



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!

Annual Meeting gets underway

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The first Annual Meeting of the Coast Alive! Partnership gets underway on 15th March 2010 at the Color Hotel, Skagen, north Jutland, Denmark.

The 4 day programme will include a schedule of visits and activities on: geocaching, coastal artists; local fishing industry; North Sea trail; to explore how these will help Coast Alive! leave a lasting legacy for the communities involved.

The meeting will also investigate how political strategies can help the project.

The Political Advisory Group is not expected to make any technical

decisions, but will deal with the project at a strategic level—as an important antenna and sounding board. They will help with delivery of the project through the benefit of their wider contact base, for example, seeking opportunities where links can be made:

- To engage with young people (eg. geocaching)
- To input to the future use of our coastal heritage
- To create sustainable transport links between access points, enabling people to explore further without being stranded
- To link heritage sites with coastal access and recreation
- For local businesses

created through new (or different existing) access and recreation opportunities

- To work with health practitioners.

The group are also well placed to input where there are challenges and opportunities posed by legislation - for example, the Marine and Coastal Access Act 2009 (UK), which makes provision for the public to access the English coast.

“ With wider political awareness of local opportunities, the Political Advisory Group has much to offer the project. ”
Magne Haugseng, Political Advisory Group leader.

Coast Alive! is an ambitious programme funded under EU Interreg IV B which seeks to deliver healthy and inspiring recreational activities along stunning European coastlines around the North Sea.



Community Mobilisation Initiatives

Enjoying greater health on the North York Moors

A group of adults with special learning needs from Scarborough took part in a Coast Alive! event recently at Peat Rigg Outdoor training centre near Pickering.



A range of team building and adventure activities were on offer to increase their self-confidence and motivation, help them work better as a team, and introduce them to other fitness activities in the North York Moors.

Peter Scott, a group tutor said: "The week was really successful and everyone had a whale of a time learning new skills and trying different activities –

many for the 1st time." The National Park Authority's Head of Volunteer Services, Graham Stubbs and Events Co-ordinator Sally Anne Smith, both commented that: "Being part of Coast Alive! means we can increase the number and range of activities on offer and also work with certain groups and individuals who may not otherwise have the resources or confidence to take part".

Café Mermaid is an exciting new Coast Alive! project in the Norwegian town of Langesund in the municipality (district) of Bamble involving a group of seven women from different cultural backgrounds.

The women, who have come from Somalia, Tsjetsjenia, Kosavo, Iran, Iraq, Congo and Angola, run the café as a team in the Skjaergardshallen sports centre. The café opens on Thursdays and is proving a great success with up to 100 guests visiting each week who have showed keen interest in the food dishes served. It has also been a great source of inspiration to the women involved who have benefited from the chance to feel part of the

local community. The women meet once a week at the local fitness centre to train with weights, and are instructed in Norwegian at the end of each working day at the café.

The project has been developed by a team including cultural consultant Gjermund Ulvang Hagen and members of the Frisk Bris rehabilitation project, Henning Weider and Tone Baasland.



Many Coast Alive! Partners are developing geocaching along the trail to broaden the appeal of getting outdoors.

Geocaching is a high-tech **treasure-hunt** game, where participants equipped with a GPS locate hidden containers called **geocaches**. There are almost one million caches all over the world. The official geocaching website is www.geocaching.com where you can see where the caches are located and record your findings.

Some 1000 coins have been made for the Coast Alive! Partnership and will soon be located at caches around the North Sea. Geocachers finding the Coast Alive! coins have to enter the coin's tracking code on website where they will be given details of a mission to complete. Discoveries and photographs can be logged on the website. Coins will not be retained by those finding them, but will be placed in another nearby cache.

Through the Cache In Trash Out (CITO) initiative which is supported by the worldwide geocaching community, geocachers are helping to clean up parks and other cache-friendly places around the world.



Website

Development of the Coast Alive! website is well underway. This important resource will be both for communicating externally, but will also include an intranet facility for internal communication to help with liaison amongst project partners. The external site, which will be launched at the Annual conference will include innovative web tools such as a game on paths and geocaches as well as background information and events listings.

The Coast Alive! Events and Marketing group are responsible for leading the development and content of the site. They next meet in May.

www.coast-alive.eu



Boston Meeting—caption competition!

What are these people doing standing around on a dark evening in Lincolnshire?! Please send your witty captions to Magne!

SportZeeland summer programme

The Zeeland “Get active at the Coast” initiative gets underway this summer at three coastal regions: Schouwen-Duiveland; Walcheren; and Zeeuws-Vlaanderen.

The scheme will involve all 13 local communities/governments in the province of Zeeland in addition to sports, health, welfare, cultural and nature organisations.

Participants will be able to take part in sporting and cultural events with all activities starting and finishing at a central point such as a museum or community centre. The programme will also enable them

to test their health using a specially-developed device which measures weight, BMI, body fat, heart rate and blood pressure.

Walking, cycling, archery, art events, and beach Tai Chi are among the many opportunities on offer which are particularly targeted at the older population to help them stay fit and help to prevent social isolation and chronic diseases.

The programme is set to take place on 12th, 19th and 26th June 2010 and is likely to attract at least 50 people at each event on each day.

*Anjali Geensen (SportZeeland)
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Toolkit

One of the major legacies that Coast Alive! will provide is a toolkit of information, experiences and procedures that have led to increased interest and participation in coastal-based activities.

Over 20 Community Mobilisation Initiatives (CMI) have already taken place across the Coast Alive! Partnership in 2009, with evaluations currently underway. Early lessons include: ● The need to target marketing to reach appropriate audiences; ● The importance of engaging with other groups to ensure that ongoing sustainability is possible; ● Significant difficulties with local, rural transport. CMI 2010 are in advanced stages of planning and implementation. David Hassall (davidhassall@talktalk.net) is facilitating development of the toolkit in close collaboration with all partners.

Eurisy

As mentioned in our 1st newsletter, Eurisy is partnering Coast Alive! Eurisy is a non-profit association whose members include most European space agencies in addition to the European Commission, UNESCO and other institutions. It aims to help local and regional authorities access and implement satellite information and services.

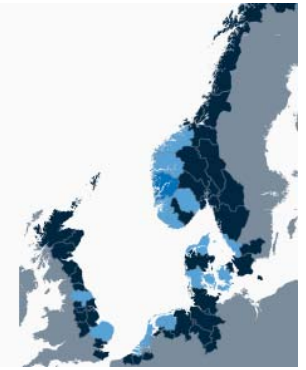
Eurisy is likely to help Coast Alive! become acquainted with and implement a set of innovative tools to meet the challenges of increased access provision whilst safeguarding natural and cultural heritage. Following discussions in Paris, a pilot case-study will be undertaken. Input from all the Coast Alive! regions will be sought at the forthcoming Skagen meeting to refine how the work will be undertaken.

Teodora Secara,
Project Administrator, Eurisy
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The **Coast Alive!** project has a total of 26 partners and sub partners from the Netherlands, UK, Denmark, Sweden and Norway. 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 12,000 km of paths. Now we want people 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. Through development of a toolkit, which will give specific details of the many approaches used to encourage countryside visits, the initiative will have a lasting legacy.

If you want to learn more, contact Tor Titlestad or Magne Haugseng



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Great Yarmouth Health walks launched

A booklet of health walks developed for Coast Alive! was launched at the Norfolk coastal town of Great Yarmouth in the UK on the 3rd March.

The routes include short town walks; fun sea-front exercise; coastal trails in the nearby Area of Outstanding Natural Beauty (AONB) and The Broads; as well as historical walks around the ruins of a nearby Roman town, and were developed by Carrie Kerry, one of Norfolk County Council's Health Walks Project Officers.

The Coast Alive! walks in and around Great Yarmouth are the first of a series of circular routes based around 3 coastal towns in Norfolk. The walks will encourage local people to find a regular walk which they can enjoy on a habitual basis, in turn supporting local businesses by spending money in shops, cafes and public houses, year round.

Tackling mental health issues is identified as a key priority both within the UK Government's Public Health White Paper and in Norfolk's Health Improvement Strategy (2007-2010).

Recommending outdoor activity to improve mental health is a natural and potentially effective alternative to prescribing antidepressants. Carrie

has sought to work with a variety of mental health organisations to deliver benefits to groups who would gain from increased physical activity on a regular basis.

If you would like a copy of the booklet, please contact Carrie at carrie.kerry@norfolk.gov.uk

