: Birdwatchers and bikers will recreate in this area
- Reputation: Not very famous/known
- Involvement: farmers feel involved with this area.



- Identity: bird habitat, agricultural landscape

- SWOT: An ideal place to experience the agricultural landscape and to watch birds. Interesting quiet area for birdwatching and biking

- Potential Stakeholders:

- farmers
- AVN Groen Salland

4.1.2 Functioning IJsseldal District

	availability	accessibility	usability	reputation	involvement	area	Current motives	Potential motives	Interesting to focus on in the future?
De Enk	0	--	--	0	--	closed area, not accessible	none	Ab, In	no
Zalk-Wilsum	+	+	0	+	+	Partially open area	Bo, So, In	So, Bo, In	Yes, not prior
Engelse Werk	-	+	-	0	0	Closed area	In	So, Bo, In	Yes, prior
Oldeneel	-	-	-	0	+	Partially closed	In	So, Bo, In	Yes, prior
Windesheim	+	+	+	+	+	Partially Open area	So, Bo, In, Ab	So, Bo, In, Ab	Yes, not prior
Wijhe	+	0	+	+	+	Partially open area	So, Bo, In, Ab	So, Bo, In, Ab	Yes, not prior
Molenpolder	-	-	-	+	+	Partially open	Ab, In, Bo	Bo, In, Ab	No

Symbols

++ excellent, functioning
 + good
 0 neutral
 - needs improvement
 -- not functioning

Motives

So = Social
 Bo = Being outside
 In = Interested
 Ab = Absorbing
 Ch = Challenge

4.1.3 Conclusion and recommendations

Rivers are attractive for recreation activities. People like to walk along the river, sunbath at the shore/dike, or sail on the river. Areas along the rivers draw thousands of visitors each year. Wandering along the river banks on self-made paths is a favorite recreation activity for many Dutch. Access through areas to the river draws the city closer to the nature. Inhabitants should be able, at some places, to walk through (Staatsbosbeheer) areas and get access to the river for recreation activities. Places with vulnerable flora and or fauna species should be conserved and maybe closed to recreation. Farther away from the residential areas, this is not necessarily needed. These areas should be quieter areas, which will give recreation opportunities for nature lovers, birdwatchers and fishermen.

With the planning of new nature and recreation areas ⁶, new recreation possibilities will develop. Newly accessible nature will attract visitors to the rivers. Ferry connections make the areas more accessible and will reduce the impact that barriers have right now and will decrease the shortage of green areas.

Along the IJssel there is a dike. Dikes are ideal for biking, hiking, skating, but also for sunbathing. It would be good if bikers and hikers did not always have to use the same path for both activities. There is not always space for this, and sometimes it creates problems. Right now people walk over dikes, even if these dikes are closed. It is important to investigate where people could potentially walk over dikes where it is currently not allowed. Dikes could also be used for activities like sunbathing. A good example is the dike in Engelse Werk. Right now people cannot use this dike for sunbathing because of barbwire on top of the dike. Removing the barbwire would make the area just a little bit more accessible and open opportunities to facilitate other recreation motives.

The IJssel contains many places of cultural and historical value. Staatsbosbeheer wants to make these cultural values visible and accessible. The development of a visitor center near Wijhe increases the possibility of informing people more about the areas and their historical and cultural value. This way the recreation motive “interested” will be more and better facilitated.

In the IJsseldal, the recreation motives “interest” and “being outside” are most facilitated. The most popular motive, social, could be and should be more facilitated especially in the focus areas. Areas in the IJsseldal districts that should be focus areas, and that need to be discussed for potential recreation developments, are Engelse Werk and Oldeneel.

These two areas are the closest to the neighborhood/city. These areas lay within the populair sub-urban area “Along the IJssel” are part of the sub-urban areas of Zwolle, and it is the most popular sub-urban area.

⁶ Scheller en Oldeneler area, in between Engelse Werk and Oldeneel

When focusing on these areas, other areas will be less in need of recreational development. After development of these two focus areas, the other areas-- Zalk Wilsum, Windersheim and Wijhe -- can be investigated further.

The Engelse Werk can be made accessible by building a walking path from the dike to the river. Right now people already secretly do this. A same path should be facilitated in Oldeneel. Another suggested improvement for Oldeneel is creating a forest playground. The municipality of Zwolle is interested and enthusiastic about working together on this project.

Overall conclusion is that the IJsseldal district is currently functioning on a recreational point of view, but much more is possible without directly impacting nature values. Better access to the IJssel is a point that needs to be investigated. With this, Staatsbosbeheer can make her areas more valuable and interesting for nature and at the same time for recreation.

Recommendations:

- Discuss with area managers, recreation specialists and planners what to do next
- Contact stakeholders
- Create team to investigate possibilities for more access trails to the IJssel
- Investigate possibilities for walking on the dikes of Windesheim, Oldeneel
- Investigate possibilities for better access to IJssel (especially in focus areas)
- Remove barbwire from dike Engelse Werk

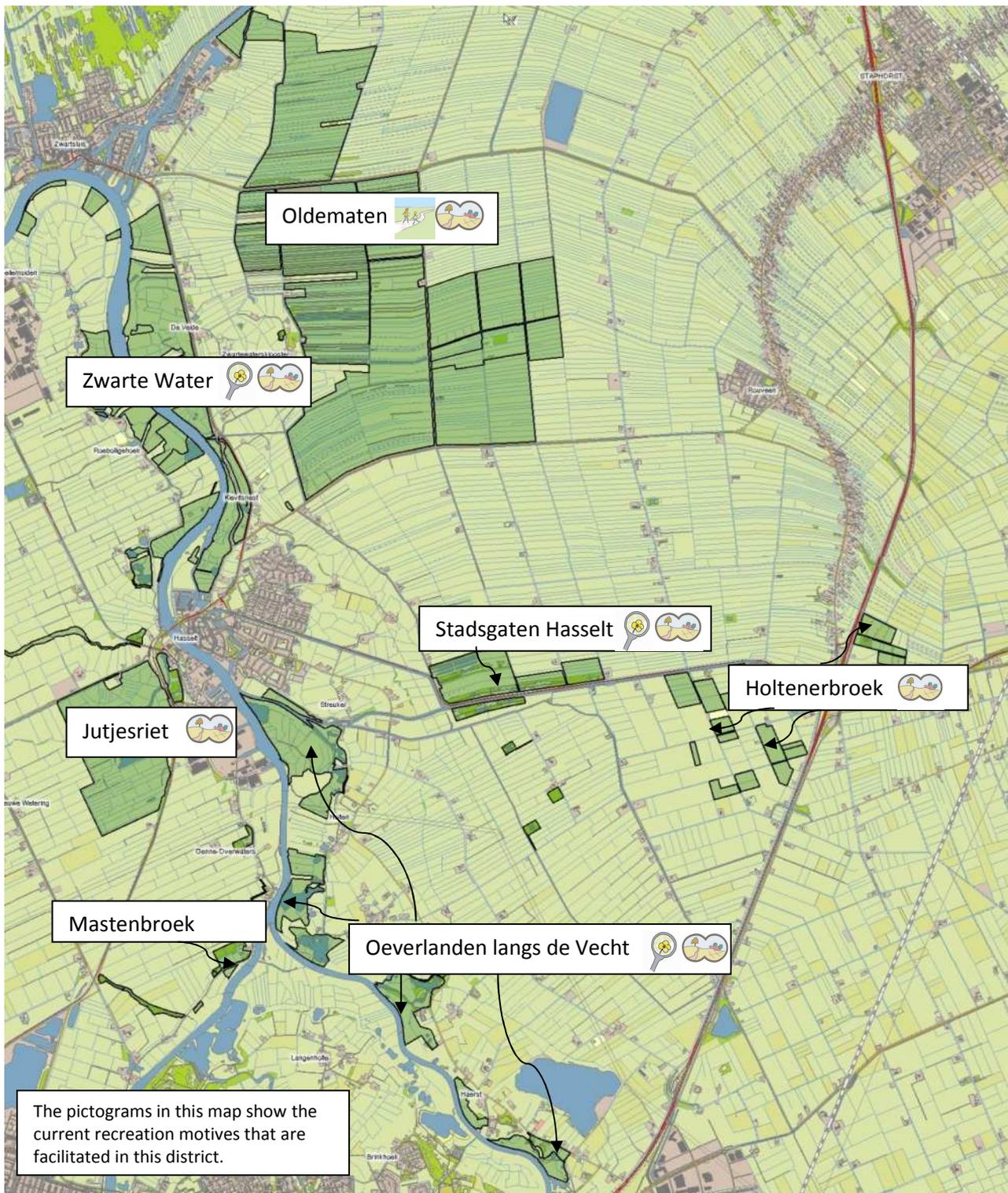
Potential stakeholders for the IJsseldal district are:

- Teahouse Zalk-Wilsum
- Ferry Zalk-Wilsum
- Restaurant Uitspanning
- Ice-skating Windesheim
- Pont Wijhe
- ANV Groen Salland
- Buurtschap IJsselzone
- Municipality Zwolle
- Bird- and Nature associations

4.2 Hasselt-Kuinre-Staphorst District

4.2.1 Areas Hasselt-Kuinre-Staphorst District

There are seven Staatsbosbeheer areas in the research area (radius of 10 kilometer around Zwolle) within the Hasselt-Kuinre-Staphorst district. These areas will be briefly summarized in the following paragraphs.



Oldematen



- Availability: 1000 hectares, partially open, 80 hectares open for recreation
- Accessibility: The area that facilitates some recreation facilities is accessible by road.
- Usability: There are picnic benches, informative exhibits, a bird watching hut, and an education center. The recreation facilities are concentrated in a small part of the area.
- Reputation: The area is known by locals, but not well known.
- Involvement: The volunteers from the education center feel involved with the area.
- Identity: This area is a Natura 2000 area and is interesting for its possibility of roe deer watching.⁷



- SWOT: This is a 1000 hectare area, a large area that needs a lot of focus. Something in this area has to change. There is great potential function well as a recreation area, but numerous factors hold it back. This area has no recreational vision, which is strongly recommended. There is a strong difference of opinion between the managers of the area and the recreation specialists of Staatsbosbeheer. The current situation has numerous possibilities, but because of the differences in opinion, this area is not used as it could be. It is a great area with possibilities for canoeing (it borders the Wieden and Weerriben, which is a famous canoe nature reserve). There is the possibility to watch roe deer, and there is a beautiful educational center which is almost bankrupt. Something needs to change. Recreation is possible, and this does not necessarily need to be bad for an area's natural qualities.

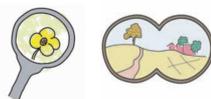
- Potential Stakeholders:

- Municipality staphorst & Zwart Waterland - Stichting vrienden van Oldematen - De veldschuur
- Agrarische natuurvereniging Horst en Maten.

Zwarte Water



- Availability: 239 hectares, closed area.
- Accessibility: the area is not accessible, but a road goes along the area.
- Usability: interpretive exhibits along the area tell something about Zwarte Water. The area can be seen/experienced from the road or from the water.
- Reputation: this area is not obviously known/famous.
- Involvement: It is unknown if people feel involved with this area.
- Identity: open, quiet nature area with special plant species (Snake's Head Fritillary).
- SWOT: quiet open landscape with special plant species and interesting birds. The area is very vulnerable and very sensitive to disturbance
- Potential Stakeholders:
 - cruise trips



⁷ Natura 2000 area is a European network with protected nature areas. This policy is to conserve and restore biodiversity in nature areas.

Jutjesriet

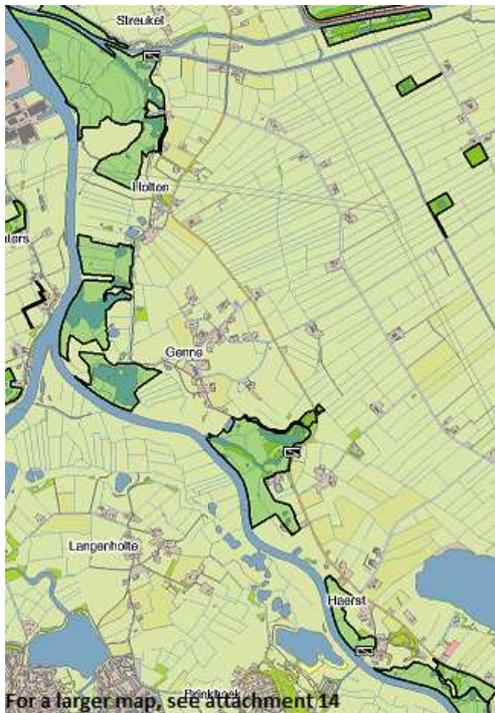


- Availability: 180 hectares, open area.
- Accessibility: there is a parking lot next to the road , and a small trail to the bird observation hut. To access the parking lot a dangerous road needs to be crossed.
- Usability: even though this area is open for recreation, it is not possible to recreate in the area. There is a bird observation hut at the border of the area
- Reputation: unknown, except for local birdwatchers.
- Involvement: inhabitants of neighborhood feel in negatively involved with the area. They would rather see it go away, because it would be good agricultural land.
- Identity: polder landscape, nature area, lots of birds.



- SWOT: quiet and open nature area with the possibility of bird watching. Facilities are limited, and even though this is an open area recreation in the area is not possible. A threat can be that the inhabitants would rather see the area converted to agricultural land
- Potential Stakeholders: none

Oeverlanden langs de Vecht



- Availability: 170 hectares, spread, closed areas.
- Accessibility: The areas are closed and therefore not accessible. A road and biking path are along the areas.
- Usability: Recreation in the areas is not possible. There are some exhibits about the areas. Excursions with the caretaker are given to see the special Snake's Head Fritillary flower fields.
- Reputation: famous for its Snake's Head Fritillary flower fields
- Involvement: It is unknown if people feel involved with the area.
- Identity: open and quiet nature areas with famous flora.
- SWOT: Interesting and attractive area with nature qualities and special plant species.
- Potential Stakeholders:
 - Gemeente Zwolle
 - Gemeente Zwarte Waterland
 - Provincie Overijssel
 - Waterschap



Stadsgaten Hasselt



- Availability: 70 hectares, partially open area
- Accessibility: a road and biking path go through/along the area
- Usability: no recreational facilities; this is because of the fragile nature.
- Reputation: unknown areas; people are unaware of the fact that this is a Staatsbosbeheer area.
- Involvement: unknown if people feel involved with the area
- Identity: old peat harvesting area.

- SWOT: This is a quiet nature area with no recreation opportunities, because of the fragile nature. There could be the possibility of excursions or realizing a short walk through the area, but there is not enough money to realize this possibility.

Potential Stakeholders

- bed&breakfast farm next to the area

Mastenbroek

Area manager says: *"This area will be closed, it will be useless to put energy and time in analyzing this area."*



- Availability: 41 hectares
- Accessibility: none
- Usability: there is a bird watching hut. Experiencing the area is only possible from the road.
- Reputation: unknown area
- Involvement: unknown if people feel involved
- Identity: open meadow.

- SWOT: This is a too-small area, and according to the manager it is not necessary to put time and effort in this area.

Potential Stakeholders: -

Holtenerbroek



- Potential Stakeholders:

-decoy owners.

- Availability: 80 hectares, scattered areas
- Accessibility: areas are along the road
- Usability: in two areas are two duck decoys; one of these is open for excursions.
- Reputation: the area (and especially the duck decoys) are known by locals.
- Involvement: volunteers feel involved with the areas
- Identity: this is an interesting area because of the duck decoys.
- SWOT: Holtenerbroek consists of several areas, which are all scattered. The areas with the duck decoys are interesting for their informative and cultural value. These duck decoys make the area functioning from a recreational point of view. It is unknown how the other areas that are part of Holtenerbroek

4.2.2 Functioning Hasselt-Kuinre-Staphorst District

	availability	accessibility	usability	reputation	involvement	area	Current motives	Potential motives	Interesting to focus on in the future?
Oldematen	--	+	--	-	+	Partially open	Bo, In	Bo, In, Ab, So, CH	Yes, this area needs a lot of help. Focus!
Zwarte Water	0	0	0	+	-	Closed area	In, Ab	In, Ab	Maybe
Jutjesriet	--	0	--	-	-	"open" area	In	In, Ab	Yes
Oeverlanden langs de Vecht	0	0	0	+	0	Closed	Bo, In	Bo, In	Yes
Stadsgaten Hasselt	--	0	--	-	0	Partially open	Bo, In	Bo, In	unknown
Mastenbroek	--	--	--	--	--	"open" area	-	-	Unknown
Holtenerbroek	0	+	+	0	+	Partially open	In	In	Maybe

Symbols

- ++ excellent, functioning
- + good
- 0 neutral
- needs improvement
- not functioning

Motives

- So = Social
- Bo = Being outside
- In = Interested
- Ab = Absorbing
- Ch = Challenge

4.2.3 Conclusion and recommendations

Within the research area for this recreational field analysis are seven areas that are part of the Hasselt Kuinre-Staphorst district. Information on these areas was obtained through written surveys instead of field visits. Obtaining information on these areas has been a slow and difficult process. Surveys were not completely filled in, and communication with the district managers was difficult. Beside this, although it was clearly communicated in advance that it is important for the district managers to fill in these surveys themselves, some surveys were filled in by field staff.

These areas have interesting flora and fauna. However, this does not mean that orienting on or providing recreation facilities in these areas is impossible. A conclusion from this recreational field analysis is that the managers of the Hasselt Kuinre-Staphorst district attach great importance to their discipline of nature, and their focus in the management of these areas is focused on nature and less on recreational management.

A recreational field analysis is an inventory of a area and makes it possible to look at possible options for recreation in a area. The recreational field analyses will not necessarily lead to large-scale development plans for recreation in the entire district. It is important that district managers provide enough and useful information about the areas. Only in this way can the specific values of the areas and any (im)possibilities for recreation in the area be properly mapped.

These complications have made it impossible, within the time available for this thesis project, to make a good recreational field analysis with conclusions and recommendations for the areas in this specific district.

One conclusion can be made. This is that the area Oldematen is in need of drastic change and redevelopment plans. A broad scaled SWOT analysis for Oldematen needs to be made to identify the strengths, weaknesses, opportunities and threats.

Recommendations for Oldematen are:

- * Investigate the possibilities to develop more canoe routes in this area and make a connection with the neighboring area "Wieden en Weerribben" where canoeing is a very popular recreation activity.
- * The education center "Bid en Werk" brings many educational and recreational opportunities, but first needs a drastic change in its management approach.
- * The possibility of watching roe deer in this area is unique and needs to be used and promoted.

* Recreation in the area can be on a larger scale than is currently the case; this is possible without harming its natural qualities.

Conclusions for the other areas are difficult to make. In general, these areas only offer recreational facilities to the recreation motives "interest" and "absorbing". It is important to facilitate more recreation facilities in these areas. These areas have good and special nature qualities, which improves the quality of all recreation. These areas are, for example, excellent for hiking through parts of the areas. Right now there is a shortage of hiking opportunities in and around Zwolle. Staatsbosbeheer attaches much importance to hiking in its areas; right now, this does not happen in the Staatsbosbeheer areas in and around Zwolle.

An important step that needs to happen first is improving the internal communication between Staatsbosbeheer and these specific district managers, regarding the possible opportunities and (im) possibilities of recreation in these areas. It is important to first find together one shared vision for these areas' future. Only then can further steps towards developments for these areas be made, as well for nature as for recreation functions.

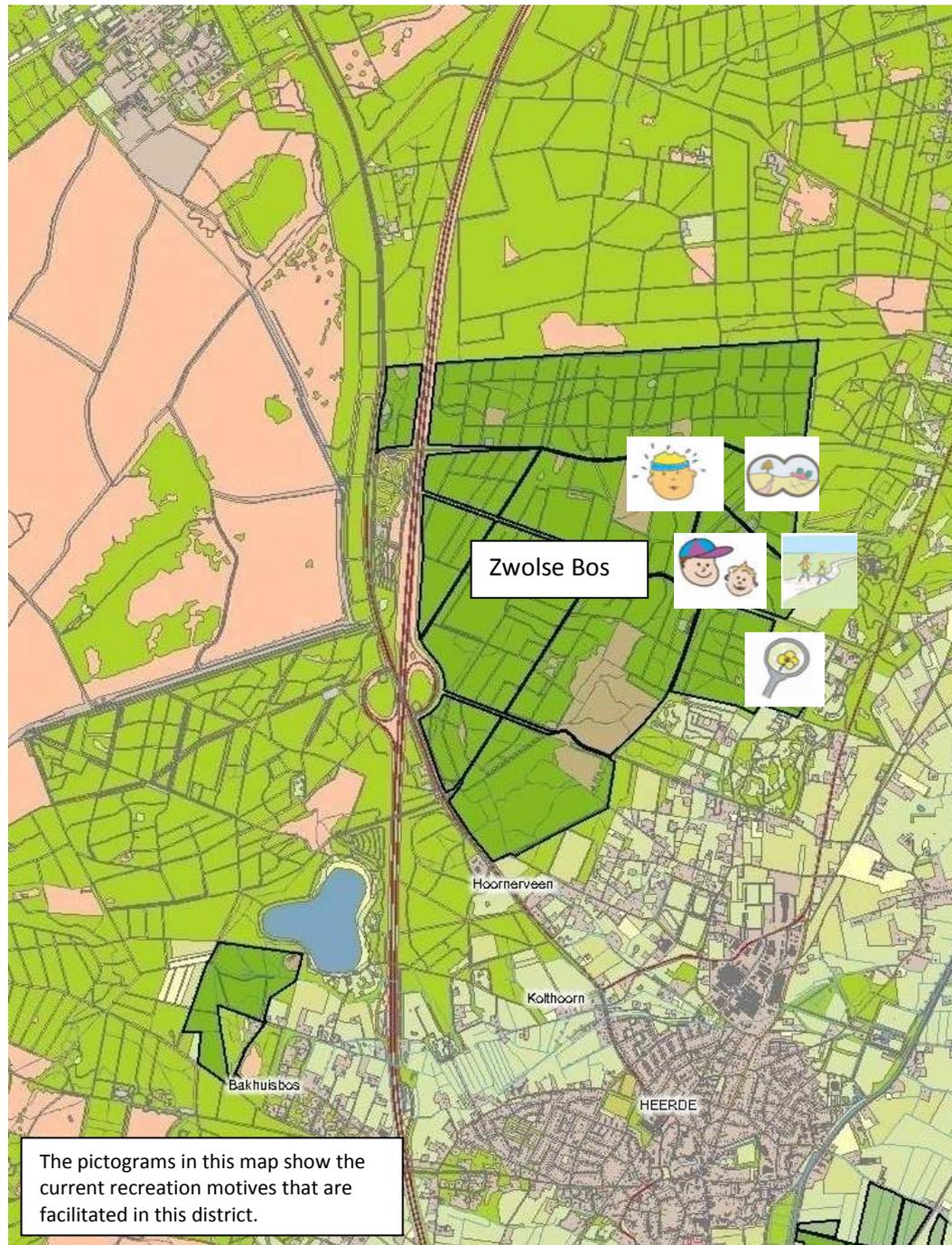
Potential stakeholders for the Hasselt-Kuinre-Staphorst district are:

- Nature- & bird associations
- Municipality Staphorst
- Municipality Zwartewaterland
- Society Friends of Oldematen
- Long distance walking association
- Agricultural associations
- Inhabitants

4.3 Veluwe Noord District

4.3.1 Area Veluwe Noord District

There is one Staatsbosbeheer area in the research area (radius of 10 kilometers around Zwolle) that is within the Veluwe Noord district. This area will be briefly summarized in the following paragraph.



Zwolve Bos



- Availability: 530 hectares, 490 open for recreation
- Accessibility: Good accessible by car and bike. Two parking lots/entrances.
- Usability: biking, hiking, horseback riding, walking with the dog, picnic area, active recreation, organized activities, recreation area.
- Reputation: well known area; this is the area where people can walk their dog without a leash.
- Involvement: people feel involved, especially people from Heerde and Wapenveld, but also people from Zwolle.
- Identity: multifunctional forest with focus on recreation.
- SWOT: This is a very popular area for people to recreate in. All recreation motives are facilitated. This is an area with just a few rules and lots of possibilities. It facilitates many recreation activities and it is well visited. It is great for, for example, walking, biking, running and many other activities. A restaurant is missing, and this could be something that would function well in this area.

- Potential Stakeholders:

- Municipality Heerde and Wapenveld
- Nature organization IVN
- RGV
- horseback riding associations
- mountain bike associations
- dog walking service
- Gelders landschap

4.3.2 Functioning

	availability	accessibility	usability	reputation	involvement	area	Current motives	Potential motives	Interesting to focus on in the future?
Zwolve Bos	++	++	++	++	++	Open area	So, Bo, In, Ab, Ch	So, Bo, In, Ab, Ch	Yes

Symbols

- ++ excellent, functioning
- + good
- 0 neutral
- needs improvement
- not functioning

Motives

- So = Social
- Bo = Being outside
- In = Interested
- Ab = Absorbing
- Ch = Challenge

4.3.2 Conclusion and recommendations

Different recreation activities are happening in “Zwolve Bos”. All five recreation motives are facilitated. It functions well in all different aspects (availability, accessibility, usability, reputation, involvement). Visitors feel involved with the area and so do the area managers. The “Zwolve Bos” could become even more interesting and provide a higher quality recreation experience if a restaurant or cafe would open in the area. This would attract and facilitate more recreationists from the social recreation motive.

In 2011 a wildlife crossing has been built in this area, so that deer can cross the road (A50) that is along the area. With the building of this wildlife crossing, a rest area in the Zwolve Bos needs to be facilitated for the deer. During this recreational field analysis, the district managers and the recreation specialist came together. They were asked to look at the area and answered in depth the questions for the recreational field analysis. Besides that, they discussed together how a rest area for the deer could be facilitated while at the same time, this would not affect the recreationists.

Potential stakeholders have been contacted and asked to fill in a questionnaire, in which they could describe, for instance, why the Zwolve Bos is important for them, what they would like to see facilitated and what cooperation's with Staatsbosbeheer they would like to see in the future. This process will continue when this recreational field analysis is finished. Together with the stakeholders and area owners Staatsbosbeheer will work further on planning facilities and developments for the Zwolve Bos, so that this area can become an even higher quality recreation area. It is the first area in the research area for this thesis project that will take further steps after the results of the recreational field analysis to make recreation in Zwolle of higher quality and more durable.

Recommendations:

- keep working together with the potential stakeholders
- find a stakeholder that is interested in facilitating a restaurant
- work together with the other area owners

Potential stakeholders for the Veluwe Noord district are:

- | | |
|---------------------------|----------------------------|
| - municipality Heerde | -RGV |
| - nature associations | - Veluwe tourism office |
| - equestrian associations | - mountainbike association |
| - dog walking service | - Gelders Landschap |

5. Discussion

This analysis shows that there is a shortage in high quality recreation facilities around Zwolle, but with some simple changes it will be possible to reduce these shortages. This analysis tells us that there are enough areas for recreational activities in Zwolle, but these areas and the available offered recreation facilities do not necessarily meet the recreational demands of the visitors of these areas. This means that there is a shortage of high quality recreation opportunities for the inhabitants of Zwolle who want to recreate.

Available recreation areas around Zwolle are mostly forests. These forests are hard to access, because Zwolle is isolated by two natural barriers, the rivers; "IJssel" and "Zwarte Water". Developing facilities to cross these barriers (ferries, bridges) will reduce the shortage of recreational opportunities. Removal of all barriers, which means creating at least at every kilometer a recreational connection, would reduce this shortage by 80%. Without these facilities recreational activities need to happen within these barriers. For this focus needs to be (more) on recreation in areas along the rivers.

This thesis project is the first step of a recreational field analysis. Recreational field analysis usually take place within a larger framework of area development processes. Recreational field analysis go through five phases. Figure 6 shows these different phases.

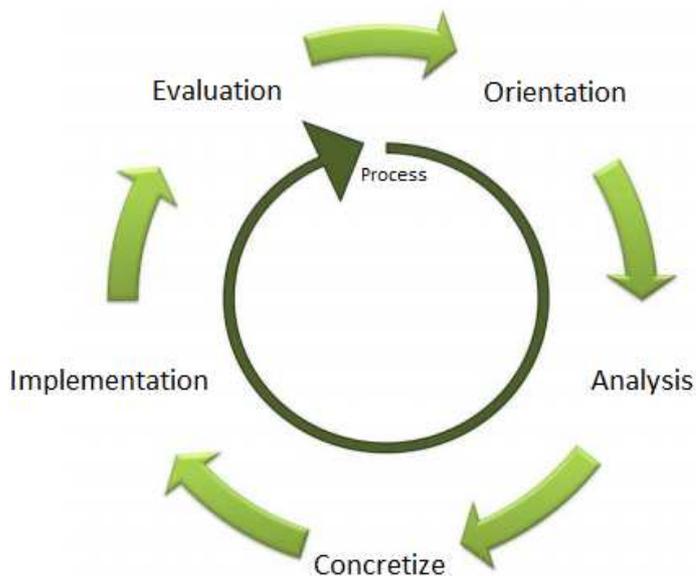


Fig. 6 - Five stages, recreational field analysis

The orientation phase is the start of the recreational field analysis. In this stage, whatever the reason for a recreational field analysis may be, it is investigated what is happening in the research area, what the problem is, and what it is that needs to be analysed. Also potential stakeholders and partners are investigated.

In the analysis phase additional knowledge is gathered through desk studies and interviews. Area managers, municipalities, residents and potential stakeholders can be interviewed to gain information and insights on the area. This desk study will give an insight and overview of the different areas that are within the specific research area. This is an extensive analysis which examines the current situation, the needs of the different parties that are in the area and where the opportunities and obstacles for development are.

Based on the information that is obtained in the analysis phase, ambitions for the areas will be made in the concretize phase. These ambitions will be translated into concrete projects and activities.

In the implementation phase, these ambitions will be further developed so that the concrete projects and activities can be executed.

In the evaluation phase, the results and the process of the recreational field analysis will be reviewed. During this phase the following questions will be asked: What is achieved? Are the problems solved? Are the ambitions realised? Are the stakeholders satisfied? And finally, which steps still need to be made?

At first this thesis project was going to be a complete recreational field analysis of all recreational areas of all different area owners in and around Zwolle. Soon it became clear that this was too ambitious a task for the amount of time that was available for this thesis project. Therefore it was decided to make the start of an internal recreational field analysis, of recreation opportunities in Staatsbosbeheer areas around Zwolle. This recreational field analysis investigates whether there actually is a high quality recreational shortage in and around Zwolle, as stated in the task force project.

For this recreational field analysis, the area managers of different districts were asked to cooperate and provide sufficient information about their areas to make this field analysis as complete and objective as possible. Initially this information was to be obtained by field visits with the managers of the areas. Field visits with the area manager were, due to time constraints or other reasons, not possible with all managers. As an alternative, a questionnaire was sent to the managers of the areas who were not able to participate in a field visit. Unfortunately this resulted in a less complete analysis.

During the analysis it became clear that, because of a lack of time management from some area managers, communication misunderstandings and internal disagreements, it is sometimes difficult to get everyone around the table to work together on a good recreational field analysis. This resulted in a less extensive field analysis for some areas.

The demand from the recreationist for recreation facilities is an important aspect of a recreational field analysis. Staatsbosbeheer's goal is to work with the demand of its visitor when planning new recreational facilities. In this thesis project, the knowledge of the demand from the recreationist is obtained with a literature study. Much literature and many research studies exist on the behavior and demands of Dutch recreationists. For this thesis project a more in-depth study (extensive questionnaires) could have been done on the recreationists of Zwolle, if more time and money had been available. Previous research tells that, compared to the Dutch national average, that recreationists in Zwolle recreate more with a focus on the social recreation motive.

When Staatsbosbeheer wants a broader recreation field analysis in the future, together with all the different area owners, it will be important to first inform the area managers about the importance of recreation in Staatsbosbeheer areas.

Through better internal communication about recreation and the importance of a recreational field analysis, it will become possible to make area managers more enthusiastic about cooperating in a certain project.

When the enthusiasm is there and when the area managers and the recreation specialist are more on one line, only then is it possible to find proper ways of combining nature and recreation together in one specific area. Demand-oriented work is essential, and this is the way that Staatsbosbeheer wants to work in her areas.

This analysis contains the first two phases of a complete internal recreational field analysis. Some areas are already in the concretize phase. This thesis will be used as a basis for a complete field analysis in which all area owners will participate. Making a complete field analysis is the direction that Staatsbosbeheer should go for the near future. With this internal field analysis Staatsbosbeheer can convince other area owners of the importance of an official and complete recreational field analysis. For such a field analysis money, enthusiasm and effort are needed. It is therefore important that all organizations work together in one broader recreational field analysis.

6. Conclusion

With the help of this recreational field analysis, it has been possible to look at the recreation opportunities within Staatsbosbeheer areas in and around Zwolle. Recreation is a leisure activity, whereby one experiences a certain area with its specific qualities: the available nature, the culture and the landscape. Visitors can have several motives for recreation, and these motives can differ per visit. There are five different recreation motives; “social”, “being outside”, “interest”, “absorbing”, and “challenge”. In the Netherlands, “being outside”, is generally the most popular recreation motive. In Zwolle it is different; here, the “social” recreation motive is the most popular.

Recreation to satisfy this motive is focused on being outside with friends. People go for a short walk on a paved trail with facilities like picnic tables. People go to a restaurant, a place where they can meet others, or a terrace. It is important to be able to drive to these areas, and there should be a parking lot close to the area. The landscape where people recreate is less important. The activity should be easy, and the most important criterion is that it should be fun.

The available green areas for recreation around Zwolle mostly consist of forest. However, this forest, especially for hikers, is very difficult to reach/access. This is because of barriers, such as the rivers “IJssel” and “het Zwarte Water”. These barriers isolate the city, and so recreational opportunities largely have to come from the city itself.

The shortage of recreation areas that can be used for hiking is relatively serious. Barriers play a big role in this. Removal of all barriers, which means creating at least at every kilometer a recreational connection, would reduce this shortage by 80%.

Of the three sub-urban areas around Zwolle (along the IJssel, Zwarte- Water, Herfte-Wijthem) the area along the IJssel is the most popular. The sub-urban areas are most often visited by residents of the surrounding neighbourhoods.

This thesis project ends in the different districts in different stages of a bigger recreational field analysis. Specific conclusions on the areas of these three districts already have been made in chapters 4.1.3, 4.2.3, and 4.3.3. In short these are :

-In the IJsseldal district, the recreation motives “interest” and “being outside” are most facilitated. The most popular motive, “social”, could be and should be more facilitated especially in the research areas. Areas in the IJsseldal districts that should be focus areas, and that need to be discussed for potential recreation developments, are Engelse Werk and Oldeneel.

These two areas are the closest to the neighborhood/city and lay within the popular sub-urban area "Along the IJssel". The IJsseldal district is currently functioning on a recreational point of view, but much more is possible without directly impacting nature values. Better access to the IJssel is a point that needs to be investigated. With this, Staatsbosbeheer can make her areas more valuable and interesting for nature and at the same time for recreation.

- The Hasselt-Kuinre-Staphorst district first needs to find one shared vision for their areas. For this the area managers, the ecologists and the recreation specialist need to work together. Only when there is one shared or agreed vision it will be possible to take further steps towards development, as well for nature and for recreation functions in these areas. In general, these areas only offer recreational facilities to the recreation motives "interest" and "absorbing". It is important to facilitate more recreation facilities in these areas. These areas have good and special nature qualities, which improves the quality of all recreation. These areas are, for example, excellent for hiking through parts of the areas. One conclusion can be made. This is that the area Oldematen is in need of drastic change and redevelopment plans. A broad scaled SWOT analysis for Oldematen needs to be made to identify the strengths, weaknesses, opportunities and threats.

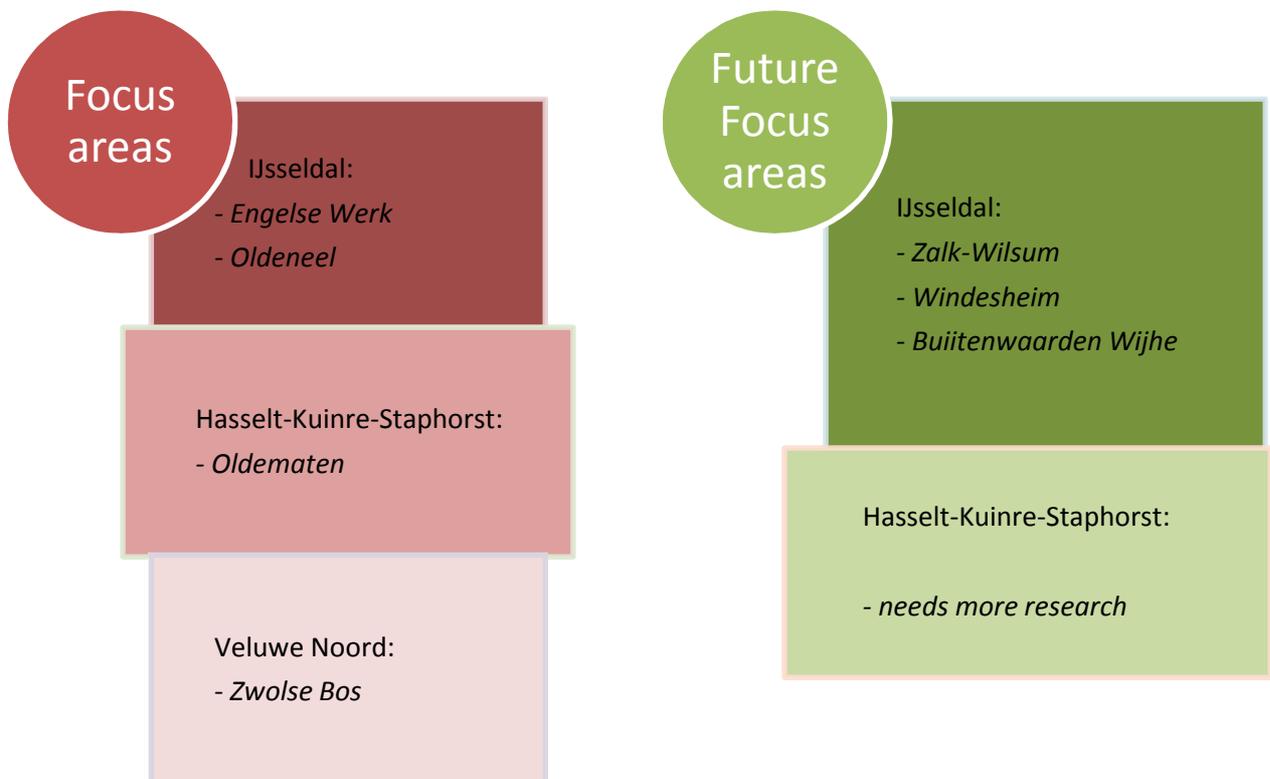
- The "Zwolve Bos" in the Veluwe Noord district" provides different recreation activities. All five recreation motives are facilitated. This area functions well in all different aspects (availability, accessibility, usability, reputation, involvement). Visitors feel involved with the area and so do the area managers. The "Zwolve Bos" could become even more interesting and provide a higher quality recreation experience if a restaurant or cafe would open in the area. This would attract and facilitate more recreationists from the social recreation motive.

With the help of this intern recreational field analysis, a first step has been made. It is a plan and a start that could lead to further steps that can be taken, which can lead to realizing the goals of the Task Force Project. For Zwolle, there is the goal to improve the quality of recreation. It is of great importance to always work from a demand point of view, instead of from a supply driven point of view. This will eventually lead to satisfied recreationists from all different motives in a area with high-quality recreation facilities.

7. Recommendation

With the help of this recreational field analysis recommendations can be made.

Recommendations on areas that are important to focus on right now and areas that are important to focus on in the future are as follow:



Ideas that came up during this thesis project and recommendations for steps to take right now and or in the future area as follow:

Steps to take, right now

- set up a team that will work further on this recreational field analysis
- set up a team that will investigate access to the IJssel options
- IK-project for IJsseldal district and Hasselt-Kuinre-Staphorst district
- contact and communicate with important terrain owners and stakeholders

Steps to take, that first need research

- investigate where better new accesses to the IJssel can be realised
- investigate where biking and walking paths can separate
- investigate on which closed dikes people can get access to walk

Steps to take, in the future

- access to agricultural terrains and / or make more recreation facilities possible in these terrains
- remove barriers
- make better information available on terrains (historical and or cultural information, but also when maintenance work happens)

Steps to take, when money is available

- extended research on recreation motives in Zwolle
- create attractive rest areas
- a large-scaled recreational field analysis with all terrain owners

Ideas

- remove barbwire from dikes (f.e. at the dike near Engelse werk)
- interpretive exhibit about history Wijhe
- bird information in observation huts
- communicate better to visitors about maintenance work
- create "reading tables" with information of Staatsbosbeheer and its terrains in restaurants
- develop trails to access the IJssel, especially in Engelse Werk and Oldeneel
- create forestplayground with the municipality in the forest of Oldeneel

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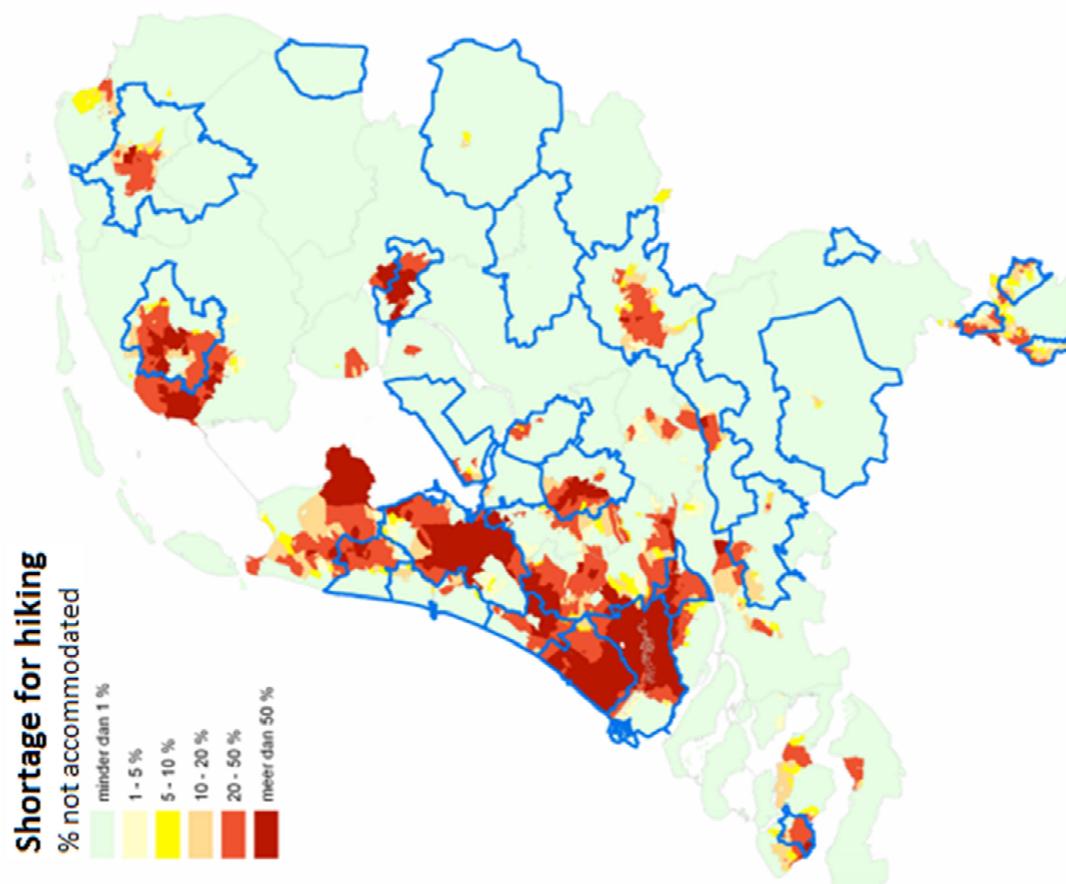
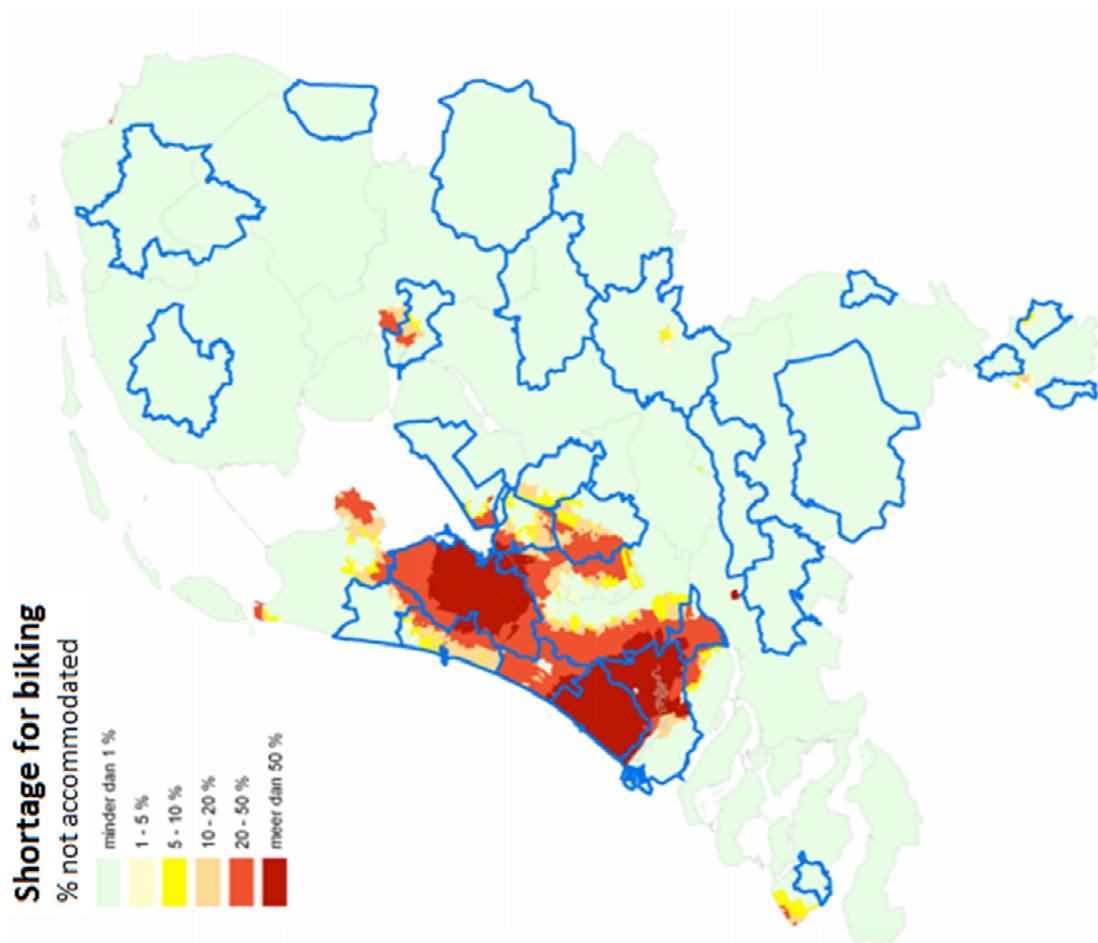
Websites:

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Attachment 1. Shortage biking and hiking facilities 2020



Attachment 2: Questionnaire for area managers

Area:

Manager:

For this recreational field analysis area managers are asked to describe their areas with the help of the tool called 5B's. The answers on the following questions will help to get an overview of the area.

Availability

- What is the size of the area in hectares?
- How much is open to enter?
- How much (approximately) is open?

Accessibility

- Where is the area located?
- Is the area accessible (by paths, roads, parking lots)?
- What is the distance to the area from the city?
- Is there public transportation close to the area?

Usability

- Describe the available facilities;
- If known, what is the visitor intensity for this area?
- Which recreational activities are done in the area?
- What is the age and composition of the visitors? (Families, elderly, individuals)
- What are existing problems with regard to recreation?
- Which recreation motives are facilitated in this area? (for an explanation on recreation motives, see end of this questionnaire)

Reputation

- Do recreationists know about the area?
- How can the recreationists find the area? (are there signs along the road that lead to the area?)

Involvedness

- Do businesses, stakeholders and neighboring residents feel involved with the area?

Identity and core values

- What are the functions of this area?
- What is the main function of this area?
- What are the core values of this area for nature? (E.g. open, quiet, relief)
- What are the core values of the area for recreation? (E.g. openness, quiet, comfort, relief)

- Is there a special history that is still noticeable?
- Are there recent (current) developments (both for nature and recreation)?

Describe the recreational functioning for:

- Round trips, walks
- Short trips (e.g. from parking lot to the recreation point)
- Attraction values

Strengths and weaknesses, threats and opportunities

- What are the strengths for recreation in this area?
- What are the weaknesses for recreation in this area?
- Where are the opportunities for recreation in this area?
- What are the threats for recreation in this area?
- What strengths can you use for your opportunities?
- What weaknesses increase the threats?
- Which of these points can be improved or compensated?

Who do you see as important stakeholder (s) in this area?

-
-
-

With which stakeholder(s) would you want to work together in the field of recreation?

-
-
-

Finally, do you have suggestions, comments or improvements for the use of this area?

Explanation recreation motives:

Social



Recreation to satisfy this motive is focused on being outside with friends. People go for a short walk on a paved trail with facilities like picnic tables. People go to a restaurant, a place where they can meet others, or a terrace. It is important to be able to drive to these areas, and there should be a parking lot close to the area. The landscape where people recreate is less important. The activity should be easy, and the most important criterion is that it should be fun.

Being outside



Recreation to satisfy this motive is focused on relaxing. People want to make short walks on unpaved trails. Facilities along the trail are less important. Relaxation, silence and space are important for an optimal experience of the landscape. People search for beautiful landscapes that are close to their neighborhood. The landscape needs to create a contrast with the daily living surroundings.

Interest



Recreation to satisfy this motive is about being outside while at the same time learning something. People go to certain areas because there is a special historical or cultural attraction to see. With the help of exhibits, books and excursions people will learn something. Good marked trails and benches to sit on to take a break are preferred. Attractive are landscapes that have an interesting historical value or interesting flora and fauna where something can be learned.

Absorbing



Recreation to satisfy this motive is focused on nature. This is for the nature lover who wants to know everything about flora and fauna. People go outside with a camera, binoculars and/or magnifying glass. It is no problem when the circumstances are rough. Facilities are not important; neither are restaurants. People bring their own food and drinks. It is preferred to not see other recreationists. Special plant and animal species, a high biodiversity and the possibility of exploring are very important.

Challenge

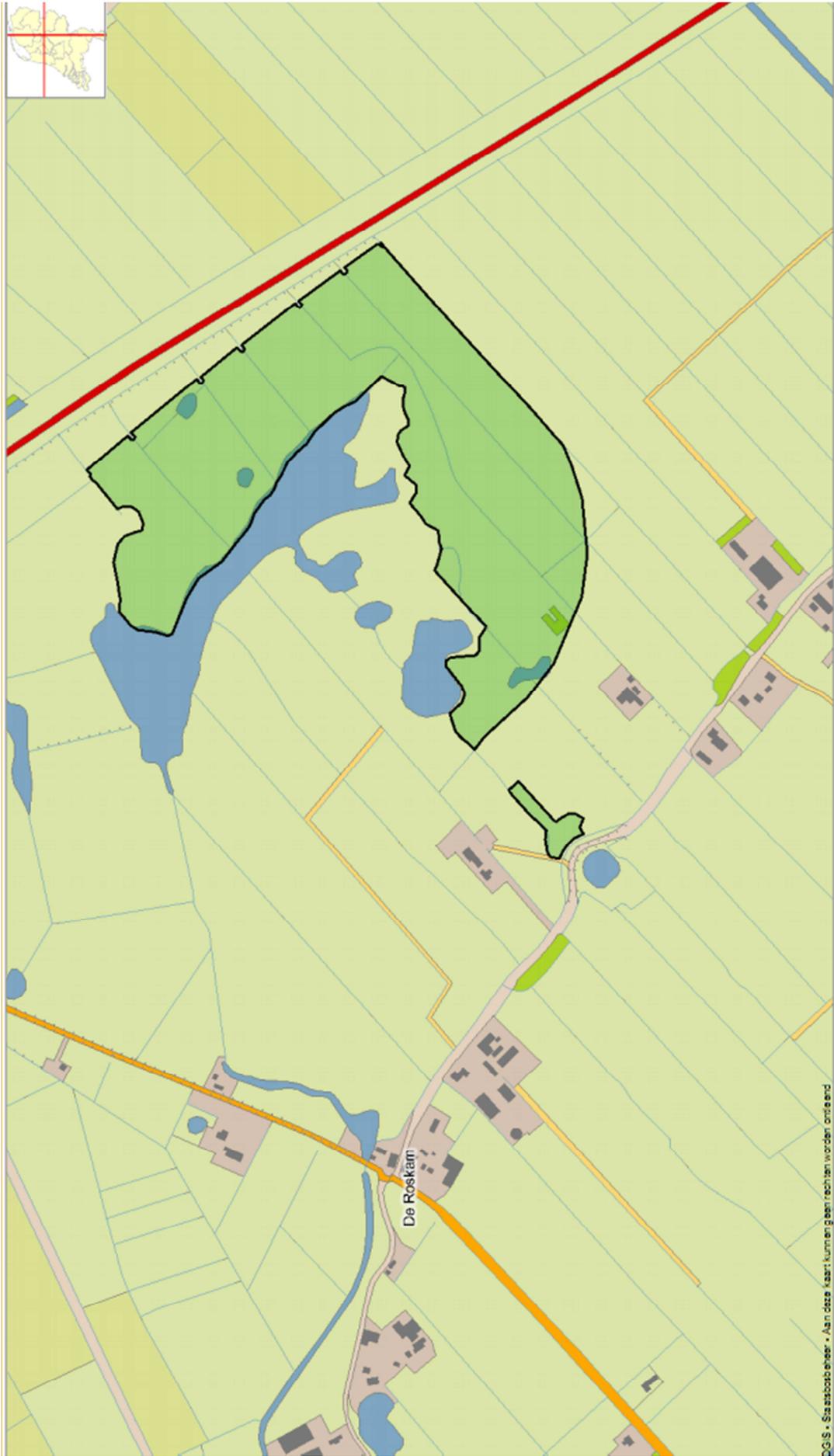


Recreation to satisfy this motive is all about physical challenges like mountain biking, trail running, Nordic walking and climbing. A nice landscape adds to the experience, but the challenge is the most important. Barriers, obstacles, relief and heights bring extra challenges. Recreationists enjoy and value landscapes that bring extra challenges.

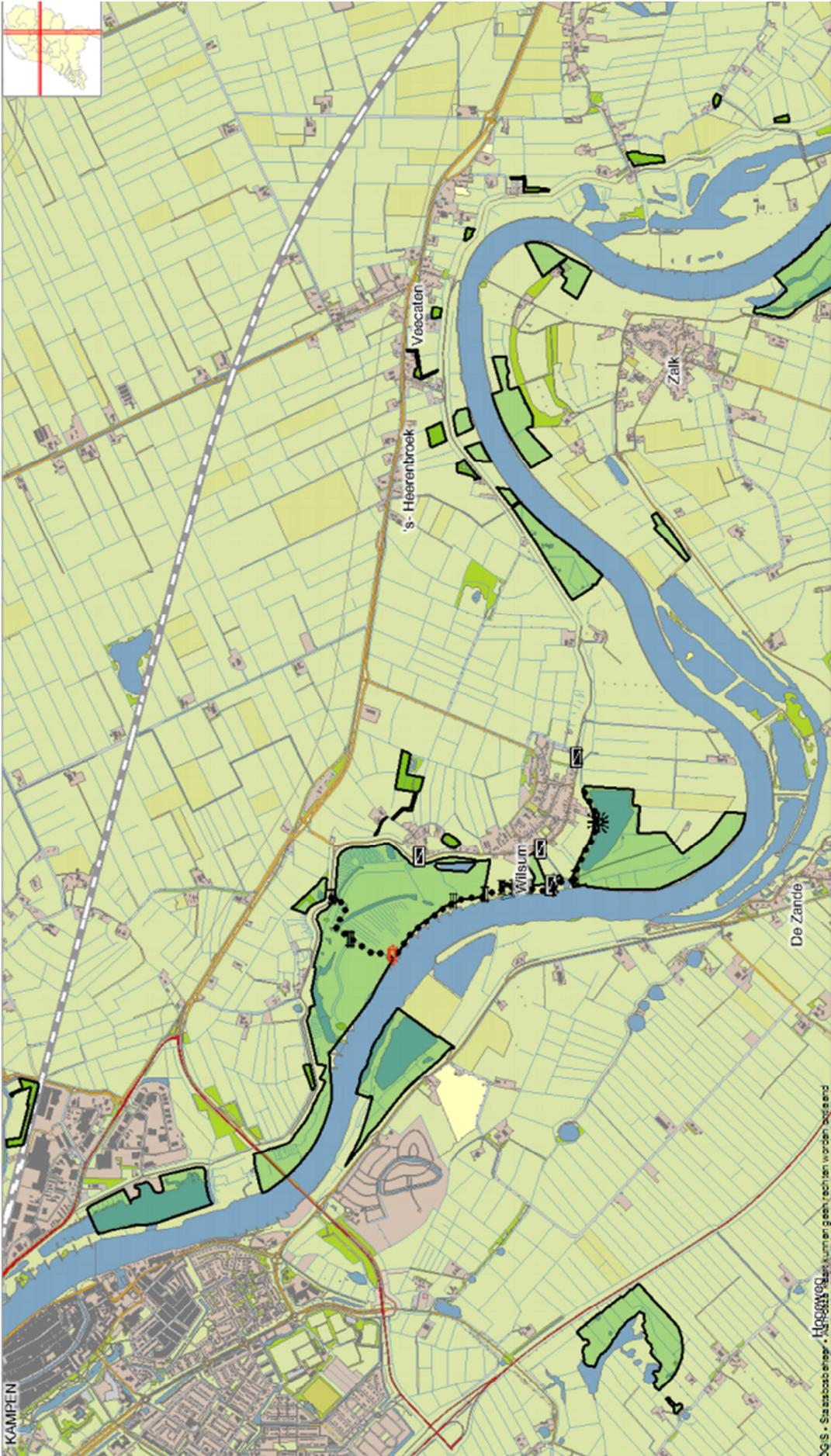
Attachment 3. Legend

<p>Recr. voorz. (punten - overig)</p> <ul style="list-style-type: none"> watertappaans handwijzer zitbank vuilnisbak fietsstalling (cont) 	<ul style="list-style-type: none"> fietssluis brug hek overstapje trap bebording vuurplaats <p>Recr. voorz. (punten - recreatiekaart)</p> <p>(cont)</p>	<ul style="list-style-type: none"> bezoekerscentrum informatieruimte observatiehut schuilhut toilet horeca uitzichtpunt informatiepaneel (cont) 	<ul style="list-style-type: none"> picknickset speelobject aanlegplaats visplaats steiger botenhelling paalkampeerplaats manege 	<p>Recr. voorz. (lijnen)</p> <ul style="list-style-type: none"> weg wandelpad gemarkeerd wandelpad fietspad ATBpad ruiterspad vaarweg (cont)
<p>recreatieve spoorlijn</p> <p>Recr. voorz. (vlakken)</p> <ul style="list-style-type: none"> dagrecreatieterrein parkeerplaats hondenlosgebied struinnatuur zwemwater (cont) 	<ul style="list-style-type: none"> strand speelbos kampeertrein ijsbaan doolhof paalkampeerplaats paddock speelbos/-uiterwaard (cont) 	<ul style="list-style-type: none"> tuin SBB - Deelobjecten Provinciegrenzen SBB - Planning recreatie R00.01 Afgesloten natuurterrein R01.01 Opengesteld, niveau beperkt (cont) 	<ul style="list-style-type: none"> R02.01 Tijdelijk Afgesloten R02.02 Opengesteld, laag niveau R02.03 Waterrecreatie kleine vaart R03.01 Opengesteld, basis R03.02 Opengesteld, plus R03.03 Opengesteld, druk R03.04 Waterrecreatie grote vaart (cont) 	
<ul style="list-style-type: none"> R04.01 RODS R05.01 Overige opdrachten en Gastheerschap <p>Top10 lijnen</p> <ul style="list-style-type: none"> pad veer enkelspoor dubbelspoor (cont) 	<ul style="list-style-type: none"> driespoor vierspoor tram/metro hoogspanningleiding/kabelbaan heg/bomenrij aanleg/ontwerp (cont) 	<ul style="list-style-type: none"> tunnel sloot/greppel hoogwater-/dieptelijn paalwerk/landaanwinning aanlegsteiger overig <p>TOP10.TOP10HUIZEN</p> <ul style="list-style-type: none"> Gebouw (cont) 		

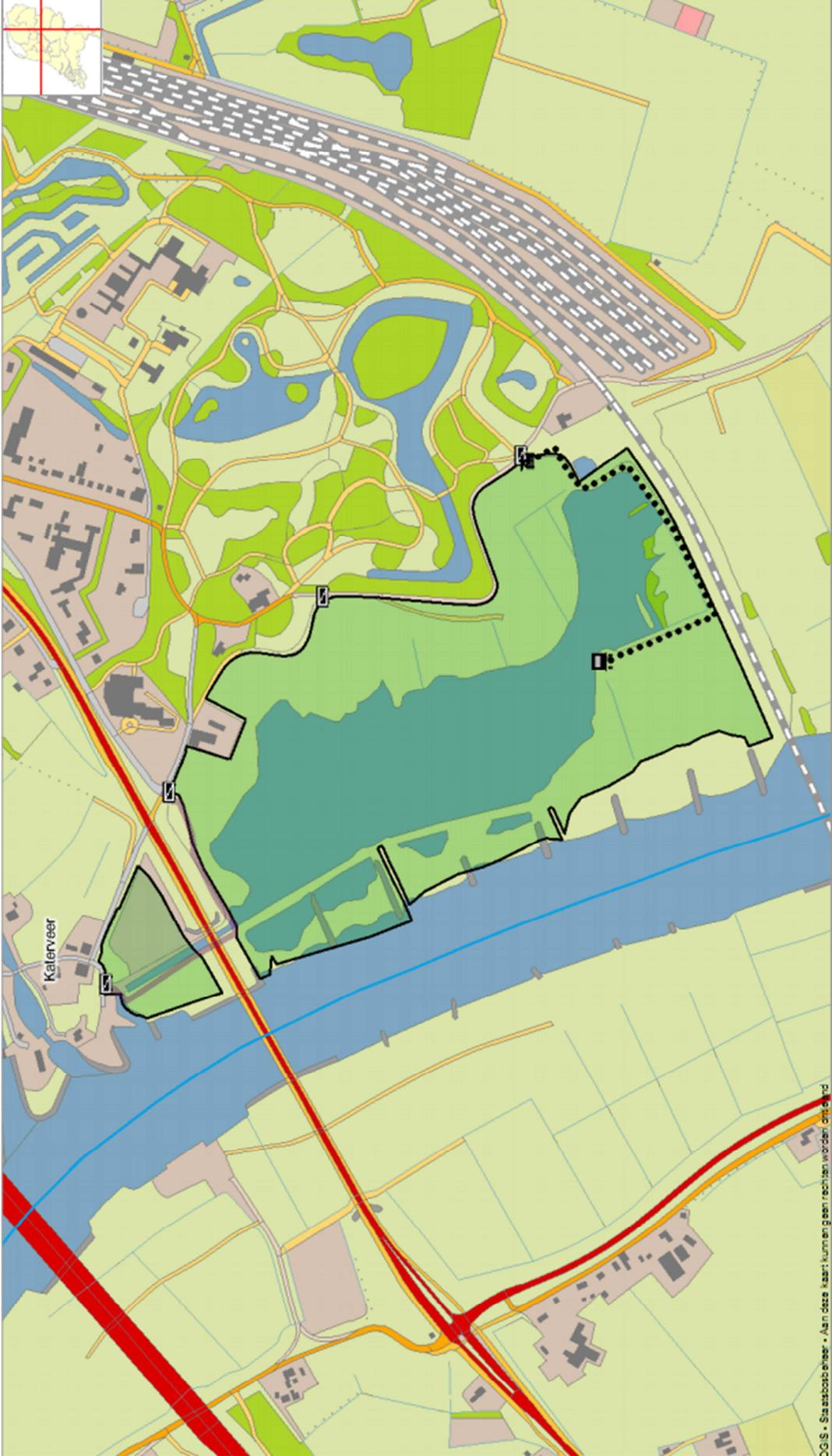
Attachment 4. De Enk



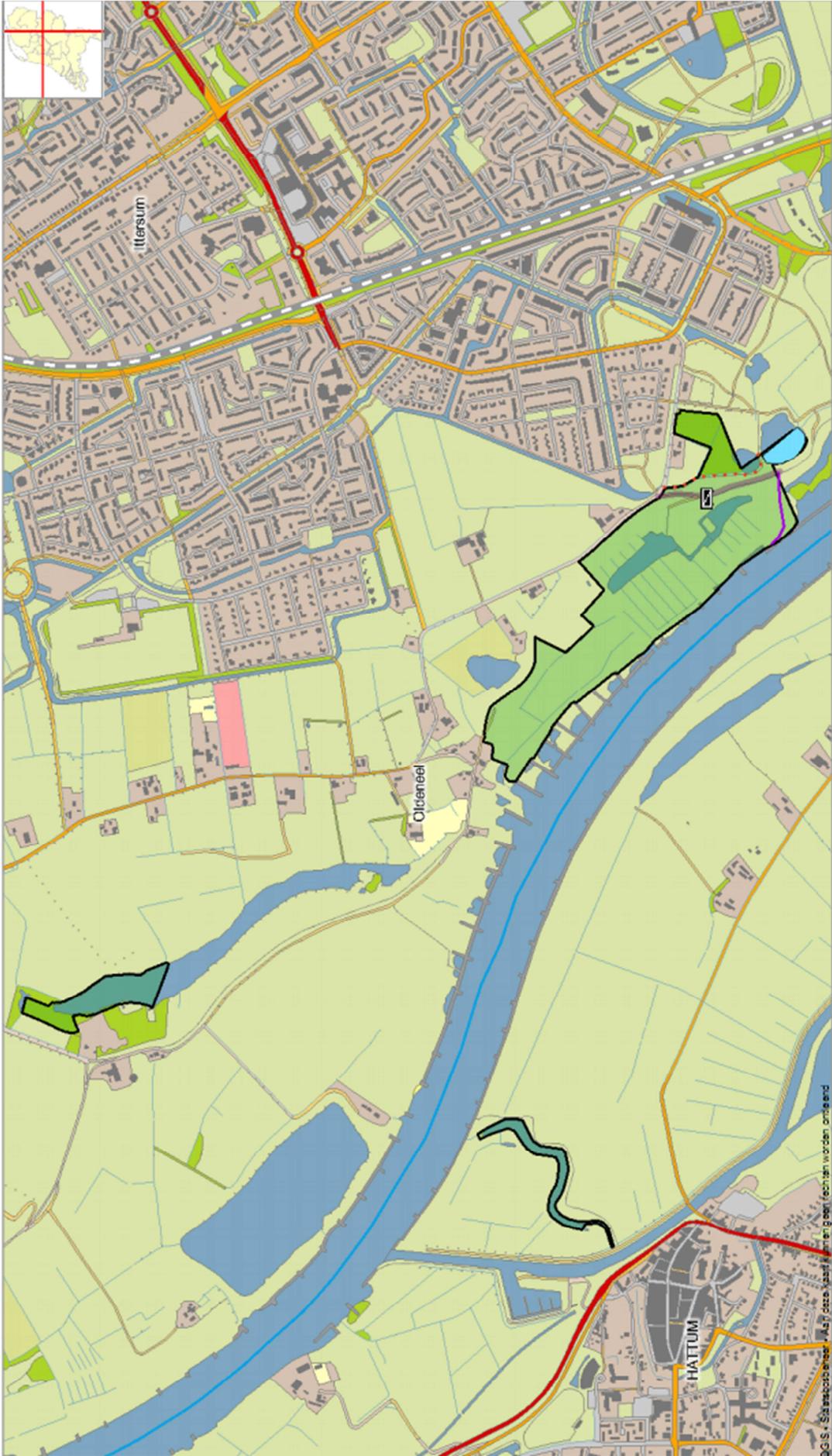
Attachment 5. Zalk – Wilsum



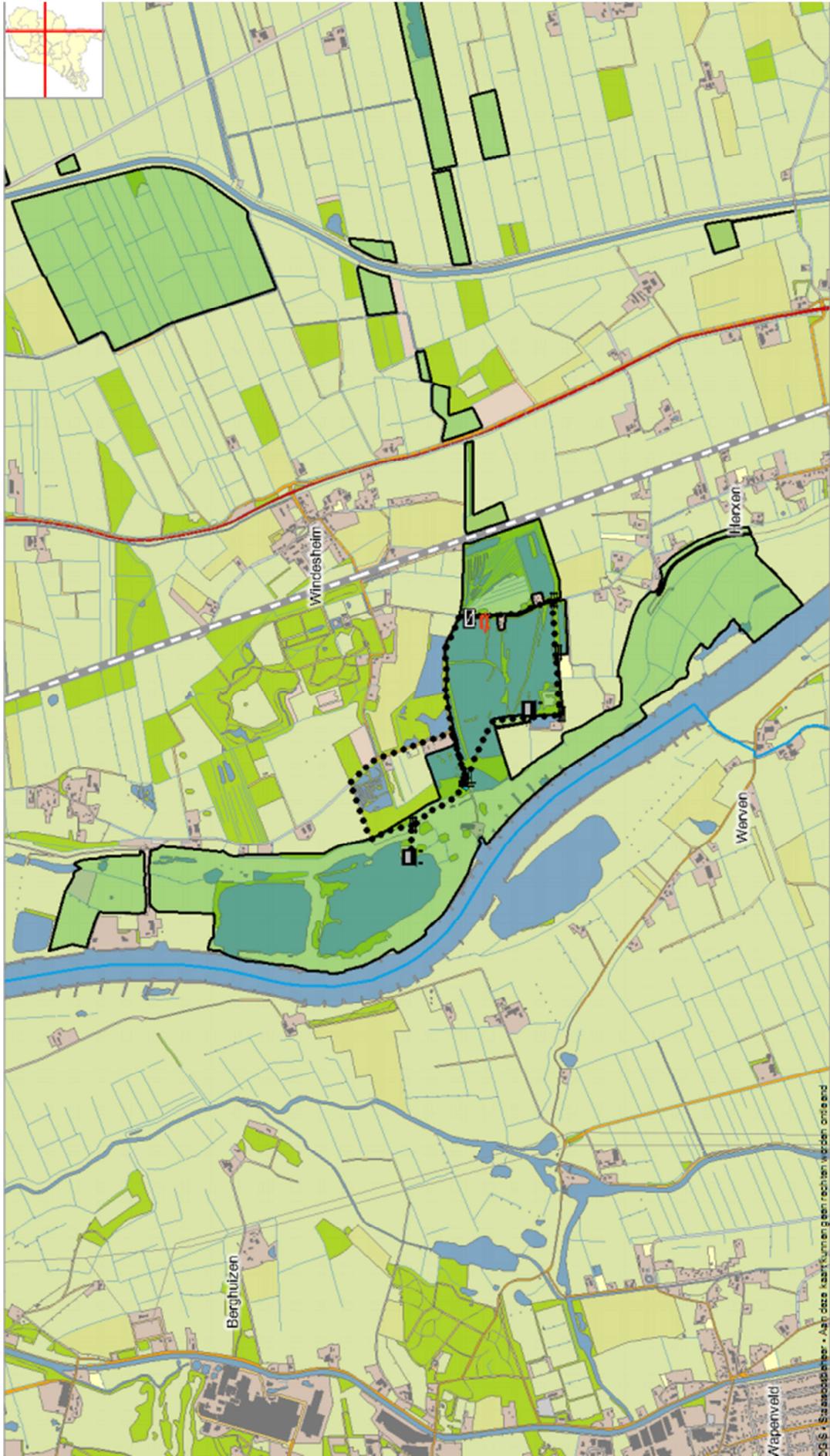
Attachment 6. Engelse Werk



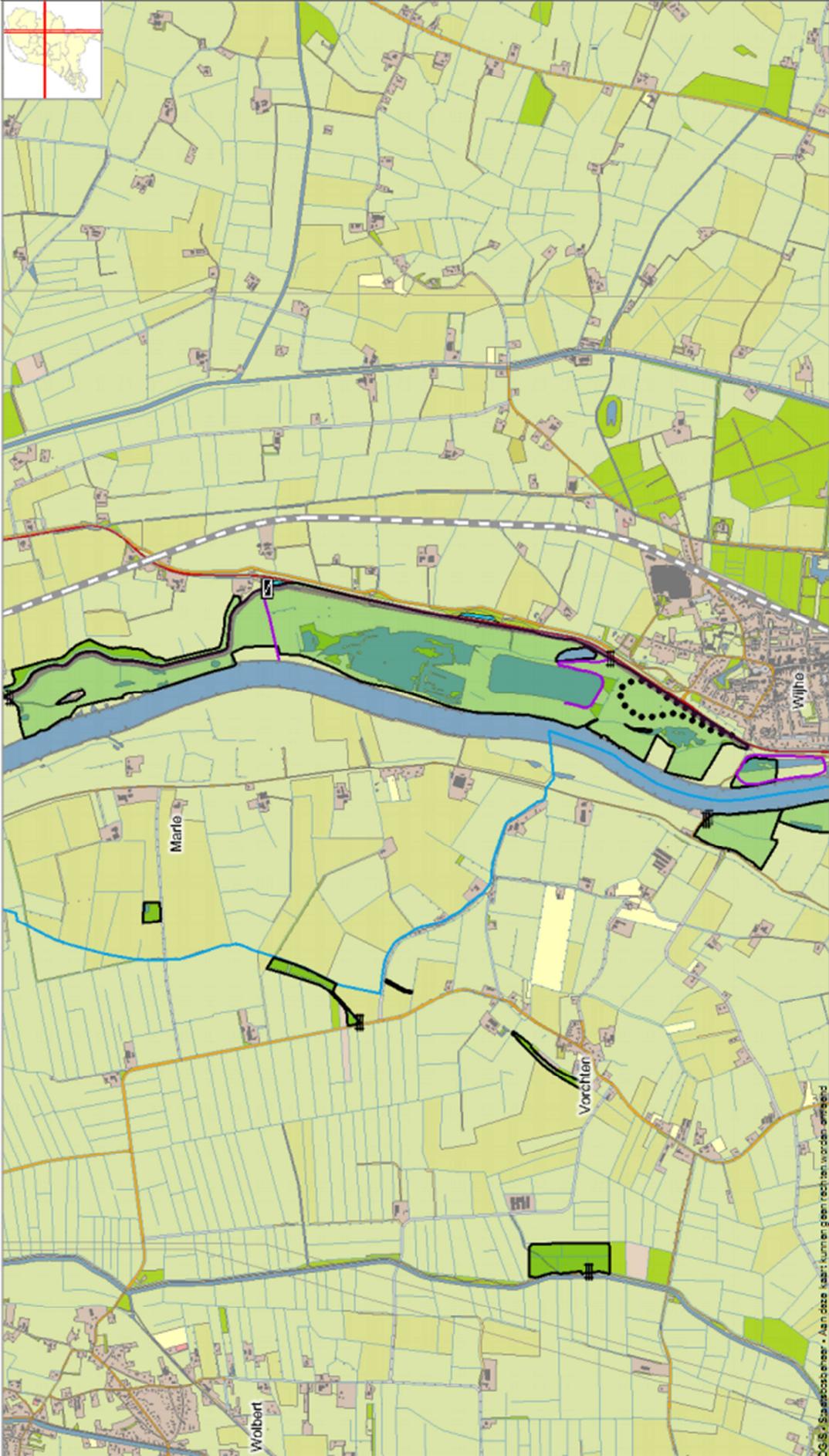
Attachment 7. Oldeneel



Attachment 8. Windesheim



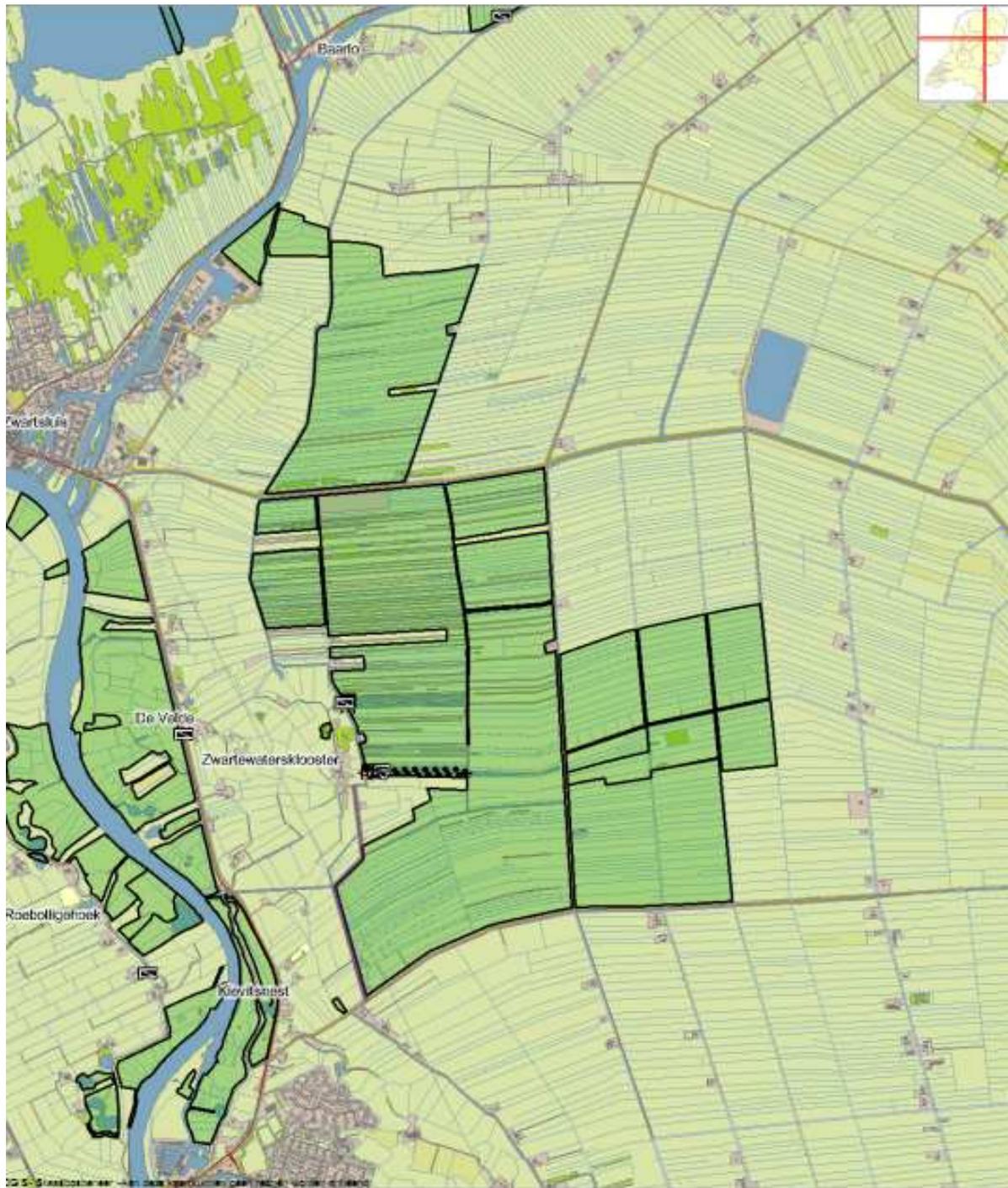
Attachement 9. Buitenwaarden - Wijhe



Attachment 10. Molenpolder



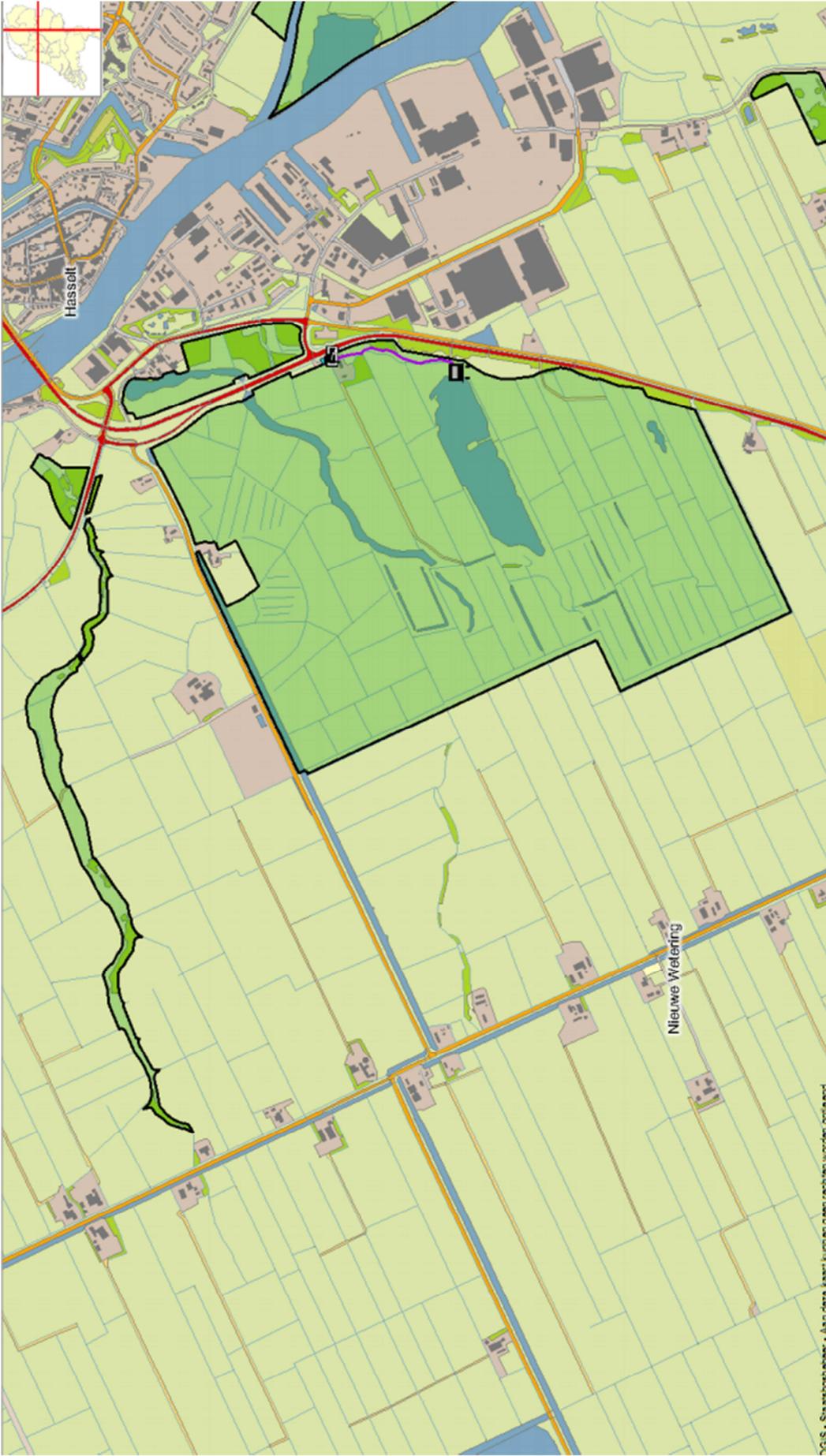
Attachment 11. Oldematen



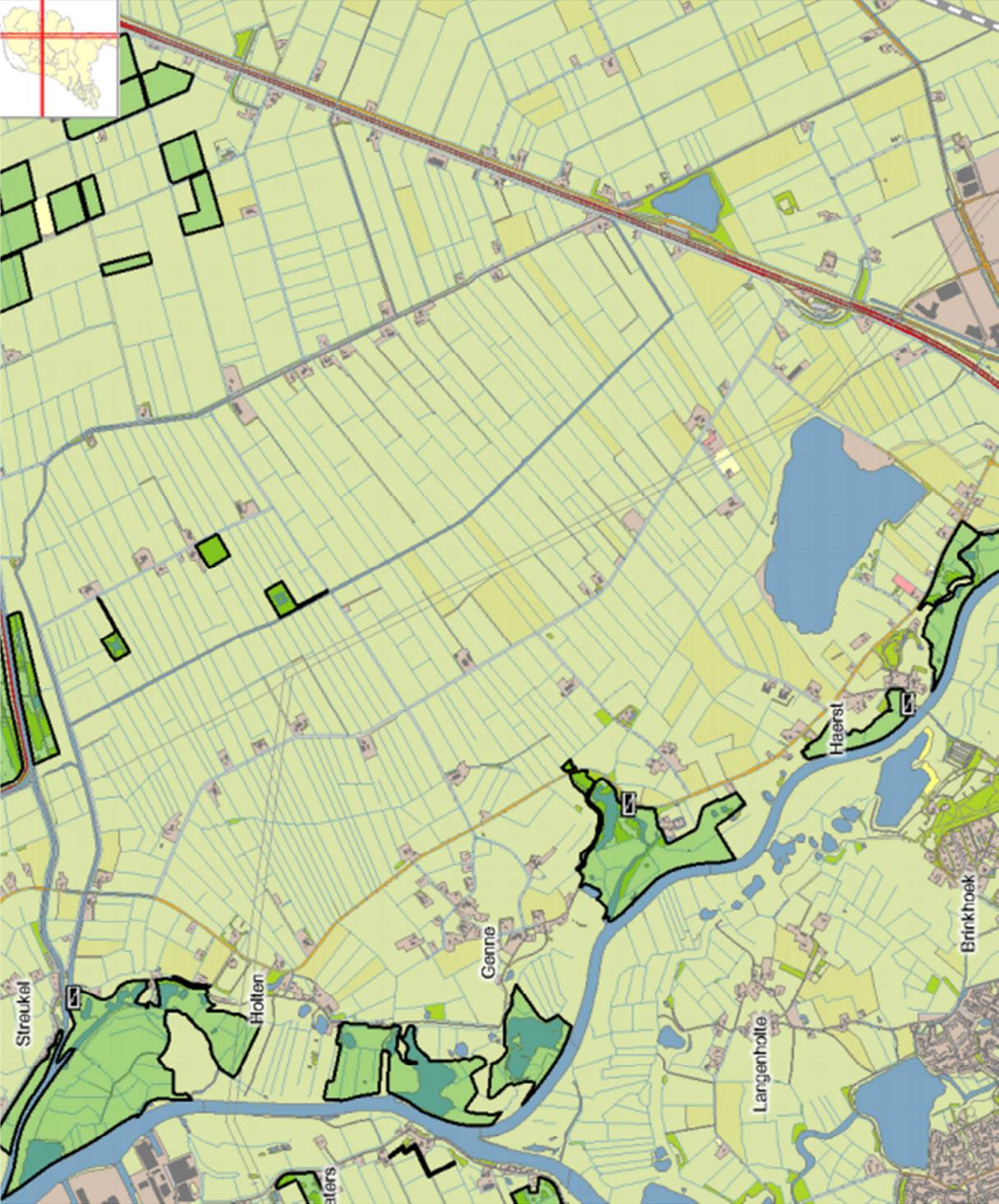
Attachment 12. Zwarte Water



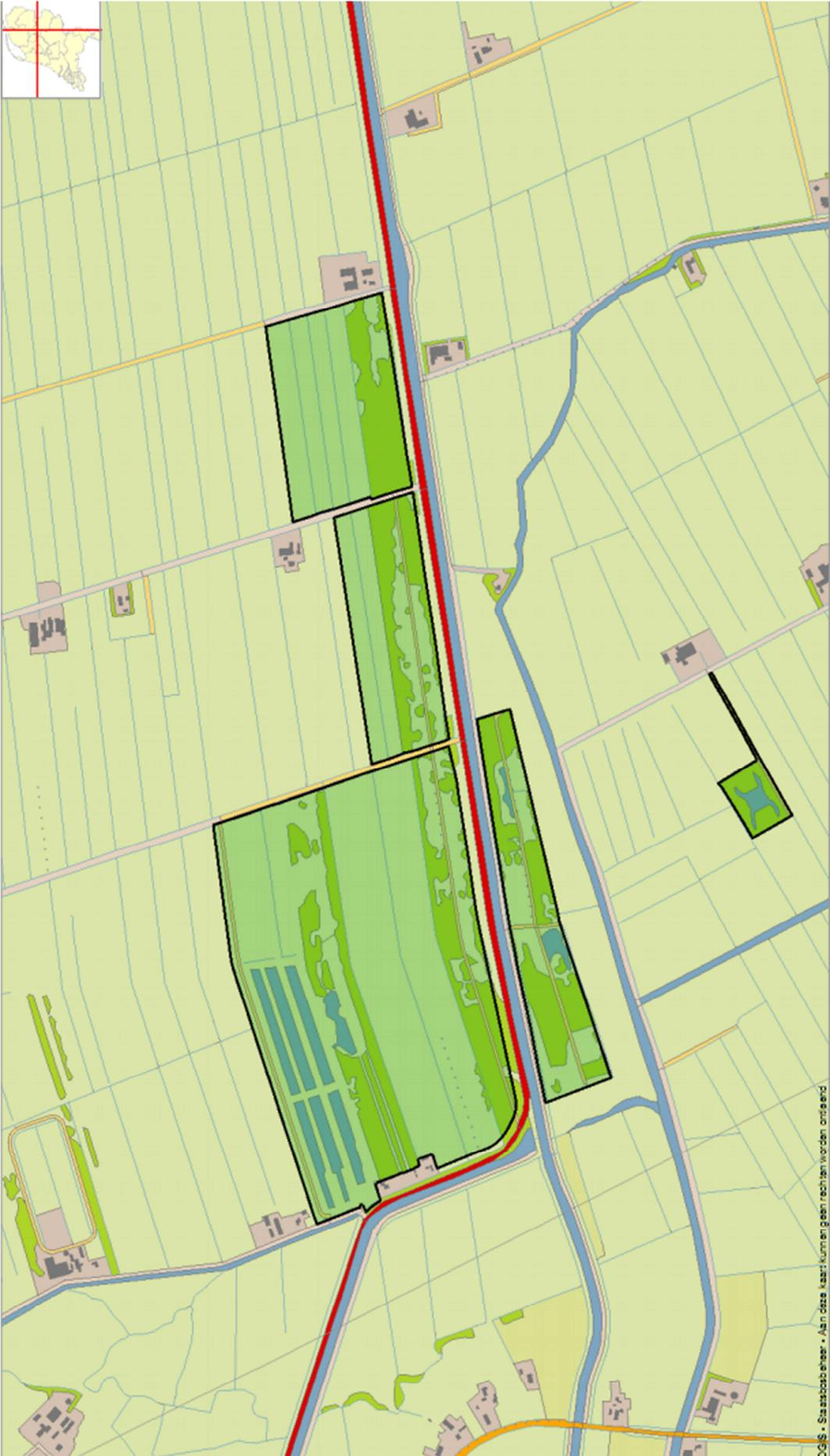
Attachment 13. Jutjesriet



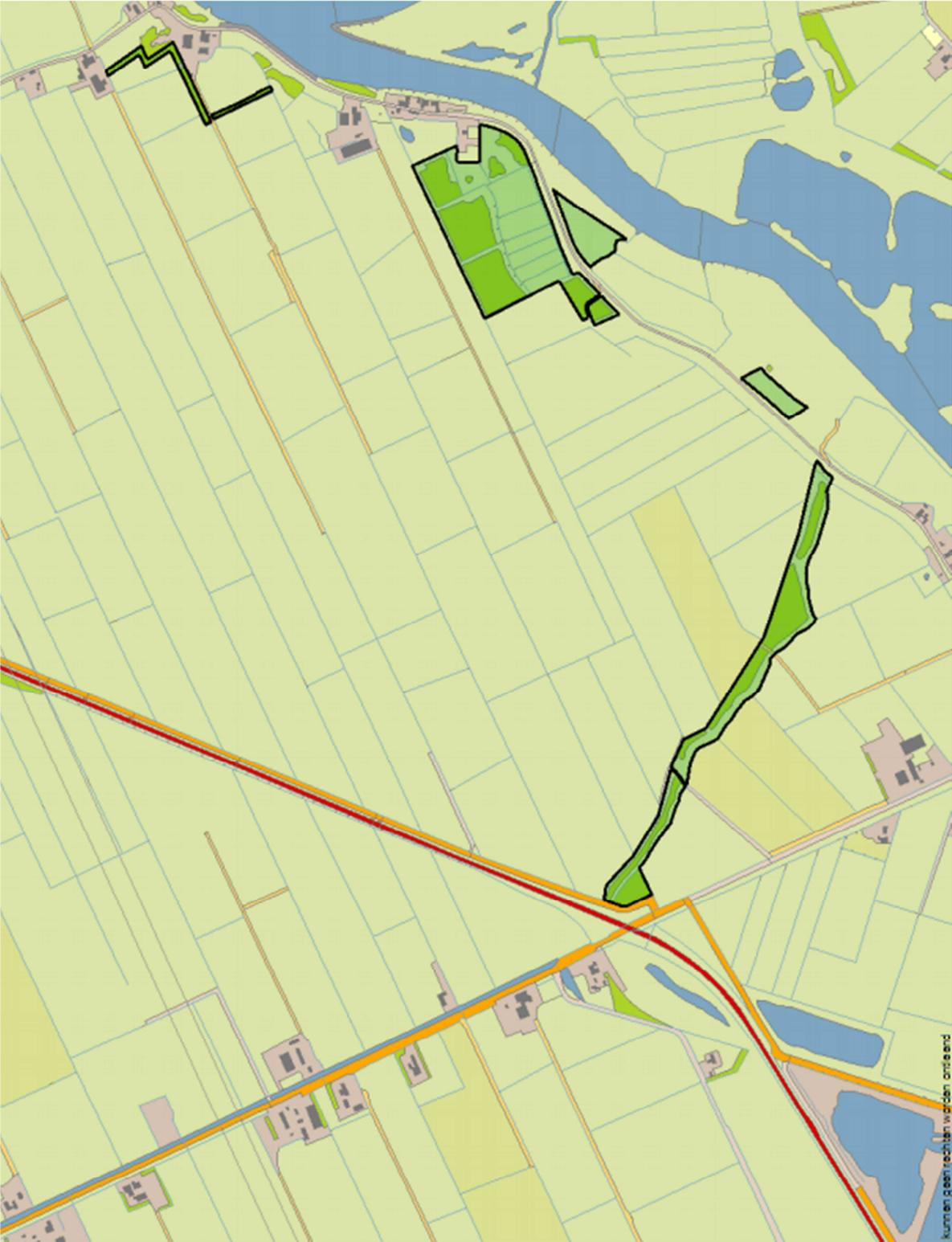
Attachement 14. Oeverlanden langs de Vecht



Attachment 15. Stadsgaten Hasselt



Attachment 16. Mastenbroek



Attachment 17. Holtenerbroek



Attachment 18. Zwolse Bos

