

DISCOVERIES ON YOUR DOORSTEP

North Yorkshire County Council 'Discoveries on your Doorstep'



ADEPT Presidents Awards 2018 – Category 3

- **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

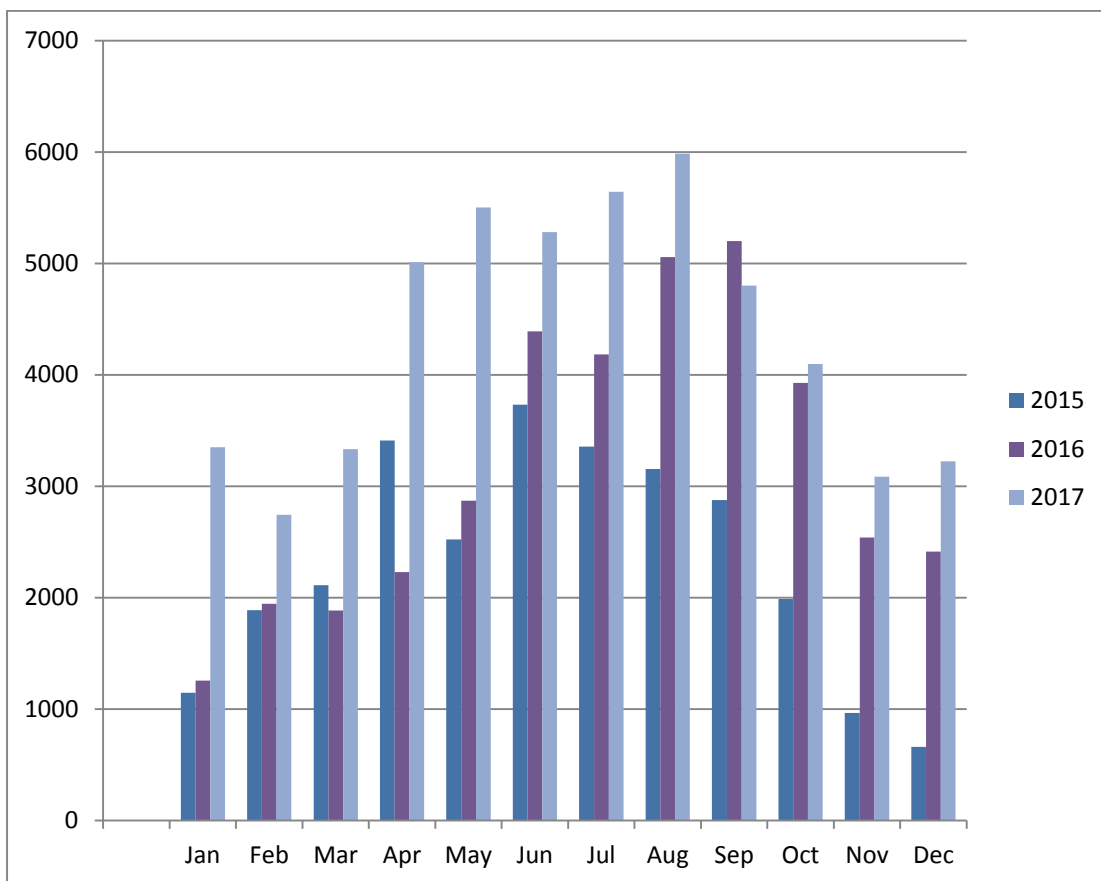


- **The quality of the outcomes obtained from the project, for instance in improved or more efficient services**

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.

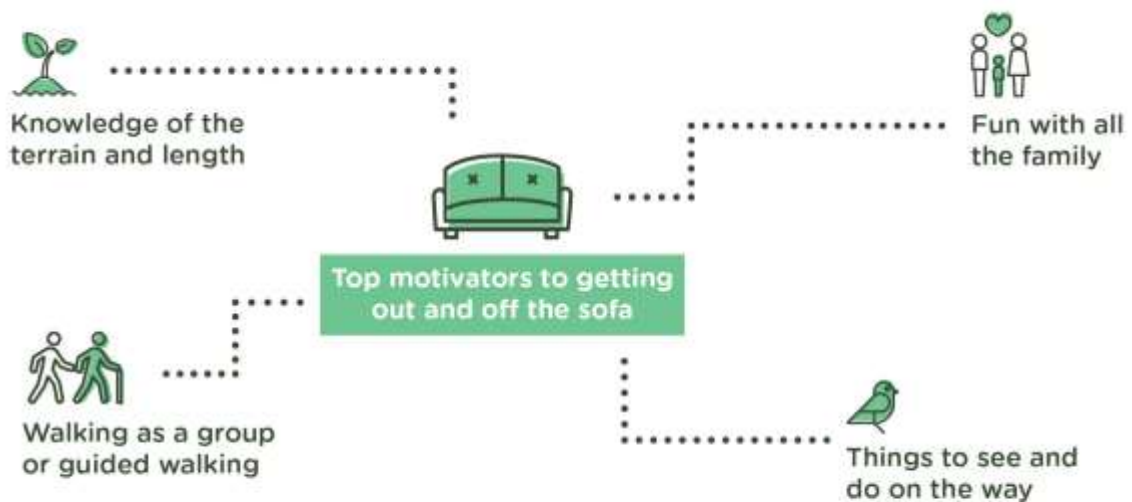
- Evidence of buy-in to the project or its goals from members of the local community or external organisations.

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>