



North York Moors
National Park

Active travel
Route promotion
OutdoorActive

By Emily Watson , Dom Barry, Jamie Carroll.

The bigger picture

Regenerative tourism

- Giving back more than it takes
 - Supporting/ promoting low carbon and carbon-free travel
 - Celebrating local distinctiveness and sense of place
- Public transport
 - 'Plan your visit' web pages
 - Sit back and enjoy the ride leaflet (issuu.com/visitnorthyorkshire)
- Activity friendly schemes
 - First point of call for media/PR and campaigns
- 'Sense of place' resources on NYMTN
 - northyorkmoorstourism.com/sense-of-place



What is sense of place?

Sense of place, or local distinctiveness, refers to the essence of a place: all the things that make one place different from another. It's one of the key reasons we go on trips or holidays: to experience something we don't have at home.

We may take our sense of place for granted, yet it really can make a big difference to your marketing. It can help you to attract more visitors, to encourage them to stay longer, and even to spend more, and return!

[Watch the explanatory video](#) - It's only 30 mins long, divided into short sections so you can watch in a coffee break!

Tips, tools & more information



7 Steps to use sense
of place



Watch the 'why &
how' video now



How to create & use
your own Insiders'
Guide



Some practical
examples & tips for
your business



One article, multiple
easy uses

What can you do?

Messaging, new ideas, marketing help

- Share with Care- responsible visitor messaging
 - northyorkmoors.org.uk/sharewithcare
- 'Breath of Fresh Air' programme of free, guided walks
- Free films and images for you to use
 - northyorkmoorstourism.com/images-and-films
- Local Business Tourism Grant to help fund your ideas –speak to Georgia in our team
- Let us know if you're doing something new



What are promoted routes?



Public footpath

A recorded right of way for walkers and mobility aid users.



Public bridleway

A recorded right of way for walkers, mobility aid users, horse-riders and cyclists.



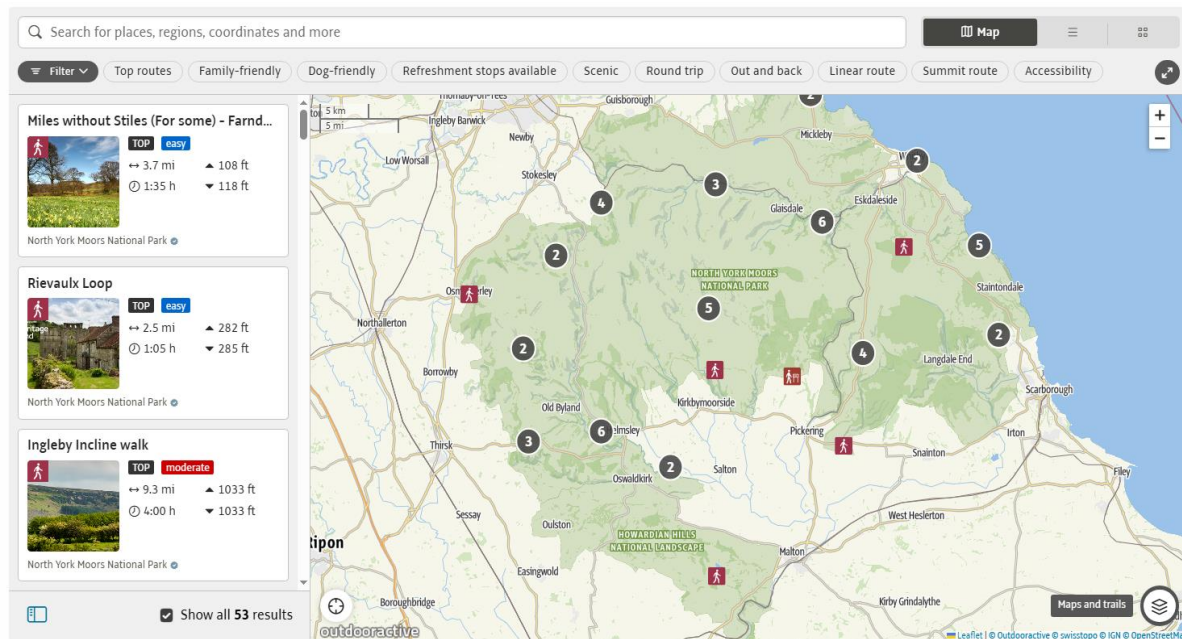
Restricted byway

A recorded right of way for walkers, mobility aid users, cyclists, horse-ride and horse-drawn vehicles only.



National Trail

National Trails, including the Cleveland Way National Trail are marked with the familiar 'acorn' symbol, which is often displayed with the relevant colour-coded Right of Way sign.



The screenshot shows the North York Moors National Park website interface. At the top, there is a search bar and navigation tabs for various route types: Filter, Top routes, Family-friendly, Dog-friendly, Refreshment stops available, Scenic, Round trip, Out and back, Linear route, Summit route, and Accessibility. Below the search bar, there are three featured walks listed:

- Miles without Stiles (For some) - Farnd...**
 - Distance: 3.7 mi
 - Time: 1:35 h
 - Altitude: 108 ft
 - Difficulty: TOP easy
- Rievaulx Loop**
 - Distance: 2.5 mi
 - Time: 1:05 h
 - Altitude: 282 ft
 - Difficulty: TOP easy
- Ingleby Incline walk**
 - Distance: 9.3 mi
 - Time: 4:00 h
 - Altitude: 1033 ft
 - Difficulty: TOP moderate

Each walk entry includes a small thumbnail image and the text 'North York Moors National Park'. To the right of the list is a map of the North York Moors National Park area, showing various locations and routes marked with numbers and icons. The map includes labels for towns like Scarborough, Pickering, and Thirsk, and geographical features like the Howardian Hills National Landscape. At the bottom of the map, there is a 'Maps and trails' button and a 'part of outdooractive' logo.

<https://www.northyorkmoors.org.uk/our-walks>

Miles without Stiles

For all

Suitable for everyone, including pushchairs and people operating their own wheelchairs

Gradient: No more than 1:10

Surface: Tarmac or smooth, compacted stone with a diameter of 10 mm or less. Path width will be a minimum of 1 metre with passing places

For many

Suitable for assisted wheelchair users and families with more robust, all-terrain type buggies

Gradient: Existing gradients no more than 1:10, although newly built gradients can be up to 1:8

Surface: The path surface will be rougher stone of 4 cm diameter or less

For some

Strong and confident wheelchair users and helpers may find routes 'for some' within their abilities. May be suitable for off-road mobility scooters

Gradient: Gradients are not limited, but slopes greater than 1:8 will have improved surfacing, or handrails

Surface: There may be some low steps or breaks in the surface up to 10 cm in height. Stone surface material

Miles without Stiles (For many) - Sutton...

**TOP****easy**

↔ 3.5 mi

▲ 135 ft

🕒 1:35 h

▼ 135 ft



Trampers and accessibility



northyorkmoors.org.uk/hire-a-tramper

E-bike charging network

E-bike Charging Station - Hovingham
North East England
A free to use charging station for E-Bikes. This station is specifically designed to...



North York Moors National Park

E-bike charging station - Rusty Bike ca...
North East England
A free to use charging station for E-Bikes. This station is specifically designed to...



North York Moors National Park

E-Bike Charging Station - Dalby Forest ...
North East England
A free to use charging station for E-Bikes. This station is specifically designed to...



North York Moors National Park

E-Bike Charging Station - Big Bear Bike...
North East England
A free to use charging station for E-Bikes. This station is specifically designed to...



North York Moors National Park

E-Bike Charging Station - Danby Lodge...
North East England
A free to use charging station for E-Bikes. This station is specifically designed to...



North York Moors National Park

E-bike Charging Station - Sutton Bank ...
North East England
A free to use charging station for E-Bikes. This station is specifically designed to...



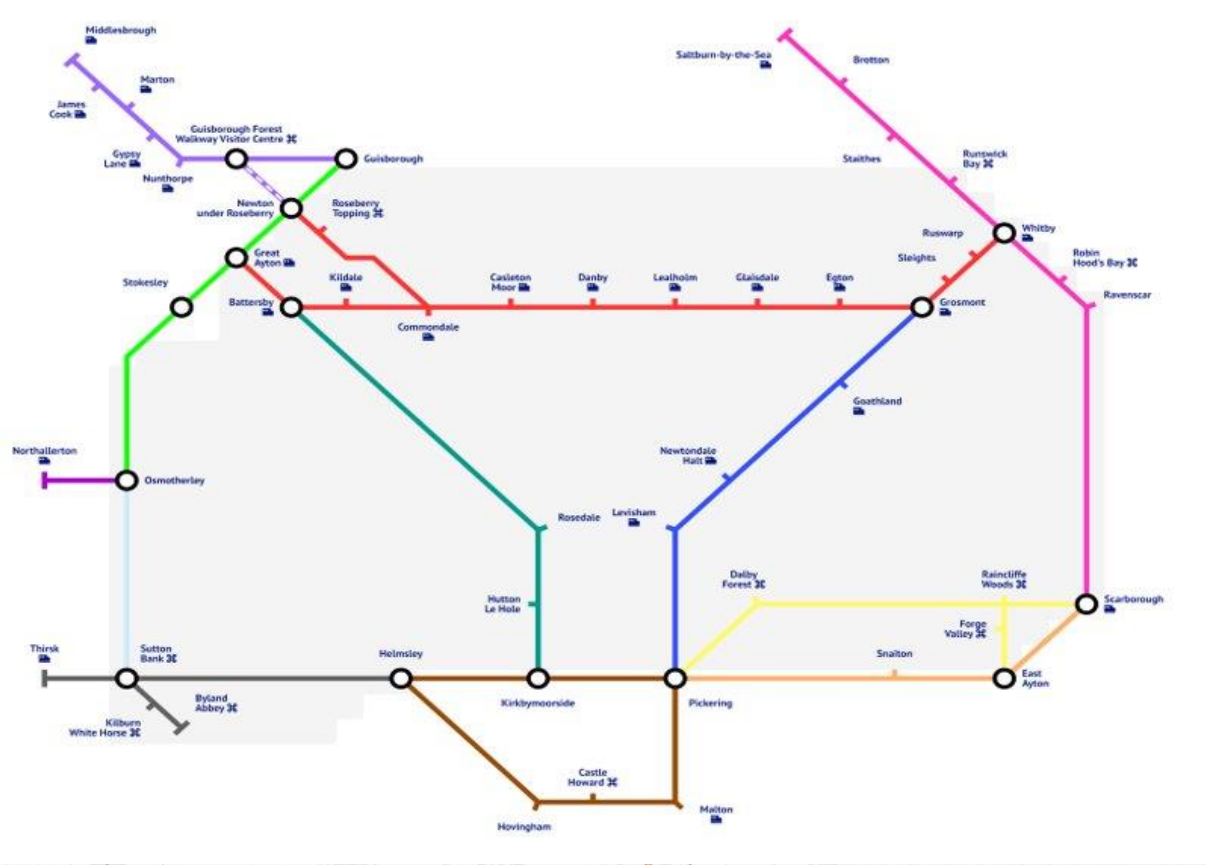
North York Moors National Park



- 6 x e-bike charge stations in NP.
- northyorkmoors.org.uk/cyclingfriendly



Active Travel Plan



New Gravel Explorer Routes



25K

Moorland Meander

The easiest of the three Routes, which captures the wild, open feel of the North York Moors – predominantly remains on 'Top of the Rock'.

The route heads out north starting on the Fort Trail then onto the Cleveland Way past High Paradise Farm. At the crossroads of Kepwick bank, the route turns east along champagne gravel through Little Moor atop the moorland plateau towards Arden Hall before heading south, returning back to the start, around 200m of climbing.



38K

Rievaulx Raider

Inspired by Rievaulx Abbey and the area's rich monastic history, enjoy the ebb and flow of pedalling within the River Rye watershed to Rievaulx.

Start-off by following the Fort trail and then onto the Cleveland Way through Boltby Forest before turning down into Hawaby, one of the first villages in England to become a Dark Skies Friendly Community. The return involves climbing back up Nettle Dale through pastureland via Old Byland back to the start, around 600m of climbing.



50K

Hambleton Horizon

Starting from Sutton Bank National Park Centre, this 50km gravel route is a rewarding journey along the former Drovers' Road, following the dramatic Cleveland Way escarpment to Osmotherley.

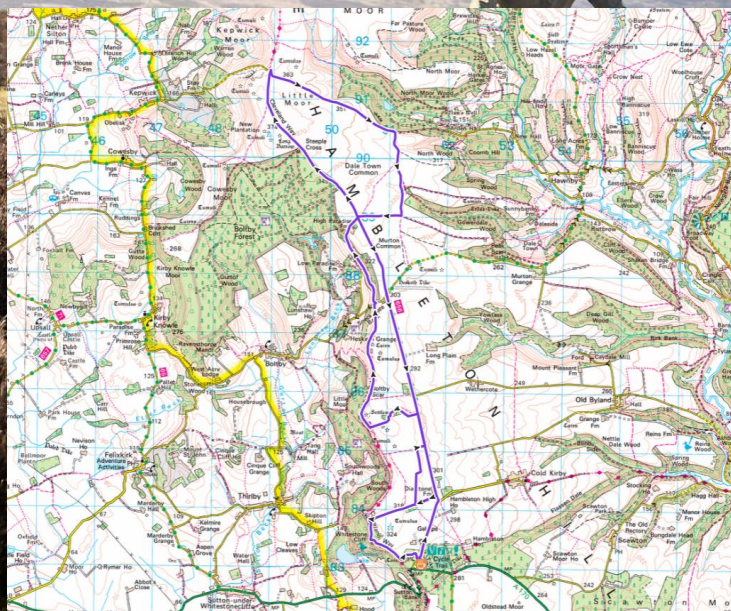
The return leg winds through the lower edges of the hills via Kepwick and Boltby Forest, before a final blast past the famous 'Finest View in England.'

With 865m of elevation gain over 50km, expect steady climbs, gentle descents and a true taste of North York Moors off-road cycling.

New Gravel Explorer Routes



New Gravel Explorer routes



Top Contents

Downloads 

Routes: Rievaulx Raider - Gravel Explorer 38km

Routes: Hambleton Horizon - Gravel Explorer 50km

Routes: Moorland Meander - Gravel Explorer 25km

Routes: Levisham Moor & Hole of Horcum

Routes: Helmsley and Rievaulx Abbey

0 200 400 600 800 1,000 1,200

Show more

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