



# Coast Alive! Newsletter



## Coast Alive

The Interreg IVB  
North Sea Region  
Programme



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

Coast Alive has 14 partners around the North Sea. Building on thousands of kilometres of paths, we aim to find effective ways for attracting more local users to these paths. As public sector funding for sports and recreation are put under pressure in many countries, it becomes even more important to spend every Euro wisely. By now, our partners have tested more than 60 bright ideas for how best to mobilise people. For those of us over the age of 50, it is even more important that we stay active. It simply helps our brains. The outdoors is for all, universal access has to be meaningful and be more than just a slogan.

At the same time, the more people we bring on to the paths, the more we threaten the very environment we want to experience. Natural and cultural heritage needs to be protected from extra 'wear and tear' from more visitors. Amongst many others, we looked to British Columbia and to a Norwegian Master's dissertation for guidance. Both helped a lot. It seems strange does it not, that little work has actually gone into dealing with crowding near ancient monuments? If we can help route visitors better through the countryside or heritage sites, they do not only experience more, they also pose less of a threat to what they are looking at.

We are all custodians of our heritage; we all have to take our share of the responsibility for securing a bright future.

Magne Haugseng

## First Coast Alive work shadowing visit completed



At the end of October, Karen Greve Somerset from Region Nordjylland, flew all the way to Newfoundland, Canada, to spend a week with Paul Wylezol, President of the International Appalachian Trail (IAT) for her Coast Alive work shadowing visit.

The visit began with the annual general meeting of the IAT held in New Brunswick, which had representatives of all the six members of the IAT; Maine, Prince Edward Island, Nova Scotia, New Brunswick, Newfoundland Labrador and Quebec.

As Coast Alive has recently signed up to the IAT, it seemed relevant to spend some time with the IAT and getting to know their concept and some of the people involved on the other side of the Atlantic.

After the AGM, Karen went with Paul Wylezol to Newfoundland for a 3-day intense and very interesting visit around the island. Sites visited include the Northern Terminus of the IAT on the American continent, several trails done by the IAT and local partners,

a meeting with staff at the Gros Morne National Park, and a visit to the only known Viking site on the American continent, which may be the Vinland referred to in the Icelandic sagas.

A particular focus for Karen's visit was to get an insight into how and why some people will work voluntarily for an average of 60 hours per week – despite some of them also having a full-time job beside the voluntary work. An attempt at describing this will be part of the report following the visit. Just imagine what we could achieve if we could find people like that who would be willing to work on our trails.....



*The Northern Terminus - a cold, windswept and very beautiful place*



## Outdoor Recreation Day



Since the year of outdoor recreation in 1993, outdoor recreation day has been arranged once a year all around the country of Norway. Different organizations and regional recreation boards contribute by arranging a lot of different activities to get people outdoors and encourage them to try something new and exciting.

In Rogaland we figured that this would be a nice opportunity to promote the Coast Alive project. We made a stand dominated by new beach flags (see photos) and handed out headbands and infor-

mation leaflets about the Coast Alive project, focusing on the “make a new outdoor friend” campaign. Here we met active people”, but most important, we also reached the ones that usually don’t spend much time outdoors. We chose the following two arrangements:

### Outdoor recreation day in Dalane

Saturday 4 September, outdoor recreation day was arranged in Dalane, the southern part of Rogaland. It was a day with lots of activities and lovely weather. During the day there were at least 250 people visiting Vannbas-



sengene. The largest group of people was families with children.

See [www.friluftsråd.no/dalane](http://www.friluftsråd.no/dalane) for more information and pictures.

### Outdoor recreation day in Haugesund

The next day the weather was just as good, and another successful outdoor day was arranged in Djupadalen, in the northern part of our county. This was the 5<sup>th</sup> year the “day” was arranged here, and 2010 had a record breaking numbers of visitors: More than 4000 people visited Djupadalen this day. All age groups were here; from babies to 80 year old grandparents. Everybody enjoying this wonderful, sunny day in Djupadalen. See [www.friluftsrådetvest.no](http://www.friluftsrådetvest.no) for more information, pictures and video from the day.

*“You can discover more in an hour of play than you can in a lifetime of conversation”*

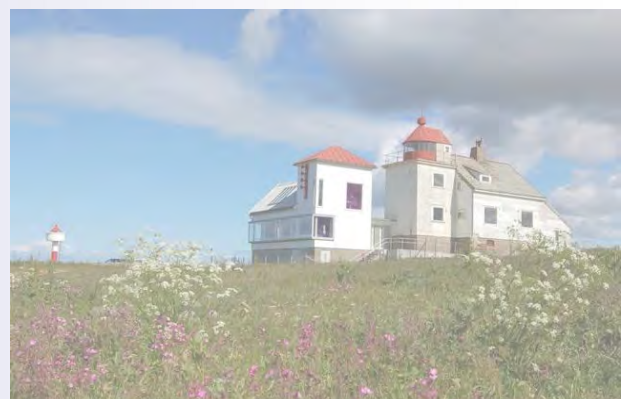
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## Coast Alive workshop held 1 December 2010, WP 2 “Open Coast”

Rogaland County Council invited municipalities in Rogaland, the 4 regional recreation boards and NGO`s to a workshop on 1 December. The theme of the day was design for all in outdoor recreation areas. There were 19 persons participating, representing 13 different stakeholders. Location: Kvasstveit Light House, a new information centre for outdoor recreation, owned by Jæren Friluftsråd. The centre is designed for all. Lunch was provided by a local chef, who makes food from local produce.

The workshop was a success. It turned out to be a very interesting and instructive day. Also, as an extra bonus - the weather was perfect – cool, clear and sunny.





## News from Norfolk

### King's Lynn

Since the launch of "Coast Alive: Walks in and around the King's Lynn area" at the end of September, the booklet has reached a range of people living in the town and its surrounding villages. We are extremely pleased to see the return of many feedback questionnaires via the King's Lynn Health Trainer Service. Providing valuable support to a range of families and individuals as they adopt healthier lifestyles, the Health Trainers have been instrumental in ensuring that booklets are reaching people they feel could benefit from being more physically active.



### Local Business

Building on the first two sets of walks which focused on local health improvement, the next step is looking at ways of bringing benefits to local small businesses. In January 2011, we will be giving a 'library' of books to bed and breakfasts, guest houses,

hotels, caravan and camp sites close to the routes of a third set of promoted short walks around Cromer and Sheringham, two seaside resorts on the North Norfolk coast. By giving the walks booklets to small business owners for recycling to a suc-

cession of residential visitors, the resource will stay in Norfolk encouraging repeated visitor spending in local cafes, shops and museums adjacent to the walks to help boost the local economy.

## Let people know about Coast Alive!

### Coast Alive exhibits at The Outdoors Show in the UK

It's time to shout a bit louder about Coast Alive. That's what we hope to achieve by promoting our project at The Outdoors Show in London across 4 days in January.

The Outdoors Show is Britain's biggest show about walking and cycling. Each year thousands of people come through the doors to get ideas on activities and places that they can visit over the next year and beyond. This year the venue has moved from Birmingham to London so a whole new audience can be expected.

We will be telling people about Coast Alive and how to enjoy the Coast using the National Trails in our 2 English partner areas of Norfolk County Council and the North York Moors National Park.

As well as reaching potential walkers and cyclists, we hope to talk to other local authorities about our work.

We will be running a competition to giveaway Coast Alive headneckers in return for e-mail addresses. Then we can e-mail more people with the newsletter and spread the word about Coast Alive!

You can find out more about The Outdoors Show on [www.theoutdoorsshow.co.uk](http://www.theoutdoorsshow.co.uk)



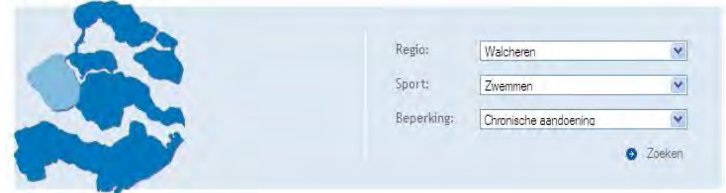
## "Best Practice" examples from Zeeland

### Sports options internet guide for the disabled (Sportwijzer)

The internet guide is a provincial guide in the province of Zeeland which contains most of the sports and physical activities for disabled persons. You find a suitable activity nearby. It is possible to search on several items like location, kind of sports or activity and the kind of disability.



#### Sportwijzer



Zoekresultaten voor: Walcheren Zwemmen

SPORT	DOELGROEP	PLAATS	VERENIGING
Zwemmen	reuma	Domburg	Reuma Patiënten Vereniging Midden Zeeland
Zwemmen	reuma	Vlissingen	Reuma Patiënten Vereniging Midden Zeeland
Zwemmen	Lichamelijke beperking divers zoals reuma, fibromyalgie, astma	Vlissingen	Vrijburgbad (optisport Vlissingen - Middelburg BV)
Zwemmen	Lichamelijke beperking Verstandelijke beperking reuma, COPD, artrose	Vlissingen	Zwemschool Zeeland

### Trappen Scoort

'Trappen' has two meanings; one is pedalling, the other one is kicking. In English the title of this project can therefore be translated as kicking scores and as pedalling scores. The basis of the campaign Trappen Scoort is the registration system of transport to and from school. Students of primary and secondary schools log in on the website and keep track of the way they travel to school and the number of times they cycle to school.

In the secondary schools the registration is the basis for a competition between classes. The class that cycles the most can win a prize, like for example a GPS challenge.

Apart from the registrations all classes will take part in BMX clinics in order to train their cycling skills. During the project, lessons will be given on themes like cycling, safety and traffic rules.





## Galm-Scala

GALM-SCALA is a project for people from 55-65 years who haven't undertaken sports (much) for a long time. It is used in order to change behaviour from an inactive to an active lifestyle. The program takes 1,5 year and contains 5 steps:

1. door-to-door approximation
2. physical health test
3. sports program (12 weeks, introduction)
4. sports program (40 weeks, follow up)
5. physical health test

The 1<sup>st</sup> and 2<sup>nd</sup> health tests are the same, so participants can observe their own health progress.

The healthiest contains extra exercises for disabled people, so they can also take part of the program. For that group of people, a special sports program is offered.



The physical health tests contain several parts of physical shape, like:

- blood pressure
- weight and height
- limberness (upper part and lower part of the body)
- eye-hand coordination
- strength
- reactive power
- stamina



## What happens in Kragerø....

### Marketing

Every year in June, we distribute a brochure together with the municipality of Bamble about all the activities, events and exhibitions that take place during the summer. More than 30 000 receives the brochure.

### From Ice age to Ice age

A trail was established to promote outdoor activities and experiences, and to get to know the history of ice production and export. Various activities have been arranged at different times during the project period so far, and these activities will be developed further. We have worked together with local tourist, heritage and historical organizations. Local museums have been involved and have facilitated common activities and arrangements. Schools have been interested and they want to use the trail in their school program.

Many people have visited this trail during the spring and the summer.

Two voluntary organisations, Kragerø Rotary and Kragerø Hiking association, have been clearing footpaths and trails to make them more available to the general public. They have published information about the trails and emphasized the importance of outdoors activities to maintain and improve the health of the general public.

The project aims at making clearing of footpaths and trails an annual event. The project further aims to organise events around local food and food traditions and to stress the importance of regular exercise.

*“Look deep into nature, and then you will understand everything better.”*

*Albert Einstein*

### Winter activity

In order to get young people to spend more time out in the nature and especially on “our” trail, we arranged a winter sports day on 23 February. More than 100 people attended, and it was a success. We will do it again next year. We also had other activities for children and young people during the winter school holiday and also this summer. Many other municipalities have been contacting us, because they want to arrange similar activities.





## Mission 24 in Halland

Mission 24 is an activity that puts students and companies or organizations together for 24 hours. During this time the students work with real missions given by the company or organization, and after the 24 hours the students suggest a solution.

On Mission 24 2 December to 3 December, Halland Regional Development Council participated with a mission for Coast Alive; "How to make new groups of people physically active 30 minutes a day or more using new techniques?"

After 24 hours of work the students Monan Yao, Victor Mattiasson and

Maria Asberg suggested the following solutions:

1. Use GPS technique to play a game, get as high score as you can. You play the game by walking or cycling, distance and time give you higher score. The weather, temperature, age of person and terrain gives you bonus. Trade your score for stuff like shoes, gift cards and movie tickets etc.
2. Start walking groups around different activities like for example walk and talk about your hobbies with others who have the same special interest, like food. You walk to a place and have a meal together. It can be a free meal or you can bring your own food. This is a

great way to learn more about different cultures. Make a group and play against other groups.

3. Involve social workers to break barriers!
4. Use digital social networks to provide a platform so information about events and activities can be easily retrieved. The vision about this social network is that when one login to the system he or she can reach all the elements we talked about; the game, the walking groups and new events.

To hear more about this, contact Karolina Reinhold at Halland Regional Development Council:

[karolina.reinhold@regionhalland.se](mailto:karolina.reinhold@regionhalland.se)

## A marching event on a historic road



The "Tronåsen-March" was held on 19 September, and was a great success with 237 participants running or walking the old heritage-listed road from Tronvik in Rogaland to The Bakke Bridge in Flekkefjord, Vest-Agder.

The event was a first-timer, not considering last year when there was a similar one-time happening in connection with the old road from 1844 being appointed to the status of cultural heritage site. This year local organizations, with Bakke Sportsfederation in front, organized the event with a clear vision of enabling this to be an annual event. The main goal for the organizers can be described as getting as many as possible to take part, in an attempt to get more people active outdoors and hence contribute to the public health in the region.

The support from Vest-Agder County Council's Coast Alive project was channeled through

Lister Outdoor Recreation Board and worked out in specifics in cooperation with the Public-health group in the Flekkefjord municipality. The projects funding aimed at getting the event up and go, and laid emphasis on supporting marketing, as always an important factor for new events.

A vast majority of the participants took the trip as a march, only seven chose to run as fast as they could the 5 kilometers. The event also included a competition between the County-Councils of Vest-Agder and Rogaland regarding to the number of participants from each region. A clear winner was Vest-Agder with 165 participants, while a bit under half participated from the "Rogaland-side".

The organizers was pleased with the numbers of participants, but still measures up to increase the numbers for the next year and beyond.



## 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 mobilising 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 organisations 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.

Learn more on  
[www.coast-alive.eu](http://www.coast-alive.eu)

## Meetings in 2011

When	Where	What
11-12 January 2011	Yorkshire, UK	WP1 - web + Events & Marketing meeting
15-17 March 2011	Halland, Sweden	Annual Meeting
Autumn 2011		WP2 as a combined meeting with WP3



**Best wishes for  
a joyful season  
and a very happy  
new year ahead filled  
with exiting activities!**




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

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