



Project Newsletter

# Coast Alive!

## Norfolk hosts Eurisy Workshop

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*Created in 1989, EURISY is a non-profit association bridging space and society, working with over 30 governmental space offices and space agencies, international organisations, research institutions, and private businesses involved or interested in space-related activities. For further information see [www.eurisy.org](http://www.eurisy.org).*

### In January 2011 Norfolk hosted the first of two workshops to be held in conjunction with EURISY.

Chaired by Mario Hernandez, Chief of Remote Sensing Unit, UNESCO, the workshop was held on 20 January in Norwich, Norfolk. 11 key local and national stakeholders and 5 international businesses from satellite-based industry and services were present plus representatives from EURISY and UNESCO. The aim of the workshop was to explore how stakeholder organisations could enrich their local knowledge, through the use of satellite



applications, and how to best harness this knowledge to deliver local objectives in relation to the protection of heritage, biodiversity, at the service of people.

Local challenges related to issues such as risk management, habitat protection, tourism and boating, the fishing industry, new infrastructure development and, last but not least, getting population support for policies

and actions dealing with these challenges were discussed. On the basis of these exchanges, the group of experts have formulated recommendations which will be made available shortly.

As a result of workshop the Norfolk Non Native Species Initiative are now carrying out a pilot project testing the use of Blackberry's and a specially developed 'app', by one of the expert companies present, to record the presence of non native species in the county.

*Continued on back page*



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*



## Finding Out What Worked

In December 2009 the book “Oppdag Lister” (Experience Lister) was published, describing in text, maps and pictures a number of places to hike and experience in the Lister-region in Vest-Agder County in Norway. The product was supported by *Coast Alive!*, financing the inclusion of easy to read maps connected to the different routes. The aim of the maps was too reduce any possible barrier against using the different paths, such as to eliminate the feeling of being lost when hiking in the wilderness. Often the expectation of such feelings prevent people from engaging at all, and the theory was therefore that including easy to use maps would get more people out and active using the paths described. It is important to stress that in this case the publisher had no intention of including any type of map in the book, foremost due to the extra cost this would lead to.



After being on the market for a full year, a questionnaire has been performed among users of the book and here are some of the most important findings. Most importantly 80% responded that they did somehow use the maps on one or more occasions, and over 50% responded that inclusion of the maps had been a vital contribution to taking one or more trips. This strongly suggests that the inclusion of maps had a function in this publication, although then not for everyone. Two out of three reported the book had made them hike 1-3 of the trips described, most of the others reported the range 4-6. The main effect of the book was reported as having given awareness of new places to hike in the region. When asked if GPS-coordinates was something users wished for in a publication like this, the population was split in half. There was no pattern in gender or age related to the answers of this question, which indicates that GPS and Geocaching could be a possible tool for motivation in very different groups. Almost everyone stamped the book as very good (50%) or good (50%), and only one individual claimed it was just OK. It can be revealed that the reason given for the “OK” stamp was that the person noted it was “to few trips from my own municipality”.

The conclusion to our primary question seems clear, a large proportion found inclusion of the maps useful, and over half reported that the maps had lead them to hike. It can also be mentioned that 70% answered positive when asked if they would buy a Volume 2. We look forward to Volume 2, hopefully also in English.

## Bike It in the North York Moors

**During the week of 11 July, children from many local schools and residents of Abbeyfields extra care facility will be pedalling along the glorious North Yorkshire coastline.** The event has been organised by the North York Moors National Park Authority who are providing bike hire and cycle leaders for the rides.



It is hoped that the event will highlight the benefits of cycling to both young and old and will encourage the schools and other organisations to set up their own sustainable cycling groups. Funding from Coast Alive will provide training in leading a bike ride for representatives from the groups and will pay for a shared bike carrier. In return for the training, groups will be asked to organise a minimum of two rides per year for the next two years.

*Images; Discovery Photography*





## Geocaching with Pre-Schools in Halland

**Halland have educated the teachers at two different preschools in how to use GPS and geocaching in education.** The training was divided into two sessions with some time in between. The first session focused on the technicalities and the second session on how to do work with the kids.

The teachers of the two preschools really liked it and said that they are going to continue to work with GPS and geocaching. You can follow their work at this blog (in Swedish).

<http://geocachingiforskolanihalland.wordpress.com/>

*Images; Johanna Thorbjörnsson*



## Climb Mountains in Denmark!

**A Norwegian with fear of heights often thought how wonderful it would be to hike in the Danish mountains. He has subsequently climbed all Danish “mountains” over 100 metres and written a lovely book about it, which also include details of his best “base camps” (i.e. hotels and B&Bs). What started as a joke has now turned into a new concept.**

15 mountains are member of the concept Climb Mountains and once a person has registered he can collect the codes which are placed on the mountains as proof he has been. Once all 15 mountains have been conquered, he is admitted to the Hall of Fame on the internet.



*Coast Alive!* recently sponsored the opening of the first “mountain range” in North Jutland with 6 mountains along a signed 6 km route through beautiful countryside. In addition Coast Alive also paid for a bus to bring 50 young people to attend the opening and walk the route. They come from a centre which help overweight children. In total 100 people attended and they all received a Coast Alive gosh.

See <http://www.bestigbjerge.dk/>





Coast Alive

## International Appalachian Trail Designation Official

*The mission of the International Appalachian Trail is to establish a long-distance walking trail that extends to all geographic regions once connected by the “Appalachian Mountain” range, formed more than 250 million years ago on the super-continent Pangea.*

*In addition to connecting people and places, the goal is to promote natural and cultural heritage, health and fitness, environmental stewardship, fellowship and understanding, cross-border cooperation, and rural economic development through eco and adventure tourism.*

It is clear from the goals outlined above, that there are links that can be made between the trail and *Coast Alive!* and at a meeting of the IAT and Irish and Scottish partners in Autumn 2010 we first signed up to a collaboration. The first set of paths to be included in the joint project were announced at our AGM on March 16 2011. More than 10,000 kms (6,000 miles) of *North Sea Trail* and *North Sea Cycle Route* are now officially designated as part of the International Appalachian Trail.

Through our partner Interreg Project, Économusée Northern Europe, we have a presence in each of the North Atlantic regions where the IAT is being introduced. We see the work as a great joint marketing opportunity whereby we can get our paths and associated facilities known to a far wider audience. The Appalachian Trail is the best known such trail in the world, they have around 5 million walkers every year. They are very good at working with volunteers and in maintaining their paths. This cooperation may prove to have a great range of benefits for the Coast Alive partners.

As a CA partner, Karen Greve Somerset (Region Nordjylland) enjoyed a week-long work shadow fact finding experience (see left) , enjoying the opportunity to do some walking on the Trail but more importantly exploring and understanding how volunteers are involved and engaged and learning about how the Trail deals with communications and promotion.



## An Update from the Project Manager

Since the last edition of the newsletter the *Coast Alive!* locomotive has most certainly been gathering steam! It was great to see so many of our partner organisations represented at the Annual General Meeting in Varberg (photo left) and our thanks go to Halland for hosting us in such a fantastic town.



The Events and Marketing and Web Groups also met in Kragerø in May, and again our thanks go to Kragerø for hosting a productive and interesting couple of days.

Our focus is now very much on populating the website, for which Norfolk have circulated a template, and the development of the toolkit. With the final leg of the project fast approaching, we now need to be very focussed on these outcomes. The climate risk seminar in Oxford, organised by the UK Climate Impact Panel was brilliant; a very good start to the process of helping to set up procedures for assessing risk (photo right shows Richard Lamb talking to the 12 strong group).



We will continue to support and forge stronger links with the Appalachian Trail (See International Appalachian Trail article for more information). *Magne*

## Outdoor Exhibition 2011, Aalborg

In February, Coast Alive attended the Outdoor 2011 Exhibition in Aalborg, Denmark, which dealt with hunting, angling and outdoor activities.



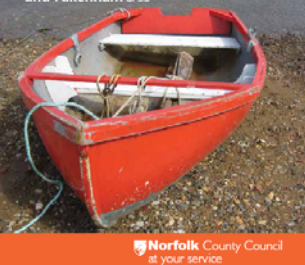
The Coast Alive stand was set up as a camp in the forest and it attracted many people. Very good prizes to people who could suggest new ways of making people active outdoors were also a great draw as well as samples of locally produced food suitable for a picnic.



## Final walks book launched in Norfolk

**Norfolk** health, heritage and biodiversity walks

**Coast Alive!**  
Walks in the Wells and Fakenham area



Norfolk County Council  
at your service

March 22nd 2011 saw the launch of the final in a series of **Health, Heritage and Biodiversity Walks Books in Norfolk**. As with the previous books, the **Wells and Fakenham walks** had a theme, making use of the local transport network.

Over the next few months all the books will be made available on the Coast Alive! website so that, although almost all the hard copies have gone, these great books are still accessible for all.





## Norfolk hosts Eurisy Workshop continued...

Also, the Norfolk Biodiversity Information Service are in touch with another expert to look at habitat mapping possibilities using satellite based technology and the use of unmanned drones to monitor and survey non native species in difficult to reach locations.

The second of these workshops will be hosted by Hordaland County Council in Bergen on 20 October 2011. This time they will be focussing specifically on the use of satellite technology to monitor the impacts of tourism on the coastline.



## Norfolk Coast Path crowned "Best Coastal Path"

The Norfolk Coast Path National Trail has been voted by Coast magazine readers and a panel of experts as the Best Coastal Path in Britain, winning the coveted Joules Award. The amazing coastline, good signing and particularly the links with the Coasthopper bus service with signing between the Coast Path and the Coasthopper bus stops captivated readers of Coast magazine.

Tim Lidstone-Scott the National Trail Manager said. "2011 is the Path's 25<sup>th</sup> anniversary so it is the icing on the cake to be presented with this award; a real testament to the work of the team and our joint working with the Coasthopper. The 87,000 walkers we counted last year are a real boon to businesses along the route". This principle was applied to the latest of Norfolk Health, Heritage and Biodiversity Walks Books for Fakenham and Wells, developed as one of Norfolk's CMI's (see page 3 for more details).

The annual Coast Awards celebrate the people and places that represent all that is innovative, valuable and exciting around the British coastline. TV presenter Michaela Strachan awarded the winners and runners-up their prizes.

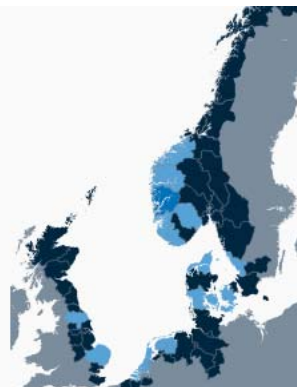


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*The **Coast Alive!** project has a total of 26 partners and sub partners from the Netherlands, UK, Denmark, Sweden and Norway. The aim of the project is to develop a set of strategies and procedures for mobilizing more people to use local paths and 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 would like to learn more, contact Tor Titlestad or Magne Haugseng*



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