



Coast Alive

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**The Interreg IVB
North Sea Region
Programme**

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



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Project Newsletter

Coast Alive!

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Waddenwandelen - Wadden Sea Trails



Landschapsbeheer Groningen, Landschapsbeheer Friesland and Landschap Noord-Holland are developing 1200 km of hiking paths in the coastal area of the Northern part of the Netherlands, including the five Wadden Islands. With this project the accessibility of the area will be increased and the experience of the authentic rural area of the Wadden coast will be accessible for a larger group of hikers.

In cooperation with the community, landowners and professional organizations there has been a

search for the most beautiful hiking routes with an origin in history and landscape. At this moment a network of routes is established. The paths will be studied to determine the number of markings, swing gates and bridges needed. A design for road signs has been made and a web site is produced. The preparation of a tender offer is taking place in order to be able to assemble the signs in 2012. Hiking guides will be developed in a partnership with Wandelnet (former 'Wandelplatform'). Wandelnet is managing a lot of Dutch national

walking routes and is publishing guides for the footpaths. The current guide of the Coastpath will be revised and de Wadden Sea Trails will be part of the new guides.

For the development of the Wadden Sea Walking Event the organisation 'Sport Fryslân' has been asked to work out a concept for the event and putting together an outline plan in preparation for the effective implementation of the event.

More information on this project Waddenwandelen:

t.vandalen@landschapsbeheerfriesland.nl

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.

The Man who lost his shadow (report of a study trip WP3).



Hans Christian Lund (Vest Agder County Council) and Miek Geerts (Provincie Zeeland) flew into Norwich on a bright and sunny Monday in the autumn of 2011. Ready for an adventure in the city of Norwich and its countryside surroundings.

We wanted to get more information on the work of the Norfolk County Council that deals with public access and landscape archaeology and the methodology they developed as part of WP3. Thanks to the bright sunshine late in September it was easy to form real shadows following

the footsteps of Melanie Gillings and John Jones, the main hosts.

In three days time a variety of sites and work experiences were visited. Talking about public access for all, an insight into the mazes of a database, re-use and exploitation of historical buildings and sites, setting up public footpaths and working with technology.

We were impressed by the power of the sea when we looked at the erosion on the Happisburgh site and the coalitions with local communities and action groups to deal with the issues they now face.

After three full days we were left with lots of information and inspiration. Time to end our days of shadowing and get back into the sunlight and deal with all the incentives and ideas.

Many thanks to Melanie, Kirsty, Carrie, Matt and John and all the other Norfolk people for the full on programme, the lovely weather and the great company.

Miek Geerts (m.geerts@zeeland.nl) and Hans Cristian Lund.

Great Yarmouth Maritime Festival



The Norfolk Coast Alive team hosted a stand at the annual Great Yarmouth Maritime Festival. An estimated 30,000 people came along over two days to look at a collection of tall ships, old and modern fishing vessels and enjoy visiting a selection of coastal related information stands

and activities. Our new Coast Alive map showing the location of all the partners was a great success, with many visitors showing us where they had visited on holiday or where they had worked, particularly people who had worked in offshore oil or fishing industries.

A reprint of the Great Yarmouth Coast Alive walks book proved popular; by the end of the two days people were looking for our stand to see where they get hold of a copy.

More information:
carrie.kerry@norfolk.gov.uk

Bike It



Cycling is an increasingly popular sport. Regular participants are usually capable and confident sports people but there is a lack of resources and skills training for the beginner to 'get started' with cycling.

"Bike It" is a community project resourced through Coast Alive, which has involved local schools and groups, regardless of their age, ability and background who are interested in starting cycle groups. Those interested are being given the support and training to form sustainable cycling groups. 12 of these from the coastal area of the North York Moors National Park

have had the support of trained cycle leaders and National Park staff to organise 15 cycle rides with a total of 300 people attending. The groups involved were mainly beginner groups and were made up of individuals with a wide range of fitness and skill levels. The evaluation received from participants was very encouraging and all wanted to continue cycling.

The suggested outcome from forming the groups is to achieve a number of rides over a period of time until a sustainable group is formed.

Resources are needed for underprivileged individuals to have

access to a cycle and equipment so monies have been made available for cycle hire. There are challenges to finding suitable routes within the rural area and these are being addressed through the provision of a cycle trailer.

Local cycle hire firms and training centres have benefited financially from the introduction of the scheme and should continue to do so if the groups are sustained.

More information is available from Sally Ann Smith on e-mail s.smith@northyorkmoors-npa.gov.uk

Nordic Walking on the Cleveland Way National Trail

The North York Moors National Park Authority has engaged a local Nordic Walking UK Instructor to deliver training and also adventure walks on the Cleveland Way National Trail. These are planned for October and November this year and it is hoped that most of the participants will come on the recommendation of their GP. The target audience are people who may be overweight and people with mental health issues. The programme is being offered exclusively through the GP surgeries at Sleights and Sandsend in North Yorkshire. In total 12 places are being offered free of charge using funding from the Coast Alive Project.

The programme consists of 4 separate hours of instruction in Nordic Walking by local instructor Pauline Straw. These sessions aim to develop the perfect posture and technique in order to get the best benefits from Nordic Walking. With the right technique 90% of the major muscle groups can be used. In addition there will be 2 adventure walks that take place along the Cleveland Way between Runswick Bay and Staithes. These walks are intended to inspire participants, through social activity in an outstanding landscape.

Once the programme is complete all participants will be asked for feedback so that we can assess the

success of this approach and especially if it encourages people to become more active through walking or Nordic walking independently or as a group.

For more information on this project please contact Malcolm Hodgson on m.hodgson@northyorkmoors-npa.gov.uk

Fancy a great opportunity to boost your fitness through Nordic Walking?



We have 12 FREE places available (usual price £69) on a Nordic Walking course for anyone looking to get more active and healthy and who want to explore this great approach to exercise.

The course takes place in October and November and involves 4 training sessions of one hour followed by 2 short adventure walks on the Cleveland Way.

It's great fun - all equipment is provided - just bring yourself!

Please see the Receptionist for more details and to find out how to book



NATIONAL TRAIL



Norfolk forges links with National Change4Life Programme



Change4Life is the Department of Health's national social marketing campaign to reduce the incidence and prevalence of obesity in England. It is the marketing component of a much broader response to obesity set out in Healthy Weight, Healthy Lives: A Cross-Government Strategy for England and was publicly launched in January 2009.

The aim of the campaign is to "eat well, move more, live longer"; in the first year encouraging families with children under 11 years old to adopt healthier attitudes and lifestyles through behavioural change but expanding this work in subsequent years to address other at-risk groups. The campaign focuses on prevention

and is supported by a range of big brand companies, national and local organisations as well as individuals; all of whom are promoting the Change4Life message with tools and resources and through local activities and events. Sub-brands of Change4Life include Walk4Life, Bike4Life and Muck in for Life; activities such as walking, cycling and volunteering for conservation help people get active, outside and learning more about their environment as well as providing opportunities for children to make friends, gain confidence and boost their self-esteem.

Co-ordination of Change4Life in Norfolk is provided through NHS Norfolk and our local Co-ordinator is

working from both a traditional marketing and public health perspective, supporting and advising local projects and activities, promoting the brand and raising awareness through events and publicity.

Norfolk County Council are busy building links with our local Co-ordinator to ensure that Coast Alive and Change4Life are reaching and benefiting as many local people as possible. Change4Life is the largest healthy living movement in England and, as a Local Supporter, Coast Alive is permitted to use Change4Life branding and tools to boost these healthy living messages.

To find out more, visit www.nhs.uk/change4life



Coast Alive



Community Mobilisation Initiatives

With only fourteen months before the end of the Coast Alive project, it is useful to look at what has been done so far, and what is planned.

As at 1 October 2011, available CMI information is that a total of 94 CMI have been planned (2009-2012).

There are some 14 awaited reports for 2011/12, but of course, that includes some that have not yet taken place. Many partners have ideas and plans for additional CMI to take place during these last months of the project, so the total undertaken is expected to be over 100. What a great total that will be.

Collaboration between Coast Alive Partners continues in a number of activities. Particularly, these involve geo-caching, backpacks/tracker packs and working with schools.

Transnational networking has resulted in some partners working on similar ideas and activities tailored to their own local/regional/national context and needs, as well as some shared resource development.

CMI development work has been

enhanced by work shadowing of partner delegates at other partner locations. This has also been an ideal opportunity for peer evaluation of CMI activity, as well as additional cross-fertilisation of ideas. What a great chance to use that when reporting back on CMI! It will show the high level of transnational development, and the benefits arising from it, demonstrated in CMI refinements and evaluation reports.

Some of the earliest CMI have now had an updated evaluation undertaken, or due to be undertaken, about 12 months after the first evaluation report. These will enable more meaningful conclusions to be drawn relating to the potential longer-term sustainability of Coast Alive initiated activities. Good work and commitment there.

Staff changes in partner organisations have continued to have an impact upon the specification and reporting of CMI activities. Let's hope that those are now all resolved and that this last stage of delivery and evaluations will run smoothly and be highly productive for drawing conclusions

to include in the Toolkit, now in its early stages of development.

There is now an increasing CMI concentration on business development potential associated with CMI planning for 2011. Keep at it, everyone.

Coast Alive has been submitted as a case study to British Heart Foundation National Centre, for possible inclusion at its Annual Conference on 17 November 2011 in Nottingham, England. The conference is sub-titled 'Translating the Evidence: What works for physical activity?' What could be a better match than the CMI activities of Coast Alive, within the overall focus of BHFNC of "Physical activity and health - Making physical activity a priority"? Coast Alive will have an information stand at the conference, with partners from Norfolk and North York Moors in attendance. An update will appear in the next Newsletter.

David Hassall



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The Coast Alive project

The Coast Alive project has a total of 26 partners and sub partners drawn from locations all around the North 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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