



*Photograph is from the Bath and North East Somerset Walking the Way to Health Group

WHI e-newsletter

Glos, Wilts and West of England Region

July 2009

Welcome to the first edition of the new Gloucestershire, Wiltshire and West of England Regional WHI e-newsletter. Please find below an update on what is happening with WHI in the area.



Newsletter to e-newsletter

Hope you all like the new look e-newsletter in html format. The design has been chosen as it's hopefully easier to navigate around than the old document style version. Also the newsletter is now just for the Glos/Wilts/Bristol region rather than the whole of the South West.

If you have any images of your group that could be used for future issues or if you have any feedback on the new style e-newsletter, please contact [Rob Leek](#)

Expansion of WHI

The Walking the Way to Health scheme is going through a process of change and expansion after securing funding from the Department of Health for the next 3

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years.

I've included an FAQ document along with this e-newsletter about the expansion which hopefully will answer most questions but if not, please contact [me](#).

Database & Evaluation

The database – based on the OHQ – has started to give some very valuable information of health walks across the nation, helping to meet the high standards of the National Institute for Health and Clinical Excellence ([NICE](#)) in the process.

Participating schemes are now able to generate reports from the database. Meaningful statistics can be obtained to share with partners, health professionals and funders.

As of **June 2009**, a total of **394 schemes** nationally have input data onto the database. Over **32,000 walkers** have been put onto the database along with nearly **14,000 walks**. This has led to nearly **200,000 of 'walk hours'** (the data needed to build up the evaluation evidence).

To arrange any training in using the database or if your group needs support with inputting the data please email [Rob Leek](#).

Cascade Trainers

There is a free training course for Volunteer Walk Leaders to train to become WHI Cascade Trainers being held in **Bristol** on **Tuesday 15th September 2009**.

This will allow you to train volunteers to become Walk Leaders. This course is always over-subscribed as they do not take place very often, so if you are interested in attending please contact [Rob Leek](#) a.s.a.p.

The closing date for applications is 24th August.

Photographer

WHI is about to appoint a national photographer with the intention of visiting as many schemes as possible over the course of the next 12 months in order to capture all aspects of WHI's work and enable us to build up a comprehensive library of images for our forthcoming expansion. As you are all no doubt aware, we currently have a very limited selection of usable images at the moment, particularly as very few have associated permissions for usage or were taken by amateurs as part of our photo competitions. The contract allows for 2 days per month of the photographer's time.

We would appreciate any suggestions you may have for schemes we can send the photographer to that will best reflect the scope of our work.

Here is an extract from the brief to the photographer to give you an idea of what we are looking for:

OVERVIEW

WHI have a requirement for a series of photographs depicting led health walks in a number of locations throughout England. It is very important that we feature as

[Photo Library](#)
[Cream Tea in the Park](#)
[Woodland Games Festival](#)
[Strolling in Glos Festival](#)
[Circuit of Bath](#)

Volunteer Walk Leader Training Dates

11/08/09
Gloucester
[Liz Lansley](#)
01452 396707

Contact

[Rob Leek](#)
0117 959 8511
0782 728 1188

Useful Links

[WHI Website](#)
[WHI Learning Network](#)
[Natural England](#)

Feedback

If you have any article ideas for the next issue, or comments on this issue, we would like to hear from

diverse a selection of participants as possible (to include ethnic minorities, a wide age-range, single walkers and families, unhealthy and obese people, people with a long-term disability etc) in a combination of urban and rural environments. Of particular importance is that 'our' walkers are generally in the early stages of taking part in walking exercise and as such should not be shown as 'ramblers' or 'serious' walkers - they wear normal everyday clothes and shoes rather than have Nordic poles and walking boots. Inclusion of some 'dog-friendly' walks would also be welcome.

you. Please send us your [feedback](#).

THE BRIEF

The WHI programme is broken down into nine regions, each of which will be asked to supply, ideally, four or five good examples of schemes that would be suitable subjects for this portfolio of images. From this list of schemes the two walks considered most 'interesting' (based on the criteria outlined above) or are otherwise particularly noteworthy will be selected by liaison between the photographer and the scheme co-ordinator. Details for the co-ordinators will be provided. Images must be shot digitally in colour at a pixel size suitable for print, to include posters and display material, but a lower-res version of each must also be supplied for online use. Thumbnail sheets would also be welcomed. All images should be taken in a 'reportage' style (i.e. natural and un-posed) although some creative framing and composition is encouraged. It is important that the idea of 'led' health walks is apparent so group shots would naturally work best, and many should feature the volunteer walk leader and/or helpers who will be identifiable by their branded tabards and other equipment. (It would also be appreciated if any NE staff featured were to wear branded polo shirts etc where possible.)

Also worthy of inclusion would be images showing the social benefits, such as the walk end point (also the start point, as routes are generally 'circular'), where those taking part chat over a tea or coffee in the local cafe / GP's surgery / leisure centre etc. Other topics could include the filling in of paperwork at the start of a walk (this sets us apart from other organisations as we monitor the numbers of participants and the frequency of their activity etc.) and possibly the handing over of an accreditation certificate to a scheme that has successfully met all of the criteria of our health walks (which will likely be an exception to the reportage style usually desired). An additional benefit would be walks taking place in adverse weather conditions and at various times of the year, to demonstrate that this not a seasonal activity.

OTHER REQUIREMENTS

Everyone who features in any set of photographs must fill in a Permissions Form to allow their likenesses to be used. These may have been already supplied to all photographers within the Natural England contract but copies will be made readily available.

Please reply with any questions or suggestions to [Rob Leek](#).

Case Studies

We are looking for as many Case Studies from schemes as possible as they are an invaluable tool to help promote WHI both nationally and regionally. Along with this e-newsletter I've attached a 'Case Story Template' document. If you know of any walkers who would like to share their positive experiences of the scheme, please ask them to fill out a copy of the template and send to [Rob Leek](#) along with any photographs (photographs can also be emailed).

Accreditation

The aim of accreditation is to set and maintain high standards for health walk schemes; to give potential users confidence about what to expect; to give participants, partners and funders added confidence; and to reassure users that the walks in their area are of good quality. Gaining accreditation can help to promote the credibility of a WHI Scheme, giving recognition to health professionals and potential funders.

Accreditation lasts for one year and there is a simple renewal procedure. So far 9 schemes have gained accreditation in Glos/Wilts/WoE:

- ❖ Bath and NE Somerset Walking the Way to Health
- ❖ Bristol Walking the Way to Health
- ❖ Walk Well Cheltenham
- ❖ Fancy a Walk (Forest of Dean)
- ❖ North Somerset Strollers
- ❖ Salisbury Walking for Health
- ❖ South Gloucestershire Walking to Health
- ❖ Strolling in Stroud
- ❖ Trowbridge Walking Forum

Gaining accreditation is very simple – requiring you to fill out a two-sided A4 page and providing various information. If you would like more information please contact [Rob Leek](#).

Funding

Heart Research UK '*Healthy Heart*' grants support innovative projects designed to promote heart health and to prevent or reduce the risks of heart disease in specific groups or communities. Grants of up to £10,000 are available to community groups, voluntary organisations and researchers who are spreading the healthy heart message.

For further information, please go to the [Heart Research](#) website.

'*Access to Nature*' is a grant scheme run by Natural England on behalf of a consortium of major environmental organisations. Grants of between £50,000 and £500,000 are given to support projects that deliver one or more of the scheme's main outcomes.

For more information, please go to the [Natural England](#) website.

Free Photo Library

The Department of health have developed a free photo library of high resolution shots to use for promoting physical activity.

<http://photos.promotingactivity.com/>

Cream Tea in the Park (Bath)

Residents of Bath & North East Somerset are invited to walk their way to health on **Wednesday 29th July 2009**. Local mums and buggy walk leaders Sam, Hannah, Anna, Mary and Helen are working alongside the Council's Sport & Active Leisure Team to host a summer health walk followed by a Cream Tea in The Memorial Park.

Hannah and Sam started the buggy walk with Keynsham's Community Activator back in November 2008 and the group is going from strength to strength. The walk provides gentle physical activity for parents and young children as well as an opportunity to meet up with other local people. Since then the group has continued to grow and now the walk is being lead by Anna, Mary and Helen who initial joined as walkers a few months ago.

Walkers will be asked to meet in Tintagel Close and fill in a health questionnaire. The walk leaders will then lead the group on a 45min walk leading to The Memorial Park where everyone can enjoy a Cream Tea. Please contact **Claire** on **01225 396427** to find out more or **BOOK YOUR PLACE**.

Free Woodland Games Festival (Swindon)

Saturday 5th September 2009



**10am – 5pm, Shaw Forest Park,
Mead Way, West Swindon**

***FREE* Family event**

Exciting news for Swindon's festival-goers, the Woodland Games Festival is coming! A brand new festival at a brand new site - it promises to be a **FREE** fun packed day for all ages with plenty to entertain and keep you active at the same time. This will be the first major event ever to take

place at Shaw Forest Park in West Swindon!

Have you ever tried disc golf, rock-it-ball, orienteering, or ridden a wacky bike? Do you need some health and diet advice? Does your bike need a bit of attention from our bike doctor? Thought of joining a running club but not sure where to start? Find out about opportunities to get active in your local woodlands and stay healthy. You can join in a workshop on growing your own food or have a go at making your own wooden outdoor play equipment!

From gymnastics to street dance, health walks to food miles talks the Woodland Games Festival promises all this and more.

The festival stage will have a packed programme of live music and the Forest Cafe will be serving fantastic healthy, local, organic food!

Limited parking will be available on Hillmead Industrial Estate but please walk, cycle or catch the bus if possible.

For further information visit <http://www.whi.org.uk/GEsouthwest> or call **01793 466324**.

Strolling in Gloucestershire Festival

Strolling In Gloucestershire 2009 will be taking place **18th July – 2nd August**. The event is a county wide walking festival with **Cheltenham, Stroud, Forest of Dean, Tewkesbury, Cotswolds and Gloucester** Councils all promoting the walks happening in their areas over the two weeks. Our aim is to encourage as many people as possible to start walking their way to health!

There will be a wide variation of walks; 30-minute health walks, history tours, ghost walks and longer walks too.

Individual schedules for each area will be produced with details of all the walks happening during the two-week period.

For further information please don't hesitate to contact us!

Contact: Chlöe Joslin, Physical Activity Coordinator, Gloucester City Council
Tel: **01452 396861** E-mail: chloe.joslin@gloucester.gov.uk |

Circuit of Bath Walk

Circuit Of Bath Walk - **20th Sep 2009**
In aid of Julian House

Taking in some of Bath's most beautiful near countryside, you can enjoy a great day out as well as raising much needed funds for work with homeless men and women.

You can choose to walk from as little as 2 miles, or, complete the whole circular route of 20 miles - the choice is yours. The more people that take part, the more money can be raised.

For those of you looking for something more demanding than 20 miles they will be running the **Cotswold Way Challenge** again on **2nd -6th September**.

For further information go to:

<http://www.julianhouse.org.uk/support/circuitbath08.html>
<http://www.julianhouse.org.uk/support/cotswold>

Please do not hesitate to get in touch if you have any queries.



www.naturalengland.org.uk

