



Coast Alive! Newsletter

Another year gone and another year of updates and reports for the 2011 Annual Meeting. A special message from the host Partner

Välkomna till Halland (Sweden)

Halland Regional Office wish the delegates of the Coast Alive Annual Meeting a very warm welcome to Halland and Varberg 15-17 March 2011

Halland is famous for its long and beautiful coastline with lots of wonderful sandy beaches. The area around Varberg offers many exciting things to see and do. Varberg is situated on the coast and bathing and windsurfing are never far away.

Åkulla beech woods is located in the countryside close to Varberg with lots of walking trails and exciting history. The famous Bocksten's Man from 14th century is one of Varberg's major attractions. He was found in a bog here in the middle of the 20th century and can now be seen at the museum at Varbergs fortress.

Gekås, Sweden's largest tourist attraction and Scandinavia's largest department store, is located in Ullared, Halland, and is known for its bargain prices.

Annual meeting delegates will stay at Varberg Stadshotell & Asia spa. A trip to Öströö and a guided walk are included, as well as a coastline walk from the hotel to Varberg fortress to meet Bocksten's Man for dinner!

There are lots of geocaches in Halland. Delegates will get the opportunity to participate in a geocache event especially designed for the meeting.

I'm looking forward to see you in Varberg 15-17 mars! Most Welcome!

Karolina Reinhold, Halland Regional Council.

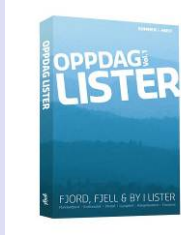


Öströö sheep farm is set in the beautiful beech forest and dates back to the 14th century. Today it is a modern sheep farm with the whole chain from organic sheep breeding with abattoir, to processing, sales, handicrafts made from sheepskin and a café with restaurant.

Halland has a long health resort tradition, but nowhere is the spa tradition more important than at Varbergs Kurort. There has been spa activity here for more than 200 years and they have received awards such as Europe's Best Spa. Another famous spa in Varberg is Asia spa at Varbergs Stadshotell. There is no town in Sweden with more spas than Varberg.

Finding out what worked (Norway)

“Oppdag Lister” (Experience Lister), published in December 2009, described by text, maps and pictures a number of places to hike and experience nature in the Lister-region in Vest-Agder County.



Coast Alive,

financed the inclusion of easy to read maps for each of the routes. The aim of the maps was to reduce any possible barrier against using the paths, eg. eliminate the feeling of not knowing the way or of feeling lost when hiking in the wilderness. Often, these expectations prevent people from engaging at all. The theory: - include easy to use maps to get more people out and active using the paths described. One year on, it is time to find out if this has been the case. Through local media, book users/buyers have been asked to take part in a survey of their actual use of the book and the usefulness of the maps included. Deadline for taking part was 14 February. Survey results in the next Newsletter. Watch this space!

Fishing sites now easily accessible (Denmark)

Over the past year, one activity in North Jutland, Denmark, has been to collate all the good fishing sites along the coast, where the North Sea Trail runs. This has resulted in an interactive map, where one click can give you information on where the site is, which types of fish can be caught there, minimum sizes, what season they can be caught and other useful information.



It is hoped that anglers will use the walking trails for getting to the fishing sites.

<http://www.visitnordjylland.dk/danmark/danmark/menu/turist/inspiration/nyaktiv/lystfisk/fiskesteder.htm>

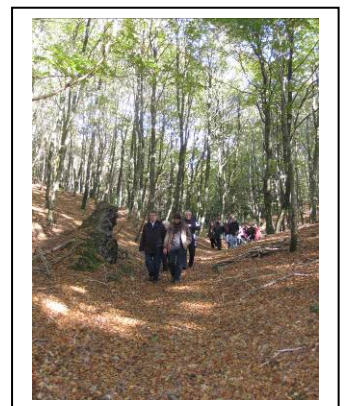
Walking Festival in North Jutland (Denmark)

A very successful walking festival was held in North Jutland, Denmark, during the autumn break 2010. No less than 125 tours took place during the week and most were very well attended. A thorough evaluation has been carried out which among other things showed that:

- On average more than 21 people attended each tour
- 38% were men, 62% were women
- Age range between 8 - 78 years, average age was 56 years
- 48% have as a minimum a further education



Tours included cultural, section and nature walks and family activities. The festival was a great success and will be repeated in 2011, extended over two weeks with even more walks and activities.



The Coast Activity Centre. The Centre is situated in National Culture landscape at the island of Jomfruland, Kragerø.

(Norway)

It is one of the most beautiful islands along this part of the Norwegian Coastline. Thousands of people visit every year, especially in the spring and summer. There are many walking paths, information signs about the history of the island and there is a very special cultural landscape.

The Norwegian State gives financial support to the farmers so they can take care of the landscape. There are only 20 environments in Norway that have this status.

One of the activities included in our Active Coast project is on the theme 'geology and nature'. The geology of the area is very important and the area is part of the very first UNESCO geological park in Scandinavia. Several geological events take place every year, and there is an increase in the number of who attend.

WORK PACKAGE 2: Health and Business

Is it successful? Definitely YES!

Up to the end of 2010, there have been:

- ✚ at least 69 Community Mobilisation Initiatives
- ✚ 43 Best Practice examples
- ✚ Hundreds of photographs
- ✚ Lots of press coverage
- ✚ Hundreds, if not thousands of people mobilised
- ✚ Masses of data from the Initiatives
- ✚ Loads and loads of information from the data
- ✚ And learning by the bucketful

BECAUSE OF HARD WORK DONE BY A LARGE NUMBER OF DEDICATED PROJECT STAFF



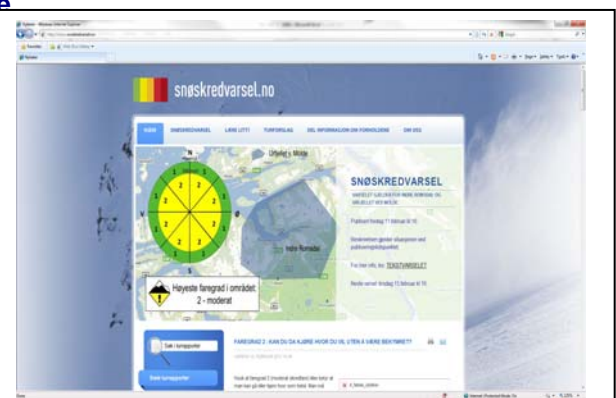
Coast to Coast project (Norway): The municipality of Kragerø owns small cabins along the coast. The cabins are for public use at a small cost. One cabin can be rented for three days. Kystlaget (a local voluntary organisation) and Sannidal Speidergruppe run and maintain the cabins. This year the cabin on Jomfruland is rented every weekend until Christmas. The Kragerø Coast to Coast project (kystled) has this year been given national approval. Coast Alive has supported the refurbishing process for the cabins.



NEW! Avalanche forecast for backcountry skiers in the Romsdalen area (Norway): From January 2011, Romsdalen in north western part of Fjord Norway is the first and only area in Norway with an avalanche forecast for backcountry skiers.

The forecast will be published 2-3 days every week on www.snoskredvarsel.no from January to April (snoskredvarsel = avalanche forecast).

www.snoskredvarsel.no will also have information about how you can reduce your own risk and give you tips about recommended skiing trips in the Romsdal mountains according to the avalanche danger level. contd.



..... contd from p 3 (**Avalanche forecast**)

In addition to a thorough evaluation of the weather situation, experienced mountain guides will perform daily field evaluation of the snow stability and avalanche situation. Due to the complex terrain, shifting weather and local variations, the fieldwork by skilled mountain guides is crucial for making a forecast with the required quality and detail level needed for skiers.

The forecast is financed by the regional government ("Outdoor activity project" at Møre og Romsdal County) and local sponsors. Entrepreneur funding from Innovation Norway was also crucial for the startup.



**more and more in Møre and Romsdal
Grades of difficulty for Walking
(Norway)**

www.morotur.no is about knowledge of individual paths for walking, cycling, skiing and kayaking. This is linked to WP2 of Coast Alive and especially the Open Coast and Community Coast themes, since the municipalities and local organisations will carry through the mapping. The whole project came as a result of the locally raised focus on outdoor activity through over 70 local meetings between 2001 to 2010 in Møre and Romsdal.

Knowledge and information about a path is very important in getting people to be physically active. The project is linked to already existing paths around the municipalities in Møre and Romsdal.

Another very important part of the project is the grading. **Green**, as the easiest, **blue**, **red** and **black** are grades used to inform the users how difficult the path is, and what skill level is recommended on each path.

Grade	Suitable for	Description
Green	Beginners. No special demands in abilities. It's relatively safe to take the path. Everybody should be able to walk the path.	Moderate ascends, no steep or difficult passages.
Blue	Beginners-medium experienced walkers.	Some parts can contain some steep ascends. A chance of some demanding passages.
Red	Experienced walkers. You have to be in good form and be well equipped. Preferably hiking boots.	Demanding path with steep ascends and descends. Might be some passages you have to use support of your hands. .
Black	Experienced mountaineers. You have to be in good form and be well equipped. If the weather is bad or foggy or bad visibility, postpone the trip.	Steep/ demanding ascends and descends. Might be exposed parts. Some passages demands rope and some climbing equipment.

WORK PACKAGE 2: Health and Business

And so? NO COMPLACENCY!

- consider the effects, implications and possibilities of:
 - making even more individuals more active
 - encouraging businesses to grow and develop
 - generating health improvements
 - overcoming potential and perceived barriers
 - mobilising communities
 - maintaining and sustaining natural and cultural heritage
- and all to be completed by 10 February 2012**



“Outdoor Activity for Dummies” (Norway)

An important aspect about Coast Alive is getting people of all ages out and active in nature. Trying to achieve this there will always be different target groups, but an important one will always be the children. The way they behave and learn in their early years will affect how they act when getting older. Parental influence is also a very important factor in what they do and what they learn in their early years.

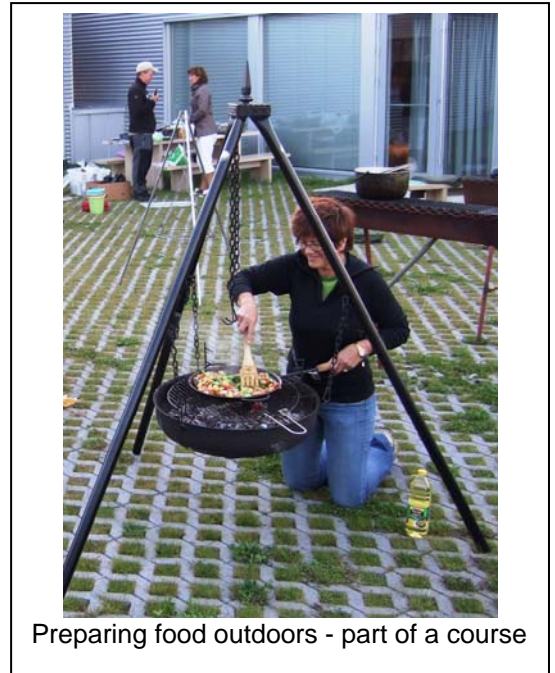
What do parents do together with their own children?
Which activities are offered, and thereby make the different aspects of this activity familiar and accessible?
Is it probable that most parents present and perform activities they know themselves?

Activities in which they consider themselves to be competent and feel they have skills and knowledge they can pass on to their children?

So, if they know their way around the Mall it is likely they bring their children to the Mall, and if they know their way around the swimming pool they probably bring their children there. Equally, if they do not feel they have skills and knowledge about nature it is less likely that they take their children into nature.

Influencing parental behaviour will have an effect on their children. On this basis, the Outdoor Recreation Boards of Lister and Dalane are cooperating to develop a course to do just this - give parents with small children (aged 4-9) the skills and knowhow which would make it more likely and more natural for them to take their own children out into nature. The course title stresses the point that this is a very simple introduction course aiming at parents with a low degree of competence in this area.

The course is developed and will be tested in Spring 2011. The trial will be performed in cooperation with Flekkefjord Touristassociation, starting with a pre-test with nature-skilled adults as students, and then a test aimed at the actual target group. The results of the course should be interesting. Will the added knowledge change the behaviour of the parents? That's the important question to answer. The development and testing is supported by Vest-Agder County Council through Coast Alive.



Preparing food outdoors - part of a course

WORK PACKAGE 2: Health and Business

OK, so what needs to be done now?

- What can Coast Alive partners do to
 - get the best out of the remaining project time and funding (the end always arrives much more quickly than expected!)
 - create an invaluable strategic Toolkit?
- Where are the learning gaps in the Initiatives?
- What can be done to learn as much as possible in as short a time as possible?

The gaps in learning from the many Community Mobilisation Initiatives are in the inter-relationships between the activities, the heritage and climate risk.

Plan and evaluate to fill them. Think differently!

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Could the planned activity still take place if there was an unexpected weather change?

If so, do resources need to be managed differently, or participants provided with additional information? What time scales are relevant in planning these changes?

Can an Initiative be designed and developed to test possible risk scenarios?



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. Coast Alive 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.

Spreading the Coast Alive message.....

at the Outdoors Show, London (UK)

The Coast Alive Project has been promoted at the first ever National Outdoors Show to take place in London – at the Excel Centre in January 2011.

Coast Alive partners at Norfolk and the North York Moors National Park Authority ran the four day stand and used the opportunity to promote the Cleveland Way and Norfolk Coast Path National Trails – both of which are being used for Coast Alive activities.

This was a good opportunity to talk to other standholders at the Show about our activities – and the word about Coast Alive must be getting out there as one stand at Walk London had already heard about the Project!



Discussions about our work took place with over 150 people during the event and many more took Coast Alive leaflets. A competition was held to give away some of the ever popular Coast Alive headnecker! Here are a couple of the winners of a prize draw enjoying their head bands, along with the North York Moors folks modelling the delicately coloured Coast Alive t-shirts!

STICHTING LANDSCHAPSBEHEER ZEELAND (foundation for landscape management in Zeeland) (Netherlands):

Nature and landscape have a positive influence on the health and wellbeing of people. There is a continuous demand for nature locations at which people can ask their questions about care. The Province of Zeeland initiated the union of Zorg and Groen (Care and Green).



At Stichting Landschapsbeheer Zeeland, this cooperation already existed on a small scale. During the next two years, opportunities are created in 6 provinces by the national project Zorg voor Natuur en Landschap (Taking care of Nature and Landscape) to cooperate within the field of quality and scaling-up, together with green partners and institutions of social services.

The current practice makes the parties that are involved

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enthusiastic and, as a consequence, leads to a durable cooperation. Among other things, Institutions are positive about their clients' effort outside the institution, like job motivation towards reintegration or significant daily stint. Among other things, it concerns people who have to deal with a physical or mental limitation, autism, burnout, depression and addiction.

Research office Alterra is the project partner and has published several reports on this theme.

Activities which are carried out include maintenance of pollard willows and coppice, lopping of fruit trees, ecological mowing and developing bird boxes.

This autumn, Landschapsbeheer Nederland organises four regional introductory meetings to intensify the cooperation between Zorg and Groen (Care and Green).

For more information: peter.van.der.vliet@slz.landschapsbeheer.nl

People are encouraged to exercise more and so become more healthy.

This means that they get out and about in nature more.

This results in more potential risks to the natural heritage as more people enjoy nature.

Can an Initiative be designed and developed to test possible methods of managing this increased risk?



Structure of walking paths in Zeeland (Netherlands)

The Province of Zeeland, the Stichting Landschapsbeheer Zeeland (foundation for landscape management) and the Route Bureau Zeeland are developing a network of walking routes in Zeeland. The aim is to make the countryside attractive and appealing for people who want to take a walk nearby.



This means that the walkers notice a great deal of variety in their route. For example, a hike is made successful through a nature reserve, along a picturesque village and a nice landscape. Of course, this is also interesting for tourists. Another important aim is landscaping the area. It will become more attractive, for example, by adding ponds or planting trees.



Zeeland is a province divided into islands, with only Flanders belonging to the mainland and bordering Belgium. In the network we try to find a characteristic theme that belongs to the island or region. Every region has its own "unique selling point", for example, at Schouwen-Duiveland, it is the struggle for the floods in 1953. In Zeeuws-Vlaanderen it is the eighty years war between the Spanish and the Belgians.

In cooperation with local inhabitants, a structure of 1300 kilometers of walking paths is being developed in the province of Zeeland. The aim is to create nice and attractive walking paths for inhabitants to have an easy walk nearby. 120 kilometers will run through the countryside routed among farm fields. It will be an opportunity for all kinds of people to go out and see, learn and experience more of the historical elements and landscape of this countryside. So, while walking, they enjoy the fresh air, watch the birds in the sky and learn about the cultural heritage at the same time. New paths are being developed and restoration is being made of old church paths or paths which were used in the early days. These paths are a joy for the people participating who, generally, have a great knowledge of their environment, or they search for themes from historical elements or stories from people who have lived there.

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As a consequence, this approach has great social effects, with city or village dwellers becoming acquainted with farmers and other inhabitants, and each of them able to structure their ideas of walking directions. People who walk along the paths look at their own neighbourhood in a different perspective and are so enthusiastic that they stimulate other people, who have never undertaken walking, to enjoy themselves and to move more than they did before. The system of route signing is evident in such a way that people who are 'trespassing' are invited to walk, although they weren't aware of the fact that there was a path! When the paths are made, facilities like benches are provided, while monitoring and maintenance is done by groups of volunteers who use the paths.

We have already finished two and a half network. The first was the "Harrierpath" and the second is called "tracks in the Zak of Zuid-Beveland". Recently, the first part of the network in the East of Flanders has been opened. At this moment we already have more than 350 kilometres of network.

In Zeeland a variety of new networks are being developed now. At Walcheren, Schouwen-Duiveland and the West of Flanders the network is completed. In Noord-Beveland the plan has been finalised recently and they will start carrying it out next year.

For more or current information about the networks, please visit the website of Routebureau Zeeland, the tourist office. They also provide information of places of interest in the network and give information on nice places at which you can drink or eat during the hike.

The Link to the website is: http://www.routebureauzeeland.nl/nl/wandelen_zeeland.lp

SME Development in Norfolk (UK)

Enjoy and explore your local heritage and wildlife with Coast Alive! That message from Norfolk is growing and reaching more people, locally and nationally.

Lessons were learned from the first two health walks books for Great Yarmouth and Kings Lynn. The initial concept was to promote a healthier lifestyle to local people not used to accessing the countryside. The books have also proved popular with visitors and tourist centres. Now it is planned to explore in more detail what potential there may be to help local small businesses close to the routes in the book.

By working with about 60 local SME's, the tourism sector and small business organisations, methods are being investigated for obtaining repeated use of a walks book in the Cromer and Sheringham area. On the 8th February, visitor accommodation providers close to the walks routes were invited to collect a 'library' of walks books, along with simple visitor feedback forms.

At the presentation event in Cromer, more than 30 local SME's, together with representatives from the tourism sector and small business associations, joined in an interesting discussion and exchange of ideas session following the presentation.

21 small businesses registered for the initiative after the presentation, taking away nearly 700 walks books for their respective businesses to lend to their visitors, with requests for more books to be delivered to other businesses at a later date.

With a succession of visitors repeatedly using the books, contd.....

Has there been an audit to identify what SMEs there are in the locality/region? Are there any obvious gaps in business provision that could be relevant to increased activity – what might active people need that is not available?

Can an Initiative be designed and developed to test this out?



SMEs engrossed



If you want to learn more, contact:
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 there is the potential for increased spending close to the promoted routes in cafes and restaurants, shops and museums or on public transport. By concentrating on finding accommodation providers close to the routes it will be interesting to establish if they walk or use public transport to get to some of the walks, and to see if this very local approach would be a good method of sustainable visitor management.



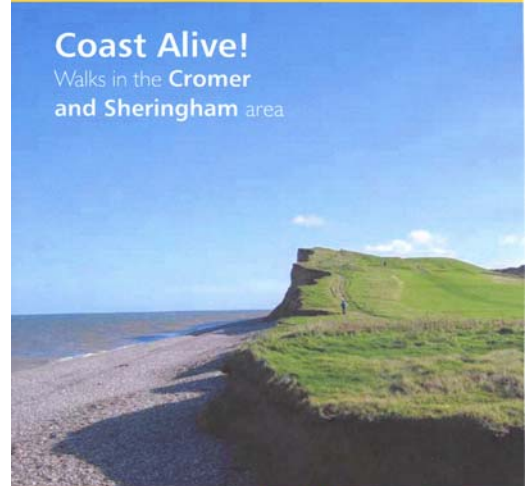
The Walk Books

The simple feedback process via local accommodation providers will help to see how popular and useful the guides are over a summer season with a succession of visitors – and of course to find out if visitors are spending money on these short walks!

Norfolk health, heritage and biodiversity walks

Coast Alive!

Walks in the Cromer and Sheringham area



Norfolk County Council
 at your service

It's been great, increasing the activity of ethnic minority and hard-to-reach individuals and groups. BUT

How is that affecting their culture, contacts, family, personal life? Are those taking up activity, or is there animosity resulting from it?

Can an Initiative be designed and developed to increase the positive and minimise the negative impact?

Will the detail obtained from the evaluation provide useful strategic planning information for someone planning a similar Initiative in the future?

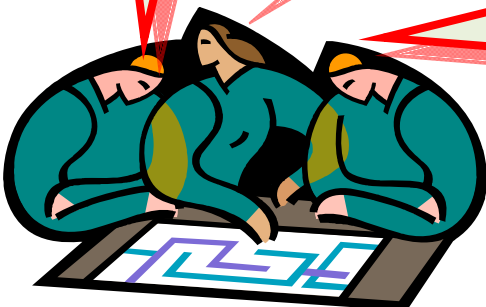
Will the Initiative help to fill information gaps and add to the knowledge already available?

Can an Initiative be designed and developed to fill the gaps and add to the knowledge?

*More people active in nature – GREAT. BUT
 Warmer and dryer climate conditions means more vegetation growth & increased fire hazard – NOT SO GOOD.*

Does there need to be more education of nature users? Can they help with looking after the area?

Can that be developed as an integral part of an Initiative?



and finally, a word from Magne:

The Coast Alive project is doing very well indeed!

When looking at the list of activities and achievements, it's not difficult to see why all our participants are so keen to work on this project. There is just so much going on, in so many different fields. Take one of our main areas of activity, health and exercise. Since the project started, we have tested over 60 new ideas for how best to mobilise local people in each of our areas. These clever little projects range from special initiatives to bring children with disabilities out into the forest, to testing the blood pressure and stamina of the over-50's in small communities. Others have created brochures for all households, superb maps with routes ... there are simply too many to list.

If we succeed in the work to attract more people away from their comfortable homes, and out into the countryside, we also need to make sure beauty spots, paths and buildings are not damaged. The work to collect the best practices for such damage prevention is moving ahead as part of this project.

All this is no good if nobody knows about it. In The Hague we launched our new project video at the large multinational event "Walk 21". We had a great stand at the huge London Exhibition "The Outdoor Show" recently. We have just participated in other similar events in the Netherlands and Denmark. At all these, and at local meetings and events, we hand out our trademark red headneckers/Buffs. Gradually, the Coast Alive project is becoming known.

The International Appalachian Trail now reaches from the coastline of Newfoundland all the way around our Coast Alive regions. We will see more and more of our trails being dual-branded with the famous IAT logo.

Last, but not least, the Coast Alive geo-coins are spreading! As our new website is launched later this spring, the work on geo-coins will really take off. Partners will gradually let out the coins with our famous logo, all with missions to reach destinations around the North Sea and perhaps beyond. The new website will include space for us to record the experiences along the trails with the geocaching. The more activity we can develop around this great idea, the better.

Coast Alive is a project to be proud of. The partners can all be proud of the work they have done, but there is roughly a year to go yet. We need to continue at the same activity level, with the same quality input from each partner; and then that will mean we really will have done a great job.

Magne Haugseng

The Adventure IS out there – let's go find it