Advancing Active Journeys Skye and Lochalsh

Project Name

Advancing Active Travel Skye and Lochalsh 2020/2021

Summary of Case Study

The main objective of the Advancing Active Travel Skye and Lochalsh project was to deliver an information and awareness raising campaign which would encourage more people to walk or cycle as part of their everyday journeys. This included the development of an accessibility map which highlights some of the better and more accessible walking routes in Kyle of Lochalsh.

Our primary audience were those with long-term health conditions in Skye and Lochalsh, this was further defined to residents in Kyle of Lochalsh, where we were to work with the Highland Green Health Social Prescribing group and newly qualified walk leaders.

Covid-19 meant we had to change the focus of our campaign from direct engagement at community events and active travel sessions to online activities.

As we were unable to engage direct with local communities and social prescribing participants we had to find a way to connect people with the project which, without a unique selling point, would become another online post people skipped.

Placing local voluntary group 'Skye For All' as the face of the campaign gave the project a tangible presence. People related to Sara and Melanie and, through their video blogs and social media posts, connected to the project.

Evidence/Explanation

Why is this a good example of what your project was trying to achieve?

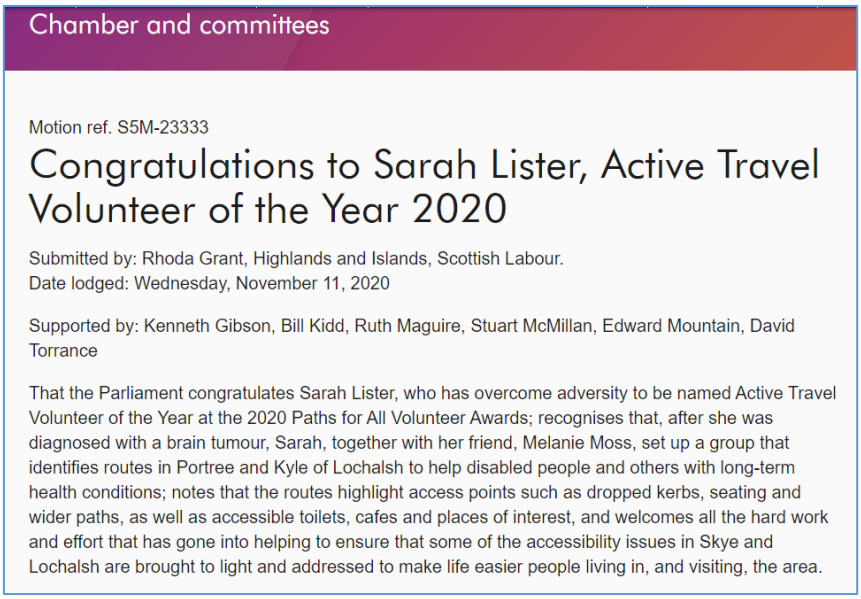
Originally we planned to deliver the area-wide campaign through a combination of printed, electronic and in-person activities. We were to host general information and awareness raising activities at the Skye Agricultural show in Portree and the Kyle RNLI Open Day, as well as more targeted active travel activities in Kyle of Lochalsh. However, Covid-19 meant all in-person awareness raising activities had to be cancelled.

Recognising an online campaign was not going to give people a direct connection to the project and that people who engaged with Skye and Lochalsh CVOs social media pages were

not necessarily the projects target audience. We asked Skye for All, a voluntary group who were documenting the accessibility of walks in Skye, to become a partner in the project. They initially agreed to produce the accessibility map Kyle of Lochalsh however, when Covid-19 stopped us from working with social prescribing participants and new walks leaders we asked Sarah and Melanie to film their mapping walks. This unique engagement method was very well received with 733 views of their videos through Skye for All You Tube account.

Skye For All - YouTube

Working with Skye for All gave the project an immediate online presence with 2,015 followers on Twitter and Facebook added to the 1,077 followers of Skye and Lochalsh CVO. People related to Sarah and Melanie, not only through their blogs and videos but, through newspaper articles and a motion put forward by local MSP Rhoda Grant to Scottish Parliament, recognising Sarah contribution to active travel and her Paths for All Active Travel Volunteer of the Year award.



Chamber and committees

Motion ref. S5M-23333

Congratulations to Sarah Lister, Active Travel Volunteer of the Year 2020

Submitted by: Rhoda Grant, Highlands and Islands, Scottish Labour.
Date lodged: Wednesday, November 11, 2020

Supported by: Kenneth Gibson, Bill Kidd, Ruth Maguire, Stuart McMillan, Edward Mountain, David Torrance

That the Parliament congratulates Sarah Lister, who has overcome adversity to be named Active Travel Volunteer of the Year at the 2020 Paths for All Volunteer Awards; recognises that, after she was diagnosed with a brain tumour, Sarah, together with her friend, Melanie Moss, set up a group that identifies routes in Portree and Kyle of Lochalsh to help disabled people and others with long-term health conditions; notes that the routes highlight access points such as dropped kerbs, seating and wider paths, as well as accessible toilets, cafes and places of interest, and welcomes all the hard work and effort that has gone into helping to ensure that some of the accessibility issues in Skye and Lochalsh are brought to light and addressed to make life easier people living in, and visiting, the area.

https://beta.parliament.scot/chamber-and-committees/votes-and-motions/votes-and-motions-search/S5M-23333

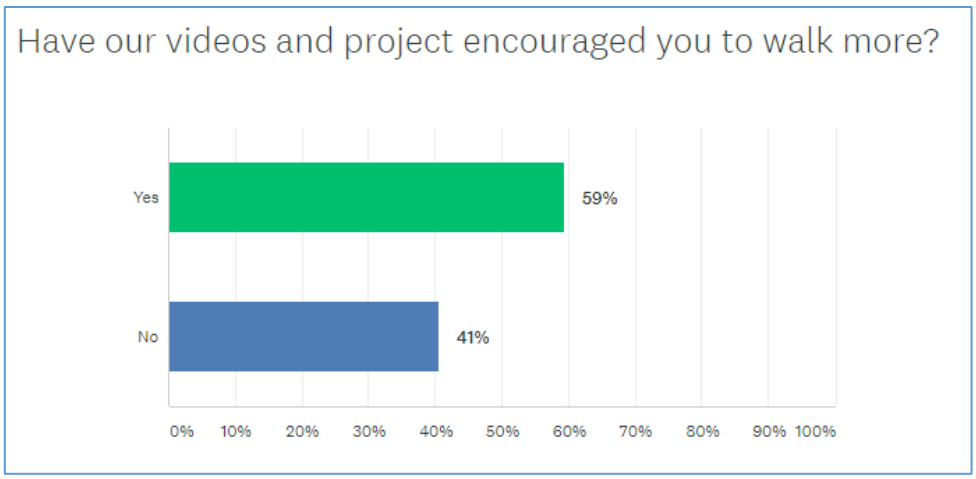
[Skye volunteer rewarded for work on accessible paths | Press and Journal]

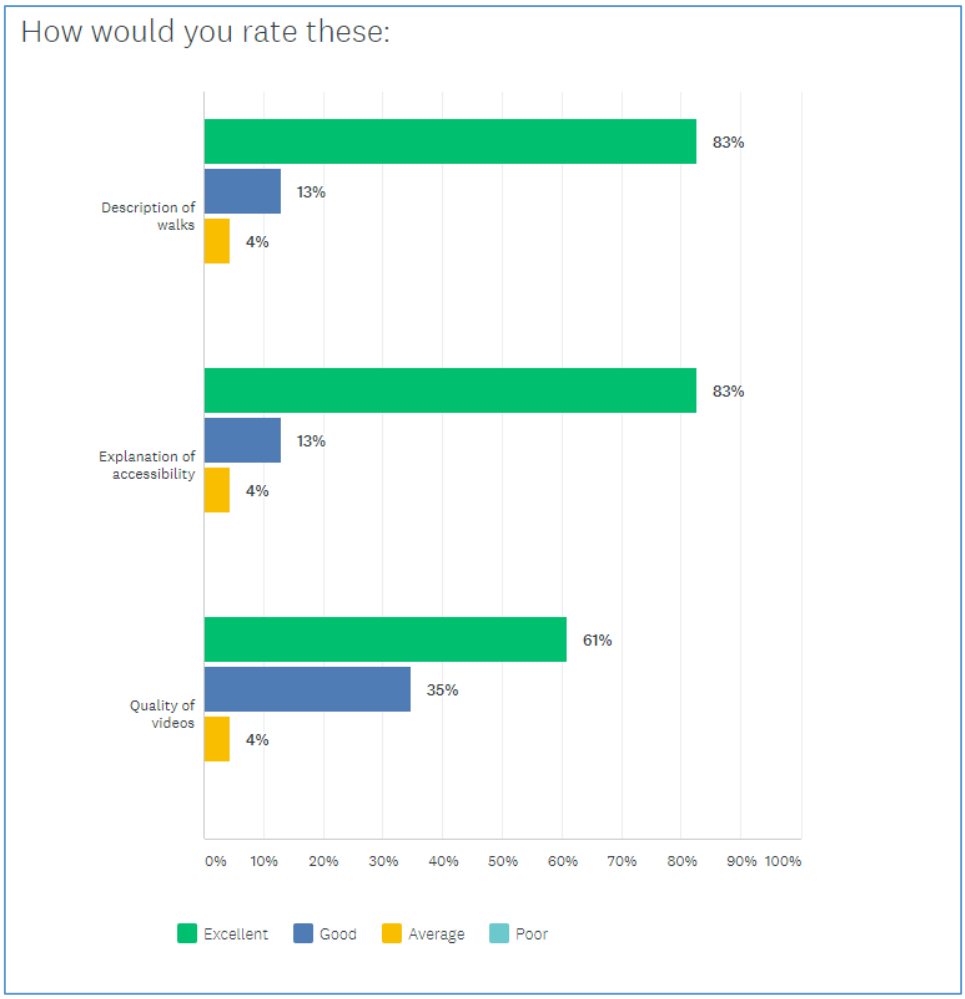
https://vimeo.com/474637450

This national recognition through Scottish Parliament and Paths for All connected local counsellors, MSPs and infrastructure projects to the project. This connection will continue beyond the Advancing Active Travel Skye and Lochalsh project with the project team working with the Skye Cycle Pathway development group to ensure inclusive representation in the development of a cycle pathway across the area.

Why, within the context of your project was this example so successful?

Skye For All's understanding and lived experience of active travel with long-term health conditions brough to the project a real-life perspective. Their video blogs and website write-ups showed people what to expect when walking in Kyle and Portee for everyday journeys, helping people feel more confident to walk in the villages.





End of project review survey results

Skye for All social media posts and videos use a language people connected to. There is no jargon. Sarah and Melanie take viewers with them along the walk and their posts encouraged two way conversations. This informal friendly approach has encouraged people to “get out & explore”.

End of Project Survey Comments March 2021

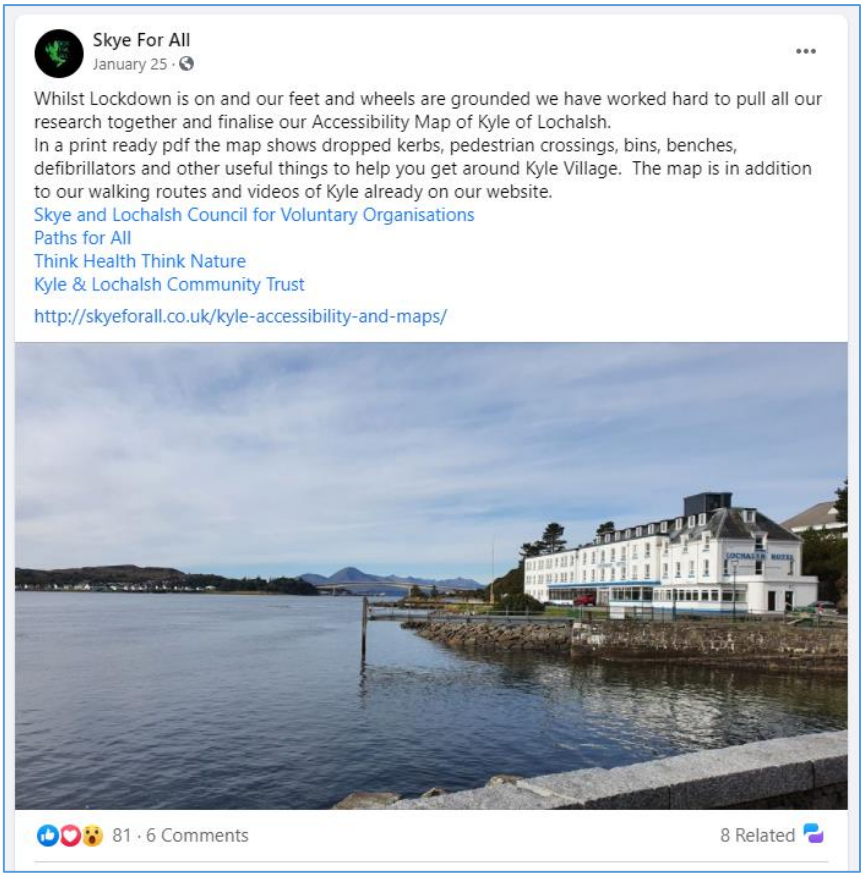
I love your walks! Huge thanks Sarah & Melanie for everything you've done & continue to do. Your walks/enthusiasm/your lovely smiley photos, have inspired me to get out & explore. Keep up the good work!

Mòran taing for all your work on this project, which as a frequent visitor to Skye is very helpful and much appreciated

Keep up the great work! Love how you always look so cheerful

Changing the focus of the project to a purely online campaign due to Covid-19 made us rethink how we connect to people. Along with our project webpage, Skye For All gave the project an online presence people related to and connected with.

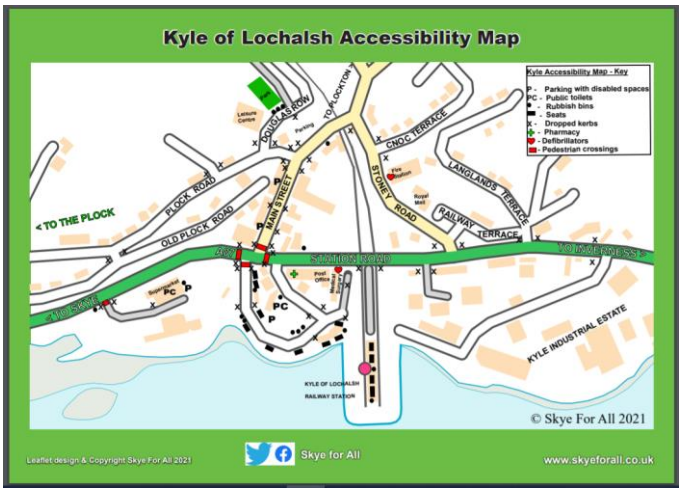
Advancing Active Travel Skye and Lochalsh project page
https://www.slcvo.org.uk/active-journeys



Skye For All Facebook page https://www.facebook.com/skyeforall

Skye For All Twitter page https://twitter.com/SkyeforAll

In addition to the videos, write-ups and national recognition the project has enabled us to produce accessibility maps for Kyle of Lochalsh and Portree. These maps will continue to provide information and raise awareness of some of the more accessible walking routes in Kyle of Lochalsh and Portee beyond the life of the project. Hopefully encouraging people to leave the car at home and walk or cycle as part of their everyday journeys



Kyle of Lochalsh Accessibility Map PDF https://ac579b02-524a-4b32-8beb-35172497fd8a.filesusr.com/ugd/0be1a8_7e7f22de524f4b788c877a47aeed3089.pdf

Kyle of Lochalsh Amenities Review and online map http://skyeforall.co.uk/kyle-of-lochalsh-amenities/

Portree Accessibility Map PDF https://ac579b02-524a-4b32-8beb-35172497fd8a.filesusr.com/ugd/0be1a8_bea490da3be14001b9c41686278b0c7b.pdf

Portree Amenities Review and online map http://skyeforall.co.uk/portree-amenities/

In Numbers (6, brief, key facts / statistics about the case study in relation to your project)

- Number of social media promotional articles 92
- Reach of social media promotional articles 34,349
- Engagements with social media promotion articles 6,489
- 2,000 accessibility maps have been printed for Kyle of Lochalsh and Portree,
- 60% of review survey participants stated the projects video blogs have encouraged them to walk
- 55% of baseline survey respondents stated poor public/community transport, insufficient footpaths and safety concerns are the main reasons people do not use sustainable transport options for everyday journeys

SKYE FOR ALL
Revealing how accessible Skye is For All

The Advancing Active Journeys Project has been a very rewarding project to be a partner within. We have been able to appreciate the challenges faced by locals and visitors alike regarding accessibility for all. Sharing our findings and positive can do attitude with others has given us a huge sense of achievement. Hearing that other people have been using our material to get out more is heart-warming to say the least. Knowing that what we have produced so far is being used, is a huge boost for us and a positive outcome for our local communities . As word spread on-line of our work on the project we had to get used to being stopped in the street and being ask what we were working on now. this positive response to our work simply spurs us on the achieve more to help other's get outside.

Sarah and Melanie from Skye For All

Artisan Coffee Tea & Cake
Experimental Scottish Gin
& Whisky Tastings
100 Yards