



ootmarsum
dinkelland

"Picturesque"
2016



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WHISPERS OF THE PAST, *sparkle* OF THE PRESENT

OOTMARSUM IS A SPECIAL EXPERIENCE.
YOU WANDER FROM ONE CENTURY TO ANOTHER.
FROM THE MIDDLE AGES TO PATRICIAN TIMES.
AND JUST WHEN YOU EXPECT A HORSE AND CARRIAGE OR MAIL COACH
TO COME AROUND THE CORNER, THE DECOR CHANGES.
THE WHISPERS OF THE PAST MAKE WAY FOR THE SPARKLE OF THE PRESENT.
BECAUSE OOTMARSUM IS VERY MUCH ALIVE IN THE 21ST CENTURY!



Introduction

It is not for nothing that Ootmarsum won gold at the 2015 Entente Florale!
Ootmarsum and its surroundings are the picture postcard of the Twente region, with all their beauty and diversity. Although winning gold in the horticultural competition is not the ultimate goal, it is an excellent way for a municipality to profile itself as a green town. It is a wonderful message that can be spread all over the country and beyond.

After the 2015 Entente Florale, it was time to take the next step: Entente Florale Europe. The European competition focuses on special towns and villages across the continent. Ootmarsum is participating in the villages category – even though it has a town charter. It's a great honour to be part of the competition, and winning gold would be a fantastic chance to put Ootmarsum and its surroundings on the international map!

Ootmarsum, the picture postcard of the Twente region, has everything a town needs to surprise and fascinate people and make them feel welcome.



Ootmarsum

Ootmarsum's image is that of a green, agricultural tourist destination. In the municipal policy, special and characteristic buildings such as windmills and listed buildings are always viewed and evaluated in the context of their surroundings. It is still allowed to build developments in the surroundings of listed buildings, but those developments must be monitored closely. This policy is presenting urban planners and landscape architects with a unique challenge.

In Ootmarsum, the philosophy of aesthetic quality is used to determine the quality of the public space, and this has been worked out into a system involving integral management of the public space. Central themes in the philosophy include: 'clean', 'unspoiled' and 'safe'. Residents and businesses can make an important contribution to the quality of the public space. This is why the municipality actively involves them in the management of the public space – amongst other things, through the area-oriented policy and public participation. For many years, the Ootmarsum Nature and Environment Foundation (SNMO) has made a constructive contribution to the design of the public space, landscape and nature in and around Ootmarsum. For that reason, the SNMO is now also involved in Ootmarsum's participation in Entente Florale Europe.





Planning and development

In Ootmarsum, the town and the countryside have always been interwoven in an organic way. The town's design, geomorphology, landscape and natural surroundings constitute a special and characteristic unit.

A green policy has been drawn up to improve and maintain the quality of the municipal green areas. The main sub-objectives of this green policy are:

- Greenery is a determining factor for the spatial layout. We give preference to indigenous plant and tree species, ecological developments and the extensification of management activities. In this way, we are preserving the characteristic rural and cultural-historical character of Ootmarsum.
- Ootmarsum's tourist function is stronger due to its small scale, which is characteristic for a small town centre such as Ootmarsum. Amongst other things, this is achieved by raising the quality of the greenery and vegetation in the town. In various locations in Ootmarsum, walking and cycling routes have been developed to heighten people's experience of the transition between the town centre and the countryside.
- Ootmarsum has opted for a system of ecological management, which involves a natural design for green plots, more extensive maintenance and a transformation from intensive to extensive greenery. By making landscape management more systematic and therefore more natural, its efficiency is greatly improved.
- Information evenings, consultation meetings and workshops are held to involve the residents of Ootmarsum in the new plans for their surroundings.

Nature and Environment Ootmarsum Foundation

The Nature and Environment Ootmarsum Foundation (SNMO) has for many years been a grateful party that brings a valuable contribution to the establishment of the public space, landscape and nature. The SNMO is taking part in the following participation projects:

The 'Restoration of the English Garden' project involves a park in Ootmarsum that has been embraced by the community.

This is the first major public participation project in Ootmarsum. The community has taken the lead in maintaining and improving the spatial quality of the park and the way people experience it.

The 'Monastery Garden New Style' project.

Together with the Ben Morhuis Foundation/Historic Ootmarsum Pictorially and in Writing (BMS), residents of Heemkunde and the Open Air Museum, the SNMO has set up the foundation Monastery Garden to save the monastery from despoilment by new development projects. The Foundation was a serious partner for the owner of the Monastery Garden, the construction company and the Municipality of Dinkelland. This resulted in Monastery Garden New Style, which includes old elements from the earlier garden but also well-integrated parking spaces and a new auditorium. The Monastery Garden is now turning into a lovely part of Ootmarsum's green heart.

The 'Ootmarsum's Roundabout Experience' project.

The SNMO has proposed the design of two as yet unfinished roundabouts in Ootmarsum that include landscaping and art. This project is aimed at increasing the realisation among residents that landscaping has a beneficial effect on people's performance and health. It turned out that there is broad-based support for this idea, and it beautifully illustrates the relationship between landscaping and cultural history. The new landscaping and art will become part of the intended biodiversity in and around Ootmarsum. We hope to implement the plans in 2017.



Environment

Water system

The water in and around Ootmarsum has always played an important role in the landscape. Up to the middle of the 20th century, this manifested itself in a recognisable landscape of closed stream valleys (grassland with wooded banks), open heaths and commons and enclosed fields. In the current landscape, a great deal of the recognisability of the system of brooks has been lost and the water system has become subordinated to the agricultural developments. In the past few years, the municipality of Ootmarsum, Vechtstromen Water Authority and the SNMO have worked together to restore the original appearance of the stream valleys and enhance while also protecting the interests of farmers. In 2000, the SNMO drew up the 'Ootmarsum Landscape Restoration Plan'. This restoration plan has been incorporated into numerous implementation programmes, including a restoration plan for the surroundings of Kuiperberg and various stream restoration projects initiated by Vechtstromen Water Authority.

Chemicals

The municipality uses no chemical substances and uses only environmentally-friendly methods to combat pests and weeds, such as increasing the sweeping frequency and burning and brushing.

Rainwater

To limit any flooding during heavy showers, 'overflows' to the surface water were installed in the sewage system. Because the rainwater in the sewage system mixes with wastewater, the water that overflows is not clean and is therefore contaminating the surface water. To prevent contamination of the surface water, measures are being taken to minimise the overflow of wastewater. One important way to prevent this is to uncouple the rainwater from the sewage system.

The residents of Ootmarsum have been asked to contact the Rioned Knowledge Centre if they have any questions about the sewage system. In addition, the municipality has created an information page with extensive information about gardening practices and water use.



Air quality

The municipality aims to improve the air quality by taking as many initiatives as possible. These initiatives include:

- Notifying local residents about the air quality and focusing on sustainable mobility and air quality.
- Limiting the use of cars and stimulating bicycle use. For example, a network of walking and cycling routes has been developed around Ootmarsum in cooperation with Regio Twente.
- Limiting long freight traffic routes. For example, Dussinksweg will be upgraded so that the road can function as a diversion around the town centre to the business park.
- In this way, the municipality is creating the shortest possible routes for freight traffic and, where possible, diverting freight traffic around the town centre.

Waste

The municipality of Ootmarsum's waste policy was amended on 1 January 2016. With these measures, the municipality wants to stimulate waste separation so that as much waste as possible can be recycled. The municipality is evolving from a household waste collector into a raw material manager; this will help to achieve the target of

a maximum of 50 kg of residual waste for each resident by 2030 and to lower the costs for residents. The new policy relates to the following: container management will be implemented in combination with a differentiated rate. There is no fee for vegetable and garden waste (in the green containers) or for plastic waste, all of which are collected free of charge. What has also changed is that drinks cartons and metal packaging (such as cans) may now also be disposed of in the plastics bags. Plastic waste and the grey and green containers can be presented for collection every two weeks.

Green waste

In the field of biomass, a number of biomass projects are being implemented in and around Ootmarsum. This relates to the following projects:

The ‘Marketing Roadside Grass’ project

As part of a private initiative, a business case has been drawn up to use the roadside grass in the municipalities of Dinkelland and Tubbergen as a raw material for a biogas digester. The roadside grass from Ootmarsum and the grass clippings from the stream valleys will also be used for this purpose. This initiative links up seamlessly with the plan to ecologically manage the roadsides. The aim is to generate a sustainable energy supply that ultimately replaces fossil fuels with renewable energy. Together with the solar energy system, this biogas system is a collective system in which residents and (agricultural) companies are participating.

The ‘Wood Extraction from Landscape Maintenance’ project

In 2014, a project was launched to use burnable wood from landscaped plantations such as wooded banks and avenues as fuel. The sustainability factor in this project involves achieving the optimum yield between the energy costs for reclaiming the wood and the energy produced in the incinerator. To do this, a machine has been designed that makes it possible to reclaim wood in the field. The end product of this project is a study into the feasibility of a binding machine for processing trimmings from wooded banks. The binding machine is being designed as far as the concept phase, and the municipality can then use the results to further develop the concept.

Sustainability

The UN report, Our Common Future, defines sustainable development in the following way: Sustainable development is a development that meets the needs of the current generation without endangering the possibility of meeting the needs of future generations. The ‘Sustainable Dinkelland’ memorandum describes how the municipality is being transformed into a sustainable municipality with an exemplary role. The municipality is developing a policy that focuses on the use of sustainable materials and sustainable energy, such as geothermal heat, solar energy and CO2 reduction. Where possible, large trees will be planted with the aim of stimulating long-term CO2 sequestration. The management of wooded banks is aimed at producing long-term and sustainable fuel for the biomass industry. This, together with the ‘Marketing Roadside Grass’ project, is making a significant contribution to the reduction of CO2 emission.

In addition, new buildings in Ootmarsum must comply with certain requirements in the field of energy efficiency, expressed as the energy performance coefficient (EPC). The lower the EPC, the more cost-effective the building. Thanks to energy savings and the use of sustainable energy, the burning of fossil fuels is being minimised. In addition, solar panels are being used more and more often in and around Ootmarsum.

Built environment

Quality and maintenance of buildings

Ootmarsum has many examples of characteristic architecture and urban design, such as the historic centre, the Monastery, the Teahouse in the English Garden and Kuiperberg and surroundings. As a municipality, we are very proud of these locations. The town centre of Ootmarsum is a protected townscape, which means that more and more attention is being paid to urban design and architectural quality. The visual quality plan is aimed at the following aspects of historical centres:

- Providing planning protection in the zoning plan by incorporating the areas as archaeologically valuable sites.
- For soil intervention on sites larger than 100 m2 and deeper than 50 cm, an archaeological survey must be conducted.
- The issue of a building permit is linked to conditions governing the preservation of architectural and archaeological remains and to the obligation to commission an architectural and archaeological survey.
- For those parts of the historical centres that are marked as disrupted on the expectation map, a general exemption of the survey obligation applies.

Municipal Architect

Plans for new construction projects in Ootmarsum are assessed by the Municipal Architect. The Municipal Architect is appointed by the Municipal Council and is charged with the task of monitoring the external appearance of buildings. The Municipal Architect is expert in his/her field and is independent. For the Municipal Architect’s assessment, the Appearance of Buildings Memorandum specifies the relevant criteria and how the criteria will be applied.

Q team

The Q-team is an advisory body for the municipality. The Q-team is responsible for dealing with plans that deviate from the existing local building characteristics, as stipulated in section 2.2 of the Appearance of Buildings Memorandum (Welstandsnota). Before a plan can be considered, the Municipal Executive must first grant its approval in principle to the intended development. In addition, all the basic principles regarded as important by the Municipal Executive must be recorded, such as the function, the programme and any additional conditions. These conditions are the starting point for the Q-team. Depending on the nature of the development, the plan is processed in the ‘Q-team Urban area’ or the ‘Q-team Rural area’. The members of the Q-team are: the official chairperson, the Municipal Architect and people with specific expertise required for a particular assignment. For the urban area, this includes an urban planner and for the rural area, a landscape planner.

Street features and street furniture

Ootmarsum has a long artistic tradition. Partly thanks to the work and the efforts of artist Ton Schulten, Ootmarsum is now on the map as a town of Art & Culture. Art in the public space is also paid a great deal of attention. The public space is managed on the basis of visual quality plans. These visual quality plans are used to determine the desired level of quality in the public space. A visual quality plan consists of photographs of the public space with, for each level, a photograph of the related maintenance according to a system that is frequently applied across the country. Once the project has been completed, the photographs that were made beforehand can be used to check whether the requirements have been met.

Derelict buildings, tasteful interpretation

Due to its high cultural and historical value, Ootmarsum is a protected townscape. Where necessary, the municipality offers support for the restoration and renovation of listed buildings and historical objects. Residents of buildings that become derelict can receive support from the municipality in the form of advice, financial support and/or subsidies.

Heritage buildings and structures

The centre of Ootmarsum has been designated as a protected townscape due to its significant cultural-historical value. The town’s historical urban design is still very recognisable. The establishment of various functions in particular locations and the distribution of occupational groups has resulted in a dichotomy in the town centre, with a more urban appearance on the western side and a more rural appearance on the eastern side. Due to its long history of human occupation, Dinkelland has a large number of archaeologically valuable locations and a high archaeological expectation value. This is explained to visitors and tourists at various locations.

Cleanliness and tidiness

The centre of Ootmarsum attracts large numbers of tourists; there is a weekly market and the shops are open even on Sundays. The pubs and restaurants also attract many people to the centre. It is important that the town centre, and of course also the outlying area, remain attractive for residents as well as for tourists visiting Ootmarsum. Since 2014, the municipality has been pursuing the IBOR policy (Integral Management of Urban Public Space). This policy focuses on more effective management and greater efficiency:

- What do we see?
- What are we going to do?
- When are we going to intervene?



This policy focuses on three regional types, namely: the outlying area, the residential area (in the built-up area) and the Hot-Spots (special locations). These are assessed on the basis of the criteria: paved surface, greenery, furnishings and tidiness. The highest ambition level for the Hot-Spots is the A level. The centre comes under the Hot-Spots. The policy is assessed every month by selecting and assessing 35 random measurement points.









Landscape

Policy and guidelines

The unique landscape in and around Ootmarsum, with its small-scale cohesive complex of streams, commons, enclosed fields and modern reclamations, is a feature of the town. For the spatial development of the outlying area, the municipality is aiming for the following:

- The balanced and sustainable development of the area entrusted to it while respecting its natural and cultural legacy.
- Modern farmers in a small-scale landscape': good conditions for a well-functioning economic sector, consistent with Ootmarsum's character, with special attention for the agricultural sector and the tourist-related recreational sector.

In 2008, a total vision was drawn up for the required development of the landscape in various municipalities for the next 10 years for Northeast Twente and the municipality of Twenterand. This holistic vision has been translated into a landscape development vision for the municipality of Dinkelland, of which Ootmarsum is a part. Based on the Municipality of Dinkelland Landscape Development Plan (Landschapsonwikkelingsplan Gemeente Dinkelland (LOP)), it is assessed whether new developments are scenically acceptable and how they can be effectively integrated into the landscape.

Management of surroundings, 'contextual landscape'

The main aim of the Municipality of Dinkelland Landscape Development Plan (LOP) is to formulate the desired development of the landscape for the next 10 years. The LOP is contributing to:

- The reservation, restoration, enhancement and modernisation of landscape qualities

- A vital and powerful landscape
- A joint approach
- Defining landscape conditions for developments that are possible in the framework of the zoning plan for outlying areas. These developments must be in balance with existing agricultural functions in the area and must not restrict them in any way.

In addition, the following regulation applies: 'Green and Blue Services'. This regulation makes it possible to sustainably guarantee the management of landscape elements together with the owners. It means that 30-year contracts are being signed with private individuals that manage scenically relevant landscape elements; in the past 3 years, 180 contracts worth a total of 5.4 million euros were signed.

Interface between town and villages

The landscape is being assessed at various locations in the municipality in order to check whether it has the desired cultural-historical character. We are doing this by making landscape a determining factor in the spatial layout. Furthermore, the preference is for indigenous species of plants and trees. At particular locations, walking and cycling routes have been built to enhance the way people experience the landscape and improve the transition between the city and the landscape.

Biodiversity of fauna and flora

In Ootmarsum, nature can be experienced close to and even inside the town centre. The theme of greenery and biodiversity is therefore very important in the municipality. Over the past few years, a great deal of work has been done to restore biodiversity



in the town. One important component of this work involves informing and advising the residents of Ootmarsum. The planting of more pollen and nectarine trees, shrubs and perennials in the town's gardens and parks has created more varied greenery in the city and is a great way of stimulating biodiversity. And this has not only resulted in more nourishment for insects, it has also created a greener townscape.

Stream valleys

The stream valleys have developed naturally and traditionally and this is also how they are managed. The biodiversity in these areas has greatly increased as a result. Roadside vegetation is an important factor in the structure of ecological relationships and the presence of brushwood vegetation.

Natura 2000

The main aim of the Natura 2000 network is to safeguard and promote biodiversity in Europe. Its mission is to properly maintain the varieties and habitat types for which a commitment has been entered into. For Ootmarsum, the Springendal is a special Natura 2000 area. This area is regarded as the 'incubator' for regional biodiversity.

Respect for natural habitats

The Natura 2000 areas mentioned in the previous chapter are an example of how to restore and maintain natural areas. The basic principle is still to realise ecological goals with respect for and in balance with what private individuals and businesses want. The regional objectives are specified in regional documents. These documents are used as the basis for drawing up management and design plans. The plans describe the design and preservation measures that should be taken to achieve the preservation and expansion objectives while remaining in harmony with current use.

Open green spaces

Thematic area development

In on the landscape around Ootmarsum, green structures have been restored such as stream valleys and flower meadows, so that the landscape can be experienced from the outlying area to the centre and in that way contribute to social, cultural and recreational activities. In this way, they can strengthen and enhance each other. These projects are a product of the regional development of Northeast Twente and were implemented in cooperation with the SNMO, Vechtstromen Water Authority and the Province of Overijssel:

- The 'Restoration of Kuiperberg' project
- The 'Restoration of Molenbeekdal' project
- The 'Restoration of the Stream Valley and Binnen Es' project

Location, function for climate, health

In the centre of Ootmarsum, close attention is being paid to greenery and how it can be experienced. The renovation and restoration of listed buildings in the centre is important, but a great deal has also been invested in the public spaces. The public squares are an important element in the town centre, where the emphasis is particularly on tree structures. The townscape is greener and more attractive and this is contributing to the feeling of safety in the town and its quality of life and cultural-historical character. In Ootmarsum, the Market Square, the Monastery Garden and English Garden are important squares and gardens that attract both residents and tourists.

Parks, botanical public/private gardens

Ootmarsum has 2 parks: The English Garden and the Monastery Garden.

English Garden

The characteristic English Garden town park was the property of a local aristocratic family for many years and was finally purchased by the municipality in 1917. There are two national monuments in the town park: the Bentheimer stone bench and the Tea House. In fact, the town park itself is also a national monument. The English Garden was restored as part of the first citizen participation project in Ootmarsum.

Monastery Garden

The Monastery Garden is an important link between the centre of Ootmarsum and the neighbouring district. Saved from development plans, it was reopened as 'Monastery Garden New Style'. The SNMO is closely involved in the maintenance and beautification of the Monastery Garden.





Sports and playground

Ootmarsum has a large number of playground facilities, many of them with a spacious layout. Schoolyards have been designed as neighbourhood playgrounds and in that way have helped to create a sustainable network of play areas and to give the play areas a multifunctional use. In Ootmarsum, play areas are realised in consultation with residents. Safe use, public safety, and a design in harmony with the surroundings play an important role here.

Ootmarsum also has an open-air swimming pool, a football complex with 3 pitches, a tennis complex with 4 courts, 1 sports centre and 1 sports hall. There is also a jogging track on Kuiperberg and a fitness centre in Ootmarsum.

Cemeteries

Ootmarsum has 3 cemeteries, all managed by churches and volunteers. There is a Municipal cemetery, a Catholic cemetery and a Jewish cemetery. The Jewish cemetery is situated on Kuiperberg close to the Orientation Table. This cemetery has 22 remaining gravestones.

Streams, ponds, lakes and banks

The municipality has a high natural value due to the presence of unique natural areas and a great deal of green and blue elements in the landscape. The presence of lateral moraines and the special water system mean that there are many natural gradients and a multitude of habitats for flora and fauna. Besides woodlands and source areas, there are also stream valleys. Together with the SNMO and Vechtstromen Water Authority, the municipality is pursuing a policy aimed at enhancing and improving the original structure of the stream valleys.

A restoration plan was drawn up to ensure that the water system will be restored as much as possible to its original shape; one example of this is the 'Back to the source' plan drawn up by the Vechtstromen Water Authority.

Design, maintenance and cleanliness

The landscape in Ootmarsum is largely determined by the green areas belonging to private individuals or by attractively presented landscape vegetation in a number of locations inside and outside the centre. The municipality advises private individuals (where necessary and possible) to adapt the green areas so that they have the desired cultural-historical character. This is then implemented by the Municipal Architect and the quality team (Q-team).

As mentioned above, the IBOR policy is pursued both inside and outside the built-up area. All landscape employees working in Ootmarsum are part of the 'Dinkelland is Working!' ('Dinkelland Werkt!') employment scheme. They carry out landscape maintenance and clean the street furnishings in Ootmarsum.



Permanent planting

Trees, shrubs and bushes

In the outlying area, the municipality manages 650 km of roadsides with an average width of 1.5 metres, which amounts to a total of almost 100 hectares. The other landscape elements are privately-owned. The municipality has 25,000 solitary trees both inside and outside the built-up area. Because the town's green structure has always been closely related to its infrastructure, a green layout has been drawn up on the basis of the current infrastructure. In this way, a link can be created between green structures and the urban design situation.

Perennials

Perennials have been planted in Ootmarsum's Monastery Garden. This is the first step towards expanding the permanent planting sections. By carefully considering the numbers and combinations that are planted, perennials can create high added value for a relatively low investment.

Seasonal planting

In containers

There are now a total of 37 flower containers in Ootmarsum with diameters of 155 cm and 200 cm. The containers are municipal property and are available for use by Ootmarsum Town Council. They are maintained in consultation with the Ootmarsum Town Council, businesses, local residents and landscaping companies.



Environmental education

Quality and quantity

A great deal of attention is paid to environmental education in the municipality. A working group has been set up with Natura Docet Wonderryck Twente, which is the nature museum and landscape centre in the village of Denekamp. 'Natura Docet' means literally: nature teaches, and the traditional theme of the museum and landscape centre has always been 'education'. Education is one of their core tasks. Pupils, students and teachers are introduced to the wonders of nature and also experience the unique and special side of Twente's landscape and flora and fauna.

For primary, secondary, further and special education, various educational programmes have been and are being developed together with the Dutch Agricultural and Horticultural Organisation (LTO), Heemkunde Denekamp, the Game Management Unit (WBE), SNMO and Grutto Weerselo. The programmes are divided into two tracks:

- Lessons at special locations. These lessons are given to children so that they can see how biodiversity works in the natural world and how it looks. In many cases, parents also attend the lessons because they have to drop off and collect their children. Courses are now also being given to parents so that they too can help during the lessons.
- Lesson packages for schools

Lesson packages are being compiled so that good nature lessons can also be given at schools. This plan will be made concrete in the coming six months and will be taken up by various schools.

The website www.wonderryck.nl contains information about Natura Docet Wonderryck Twente and the education programme.

Effort and involvement

Existence of active voluntary bodies

Residents of Ootmarsum are taking the lead and pooling their resources to realise positive and useful initiatives. In Ootmarsum, people talk about 'Goed Noaberschap' (Good Neighbourliness); this working principle first looks at initiatives offered by the centre of Ootmarsum and then the municipality checks to see where it can provide backing and support. The municipality responds to initiatives taken by the community. Less management and more mediation, more connecting and matching. As an equal partner of informal networks and socially entrepreneurial citizens. The municipality has set up working groups, sketch evenings, open house evenings and kitchen table discussions for all residents of the town centre of Ootmarsum in order to create the broadest possible support base. Examples of projects on which we used this working method with the SNMO, Heemkunde and other stakeholders include:

- Restoration of the English Garden
- Ootmarsum's Roundabout Experience
- Monastery Garden New Style

Evidence of residents taking ownership of their environment

The municipality has always tried to work together with residents and other stakeholders such as the SNMO. The Restoration of the English Garden project is the ultimate example of the community taking the lead in a project that is contributing directly to the green character and the quality of the landscape in the town. In this project, residents sounded the alarm several years ago because the park was not being looked after properly. In response, the English Garden Foundation was set up to monitor annual maintenance in the park. Consequently, a complete restoration plan was drawn up to adapt the plantation and path structure, amongst other things.



Tourism and leisure

Attractiveness

Recreation and tourism are spearheads of municipal policy in Ootmarsum. Ootmarsum is being developed into an area with a strong focus on art and culture, relaxation, wellness and nature. The emphasis is on the very characteristic small scale of the area, which means that the basic qualities for recreation and tourism, such as peace and quiet, space, authenticity, a small, characteristic centre, high-quality accommodation and a good route structure, are guaranteed. Here, spearheads include the preservation and development of the landscape. Ootmarsum is the main attraction and showpiece for the municipality of Dinkelland. In and around Ootmarsum, there is a broad selection of hotels, bed & breakfasts, holiday parks and camping amenities.

Walking and cycling routes

A walking and cycling route network around Ootmarsum has been developed in cooperation with Regio Twente. Thanks to a sophisticated system of signposting, the routes are connected to each other. In Ootmarsum, the 'Kuiperberg circuit' is being developed and incorporated into the existing Regio Twente network.

All the routes are signposted in both directions using square wooden poles on which the colours of the various walks are displayed.

Green infrastructure

Nature, in the sense of Ootmarsum's beautiful surroundings with so many varied landscapes, forests, commons and surprising and delightful vistas, is present everywhere. In and around Ootmarsum, we are continuing to invest in the urban and landscape areas so that Ootmarsum continues to be an attractive working, living and residential environment for residents and tourists. The SNMO has spent 20 years working to achieve a healthy living environment and to preserve and restore the landscape. In addition, it is important that the Government continues to invest in good facilities and infrastructure to stimulate people to enjoy their natural surroundings.



Marketing and development policy

Butterfly Points

Denekamp is home to the Wonderryck Twente landscape centre. From this centre, Butterfly Points have been set up across the Northeast Twente landscape. In Northeast Twente, there are 13 unique points where the Twente landscape can be seen and appreciated. Each of these 13 Butterfly Points is recognisable by a figure of a large red butterfly. At the Butterfly Points, visitors can obtain information about attractions in the immediate surroundings, about the landscape but also about the other Butterfly Points.

The Butterfly Points and the Natura Docet Wonderryck Twente landscape centre are connected to each other by a network of routes. These routes can be travelled by car, by bicycle, on foot and using other forms of transport. The routes lead from Butterfly Point to Butterfly Point through the lovely surroundings of Northeast Twente.

At the Butterfly Points, various activities and tours can be organised independently and in cooperation with Natura Docet Wonderryck Twente. Together, they tell the story of Northeast Twente. For more information, visit: www.vlinderpunten.nl

The tourist office in Ootmarsum is the starting point for tourism, recreation and leisure. This is also where promotional activities are held for events and outings in and around Ootmarsum.



