



Coast Alive

European Union The European Regional Development Fund

The Interreg IVB
North Sea Region
Programme



Investing in the future by working together
for a sustainable and competitive region

Project Newsletter

Coast Alive!

Health and Outdoor Activities

Special points of interest:

- Community Mobilization Initiatives prove a success
- Local activities show the way to better health
- Danish climate change work does little for cultural heritage
- More frost damage to buildings
- Great Annual Meeting in March

After a great start in planning the three themes for the health and access work, we are now well into the work of exploring how best to mobilise and activate people.

Building on nearly 12000 km of paths around the North Sea, the 14 partners want to look at how best to reach local people who do not take regular exercise.

Right now there are groups looking at issues around three themes

Active Coast Theme: To stimulate activities to improve the health and happiness of (local) communities, and to exchange experiences, build

on and evaluate them to improve activities and to plan new ones.

Community Coast Theme: To identify and test ways of engaging stakeholders to manage, promote and use the trails, for the purpose of improving health and supporting the local economy.

Open Coast Theme: To work to remove the barriers that prevents groups of society from enjoying the benefits of being active outdoors, in order to improve public health.

So far, we have started a great range of small initiatives to see how best to make people interested.



The project where healthy living works with natural and cultural heritage.

Inside this issue:

Community Init.	2
Climate Change	2
Trees	2
Community Init.	3
Fryslan	3
EURISY	3
Annual Meeting	4

Sustainable Heritage

There is no point in mobilizing more people to use our paths around the North Sea if all we achieve is an increase in 'wear and tear' on buildings and the countryside.

This project aims to improve on how we deal with an increase in

visitors and in interest in natural and cultural heritage. At the same time, we do want to look at how best to compensate for changes in the climate. How can we interest visitors to our best cultural heritage if the buildings are falling apart with rot? Or if our paths are

being eroded by swollen rivers or violent storm surges?

We cannot fix it all on our own, but if we can improve on awareness, then we can all pool resources to make some progress. Hence our focus on the Danish approach to cultural heritage.

Community Mobilization Initiatives



North York Moors

Stavanger Miniprix Cycling Contest

Right in front of the finishing line for a major cycle competition, our partner set out a short course for children cycling. All received medals and T-shirts. It turned out to be a really good way of attracting parents with young children to do something new and exciting.

North Jutland arranged a great day out for families, where they were able to get involved in a many different activities. With safe conditions for watersports many new participants can be found.

Sjælland has done a great job on geocaching and this sport is becoming so popular that the project is now considering ordering its own geocoins!

Not all caches are so easy to find. The project steering committee got a lot of exercise unsuccessfully looking for one in Kristiansund.



Climate Change - a problem for buildings

“ a wetter climate could cause more rotting timbers and crumbling walls ”

Much of North Sea region is heading towards milder wetter weather as the climate continues to change. Apart from making rainfall more frequent and heavy, extra the humidity is a problem in itself. Lack of proper ventilation in buildings could result in more mould appearing. New micro organisms will start growing on our stone buildings or statues.

Even all the artefacts we have not yet discovered, that are still buried in fields all around the North Sea, are in danger. It is suggested that the changes in acidity in the rain means that such treasures are corroding faster than ever before.

A winter weather pattern of more temperature changes from just above to just below

freezing will increase the likelihood for frost damage. Even relative mild winters could therefore cause damage to buildings.



Trees retain carbon, bind water and prevent erosion.

Tree planting

Tree planting
In the first round of claims, it looks as if the voluntary levy that project partners have agreed to impose on their travel cost, could generate around Euro 3,500. This money will be passed on to the Arboretum in Narsarsuaq

Active on the Coast

In Zealand our project has tested the fitness of 95 local people over the age of 55. Stamina, weight, suppleness, eye-hand coordination and reactive power - all was tested. The participants also received maps of the coast and info on sports and welfare organisations in their

area. The really good news is that this was so popular that the project will be repeated and built on in the future.



Community Mobilization Initiatives

Project partners have planned over 20 initiatives during this first stage of the project. Much of the activity is due to take place during the autumn and winter period. We cannot wait to report on future activities!

North York Moors National Parks Authority have already had children from six schools engaged in a host of outdoor activities. They were all working on environmental is-

ssues and the impact on the countryside. With the planned geochacing and actual involvement in path maintenance, even better experiences are due over the winter!

Danish partners Region North Jutland and Visit North Jutland has a super activity day in July. They also managed to involve small local companies, one of the focus groups for the project. Around 500 participated and as expected, the water-based ac-

tivities were the most popular ones!



Small business involvement

Landschapsbeheer Friesland

The organisation does landscape maintenance in the province of Fryslan. They do not own land. They are involved in protecting the landscape; in cultural heritage and in habitat management.

They work to bring old paths back into use, often using historical evidence and local anecdotal re-

cords.

The project Old Pathways has just been completed. They collected information and plotted this on maps, thereby creating path lines. They used numerous workshops for local people. 5500 paths were plotted. It was all digitised by the province – it is all now available on

the province of Fryslan web site. It can now overlay the original 1870 map with Google maps via this web site.

For historical paths and work in the Wadden sea region they use historical societies in the working groups.

“can we really manage to plant 30,000 trees to help the environment?”

EURISY an exciting partner

EURISY, our partner, is now planning a case study on the Coast Alive project to help us look at how best satellite data can help us in the work to protect our heritage.

There is a vast range of data from satellites available. It is

a question of working to see what types will benefit us the most. For example by monitoring path usage or coastal erosion.

By monitoring soil humidity in this manner for example, it is possible to reduce, and target irrigation far better



The Federation of Small Business has been very supportive of this work.

Centre for Culture-based Economic Dev.
Hordaland County Council
PO Box 7900
N-5020 Bergen , Norway

Phone: 00 47 55 23 99 85
E-mail: magne@live.co.uk
tor.titlestad@post.hfk.no



Coast Alive

The Coast Alive project has a total of 26 partners and sub partners drawn from locations all around the North Sea. The aim of the project is to develop a set of strategies and procedures for mobilizing more people to use local paths and outdoor facilities for recreation and for fitness. The project builds on two previous EU-funded projects that developed around 12000 km of paths. Now we want to use them, all year and as often as possible!

At the same time, we are very keen to preserve our natural and cultural heritage, work with relevant organizations and with small businesses along the routes to boost facilities, build reputations and map out ways of reaching new users of all ages. If you want to learn more, contact Tor Titlestad or Magne Haugseng

**We are on the web:
www.coast-alive.eu**

Annual Meeting 10 to 13 March

On a Monday afternoon at the middle of March the participants at the Annual Meeting will settle down to three hours of instructions in how to get the best out of the new geocache system. A modern blend of orienteering and computer-based planning, it is the ideal tool for attracting young people out in to the country side.

The meeting will also hear a key presentation on the threats of obesity from one of Britain's leading scientists in this field.

The natural and cultural heritage side of

the project will benefit from a range of presentations from experts in the field.

The climate change impact on the North Sea area will set out in detail with a special session on how best to use the available data. Richard Lamb from UK-CIP will tell us. It is all there, available in great detail for us to use in future presentations.

Our politicians, from whom we receive great support, will also have a special session where we will explore how best to use our newly found experience in the political arena.

To attend, use the email address above.



Zeeland's very popular activity and its Life Clinic , to measure fitness for pensioners wanting to walk the coast