



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 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 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, public toilets and picnic areas along the trails. Please do not litter and please do not feed the animals.

16 08 2017

Pathways to Health

Pathways to Health

THE SELBY TRAILS

DISCOVERIES ON YOUR DOORSTEP

What are the Selby Trails?

The Selby Trails are a collection of walks around Selby with things to see and activities to do along the way. Give our trails a go, they are a great way to get outdoors and experience Selby alone or with your friends, family and neighbours.



You are here at the start of our trails.

DISCOVERIES ON YOUR DOORSTEP

After the walk ends, discover the local businesses in your area.

With a map of the Selby Trails, you can download trail maps with fun, free and interesting things to do along the way.

Check it out!

Find out what to see here you can even find family friendly activities to do outdoors. If Selby's like.

WALK YOUR WAY HAPPY



Walking is a great way to travel independently and being outdoors on your own or in a group is linked to reduced stress and greater mental wellbeing. It's time to get active and get happy!



Route colour	Distance	Estimated time	Surface type	Features	Comments
Yellow	1.2 miles	25-30 mins	Asphalt	None	None
Purple	1.5 miles	30-35 mins	Asphalt	None	None
Green	2.0 miles	40-45 mins	Asphalt	None	None
Blue	2.5 miles	50-55 mins	Asphalt	None	None
Red	3.0 miles	60-65 mins	Asphalt	None	None
Orange	3.5 miles	70-75 mins	Asphalt	None	None
Light Blue	4.0 miles	80-85 mins	Asphalt	None	None
Dark Blue	4.5 miles	90-95 mins	Asphalt	None	None
Light Green	5.0 miles	100-105 mins	Asphalt	None	None
Dark Green	5.5 miles	110-115 mins	Asphalt	None	None
Light Blue	6.0 miles	120-125 mins	Asphalt	None	None
Dark Blue	6.5 miles	130-135 mins	Asphalt	None	None
Light Green	7.0 miles	140-145 mins	Asphalt	None	None
Dark Green	7.5 miles	150-155 mins	Asphalt	None	None
Light Blue	8.0 miles	160-165 mins	Asphalt	None	None
Dark Blue	8.5 miles	170-175 mins	Asphalt	None	None
Light Green	9.0 miles	180-185 mins	Asphalt	None	None
Dark Green	9.5 miles	190-195 mins	Asphalt	None	None
Light Blue	10.0 miles	200-205 mins	Asphalt	None	None
Dark Blue	10.5 miles	210-215 mins	Asphalt	None	None
Light Green	11.0 miles	220-225 mins	Asphalt	None	None
Dark Green	11.5 miles	230-235 mins	Asphalt	None	None
Light Blue	12.0 miles	240-245 mins	Asphalt	None	None
Dark Blue	12.5 miles	250-255 mins	Asphalt	None	None
Light Green	13.0 miles	260-265 mins	Asphalt	None	None
Dark Green	13.5 miles	270-275 mins	Asphalt	None	None
Light Blue	14.0 miles	280-285 mins	Asphalt	None	None
Dark Blue	14.5 miles	290-295 mins	Asphalt	None	None
Light Green	15.0 miles	300-305 mins	Asphalt	None	None
Dark Green	15.5 miles	310-315 mins	Asphalt	None	None
Light Blue	16.0 miles	320-325 mins	Asphalt	None	None
Dark Blue	16.5 miles	330-335 mins	Asphalt	None	None
Light Green	17.0 miles	340-345 mins	Asphalt	None	None
Dark Green	17.5 miles	350-355 mins	Asphalt	None	None
Light Blue	18.0 miles	360-365 mins	Asphalt	None	None
Dark Blue	18.5 miles	370-375 mins	Asphalt	None	None
Light Green	19.0 miles	380-385 mins	Asphalt	None	None
Dark Green	19.5 miles	390-395 mins	Asphalt	None	None
Light Blue	20.0 miles	400-405 mins	Asphalt	None	None
Dark Blue	20.5 miles	410-415 mins	Asphalt	None	None
Light Green	21.0 miles	420-425 mins	Asphalt	None	None
Dark Green	21.5 miles	430-435 mins	Asphalt	None	None
Light Blue	22.0 miles	440-445 mins	Asphalt	None	None
Dark Blue	22.5 miles	450-455 mins	Asphalt	None	None
Light Green	23.0 miles	460-465 mins	Asphalt	None	None
Dark Green	23.5 miles	470-475 mins	Asphalt	None	None
Light Blue	24.0 miles	480-485 mins	Asphalt	None	None
Dark Blue	24.5 miles	490-495 mins	Asphalt	None	None
Light Green	25.0 miles	500-505 mins	Asphalt	None	None
Dark Green	25.5 miles	510-515 mins	Asphalt	None	None
Light Blue	26.0 miles	520-525 mins	Asphalt	None	None
Dark Blue	26.5 miles	530-535 mins	Asphalt	None	None
Light Green	27.0 miles	540-545 mins	Asphalt	None	None
Dark Green	27.5 miles	550-555 mins	Asphalt	None	None
Light Blue	28.0 miles	560-565 mins	Asphalt	None	None
Dark Blue	28.5 miles	570-575 mins	Asphalt	None	None
Light Green	29.0 miles	580-585 mins	Asphalt	None	None
Dark Green	29.5 miles	590-595 mins	Asphalt	None	None
Light Blue	30.0 miles	600-605 mins	Asphalt	None	None
Dark Blue	30.5 miles	610-615 mins	Asphalt	None	None
Light Green	31.0 miles	620-625 mins	Asphalt	None	None
Dark Green	31.5 miles	630-635 mins	Asphalt	None	None
Light Blue	32.0 miles	640-645 mins	Asphalt	None	None
Dark Blue	32.5 miles	650-655 mins	Asphalt	None	None
Light Green	33.0 miles	660-665 mins	Asphalt	None	None
Dark Green	33.5 miles	670-675 mins	Asphalt	None	None
Light Blue	34.0 miles	680-685 mins	Asphalt	None	None
Dark Blue	34.5 miles	690-695 mins	Asphalt	None	None
Light Green	35.0 miles	700-705 mins	Asphalt	None	None
Dark Green	35.5 miles	710-715 mins	Asphalt	None	None
Light Blue	36.0 miles	720-725 mins	Asphalt	None	None
Dark Blue	36.5 miles	730-735 mins	Asphalt	None	None
Light Green	37.0 miles	740-745 mins	Asphalt	None	None
Dark Green	37.5 miles	750-755 mins	Asphalt	None	None
Light Blue	38.0 miles	760-765 mins	Asphalt	None	None
Dark Blue	38.5 miles	770-775 mins	Asphalt	None	None
Light Green	39.0 miles	780-785 mins	Asphalt	None	None
Dark Green	39.5 miles	790-795 mins	Asphalt	None	None
Light Blue	40.0 miles	800-805 mins	Asphalt	None	None
Dark Blue	40.5 miles	810-815 mins	Asphalt	None	None
Light Green	41.0 miles	820-825 mins	Asphalt	None	None
Dark Green	41.5 miles	830-835 mins	Asphalt	None	None
Light Blue	42.0 miles	840-845 mins	Asphalt	None	None
Dark Blue	42.5 miles	850-855 mins	Asphalt	None	None
Light Green	43.0 miles	860-865 mins	Asphalt	None	None
Dark Green	43.5 miles	870-875 mins	Asphalt	None	None
Light Blue	44.0 miles	880-885 mins	Asphalt	None	None
Dark Blue	44.5 miles	890-895 mins	Asphalt	None	None
Light Green	45.0 miles	900-905 mins	Asphalt	None	None
Dark Green	45.5 miles	910-915 mins	Asphalt	None	None
Light Blue	46.0 miles	920-925 mins	Asphalt	None	None
Dark Blue	46.5 miles	930-935 mins	Asphalt	None	None
Light Green	47.0 miles	940-945 mins	Asphalt	None	None
Dark Green	47.5 miles	950-955 mins	Asphalt	None	None
Light Blue	48.0 miles	960-965 mins	Asphalt	None	None
Dark Blue	48.5 miles	970-975 mins	Asphalt	None	None
Light Green	49.0 miles	980-985 mins	Asphalt	None	None
Dark Green	49.5 miles	990-995 mins	Asphalt	None	None
Light Blue	50.0 miles	1000-1005 mins	Asphalt	None	None

Always follow the appropriate road rules. The city of Selby is a pedestrian friendly city. Please do not drink alcohol whilst walking and do not use mobile phones whilst walking. Please do not use mobile phones whilst walking.

16 08 2017



Happy Valentines day

14.02.17

Miss a li
Underline
Miss a line
Start

Golden Time

AM PM

We and shake

Wa and shake

Handwriting

Play time

Story

Games PE skill we are learning: dribbling

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

ChildLine

Miss Henderson

Miss Henderson

RE

Literacy

Numeracy

St Mary's Catholic Primary School

St Mary's Catholic Primary School

walking for health

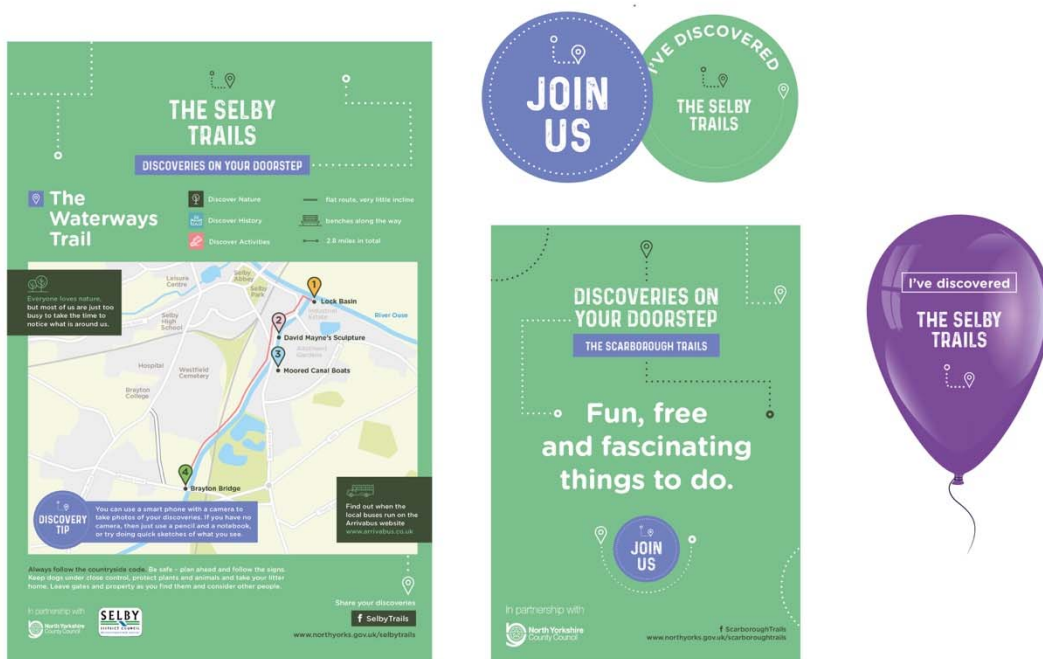
- The extent to which the council’s work was an innovative response to a significant concern

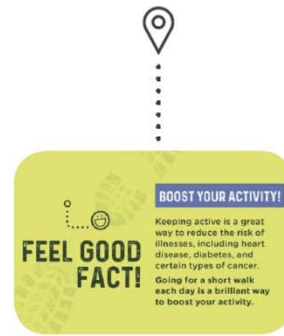
Obesity is widespread in North Yorkshire with over 60% of adults, over 21% of four to five year olds and over 30% of ten to eleven year olds being overweight or obese. The resulting health problems associated with obesity, including type 2 diabetes, heart disease and cancer, are estimated to cost the NHS £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year.

The ‘Discoveries on Your Doorstep’ trails were created by Countryside Access Services (CAS), in partnership with Public Health and Stronger Communities, to address inactivity, obesity, and poor mental health in two areas of deprivation (Scarborough and Selby). An important driver for this project was innovatively using Public rights of way (PRoWs) as community health assets.

The Scarborough and Selby Trails encourage people of all ages and abilities to get outside and experience their local history, nature and culture. Residents are empowered to organise their own walks and spread the word about what the area has to offer.

The bespoke website and Facebook pages include children’s explorer packs, advice and information on setting up your own walking group and the benefits of getting out and about.





Facebook Engagement

22:06 63%

The Selby Trails

HOME ABOUT PHOTOS VIDEOS COI

Like Comment Share

The Selby Trails
2 March at 16:49

Great picture of Selby Horseshoe courtesy of John Warburton!



11 shares

Like Comment Share

64

8

22:09 80%

minsterfm.com

St Leonard's Hospice



The Selby Trails's post

Like Comment Share

The Scarborough Trails
19 January

Remember you can download all our trail maps, kids explorer packs and Wellness Week resources straight from this page, or from the North Yorkshire County Council website. So if you're planning a walk this weekend, we have everything you need!



11 shares

Like Comment Share

64

The Selby Trails
5 December

Our trail of the week is the Abbey Trail! Take a trip to one of Selby's most notable buildings and see if you can spot Selby's other fascinating historical features. <http://bit.ly/2xyC80>



2 shares

Like Comment Share

53

The Scarborough Trails
19 January

Next week is Wellness Week! Get active with your colleagues, family and friends to improve your health and wellbeing and send us a picture of your activities!



18 shares

Like Comment Share

109

Rachel Louise Leadley
Laura Farrell

The Selby Trails
19 January

Our trail maps are all available to download from this page or from: www.northyorks.gov.uk/selby-trails - discover your doorstep so it couldn't be easier to get out and discover the nature around you!



8 shares

Like Comment Share

33

Sanya Train
Jon Tisdale
Lucy Sheridan
Michelle Sheridan
Suell Williams
Sarah x
Katy Armand
Jade Lmb
Baz McDowell
Eamonn
Susan Underwood
Susan Underwood
Ck for walks x am not a fan of trail running
Baz McDowell
Eamonn
Susan ah yeah I forgot x
Write a reply...

The Scarborough Trails

Comments Done

1

Judith Mason
Fran Rutherford have you seen these? They look good x
19 x Like Reply

Write a comment...

The Scarborough Trails
19 January

Our trail maps are all available to download from this page or from: www.northyorks.gov.uk/selby-trails - discover your doorstep so it couldn't be easier to get out and discover the nature around you!



15 shares

Like Comment Share

65

The Scarborough Trails

Like Reply

7 x Like Reply

Margaret Tenno
Kenneth Pearson
Lynn Graham
Simon Graham
7 x Like Reply

Cindy Peron
Andy Pottin
7 x Like Reply

Tracy Adams
Kelly Chamberlain
7 x Like Reply

Simon Oxtley
Tracy Oxtley
7 x Like Reply

Tracy Oxtley
What are you downloading them so we can start going on nice Sunday walks?
7 x Like Reply

Write a reply...

Karen Swift
Glenda Owen
7 x Like Reply

Mel Piskar
Burton Riggs is very muddy at the moment, almost impossible to walk without slipping.
6 x Like Reply

David Michael Jefferson
Wendy not sure if this will be of interest if you're coming up in Feb.
6 x Like Reply

Wendy Leasley
Thank you David, I've just had a quick look and will get on the laptop to read it properly.
5 x Like Reply

Sylvia Avery
Oh our favourite walk nearshore (Dun. Great!). So peaceful - you just think that you are in a wood away from such a busy place like Scarborough - and then at the end of it. You cross the road - to the blue crush for a cup of tea and the sea view. What more can you ask for - I bet it's the same for you Lanette Langford x.
5 x Like Reply

Lanette Langford
There are some wonderful places to walk around here x
5 x Like Reply

Sylvia Avery
That's what we need with the dogs. We also have the men. It's a big lake and it takes about an hour to walk round them x
5 x Like Reply

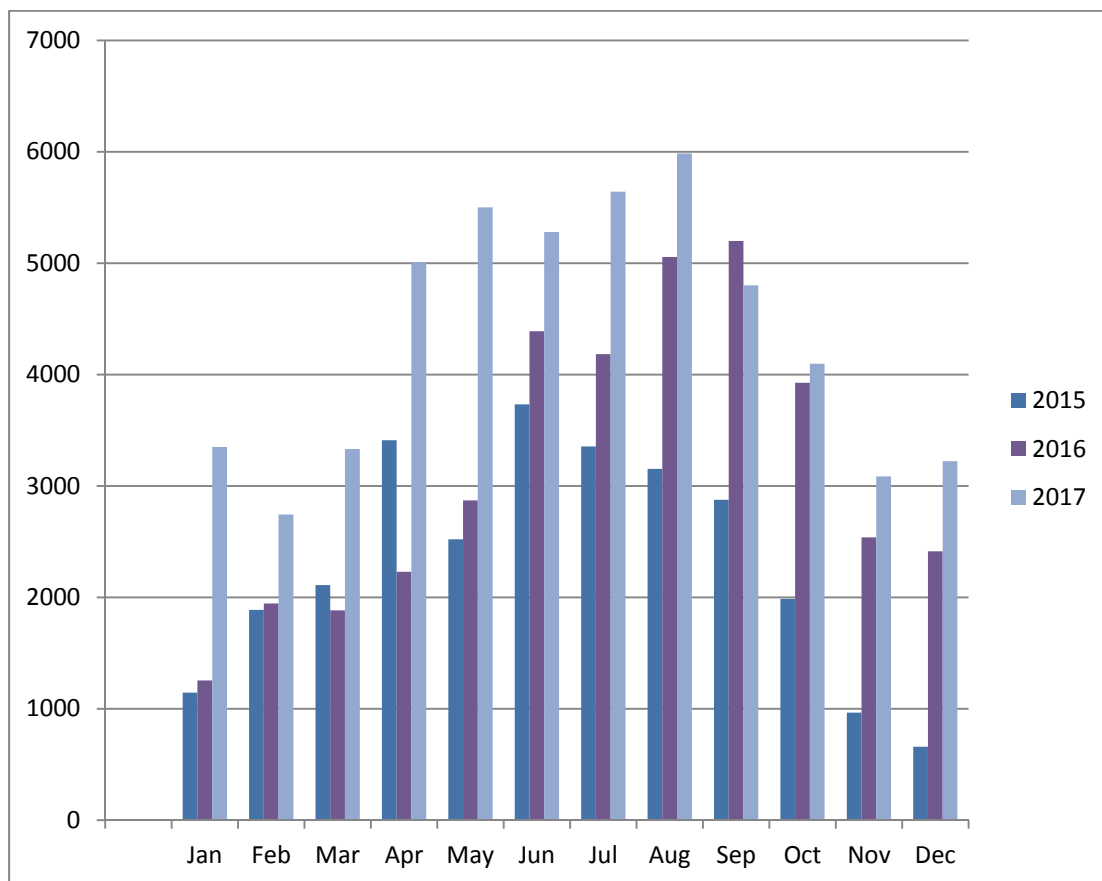
The Scarborough Trails
This is great to hear Sylvia and Lanette! Next time you're on a walk, we'd love it if you'd share your pictures with us! Happy walking! :)
5 x Like Reply

- **The quality of the outcomes obtained from the project, for instance in improved or more efficient services**

Improving PRoW infrastructure and promoting the trails to communities resulted in:

- provision of physical activity across all ages of the population and quality access to open spaces;
- provision of supported social action, community engagement (98 community groups) and walking activities (17 trails) with the aim of improving mental health; (over 700 questionnaires completed to date);
- community cohesion (10 community champions) and active engagement through a social media campaign (1,154 'likes' on Facebook, 3,368 unique website visits);
- increased awareness and easier access to knowledge about the surrounding areas.

Since project launch in summer 2016, 'people counters' on the Selby Canal show a significant improvement in the number of walkers.



- **Links between environmental sustainability and other policy areas, particularly public health**

Key strategic priorities have been identified in North Yorkshire and this project links to several plans, including the Plan for Economic Growth, Health and Wellbeing Strategy and the Healthy Weight, Healthy Lives Strategy.

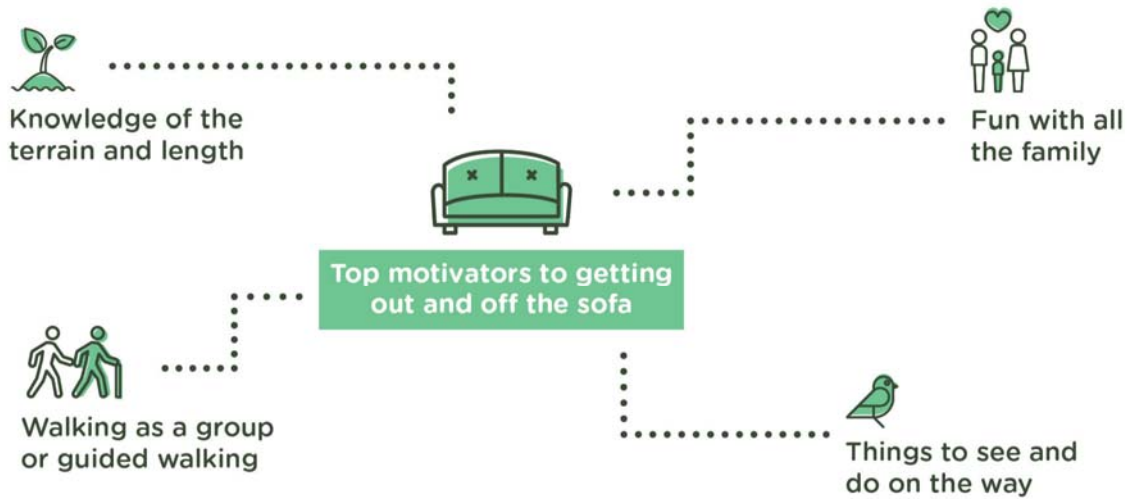
- Evidence of buy-in to the project or its goals from members of the local community or external organisations.

Our vision was to enable ‘stronger communities’ through a peer-to-peer approach. The ‘insight’ stage gave us an understanding of :-

the barriers to walking;



the motivators for walking:-



- Based on our findings, ‘Discoveries on your Doorstep’ was launched.

Local influencers and community groups acted as community champions, giving time or promotional space to the campaign :-

Weaponness Valley Community Group

initial co-creation, promotion of trails, creation of their own trail

Andrew Clay, Woodend

introduced us to six cultural landmarks, creating and promoting the Sitwell Trail

Martin Dove, local nature enthusiast

delivered 'butterfly walks', which were featured on local radio.

Town Team

initial co-creation, introductions to networks/businesses, Halloween Trail development with local businesses, promotion of the trails on Scarborough's Future Facebook page

Welcome to Yorkshire

initial co-creation, gifting of promotional space at Seafest, promotion of the trails through discoveryorkshirecoast.com

Community Activity



A strong brand identity is recognised by 44% of the public in Selby and 30% in Scarborough.

<https://www.facebook.com/ScarboroughTrails>,

<https://www.facebook.com/SelbyTrails>