



Coast Alive

Issue 3 June 2010

Project Newsletter

Coast Alive!

Partners in Life The Program Regional Development Fund
**The Interreg IVB
North Sea Region
Programme**



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

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Annual Meeting Skagen 2010



In March 2010, Project Partners met at the first Annual Meeting in Skagen, Denmark. Much time was spent reviewing the work

undertaken to initiate the project during 2009, as well as significant strategic development planning for 2010 and beyond. The photo shows

animated discussions between partner representatives whilst sharing a 'winding up' activity of distributing Coast Alive stickers.

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.

Work Package 2 at the Annual Meeting, Skagen

2009

A good year to have started and finished. It was all about preparation and planning and networking:
Raising awareness, promoting purpose, engaging potential 'partners' with interest and/or influence at local, regional, national level: private and public organisations, businesses of all shapes and sizes private and professional individuals, 32 Community Mobilisation Initiatives (at least!), 11 Best Practice Research references.

The event affirmed the nature of the Work Package:

- **C**OMMUNITY
- **O**PEN
- **A**CTIVE
- **S**ME's (Small and Medium sized enterprises)
- **T**RANSNATIONAL
- **A**L I V E

2010-2012

Recognising that 2010 would greatly benefit from the learning experiences of 2009, particularly relating to the Community Mobilisation Initiatives the lessons are:

- engaging with potential 'stakeholders' and 'participants' as early as possible to ensure that attendance at meetings and events was as high as possible
- start marketing as early as possible
- broaden the concept of 'evaluation' to include ongoing progress monitoring, and not restrict it to end-event evaluation
- start to focus on wider strategic issues, using feedback from work so far from across the project and from external sources
- make use of external expertise as much as possible.

The planning for next years for WP2 is:

2010: CMI's & Best Practice Research: Identify potential strategic approaches and identify/incorporate/test linkages to WP1/3

2011: Test 2009/2010 strategic concepts across Coast Alive and develop a draft Toolkit-with other Work Packages

2012: Finalise strategic priorities and complete the Toolkit and think about The Toolkit – the route forward.

Next meetings:		
Community Coast	12-14 Oct	Fryslan
Open Coast	14-16 Sep	Rogaland
Active Coast	21-23 Sep	Zeeland

The exciting life of a geocoin

The first Coast Alive geocoin was placed in a cache during a very atmospheric evening walk at the annual meeting held in Skagen, Denmark, in March.

It's first claim to fame was a 7-8 minute radio programme sent live from the forest of Skagen. The programme included an interview with a very keen female geocacher, who was the first person to find this coin and the manager of the Danish

Forest and Nature Agency, a Coast Alive partner.

After visiting another cache in Skagen, the geocoin flew all the way to Las Vegas in Nevada and from there up to Michigan, where it has spent its last couple of weeks. So far it has travelled no less than 8563 miles, but it has not finished yet.

This particular geocoin started out at the foot of a Jack pine in Skagen.

These trees are indigenous to North America, but have been planted in Denmark to avoid sand drift and the mission of the coin was to visit one of its "forefathers", a Jack pine growing in its original location in the northern part of the US. May 2010 it has left Michigan and moved into Indiana in its search for a Jack Pine. Once it has reached its destination, it will come back to Skagen and be given a new mission.



The Coast Alive geocoin relaxing by the St. Joseph River in Michigan.



Update from Norfolk

Following the successful launch of the booklet of health walks in the Great Yarmouth area, almost 5,000 books have been distributed with encouraging initial positive feedback.

A key priority has involved working with local organisations tackling mental health issues. One such group is the Green Light Trust with the support of Mind. They are using some of the routes in the Coast Alive health walks books to deliver a pilot photographic project for

clients with mental health issues, comprising of two blocks of six week regular outdoor sessions.

Subsequent to the launch of the Great Yarmouth books, another selection of circular walks is currently being developed in and around the town of King's Lynn. Key priorities for this area include working with schools to encourage use of the walking resource within the curriculum, promoting use of King's Lynn's fantastic network of green infrastructure and raising

awareness of access opportunities to the town's local green spaces and other surrounding biodiverse environments.

The launch of the King's Lynn health walks book is hoped to take place in July to coincide with the last week of term in Norfolk's schools. The project aims to involve a local school in its launch event to demonstrate just how enjoyable and useful the resource can be for our younger generations.



Top - Carrie joining the Green Light Trust walkers on one of their sessions and some of the group taking photos of a Sedge Warbler; Bottom left - Local Active Norfolk walking group exploring one of the river walks on a cold day in March 2010; Bottom right - The Coast Alive! display boards in action for a 'Creating Opportunities in Great Yarmouth' event on 10th March 2010.

Local trails in Hylte “Kom igång med en gång”

The project “Kom igång med en gång” started in Hylte municipality (Halland, Sweden) in april 2010. The aim of the project is to increase everyday exercise through the use of local trails. With a special focus on less privileged groups, the project will make local trails more appealing to the public. The project will also involve less privileged groups in the making of public policies regarding the trails, with the ambition to make the trails more accessible for these people and to increase the number of people who regularly use the trails. Folders containing a map of the area and detailed information about the accessibility, sights and available experiences along the trails has been created and distributed to all household in the municipality.

To make the project successful and to increase the involvement of participants the project managers have initiated an increased collaboration between partners such as the child welfare centre, schools and organisations that work with integration of immigrants.

The project will be evaluated in late 2010.



Geocaching

Three schools in the north york moors are discovering the fun of geocaching with treasure hunt type walks along the coastal cleveland way section of the north sea trail. Temporary geocaches were laid on the day for the children to find. Each one contained something to learn about the coast like fossils and rocks or wildlife. At the end of the days each school planted a permanent geocache, with a coast alive geocoin.



The Coast Alive project

The Coast Alive project has a total of 26 partners and sub partners drawn from locations all around the Norh 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. Or see www.coast-alive.eu

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European Union The European Regional Development Fund

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