

The Impact of Outdoor Recreation on Changing Social Behaviours

2007 Seminar Proceedings
of the
Countryside Recreation Network

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Network Manager

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Countryside Recreation Network Seminar

'The Impact of Outdoor Recreation on Changing Social Behaviour'

WELCOME AND INTRODUCTION

Rachel Hughes
Research and Evaluation Manager
Sports Council for Wales
Countryside Recreation Network Seminar

Social behaviours are complex and heterogenic; as such, any interventions that seek to change behaviour must take account of its complexity.

Organisationally or individually, we are increasingly facing the challenge of changing societal behaviour(s); however, before we can seek to change behaviour, we must firstly understand people: their motivations, their barriers, their social context(s).

Outdoor space and more specifically, outdoor recreation have increasingly been seen as a method of facilitating behaviour change. Given the variety of outdoor recreational opportunities, both in terms of place and activity, outdoor recreation enables different 'types' of interventions to take place with the aim of changing different 'types' of social behaviour(s).

Providers of outdoor recreation need to understand the wider social benefits that their activity can have so that they can communicate this with those who are endeavouring to change social behaviour. Similarly, those organisations that are tasked with changing social behaviour should be aware of the role that outdoor recreation can have in facilitating this.

This seminar opens with presentations from leading experts in the academic and social marketing field. We then follow with practical examples of where outdoor recreation has had a positive impact on changing social behaviour among a variety of different demographics.

There are some clear messages in the programme about the necessary inputs required to help facilitate behaviour change:

- **Importance of People;**
- **Appreciation of Time;** and
- **Skill Development.**

This seminar provides a great opportunity to share these applied and evidenced experiences. There is an undoubtedly an increasing amount of work being done in this area, my own organisation is no exception, and I would hope that we could revisit this important and challenging issue sometime in the future. Finally, I hope that this seminar will provide you with an opportunity to both reflect and engage in some stimulating debates around changing social behaviour(s).

Countryside Recreation Network Seminar

'The Impact of Outdoor Recreation on Changing Social Behaviour'

Dr Geoff Nichols
Lecturer in Leisure Management
The University of Sheffield

Outdoor Recreation as a Tool to Facilitate Behavioural Change.

In this session I will not offer any magic wand to solve the 'problem' of disaffected young people, however, I'll illustrate, with examples, how outdoor recreation can contribute to the development of young people in a way that may reduce their propensity to be involved in crime and anti-social behaviour. The examples are taken from academic research although I have been influenced by my previous work as an outdoor pursuits instructor, mostly with Outward Bound, where the aim of courses was the personal development of young people. I am still involved with the Scout Association, training leaders in mountaineering and climbing, and leading young people.

Firstly it is useful to conceptualise 'personal development'. It has been proposed that the major task we all face is establishing our own coherent sense of self-identity and that this is more challenging as social relationships become less stable. It is particularly the key task facing young people. One can think of personal development as involving a parallel growth in self-esteem, locus of control (the extent to which the individual can feel control over their lives) and social skills. There is an interaction between these and together they enable the individual to become more proactive in taking charge of their lives. But personal development is also directed by values – and these will direct future behaviour.

An example illustrating this general process was a participant on the West Yorkshire Sports Counselling programme. This offered a set of one-to-one sports sessions between a probation service client and a counsellor over a period of 12 weeks, with an informal follow-up to match the probationer with new opportunities. Through this one participant who had a long record of minor offences developed the confidence to take first aid and sports coaching qualifications, took voluntary work as a coach and then as a youth worker, and went on to train as a full-time youth worker. Initially this probationer had to be given a lot of support to take the training courses, but as their skills, confidence and belief that they could take charge of their own life grew, they were able to find the youth worker training course and apply for it themselves. This required the sports counsellor to gain the respect of the probationer, to sensitively match new opportunities with the probationer's growing ability to cope with them, and to act as a role model – especially in terms of values and behaviour. In this example sport was used as a medium and a catalyst for this process, but in other examples outdoor recreation activities are used.

These activities can contribute to this process in several ways:

- A 'hook' to gain involvement

- As a medium for success and to boost self-esteem
- An environment where a sensitive facilitator can match the participant with different levels and types of risk / challenge
- A catalyst for a mentor relationship
- A metaphor for other challenges in life
- A context in which different values and self-identities can be experimented with.
- Potentially a new peer group and a major life interest in a new activity

Two programmes illustrating this are Hafotty Wen and Fairbridge. Hafotty Wen was an outdoor pursuits owned by Merseyside probation service which ran, among other courses, one which led up to climbing all the fourteen 3000 foot high mountains in Wales in 24 hours – a considerable feat. Several participants on this were involved in long-term drug rehabilitation.

Success on the 14 peaks was a major achievement:

I was elated after we'd done. Once we'd got back to the centre it was just wanting to get into bed, obviously. The next day at the presentation it was, to be honest with you, it was like the biggest achievement of my life...

It could offer a point of reference as clients tried to get off drugs:

At one time I thought I'd never be able to get off drugs, I'll never be able to sort this one out. I often compare it with the fourteen peaks. I said that when I was just first walking up them first few steps, which really stopped me from going any further especially with drugs, it really stopped me from getting over that threshold. I honestly believe in my heart now that it can be done.

The way the manager ran the centre was also a metaphor for clients' lives, in which staff provided role models:

If we attempt to treat people with respect then maybe they might respect other people's property. [Staff must] clearly be able to demonstrate that they have respect for someone, it is easy to use the word, it is not so easy for someone in a position of authority to turn round and be humble, and also to clearly be able to show to a group that I as a person don't have all the answers. It's about honesty and integrity. It's about being humble, respectful and understanding.

Probation officers who went on the 14 peaks expedition with clients found a significant change in their relationship to them – such that a mutual respect made supervision much more effective.

A further example from a different Hafotty Wen course illustrated the potential for emotional risk taking and the unpredictability of benefits from the course. A young female member of staff had been employed at a bail hostel [which was for males only] to try and help male residents experience and develop the capacity to have normal day to day relationships with people of the opposite sex. She was supported in this challenging role but one client had not managed to come to terms with this. This relationship changed on a course;

Well she [the female member of staff] said it happened in the middle of a river and she was stuck, they were doing a river crossing. He turned back and helped her, she was not in physical danger, she was stuck... He was in front of her and he turned round and he saw her and she said 'can you give me hand' and he went back for her, it was like that. You could not have set it up. Something happened in that moment, ... she had a very fruitful and productive relationship with him thereafter.

This illustrates how the experience on the course acted as a catalyst for this client to take the emotional risk of offering support to the female member of staff. A change in relationship had been achieved that had not been possible through other activities.

Another example of the use of outdoor recreation is provided by the Fairbridge programme which is directed at disadvantaged and disaffected young people. An initial basic week-long course includes centre-based preparation and up to three days at a residential location using challenging outdoor sports activities (such as canoeing and climbing). The aim is to use these activities as a medium to help participants learn about themselves and to develop a personal action plan for the next six months. After the initial week support is tailored to the needs of individual participants and can continue for a year. In this case staff used the activities as a 'hook' to gain involvement in the programme. They also provided a catalyst for developing relationships with the staff. For the young people the activities and the staff were the most important part of the process.

Thus both examples show how outdoor recreation can be used as a catalyst for a process of personal development directed by values. For this to happen:

- Staff need to be mature, sensitive, committed, able to make and manage a meaningful relationship with the participant, able to see the activity as a means to an end rather than just an end in its own right.
- Staff need to be role models.
- Outdoor recreation needs to be used sensitively as a tool – it will not be right for everyone.
- Experiences need to be matched sensitively to the needs of the participants – and if participants fail, it needs to be reviewed sensitively.
- There needs to be long-term support – 6 months plus, to help both development and dealing with other problems [accommodation, employment, relationships, drugs / alcohol]. The greater the problems the young people face the more support they will need – and it will be futile to offer them outdoor activities if they have no way of overcoming these.
- To offer long-term support and build up staff expertise there needs to be stable funding.

So, is there anything inherent to outdoor recreation? It may offer a greater 'hook' than other activities because of perceived risk, excitement and novelty. The contrast with 'everyday life' may offer a more memorable experience as a metaphor. It may offer a sense of humility through awareness of one's small place in nature. Programme sponsors may share a belief in inherent values of the activities, justified or not, which may make funding easier. By themselves they

certainly can't offer a simple solution to the complex set of problems young people face.

I think the most important factor in the effective use of outdoor recreation to facilitate behavioural change is the commitment, skills and personal qualities of the programme staff – which needs to be combined with the ability to offer longer term support to young people to help them overcome problems of employment, accommodation, and general social disadvantage.

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Countryside Recreation Network Seminar

'The Impact of Outdoor Recreation on Changing Social Behaviour'

Veronica Sharp
Director
The Social Marketing Practice

Using Outdoor Recreation to Change Social Behaviour: A Social Marketing Approach

This paper follows a presentation given at the Countryside Recreation Network Seminar on "The Impact of Outdoor Recreation on Changing Social Behaviour" on September 20th 2007. The paper first looks at what Social Marketing is before briefly looking at what Outdoor Recreation is, and how it fits within a Social Marketing approach to behaviour change.

1 What is Social Marketing?

Social marketing is a "whole system" approach to empowering changes in behaviour that benefit people and the environment. It is an intervention-based approach for encouraging a group of people with common aspects (target audience) to voluntarily move towards a specified positive behaviour. Social marketing is oriented to deliver an outcome focused solution. The aim is to overcome the psychological and motivational barriers to change (internal barriers), as well as any physical barriers in order to enable that change (external barriers).

Good use of social marketing draws on the social sciences, putting into practice a range of social theories such as social cognitive theory and social network theory – the latter which helps to identify champions for change. It is also supported by techniques and tools from the marketing and business professions, and takes into account the social, environmental, technological and economic contexts within which the desired change is needed.

People are at the heart of change and social marketing helps to connect with peoples' lives and lifestyles, by providing deep understanding of how to change what are often entrenched habits. It requires strategic thinking, working across policy and social goals, systematic planning and creative delivery. Social Marketing begins and ends with a focus on the individual, being designed to ensure that any intervention is based around, and directly responds to, the needs and wants of that person. It reaches beyond social communication projects to embed sustained behaviour change.

Social marketing requires commitment, is underpinned by a set of core concepts, and its success is dependent upon working with a wide range of stakeholders who help to stimulate and sustain change. It is most commonly applied in the fields of health and pro-environmental behaviour and is used by government policy, NGOs and charities to effect social good.

An investment for future success – Social marketing requires upfront investment in time and resources. This is needed at the “front end” in order to ensure deep understanding of the target audience and effective partnership working. This front end investment provides the following benefits:

- A segmented and effectively targeted approach;
- Reduction in wasted time and resources; and
- Cost benefits.

Cost benefit examples using social networks and partnership principles to stimulate behaviour change include:

□ **Activmobs** aim to increase the level of personal activity. Existing social networks come together to design their own programme of activities and self assessment. A multistakeholder partnership is facilitated and supported by the local council. The programme demonstrated that it was more cost effective to provide one trainer between six people compared to an appointment for each of them with a GP. This small-scale pilot in a housing estate in Kent is being expanded.

□ The BTCV **Green Gyms** programme helps people take exercise outdoors whilst improving the environment. Green Gyms provide training and development in new skills through a multi-partnership approach. Ninety percent of participants with poor mental or physical health show an improvement within seven months.

The core concepts of Social Marketing - There are 5 core principles that underpin a social marketing approach:

Insight, theory and segmentation

Start with an understanding of where the person is at now, rather than where you think they are, might or should be. Look beyond traditional demographics, i.e. where people live, and what social group they belong to. What do people think, feel and believe? What are their lifestyles? What do they want? What motivates **them!**

Working with others

Who can provide support for your work, knowledge and access to your target audience? Who will your target audience **listen** to? These are the organisations you need to work with.

Establishing a behavioural goal

Recognise the broader context within which you are working. Your goal should define a **specific** behaviour change within a set timeframe and within a specific location. It should aim to maintain and sustain the behaviour you want to influence.

Benefits and Barriers

These should be clear and well-defined. Know the **barriers**, e.g. time, cost, effort etc. Understanding the benefits and incentives your audience will respond to will help the creative development of your intervention mix.

Measurement

How will you **know what you have achieved**? You must set a baseline and monitor and evaluate your progress. Providing feedback to your target audience on progress is a proven incentive. Assess impact and learn what you have achieved and at the same time provide valuable lessons for others.

2 What is Outdoor Recreation?

A social marketing approach in outdoor recreation would first seek to understand what outdoor recreation is and where it takes place.

A short desk-based review of internet sources offers us a range of definitions of “outdoor recreation” from the narrow to the broad which are summarised in Figure 1 and the boxes below. Most of which agree that it is the voluntary use of leisure time for activities that variously divert, amuse, stimulate, relax, refresh, or renew, whether physically or psychologically¹.

However, these different views raise a number of questions, i.e. what is outdoor recreation? Can utility journeys really be included? Can any outdoor activity in any environment be included?

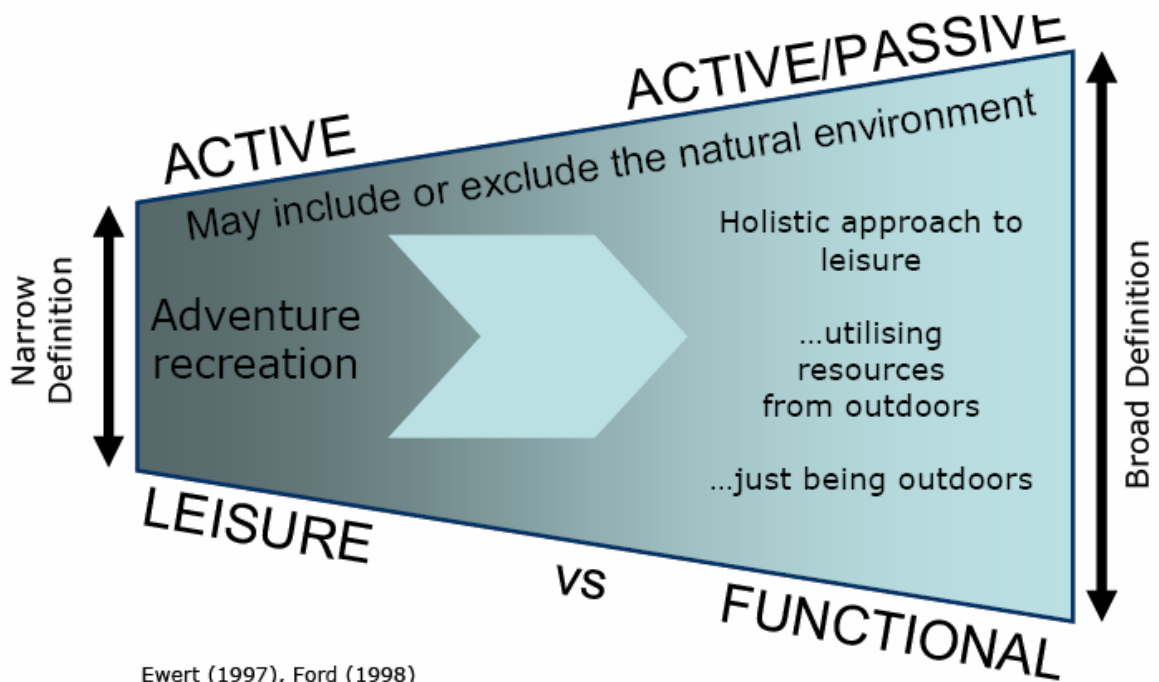
Outdoor Queensland suggests that it is wider than *adventure* and might include outdoor areas in a predominantly unmodified natural landscape. However, this definition raises questions that about deciding what is a predominantly natural landscape. Natural England’s Health Campaign discusses “*accessible natural space within 300 metres of every home*”². Bird’s (2004) report for the RSPB discusses “*green space in an urban environment*”. Are these spaces suitable for outdoor recreation? The Henley Centre report for Natural England (2005) asks whether activities

1 Google

2 www.naturalengland.org.uk

might include salsa, chess or playstations in the park. This links with Ford’s (1988) view of outdoor recreation as a holistic leisure pursuit.

Figure 1: Understanding Outdoor Recreation



Ewert (1987) offers us a definition of outdoor *adventure* recreation.

The State of South Dakota hedges its bets by starting with a long list of predominantly adventure activities and finishes with "*viewing or enjoying historical, archaeological, scenic, or scientific sites, or engaging in any other form of outdoor sport or recreational activity of any sort.*"

Ford (1988) aims to convince us that it is even wider (including, for example, activities such as flower arranging and making wooden craft and furniture items because they utilise resources gathered from the outdoors).

The "Outdoors Queensland" website starts by suggesting that it might be wider than adventure recreation, but goes on to list only adventure activities (although with the caveat that activities are not limited to those they list), and suggests that it "*may require outdoor areas of predominantly unmodified natural landscape*".

The Henley Centre's Report for Natural England's Outdoor Recreation Strategy (2005) considers that "*a concise definition is difficult to establish*" because many different activities can be included. They list 11 categories of activity as forming part of a broad definition, including trips to work or to the shops (utility journeys) which are made, for example, on foot or by bike.

The Henley Centre's notion that it is hard to define outdoor recreation, suits the purposes of this paper, as outdoor recreation means different things to different people at different times. However, we should be mindful that outdoor recreation involves...

"The voluntary use of leisure time to provide physical and/ or psychological benefit to the individual through any activity that takes place in an outdoor situation - that has at least some elements of the natural environment."

3 How do Social Marketing and Outdoor Recreation fit to deliver changes in social behaviour?

Outdoor recreation is one of the vehicles that can be used to achieve a behavioural goal. Exactly what form it takes, and how large a part it plays in that mix depends upon the behavioural goal, the target audience, the results of initial research to gain insight into the audience, and, of course, on the definition of outdoor recreation being used.

Research has shown where social marketing principles have been discussed and/or applied in the outdoor recreation context:

Stakeholders: Bird (2007) recommends Social Marketing as a method for bringing together the range of stakeholders involved with health and the natural environment to *“understand and lift the barriers that prevent people from spending more time in the natural environment”*

The following examples exemplify where a range of stakeholders (as partners) have been used:

Chopwell Wood Health Project

The Chopwell Wood Health Project was established to test the potential for woodlands to contribute to the government's health agenda.

Chopwell Wood is a large Forestry Commission woodland chosen as the site for a Health Action Zone. It has well documented needs for health improvement and is a 'walk-in-wood'. The wood has a strong history of community involvement, through the 'Friends of Chopwell Wood', who are a group of local volunteers.

Partners include Forestry Commission, Gateshead PCT, Derwentside PCT, Friends of Chopwell Wood (FOCW), Forest Enterprise and Forest Research

Outdoor recreational activities included orienteering and stress management techniques for young people; activities for people referred by their GPs: walking groups; cycling; tai' chi; woodland gardening.

Source: Evaluation of the Chopwell Wood Health Project.

Business in the Community: Clubs that Count

Recognising that sport is an important tool for improving health, particularly for disadvantaged children, Business in the Community (BITC) works with professional sports clubs to help them develop their positive impact on their local communities and the environment. Clubs are tackling a wide range of social and environmental issues in unique and innovative ways, helping to promote healthy lifestyles.

Partners include the Department of Health, premier rugby and football clubs, league clubs, and others.

Recreational activities are a variety of sports.

Source: Business in the Community website,
www.bitc.org.uk

The report (undated) for the CRN by Pretty *et al* makes a range of recommendations that require action by others such as access and recreation providers, agricultural managers, schools, local Biodiversity Action Plan Partnerships, and the sports and leisure industry in order to formally improve their contribution to public health via "green exercise".

Barriers: The Henley Centre report for Natural England (2005) examines a range of barriers to outdoor recreation among young adults, young families and seniors, which include time pressure, lack of appeal, logistics, perceived cost, and image.

Proximity: In his 2004 report on the contribution that green space and biodiversity can make to physical activity, Bird concludes that “*physical activity promotion should be close to where the patient lives and with an emphasis on walking*” and that “*local access to safe natural green space can help individuals sustain levels of physical activity*” which is more likely to be sustained where the exercise itself is not the primary driver – activities appear to be more sustainable when there are environmental and/or social aspects, e.g. green gyms as illustrated below.

BTCV Green Gyms

Green Gyms aim to improve the health of communities living in areas of social, economic and environmental deprivation by enabling them to improve their local green environment. They create a sustainable resource as well as benefits for individuals, providing physical exercise ranging from gentle to strenuous on one half-day per week in a location such as school grounds, parks, woodland, derelict land or allotments.

Partners vary according to locality.

Outdoor recreation activities are based around practical conservation tasks.

Source: Sustainable Development Commission website,
www.sd-commission.org.uk

4 Conclusion

A key benefit of using a Social Marketing approach in outdoor recreation is the opportunity to extend partnerships across a range of agendas to support and empower social change. This may include working in partnership with those involved in health provision, countryside management, and environmental conservation to bring outdoor recreational activities into strategies. For example, such an approach can help to improve the physical and mental wellbeing of a range of target audiences including children from inner cities, the under 12's, young people over 19, people with aggressive behaviour, and communities.

A key feature of using a social marketing approach for outdoor recreation is that it considers potential impact on the natural environment.

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Countryside Recreation Network Seminar

'The Impact of Outdoor Recreation on Changing Social Behaviour'

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CRN SEMINAR - THE IMPACT OF OUTDOOR RECREATION ON CHANGING SOCIAL BEHAVIOURS

Introduction

Fresh air and exercise are the necessities of life and they are free

Policy Base Statements

The following policies are relevant in the context of this presentation.

- 'The NHS Plan & Public Health' was published in July 2002 and included the commitment to develop, by 2004

"Local action to tackle obesity and physical inactivity"

- 'The Draft Manchester Physical Activity Strategy' (dated 19th July 2004) has two aims:
 - To raise the average level of physical activity undertaken by Manchester residents; and
 - To reduce inequalities by targeting interventions at those who are most sedentary or who suffer inequalities in relation to access, disability or their vulnerability to disease.
- 'North West On The Move' (Sport England) 2004 –2008)
Aim: To use sport and physical activity to improve the physical, social and mental health and well being of people in the north west focusing particularly on those areas with the greatest health needs and inequalities.

- 'Health Concordat 2005'
Signed on 24th March 2005 between the Countryside Agency, English Nature, Forestry Commission England, Sport England and the **Association of National Park Authorities.**

Their vision for the future:

'Is one where everyone, regardless of age, gender, race or ability is more informed about opportunities and confident in using the outdoors. Where our organisations have the capacity to develop local initiatives to promote healthy living and where health professionals understand and support the outdoors as an integral part of their work in improving public health and well-being'

Background

The 'Strollers' Walking Group

Walking for health in North Manchester began in April 1997. It was originally a Women's Walking Group that was set up by the then Women's Health Team as part of the Team's strategy for the prevention of Coronary Heart Disease. The Team had started work around increasing physical activity levels amongst groups of older women by offering community based exercise classes.

Walking was introduced as a progression from the exercise classes as a way of introducing more opportunities for increasing physical activity and variety to the type of activity. It was therefore only open to those who had already attended the community exercises classes. The walks were held monthly because of the limited staff time available.

In 2000 due to time commitments and a change in the management's priorities, the Team were no longer able to offer regular walks.

After a lot of hard work a bid was submitted to the Countryside Agency's, 'Walking the Way to Health' Initiative which was successful and led to 'Stepping Out' in Clayton and Newton Heath Health Walk Scheme being formed in June 2002.

The 'Walking the Way to Health' Initiative

The National 'Walking the way to Health' Initiative (WHI) aims to get more than a million and half people walking, especially those who do little exercise or live in areas of poor health. The Countryside Agency and the British Heart Foundation spearhead the WHI. It also benefits from extra funding from the New Opportunities Fund and sponsorship from Kia Cars. The scheme also benefits from local support

given by Health Action Zone, North Manchester Primary Care Trust, New Deal for Communities and the Environment Agency.

'Stepping Out' was a strong partnership between the North Manchester NHS Health Walk Project, Manchester NHS Community Nutrition Service, the New Deal for Communities Team, Groundwork Manchester and Manchester City Council.

'Stepping Out' in Clayton and Newton Heath is held as an example of best practice, being regularly featured in WHI Newsletters. Recommended by the WHI as one of the six best of the 350 supervised walking groups available nationwide, the others being London (Islington), North Yorkshire (Hambleton), East Kent, North Lincolnshire and Liverpool.

Aim, Objectives and Progress to Date

<u>Aim:</u>	To provide a regular programme of led short walks in the local area to increase the health and well being of the residents of Clayton and Newton Heath.
<u>Objectives:</u>	To offer 2 to 3 led walks per week. (By November 2005, 13 walks were provided each week!)
<u>Progress to date:</u>	Nine weekly led walks are provided from 7 centres over five days (Monday to Friday).

All the health walks are short and last between 30 - 60 minutes. What is a Health Walk? The short definition of a 'Health Walk' is: "a purposeful, brisk walk undertaken on a regular basis". The walk is not a stroll, nor a ramble! But any walking is better than nothing. The components of a 'Health Walk' are:

- Screen – Check participant's fitness for the walk session by completing a Questionnaire Form.
- Warm Up – Gradual pulse rising – met and mix – walk and talk – 'Take the car (body) up through the gears'.
- Brisk Walk – with everyone walking at 'their own brisk pace' – a 'brisk pace' is when everyone moves out of 'the comfort zone' and your heart beats faster, you breathe deeper and faster, and you feel a lot warmer. Encourage walkers to 'listen to their body' and inform the Walk Leader if they are distressed in any way. If the weather is suitable - some kit should now be coming off! – Coats, gloves and hats?
- Cool Down – slow the pace down – take the car (body) back down through the gears.
- Walk Finish – time to relax over light refreshments, socialise, relate and communicate. This is an extremely important element of the walk if people are lonely and depressed.

A recent survey in a Men's Fitness Magazine voted **Manchester as Britain's Fattest City** and this was followed closely by Stoke-on-Trent and Liverpool. Why Glasgow, and Scotland in general, is omitted from the list is hard to understand but this may well be addressed some time in the future. Health Chiefs are alarmed at the Nation's obesity levels and the associated risks of developing heart disease, diabetes and some forms of cancer.

Life is like a journey with many choices along the way – do we take the '**Red Door**' or the '**Green Door**'? The '**Red Door**' is dead easy – bags of junk food, lots of TV, computer games, no exercise, overweight, diabetes, boredom and lots, lots more. The '**Green Door**' is a challenge we should all undertake – a sensible healthy diet – eat '5 a Day' of fruit and vegetables – get moving and get more active – keep your weight down – You'll have more energy and you'll be a lot happier person for it too.

I am just over 70 years of age and my body is 'My Temple'. If I do not look after it, no one else will, and I do not expect them to! Is your body a temple too? 'Life is a Promise – Fulfil it' - Mother Teresa.

Quality Assurance:

The WHI encourages and supports all 'walking for health' schemes to apply for accreditation. This takes the form of a 1 heart, 2 heart or 3-heart award known as the Quality Mark.

Accreditation has three purposes:

It sets and maintains high standards for the health walk schemes.
It gives potential users confidence about what to expect.
It reassures users that the walks on offer in North and East Manchester are of good quality.

The Stepping Out Health Walk Scheme was awarded the '3 Heart Award' Quality Mark on 4th June 2003, the highest quality assurance mark available, less than a year after starting the first walk in Clayton Vale on 10 July 2002.

The assessor recorded 'this was an extremely enjoyable visit to an exceptionally well run Scheme'.

Of the 54 Health Walk Schemes in the North West of England, only 'Stepping Out' and 'Walk for Health' in Liverpool have been awarded the '3 Heart Award' Quality Mark.

Volunteer Health Walk Leaders

The Stepping Out Supporter's (SOS) Group was formed in September 2002 and helps develop and support the progress of the Health Walk Scheme. The

members have been meeting bi-monthly to date.

The WHI provides a training programme to prepare and equip local people to lead walks safely around their local area.

50 members of the group have been trained as Volunteer Walk Leaders. In addition they have all completed training courses in First Aid, Basic Navigation and Orienteering.

Volunteer Health Walk Leaders are responsible for:

- Route Selection and Risk Assessment.
- Preparing the venue site.
- Completion of the Health Walk Questionnaire.
- Completion of the Walk Register.
- Check that all walkers have sensible shoes and clothing.
- Lead the walk with the assistance of a Back-up Leader.
- Check that all walkers are comfortable on the walk.
- Ensure the safety for all walkers at all times during the walk.
- On completion of the walk – check the well being of all the walkers.
- Time to relax, communicate, socialise and pass on information on other PACE exercise activities.

The SOS Group hold regular 'Away Days', which are excellent 'Bonding' and 'Team Building' trips.

Evaluation and Monitoring

6 Monthly Health Checks are carried out on all the people attending the walks. The numbers of people over the age of 65 looking to increase their health and fitness is encouraging. Losing weight and maintaining health is as much about being active as eating healthily, which is why we decided to carry out these mini-health checks.

The checks comprise of: Height, Weight, Body Mass Index (BMI), Percentage Body Fat, Waist Circumference, Blood Pressure and Heart Rate. These are all recorded on a card for future reference. The Health Walk Team are hoping to demonstrate that walking as a way of keeping fit has an impact on more than one aspect of health and fitness.

North West Boundary Health Walk 2005

Following the success of the first 'Beating of the Bounds' of Clayton and Newton Heath in 2003, the City of Manchester boundary walk in 2004, the walkers rose to the challenge of a 73 days relay health walk of 1,351 km /840 miles around the North West of England Boundary.

The walking route started on Friday 8th July from the City of Manchester Stadium and included the boundary of Greater Manchester, Cheshire, Merseyside,

Lancashire and Cumbria to the Scottish border at Gretna. The return-walking route was down the Pennines (The Pennine Way) to Manchester. On Sunday 18th September the walk finished at the City of Manchester Stadium for ITV's 'Britain On The Move Campaign' National Walking Day.

Mainstreaming of Health Walk Scheme

Stepping Out became an integral part of the PACE (Physical Activity & Community Exercise) Team, North Manchester Primary Care (NHS) Trust (PCT) on 1st July 2005.

On 1st October 2006 the three Manchester PCT's merged and reformed as Manchester PCT.

The future

The PACE Team will continue the excellent work started in Clayton and Newton Heath and thrive to expand the health walks, together with a variety of other physical activity opportunities, throughout North Manchester.

Nordic Walking was introduced to Manchester on 27th July 2006, the first PCT in the UK to offer the health benefits of this activity to the local community. Nordic Walking is the new fitness trend taking Central Europe by storm, having been developed in Finland in 1997 as part of the summer training programme for elite cross country skiers. Today over 6 million Europeans are walking with Nordic Walking Poles.

The walks are suitable for everyone and are especially beneficial for those people with spine, hip, knees or ankles problems because of the extra stability and support provided by the specially designed Nordic Walking Poles. Research also shows the benefits of Nordic Walking for those with Parkinson's disease and for women who have shoulder problems after breast surgery.

Nordic Walking is the natural progression from our existing Health Walks and is the "Total Body Workout", burning about 400 calories per hour – compared with 280 calories per hour for normal walking. A 2-hour Nordic Walking session is held every Thursday morning at the City of Manchester Stadium.

To find a class or instructor near you please contact: Nordic Walking UK –
020 8878 8108 – info@nordicwalking.co.uk - www.nordicwalking.co.uk

Countryside Recreation Network Seminar

'The Impact of Outdoor Recreation on Changing Social Behaviour'

Viv Carnea
Adventure Education Co-ordinator
Getaway Girls

Does Adventure Education mitigate violent and aggressive behavior in individuals and groups?

This paper explores the issue from the evidence of an inner-city agency which has the following mission statement:

Getaway Girls enables young women to build confidence, develop new skills and take positive risks in an environment which offers co-operation and support.

We achieve this using an innovative combination of activities. These include adventure education, creative arts and issue based group work to encourage everyone to reach their full potential.

Getaway Girls is a voluntary and community sector organization in Leeds which was established in 1987. It offers adventure education activities to girls and young women between the ages of 13 and 25 and was set up to engage those who had turned their backs on such experiences, often for underlying issues of low self-esteem and gender-related social pressures. One of the hardest parts of the first session with a new group is to persuade the young women to put on the necessary clothing or gear – there is absolutely no way that many would do this in a mixed group. And then there is the assumed belief that they will fail at whatever activity it is that we are doing.

Getaway Girls has track record of engaging girls and young women who have experienced discrimination and/or social exclusion. The organization works with:

- those from ethnic minority communities, including 'hard-to-reach' communities (Bengalis, travellers)
- young mothers
- young women with eating disorders/who self-harm
- young women excluded from schools
- young women from Youth Offending Teams

This paper frames the question about effective strategies to promote pro-social behavior clearly within adventure education. However, it is the adoption of a youth work approach with the following elements which is just as critical:

- An ability to engage with young people
- An understanding of the young women's chaotic lives and issues in their lives
- Partnerships with those professionals who are known to and respected by the young people
- Establishment of boundaries which are consistently adhered to (eg. use of

- working agreement/ground rules drawn up with staff and young women)
- Persistence: eg in last resort, going to houses and dragging young women out of bed and into mini-bus.

All this needs to be combined with skills and experience in the outdoors to ensure safety of group, and to achieve a balance between challenge and sensitivity to their needs. Only then will Adventure Education (AE) programmes be efficacious.

The example of a climbing session may serve as an illustration of this. The moving vertically upward to the top of a climb is but one element of the overall experience and, indeed, only one part of the sense of achievement felt by the participants. Other roles include: belaying the climber by taking in the rope and holding any slip or fall; anchoring the belayer; backing up the rope; and photographing the action. Moving and communicating together and effectively is both crucial and seen to be so by the participants.

The outcomes of climbing session are a mixture of the individual & social:

- Raised activity levels
- Increase in self-confidence ('I can . . .')
- Increase in self-esteem (body image)
- More trust in others
- Improved communication
- Development of a sense of wonder to counteract the feelings of distress and anger often experienced Discussion facilitated re issues relevant to young women
- Modified behaviour as result of influence of group, plus imperatives of activity. This is the premise of much of AE.

So to return to the question: 'Does adventure education mitigate violent and aggressive behaviour in individuals and groups?' I hope that the following two case studies provide part of the answer; one is of a young woman from Getaway Girls, the second from an outdoor residential centre in Wales. Names have been changed.

Vicky is a white girl from a run-down council estate on outskirts of Leeds who attended a half-day/week issue-based group: in the early days of her involvement, she would shout racist taunts from the minibus as we travelled through what was a South Asian community, and she was verbally abusive to staff and group.

She loved the rock-climbing sessions that always form part of such programmes and so took up a place on to week's backpacking expedition in a racially mixed group. The group was made up of five white girls and five of either Pakistani or Bangladeshi origin; many of these young women were living in the same part of the city, but had completely separate lives, felt and experienced mutual hostility. Part of the project's remit was to bring together individuals from diverse backgrounds. Our strategies as staff members on the expedition were many and varied but, essentially involved facilitating many different types of opportunity for the young people to work together, 'chill', and chat together; even 'time-out' was structured, albeit discretely.

Two events occurred which could not have contrived better, both involving Vicky. The first was when she was acutely anxious about walking through a flock of sheep on the hillside, so much so that we spent about fifteen minutes cajoling her

and getting nowhere; but we needed to get past the sheep – there was no other way. The group came up with the solution of forming a circle around Vicky, linking arms, and moving through the flock in that way. The strategy worked, and there was a tangible shift in attitudes from that point.

The next day, Vicky managed to sink into a bog to her thighs, causing much hilarity until the group members realised how serious it was and worked out a way of pulling her out, using emptied rucksacks (to lie on and spread the weight), and a line of people physically pulling on the one in front. We were able to relax our supervision from then on; at the end of the week, all the young women were exchanging mobile phone numbers; and some kept in touch for several months. Vicky is now a young mother, she attends another of our groups, which is ethnically very mixed, and lives close to the project in one of the streets where she had once hurled racist abuse. She is also a peer mentor in the Adventure Education programme.

Wayne was 17 years old and serving time in a Young Offenders' Institute. He had been sent on a week's 'adventure course' in mid-Wales, with only one hour's notice, when a fellow in-mate had returned after being accused of a theft en route. Wayne was very angry; I chatted to him about his life and background on his first evening at the centre, when we were sitting in kayaks on the beautiful and tranquil Mawddach Estuary. He threw up his arms; 'Why the f... am I here; what's the f.....point, I'll be back in that place soon, this is like f..... torture!' It seemed that he had been sent as part of a rehabilitation package, even though he had not long been 'inside'.

I was not working with Wayne's group, but I heard from other staff that he was not faring well, refusing to take part in the activities, he was a loner, antagonistic towards others in the group, and had been in a fight with one of them. He was sent back shortly after.

It seems that Adventure Education can be a powerful tool, but that behavioural changes will only be sustained if part of an integrated and long-term programme of support and provision of opportunities. It is well known that the crunch comes for individuals when they return to their real worlds – which will have triggers for anti-social and violent behaviour, but also positive role models and social networks.

The staff at Getaway Girls recognise that structural social inequalities (education, employment, housing) frequently underpin anti-social behaviour; we aim to give the young women the self-confidence and strategies to challenge their social exclusion and to move on in their lives, and have found that adventure education can be effective in achieving this.

Countryside Recreation Network Seminar

'The Impact of Outdoor Recreation on Changing Social Behaviour'

Michael Watson
Director and Founder
Get Hooked on Fishing

Our aim is

To build a brighter future and create more opportunities for young people, by delivering fun and interactive activities around the sport of angling.

Legal status

Get Hooked on Fishing Charitable Trust was registered on the Charity Register on 4 February 2004, Register Number 1101901. The Trust provides an umbrella structure for regionally based schemes, giving direction, guidance and audit on the delivery of our training modules.

Background

The scheme originated in 2000, the brainchild of a Durham based policeman who tried using the activity of angling to combat forms of social exclusion amongst young people.

It was originally delivered through Durham Agency against Crime (DAAC), aimed at juveniles who have been identified by local agencies ie Police, Youth Offending Team, and School as being at risk from crime. The results of the scheme were amazing with evidence of improved truancy and no participants going on to offend, as a consequence the scheme was picked up by Police and Community Safety schemes around the country seeking to replicate its' success.

Working in Partnership – Delivering outcomes

Get Hooked on Fishing is a proven project engaging young people experiencing some form of social exclusion, and provides them with pathways away from crime, disorder, drug abuse, and towards educational enhancement, skills development and healthier, more active lives.

We have a strong relationship with a number of key agencies who may also act in referring participants to the scheme. We work with different partners to achieve various outcomes. These include

Young People - listening to their feedback, considering their views
Parents - helping to bring their children back on track, providing 'role' models
Local Education Authority – schools - improved behaviour & skills
Countryside Agency - wider appreciation of and respect for the countryside
Environment Agency - angling participation / appreciation of the environment
Positive Futures -engagement of 'hard to reach'

Youth Engagement Service - reaching some of those considered most at risk
Connexions.- improved skills/employability
Drug Action Teams - improved behaviour

Monitoring & Evaluation

We are working with Substance Coop, a social research company, who have developed a web based 'ground- breaking' monitoring and participatory evaluation system, SPRS. The system allows us to record online participative, qualitative evidence of delivery and helps us to demonstrate more exactly how we help individuals with their softer skills.

For example highlighting changes in confidence, communication, interaction, team working and concentration. This then links to the harder evidence already monitored by partner agencies such as of improved attendance at school, individual academic performance and employability, reduced anti social behaviour.

One of the key measures is to highlight how far a young person has 'travelled' in terms of softer skill development during their experience with Get Hooked on Fishing , which will then help them go on to better school performance or work ability.

Our audience

To-date we have delivered in some of the most deprived wards in the country, as measured by the Index of Multiple Deprivation (IMD).

In each scheme, male and female young people, white, black and minority ethnic communities, as well as disadvantaged communities have been participants. Our projects have demonstrated an ability to stimulate engagement and then contribute to a wide range of key themes specifically aimed at young people.

For example we have delivered and formed partnerships with Positive Futures, delivering to national agendas such as youth offending, youth exclusion, and combating substance misuse. Any new schemes will initially be focussed to those identified as the most needy in the latest multiple deprivation index.

Why Fishing

Fishing appears to be a useful 'hook' for engaging young people for a number of reasons:

- The close, shared activity creating a comfort zone for young people, allowing conversation and bonding.
- It is not a "team game", yet does lend itself to camaraderie and a sense of shared purpose and experience.
- The coaching process is supportive of close "one to one" briefing.
- Acquiring the skills of fishing brings with it status.
- The coach quickly becomes established as a trusted role model
- It requires focussed attention and concentration.
- Fishing can be used as a gateway to the delivery of a wide range of messages.

Scheme Management

We operate to a strict code of conduct, this is included in our Manual of Guidance and is written with a primary aim to protect the interests health and safety of all participants on the scheme. Some of our strategic partners including the Police, Positive Futures and the Youth Offending service, have all provided advice and guidance in this area.

Volunteering

We are able to further enhance the personal development of volunteers by obtaining funding to support keen anglers through a formal angling coaching qualification.

Project Evaluation

The local schemes are run by CRB checked qualified coaches and volunteers who are trained in angling, health & safety. This helps to ensure that the young people are Safe, whilst they also Enjoy and Achieve.

GHOFF projects and the activities they involve already have a proven track record of delivering key elements of the ECM framework to young people through its local projects There are a range of benefits for young people who participate in the training, which is organised into three modules:

- Module 1 is focused on learning the basics of fishing, looking after the fishing environment and health & safety issues. As such this contributes to ECM outputs Stay Safe and Enjoy and Achieve.
- Modules 2 & 3 make provision for the students to demonstrate their ability to teach someone else in how to fish as peer coaches. Accreditation of the training is currently in progress This contributes to Staying Safe (and helping other young people to); Enjoy and Achieve, especially 'achieve personal and social development and enjoy recreation'; as well as contributing to Achieving Economic Well Being (further education) and Make a Positive Contribution (develop self-confidence, engage in decision making etc.).

Furthermore, participants can only progress through the modules if they stay in school and out of trouble, further enhancing the developmental role of GHOFF learning across the range of ECM criteria (e.g. helping young people to be ready for school and attending school).

GHOFF projects have demonstrated an ability to contribute to a range of key national schemes and governmental agendas in the areas they currently operate.

Countryside Recreation Network Seminar

'The Impact of Outdoor Recreation on Changing Social Behaviour'

Denise Bedford, Les Moss and Don Wilkinson
Safe Anchor Trust

Safe Anchor Trust - Examples from the Voluntary Sector of Behavioural Change from Outdoor Activity

Summary of the presentation

The speakers in this session described some of the work of the Safe Anchor Trust, a volunteer-run community boat charity, based in West Yorkshire and the Duke of Edinburgh's Award in Kirklees. The Safe Anchor Trust works in partnership with the private, public, and voluntary sectors to provide free canal-boat based outdoor recreation for community groups.

The speakers gave examples of their work with young people, offenders and with adults with mental health problems, elderly people and adults with learning disabilities. They will discuss the personal development and behavioural change that this work can bring about.

Background

The Safe Anchor Trust is a community boat charity on the inland waterways of West Yorkshire with a base at Mirfield, near Huddersfield. The Trust was founded in 1995 and now has 3 passenger boats providing free boat trips for community groups. One of the boats is fitted with a lift and specially modified welfare facilities for wheelchair users. The Trust also operates two workboats in partnership with West Yorkshire Probation Service to working with people ordered by the courts to undertake community work.

The Trust has the following objectives:

- To provide free access to the waterways for special needs or community groups
- To improve towpaths and canal-side environment
- To contribute, with our partners in providing a safer environment by reducing the opportunities for crime
- To provide education and training opportunities for young people

The Trust achieves its objectives by working in partnership, and this is a key principle of the way that they operate. They work in partnership with public, private and voluntary sector organisations including British Waterways, Duke of Edinburgh's Award, West Yorkshire Police, West Yorkshire Probation, Kirklees Metropolitan Council and Local Health Services. Another key principle is that the Trust is entirely volunteer run and has no employees. They never charge for boat trips or the service that they provide, but do accept donations and enter into

service level agreements where appropriate. The Trustees believe that these key principles makes for a sustainable charity, focussed on achieving its aims.

In 2006 the Trust provided over 8000 boat trips and have worked with over 400 community groups. Many of these groups gain therapeutic or social development benefits from being on and around the boats and water. For example, each year the Trust works with West Yorkshire Police on a themed programme with young people. This work is structured in partnership with the police youth and education officers to offer activities to reward young people for work in their local community, to use the boats as a base for education around specific themes and as a location for diversionary activities during the school holidays. In addition the boats may also be used for “reparation” activities with Youth Offending Teams This range of activities illustrates the flexibility of the boats to offer an experience to young people aimed at behavioural change.

Young people

The Trust shares its waterside base at Mirfield with the Kirklees Youth Service Team including the Duke of Edinburgh’s Award programme. In Kirklees, the Duke of Edinburgh Award team is committed to, and successful in, involving a large number of young people with learning difficulties and physical disabilities in the Award. The facilities at Mirfield have been developed jointly over the last year to establish a youth centre and café with excellent access and facilities for people with physical disabilities. The venue also provides a “front of house” service for the Safe Anchor Trust’s boat trips and a location for fundraising activities. Volunteers and young people have been fully involved in the design of the centre and some of the practical work. The empowerment, decision-making skills and ownership that this process has developed has been part of the personal development journey of all involved.

The Safe Anchor Trust’s boats are used for Duke of Edinburgh’s Award residential and day expeditions, for training and for as a base for walking and water activities such as canoeing. Expeditions form part of each of the Duke of Edinburgh’s Awards and the aim is to encourage a spirit of adventure and discovery. This experience is particularly valuable in developing confidence and independence and for some young people provides a unique opportunity for an outdoor-based challenge.

Some of the benefits to personal development from the Duke of Edinburgh’s Award are listed below

- Demonstrate enterprise and imagination
- Working as a member of a team
- Responding to a challenge
- Developing self reliance
- Developing leadership skills
- Recognising the needs and strengths of others
- Making decision and accepting the consequences
- Planning and executing a task
- Reflecting on personal performance
- Enjoying and appreciating the countryside

These benefits can be particularly valuable for the personal development, self-esteem and sense of belonging for people with learning difficulties, as illustrated by the feeling expressed in the verse below.

We join together

Written by Marie Pugh whilst undertaking an exploration on the North York Moors

We join together as a whole
To achieve our combined goal
Focusing on our strengths
While walking camping and erecting tents
In this team there's no pigeonholed words
Like able bodied and disabled
Because in unity we are all enabled
All of our personalities we take a stand
To give each other a helping hand

Adults

Before retirement, the founder of the Trust worked as Chief Probation Officer for Kirklees. In 1993 he was seconded to the newly founded West Yorkshire Health Authority to develop strategies for mentally disordered offenders and substance misuse. This experience inspired the foundation and core purpose of the Trust. The 1993 Health Agenda had at its heart a focus on health gain and quality of life issues to maximise the value of the health pound. Health education and health maintenance programmes had always been "Cinderella services" within the National Health Service with the focus being instead upon consultant led acute hospital-based services. Developing research, notable from the World Health Organisation demonstrated that sufferers able to access recreational, social and community-based activities often achieved recovery and a better quality health. This is particularly evident for mental health services and recovery from cardiovascular intervention. The Trust decided that its principal beneficiaries should be mental health, elderly and learning difficulties groups, - all groups that would be like to gain multiple benefits from social outdoors activities on the waterways.

This support to the principle beneficiaries can lead to behavioural change and health and wellbeing benefits, illustrated by the following feedback from service users:

Feedback from a special school

We have had lots of good language work out of the visit as the children told us what they saw and what they liked doing best. Steering the boat was definitely a highlight for them all had we had a parent ring up because he didn't believe what the child has said when he got home from school! [We]... really enjoyed a very calming day.

Feedback from NHS Mental Health Day Unit

This type of event is of great therapeutic benefit to the patients

Feedback from Open Country – an organisation that enables people with disabilities to access the countryside

Your volunteers were very understanding of our group's needs. Accessible venues for enjoying the countryside are really rare, and I can say hands-on heart that this really was one of the top- half dozen days out we will have all year.

Some user groups are Registered Care providers and as such are required to comply to the Care Standards Act 2000 and the National Minimum Care Standards. The Trust provides opportunities to meet Care Standards such as 12.3 which states that "Service Users' interests are recorded and they are given opportunities for stimulation through leisure and recreational activities an and outside the home which suit their needs, preferences and capacities; particular consideration is given to people with dementia and other cognitive impairments, those with visual hearing or dual sensory impairments, those with visual, hearing or dual sensory impairments, those with physical or learning disabilities

Benefits of boating

The Trust's experience identifies the following benefits from use of the boats and waterways:

- *Stress reduction* Mental health and learning difficulties groups often find the boat trips are a very restful and tranquil experience and feedback from group leaders is that this has a calming effect on the participants.

A similar effect is often observed with groups of young people and this can create an excellent environment for an effective educational experience.

- *Socialisation* The activities associated with being on a boat trip requires group co-operation for safe management of the boat and associated domestic activities. Many service users are socially isolated, particularly elderly people and their feedback indicates that they gain tremendous pleasure and a feeling of wellbeing from the interactive aspects of the activity.
- *Non-competitive and non-gender specific* The whole activity is equally manageable and the boats form a neutral space that is nobody's "territory".
- *Structure* For some participants, the boat trip can be a point of structure in a chaotic or eventless routine. Users have to arrive at a set time and the activity is a structured event. Where appropriate, users take responsibility for their welfare and safety. Developing this personal responsibility can form part of a programme to develop other life skills, for example independent use of public transport to arrive at a meeting point or catering (two of the boats have kitchens aboard). Additional activities aboard the boat are often incorporated to complement the basic structure of the trip.

- *Being active outdoors* Therapeutic benefits are often gained from being outdoors and physical activity usually forms part of the trip for most of the participants. This includes walking at a pace to keep up with the boat and opening and closing lock gates. Boat trips are usually taken close to the participant's local community and this can form be an inspirational experience to give participants confidence to continue to explore the local area independently.
- *Residential* The benefits of all of the above, but additionally working with new people and social skills development including planning for a longer stay.

These beneficial qualities of boating can lead to behavioural change and health and wellbeing benefits, illustrated by the following feedback from service users:

Feedback from a special school

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Volunteers

The Trust now has in excess of 80 unpaid volunteers with a balanced gender profile and an age range from 74 to 20. The majority of volunteers are retired people from a range of working backgrounds including commerce, industry, public sector and management. The Trust benefits greatly from the skills and experience

that the volunteers bring and significant unintended benefits for the volunteers include

- *Development of new skills after retirement*
Volunteers are given formal training in the practicalities of boat handling and managing groups of people, but the development of hitherto hidden people skills through directly working with the passengers is often the most remarkable learning experience for volunteers.
- *New friendships*
Developing and maintaining a social circle can be difficult in retirement. The social side of volunteer involvement is something that is proactively developed and not left to chance.
- *Sense of purpose, commitment and the advantage of belonging*
For the Trust's volunteers, these are significant motivating elements
- *Health gains*
Being a volunteers involves a level of physical activity and the added therapeutic benefit of boating. This helps maintain a beneficial active lifestyle, for example for the eight volunteers who have had cardio vascular interventions and the three volunteers who retired from work through stress related conditions.

Skills and professional development benefits can also assist those involved from partner organisations there are opportunities to get involved for career development purposes, from boat handling to developing experience of working with special needs groups.

Partnership

Partnership is at the core of the service provided by the Trust. Its approach can best be illustrated by what NOT to do. The following bullet points illustrate how to make a partnership fail.

- Don't agree a common strategy - we know best
- Develop hidden agendas - be economical with the truth
- Work to different and conflicting practice standards - maintain restrictive practices
- Never share resources - be mean
- Don't share information - keep 'em in the dark
- Develop separate information bases - argue about the figures
- Jealously guard professional territory - we know best #2
- Insist partners do unpopular work - be mean #2
- Develop special relationship with others - discredit partners
- Never ever change - be stubborn and sulk

- Show no respect for partners mission - discredit partners #2
- Take over weaker partner - bully

The twelve years experience of the Trust confirms that sustainability can be achieved through having an absolute commitment to partners needs and setting the user at the heart of activity. The Trust's continued existence and success confirms that a local organisation can draw from its local community for its volunteers, resources and support. "Sticking to the knitting", that is, holding form to basic principles (in the trust's case total volunteer provision and a free service) is possible, but requires the discipline of not being seduced by central government pennies which can allow the short term vagaries of government policy to undermine core values - a hard path to follow, but with the tremendous advantage of true independence.

In the words of Ellen Willis

My deepest impulses are optimistic: an attitude that seems to me as spiritually necessary and proper as it is intellectually suspect.

APPENDIX A

**The Impact of Outdoor Recreation on Changing Social Behaviour
20th September 2007**

PROGRAMME

- 9.30** **Registration and refreshments**
- 10.00** **Introduction and Welcome by Chair**
Rachel Hughes, Research and Evaluation manager, Sports Council for Wales
- 10.05** **Outdoor Recreation as a Tool to Facilitate Behavioural Change**
Dr Geoff Nichols, Lecturer in Leisure Management, The University of University
- 10.40** **Social Behaviour: A social Marketing Approach**
Veronica Sharp, Director, The Social Marketing Practice
- 11.15** *Refreshments*
- 11.35** **Getting East Manager Moving: expanding the concept of walks for health**
Peter McGowan, Health Walk Co-ordinator, Manchester PCT
- 12.10** **Question and Answer Panel Session**
- 12.30** *Lunch*
- 13.30** **"What Evidence is There That Adventure Education Mitigates Violent and Aggressive Behaviour in Individual Groups"**
Viv Carnea, Adventure Education Coordinator, Getaway Girls
- 14.05** **Get Hooked on Fishing**
Michael Watson, Director & Founder, Get Hooked on Fishing
- 14.40** *Refreshments*
- 15.00** **Safe Anchor Trust: examples from the Voluntary Sector of behavioural change from outdoor activity**
Denise Bedford, Les Moss and Don Wilkinson, Safe Anchor Trust
- 15.30** **Question and Answer Panel Session**
- 15.55** **Summary (Chair)**
- 16.00** **CLOSE**

APPENDIX B

BIOGRAPHIES OF SPEAKERS

THE IMPACT OF OUTDOOR RECREATION ON CHANGING SOCIAL BEHAVIOURS

Priory Rooms, Birmingham, 20th September, 2007

CHAIR

**Rachel Hughes
Research and Evaluation Manager
Sports Council for Wales**

Rachel has been working as the Research and Evaluation Manager at the Sports Council for Wales for two years. She has a remit to provide both an evidence-base for sport and physical activity in Wales and to evaluate Sports Council's programmes. This includes undertaking large scale sports participation population surveys and managing the evaluation of £5m worth of investment into Free Swimming.

Prior to joining the Sports Council, Rachel worked as a researcher at the University of Wales, Aberystwyth and Cardiff University. She has undertaken a significant amount of applied research for both the Welsh Assembly Government and the European LEADER II programme. Her research specialisms focus around social and cultural issues, and issues of rurality, at both an applied and conceptual level.

Rachel attained an undergraduate degree in Geography from Aberystwyth and her Masters and doctorate from Bristol University.

Geoff Nichols
Lecturer in Leisure and Management
The University of Sheffield

Geoff is Director of the Leisure Management programmes at the University of Sheffield where he has worked since 1990. He holds an MSc in Industrial Relations (by research), an MSc in Sport and Recreation Management, and a PhD based on an analysis of sports programmes used to reduce youth crime. His PhD work and other case studies are included in a recent book: (2007) Sport and crime reduction: the role of sports in tackling youth crime London: Routledge

Before joining the University of Sheffield, 1990, he worked as a Sports Development Officer for Tameside Metropolitan Borough, where he promoted outdoor pursuits opportunities to disadvantaged groups. He also worked for five years as an outdoor pursuit's instructor, mainly for Outward Bound.

Veronica Sharp
Director
The Social Marketing Practice

Veronica Sharp specialises in behaviour change using a “whole system” social marketing approach with a particular focus on sustainable development policy. Veronica is founding director of The Social Marketing Practice and is currently leading the development of social marketing skills and capacity in the UK as Chair of the National Social Marketing Standards Development Group. Veronica specialises in designing strategic social marketing interventions, including research, segmentation, stakeholder programmes, mapping and intervention mix. She is an experienced trainer and facilitator. Veronica is the Research Managing Agent for the Defra Waste Research Programme in the social science research theme. She retains a secondment as a Senior Associate of the National Social Marketing Centre, sits on a number of advisory committees and steering groups and is a Fellow of the RSA.

Peter McGowan
Health Walk Co-ordinator
Manchester PCT

Since 2002 Peter McGowan is Health Walk Co-ordinator at Manchester PCT
From 1977 until 2002 Peter was a Peak District National Park Ranger Service. Area Ranger / Manager for Kinder Scout, Bleaklow, Black Hill, Longendale and Snake Pass.
From 1955 until 1977 Peter was RAF Mountain Rescue Service Chief Instructor and Team Leader of 4 RAF Teams.

Viv Carnea
Adventure Education Coordinator
Getaway Girls

Viv Carnea has been a teacher, is a qualified child minder, outdoor instructor, youth worker and adult literacy tutor. She has recently completed an MA in Peace Studies & Conflict Resolution at Bradford University; coincidentally, her dissertation was entitled: *What evidence is there that Adventure Education mitigates violent and aggressive behaviour in individuals and groups?*

She has wide-ranging experience as an educator using the framework of adventure activities: working in schools, colleges and residential outdoor centre's with vulnerable young people, members of youth clubs, and adults aspiring to become volunteers or practitioners in the field. She has worked for the last ten years in an inner-city project for disadvantaged and marginalised girls and young women using a variety of different frameworks, including Adventure Education, but also drama and role-play, art, photography, and issue-based discussions.

Michael Watson
Director & Founder
Get Hooked on Fishing

Mick Watson is Director and founder of Get Hooked on Fishing. He is currently on 5 year career break from Durham Police. Mick was awarded Queens Police Medal in 2003 for services to the community and in particular young people through partnership working. Mick is also non Executive Director of GET HOOKED N.E a social enterprise company in the North East. He is also a Social crime prevention officer and his speciality is mentoring young people with behavioural issues

Denise Bedford
Duke of Edinburgh Awards Officer
Kirklees MBC

Denise works as Duke of Edinburgh Awards Officer in the Youth Services Section of Kirklees MBC in West Yorkshire. She has worked with young people for most of her career, including 20 years running a Boys Brigade Company in a deprived area. For this work she was awarded the MBE for services to young people.

Denise has led countless expeditions with young people in the UK and abroad, including recent trips to India and France. She is a founder member of the recently formed Kirklees Duke of Edinburgh Awards Trust.

Denise is married with two children, is a foster carer for adults with learning disabilities and really loves what she does.

**Les Moss
Volunteer and Trustee
Safe Anchor Trust**

Les spent his working life with the Probation Service and was Chief Probation Officer for Kirklees. He took early retirement, in part to dedicate more time to running the Safe Anchor Trust, a volunteer-run community boat charity that he founded.

Les has a particular interest in establishing partnerships that bring together volunteers with the public and private sectors and has helped a number of charitable trusts become established.

He has two children and, with his wife Judy, fosters one of his grandchildren, who has special needs.

**Don Wilkinson
Volunteer and Trustee
Safe Anchor Trust**

Don retired two years ago from his job as a Manager in the Electricity Generating industry to work as a full time volunteer with the Safe Anchor Trust. His expertise is in Environmental and Health and Safety Management. He lives with his wife in West Yorkshire and has recently become Chair of the Kirklees Duke of Edinburgh Award Trust.

APPENDIX C

APPENDIX D

