



Pathways to Health - Case Study

Client:	North Yorkshire County Council
Project:	Discoveries on your Doorstep
Date:	3 rd November 2017

Overview:

Magpie had been commissioned to deliver an intervention to target the general public in Scarborough and Selby to encourage more people to engage with walking in the local area. There are three core aims: 1) to positively change people's perceptions of walking, 2) to get more people out walking in the local area, and 3) to increase engagement with the Pathways to Health walking scheme that has been developed in both areas.

At the heart of this project is a vision for enabling 'stronger communities' by empowering our target audiences to get behind their local health messages, make campaigns their own and take ownership of them – helping us to promote Pathways to Health through a peer-to-peer approach facilitated by an external communications agency with experience of delivering projects this way.

The project has been in partnership with 6 communities, split between Scarborough and Selby, identified because of a need for positive health interventions and proximity to the walking trails. These are:

Scarborough:

- Barrowcliff / Northstead
- Castle
- Eastfield
- Falsgrave / Mere

Selby

- Selby (town) North – Flaxley Road estate
- Selby (town) South – Abbots Road estate

Insight findings:

In order to create a campaign that will communicate effectively with the communities, ensuring messages are relevant and allowing communities to take ownership of them, we started with an initial stage of insight and our 'community creative sessions'. These allowed us to get to know each community better, understanding current attitudes and motivations, and will inform our creative brief going forward.

On carrying out our insight we found that the most prevalent barriers that prevented people from walking were;



We identified that most people were quite put off by the reference to 'exercise' and health, but were keen to get involved in activities that involved walking or exercising as a by-product:



Based on our findings, the Discoveries on your Doorstep trails were launched.

Campaign activity

The Scarborough and Selby Trails are a collection of walks with things to see and activities to do along the way and they are there for everyone in Scarborough and Selby, whatever the age, ability or interests.

The themed trails, based at locations around Selby and Scarborough, are designed to encourage people to get outside and experience the history, nature and culture that Scarborough has to offer.

The free, downloadable trails mean people can discover everything from the home of the artistic Sitwells to the Easter Island statues that sit on Jonno's Field to some of the tallest trees in Britain.

The website also includes children's explorer packs, with fun, free and fascinating things to see and do, plus advice on setting up your own walking group and the information on the benefits of getting out and about. Details of Scarborough and Selby Trails events can also be found on the Trail Facebook pages.

In recent weeks, the Trails have been launched with a green makeover of rows of houses in Victoria Street (Scarborough), which with the help of residents were filled with green balloons, banners, posters and doormats. The Trails team also visited Scarborough's Seafest and spoke to everyone from avid walkers to intrepid young explorers.

In the next week the project will be launched on a school level with an exciting launch event in partnership with Selby Community Primary School, where children will get to walk the green 'red carpet' and discover more about the exciting activities on offer on the trails.

As well as the themed trails, residents are encouraged, with the support of the project, to organise their own walks and spread the word about what else the area has to offer.

To help us do this we are identifying community hubs that can help spread the word of the campaign in each area;





Local resident and nature enthusiast Martin Dove has arranged a series of free butterfly walks at Rowan Fields in Crossgates. The first took place on 4 August when he was joined by a group of nature lovers, and some gorgeous August sunshine. Armed with their identification guides, they spotted nine species of butterfly. The walks continued weekly throughout August.

Quotes:

County Councillor Don Mackenzie, Executive Member for Public Rights of Way, said:

“This initiative helps us to make the most of the area’s public rights of way to showcase its natural assets, combining beautiful scenery and architecture with places of historical and cultural interest. It’s an invitation to local people to discover more about the treasures on their doorstep.”

County Councillor Caroline Dickinson, Executive Member for Public Health, added:

“We want to encourage local people to enjoy more exercise by using existing trails around the town and discovering hidden gems by using the downloadable trail maps.

“Many adults are inactive for more than seven hours a day, which increases to ten hours a day for people aged 65 and over. This can increase the risk of developing many illnesses. The Scarborough Trails are a simple way to enjoy walking and having fun while benefiting your health and wellbeing at the same time.”

COULD YOU BE A HERO OF THE OUTDOORS?

Collect discovery points along these pathways when you are the first to see:



A canal lock
5
points



A level crossing
5
points



A stained glass window
10
points



A weeping willow
3
points



A wooden stile
10
points



A swan
2
points



Check in to the **SelbyTrails** to share your score



Visit www.northyorks.gov.uk/SelbyTrails to download trail maps with fun, free and fascinating things to do along the way.



Visit our page to learn how you can earn discovery points and hear about even more family friendly activities to do outdoors.
#SelbyTrails

Route colour	Distance	Estimated time	Surface type	Barriers	Caplins
Yellow	1.2 Miles	20 to 45 minutes	Tarmac/asphalt surface	None	None
Purple	3.2 Miles	1 to 1.5 hours	Tarmac/asphalt surface	None	None
Green	5.2 Miles	1.5 to 2 hours	Part hard surface path or unsealed	None	None
Gold	5.6 Miles	2 to 3 hours	Part hard surface path or unsealed	None	None
Blue	6.8 Miles	2 to 3 hours	Part hard surface path or unsealed	None	None
Red	7.0 Miles	2.5 to 3 hours	Part hard surface path or unsealed	None	None
Black	6.1 Miles	1 to 2 hours	Part hard surface path or unsealed	None	None

Always follow the countryside code. Do not drink alcohol, and follow the signs. There are dog control zones, please do not let your dog off the lead. Please do not feed the animals and please do not litter.

16 08 2017



Happy Valentines day

14.02.17

Miss a li
Underline
Miss a line
Start

Golden Time

READING & THINKING

Games PE skill we are learning: dribbling

Gymnastics PE skills we are learning: spinning, turning and somersaulting

ChildLine

AM PM

We and shake

Wa and shake

Trip out

Handwriting

Play time

Story

Lunch time

Science

Collecting words

Reading

Miss Henderson

Miss Henderson

RE

Literacy

Numeracy

St Mary's Catholic Primary School

St Mary's Catholic Primary School

