

DISCOVERIES ON YOUR DOORSTEP

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:

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| <p>THE SELBY TRAILS</p> <ul style="list-style-type: none"> • Selby (town) North - Flaxley Road estate • Selby (town) South - Abbots Road estate | <p>THE SCARBOROUGH TRAILS</p> <ul style="list-style-type: none"> • Barrowcliff / Northstead • Castle • Eastfield • Falsgrave / Mere |
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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 and Selby Trails are a simple way to enjoy walking and having fun while benefiting your health and wellbeing at the same time."

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 this informed 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

Themed trails:

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 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.

Schools and family engagement:

The website 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 Selby we launched the project on a school level with an exciting launch event in partnership with Selby Community Primary School, where children walked the green 'red carpet' and discovered more about the exciting activities on offer on the trails.

Community Champions:

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 and Community Champions that can help spread the word of the campaign in each area, making the campaign more sustainable in the long run.

Local resident and nature enthusiast Martin Dove has arranged a series of free butterfly walks at Rowan Fields in Crossgates (Scarborough). 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.

