

Health & Wellbeing at the Coast: Practical Programmes that Engage the Public



‘Long before evidence based medical care became standard practise, doctors often sent patients to the country or the seaside to recover from ailments. **Even without peer reviewed research** to aid them, they were well aware of **nature’s healing powers.**’

Lancet 232: 37 – 39 (1938)

CONVALESCENCE ON THE COAST*

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AND

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THE ROYAL SEA BATHING HOSPITAL

(FOUNDED AT MARGATE 1781)

VIEWED FROM THE SOUTH EAST

A few facts/statements

- Coastal communities = those that live, work and visit coastal locations
- There is some great research on health and wellbeing related to the coast e.g. Matthew White from Exeter University
- Health is not just about access to healthcare. Much more important is combined environment, employment, income, food, opportunity to spend time with friends/family
- Coastal communities have their own set of opportunities/challenges that shape these factors e.g. coastal communities often have great access to natural environment but not good access to quality employment.
- The health and wellbeing of coastal communities is an important issue
- The health of the coast and our seas is an important issue
- Working together in partnership is an effective approach

Dorset's coastal communities

On one hand



Credit and copyright: Matt Pinner

Dorset's coastal communities

On one hand

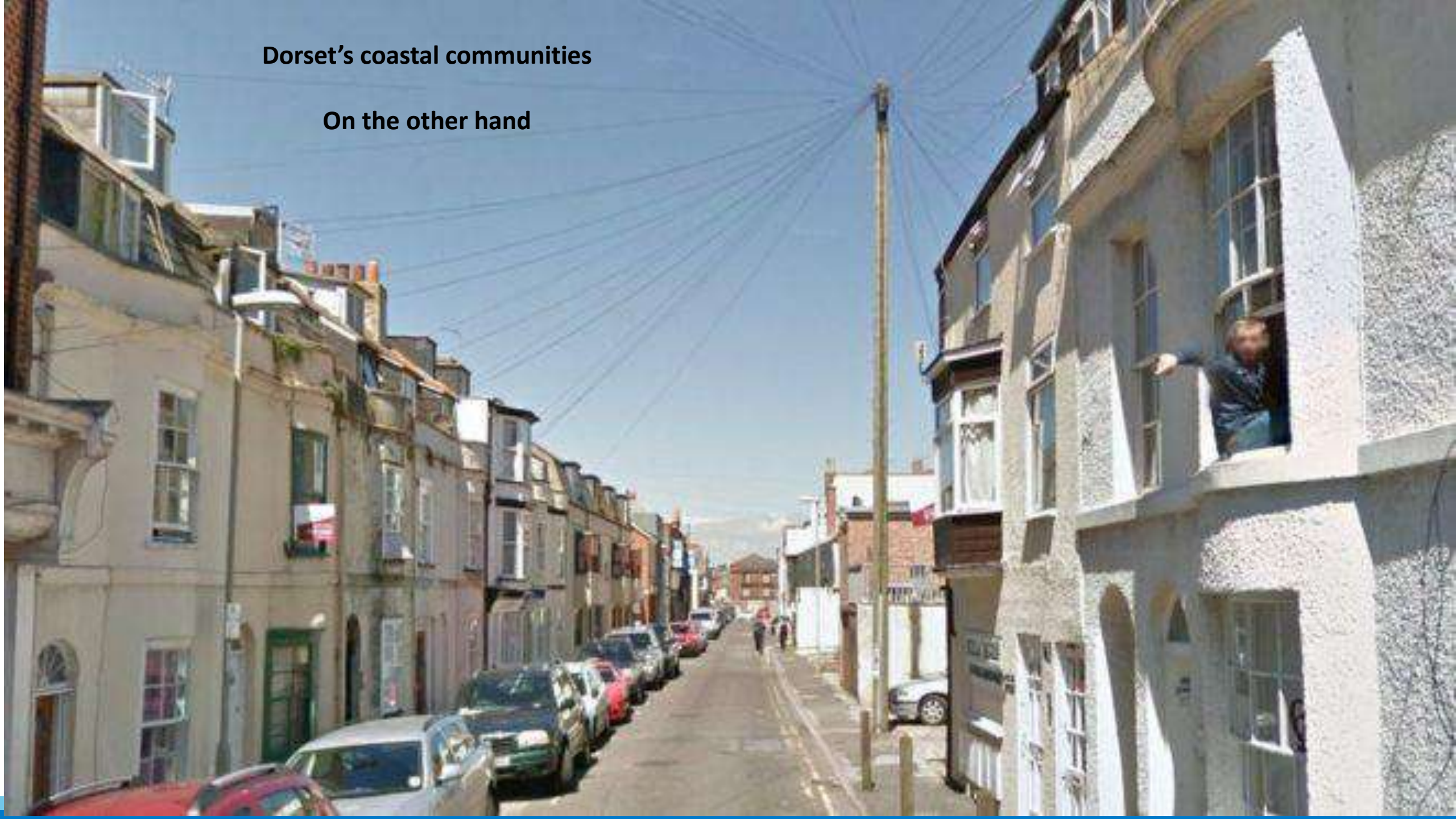
- Some very affluent areas

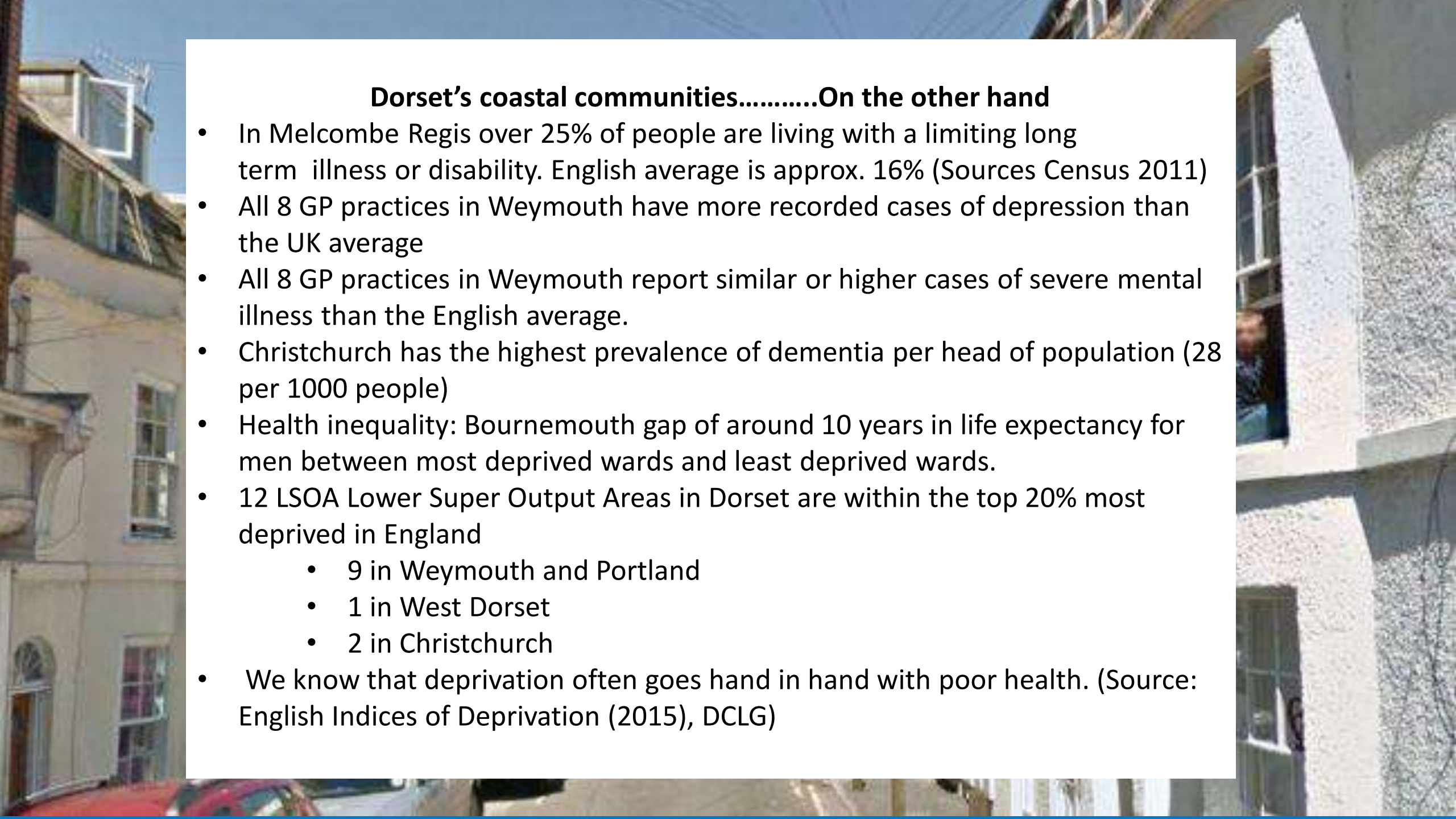


- Areas of Poole e.g. Lilliput and Branksome Park have the largest concentration of expensive properties outside London
- A highly designated coast – The Jurassic coast, SAC, SPA etc

Dorset's coastal communities

On the other hand





Dorset's coastal communities.....On the other hand

- In Melcombe Regis over 25% of people are living with a limiting long term illness or disability. English average is approx. 16% (Sources Census 2011)
- All 8 GP practices in Weymouth have more recorded cases of depression than the UK average
- All 8 GP practices in Weymouth report similar or higher cases of severe mental illness than the English average.
- Christchurch has the highest prevalence of dementia per head of population (28 per 1000 people)
- Health inequality: Bournemouth gap of around 10 years in life expectancy for men between most deprived wards and least deprived wards.
- 12 LSOA Lower Super Output Areas in Dorset are within the top 20% most deprived in England
 - 9 in Weymouth and Portland
 - 1 in West Dorset
 - 2 in Christchurch
- We know that deprivation often goes hand in hand with poor health. (Source: English Indices of Deprivation (2015), DCLG)

Practical Programmes that engage the public

Dorset Coastal Connections – people and places

- A £13M portfolio project with £5.6M from the Coastal Communities Fund
- Integrating health and wellbeing with economic development
- Providing better access to the coast and along the coast
- Engaging with the public so that we deliver what they want
- Delivering better coastal places with the public
 - Increased pride
 - Opportunities/ jobs for people
 - New investment in the area
 - Nice places for people to be active



Dorset Coastal Connections – people and places

- **iCoast** is a website and app that provides the public with easy access to 26 different coastal activities and all the facilities, weather and tides along the coast
 - Its about getting people more active
 - Better for businesses/working together to promote the Dorset coast
 - Health and safety of people
 - Health of the coast and sea

www.icoast.co.uk





Advertise here

[Find out more...](#)

[Help](#)

Go mobile!

Try visiting iCoast on your mobile



iCoast is the only website you'll need to plan your day out on the Dorset coast - the highlight of England's South Coast.

With information on 26 different watersport and coastal activities in Dorset, iCoast is great for locals or visitors looking to make the most of our outstanding coast in Summer or Winter. Whether you are planning extreme or more conventional watersport activities, something to do with the kids or just wanting to take a trip to explore the Jurassic coast, you can find all the information you need together on iCoast's interactive map.

There is information on where to find tuition and where to buy or hire the right gear or equipment for your activity. Dorset has a spectacular coastline and with so many courses, lessons and watersport shops; there really is no excuse not to try something different.

Planning your outdoor activity on iCoast is simple. You have the tide times, weather forecasts, award winning beaches, webcams, slipways, transport information and different facilities such as campsites, car parks and toilets all in one place.

We are sure you will enjoy your adventures on the Dorset coast, but just to make sure we have added some friendly advice for you to follow which will help keep you safe. Codes of conduct have been created for each of the different leisure activities and you can view sensitive and restricted access areas on the map, helping you to keep Dorset's coast and sea special for the future. So, what's keeping you... make the most of the Dorset coast!

[Enter site >](#)

Places on the Dorset Coast

[Lyme Regis](#)

[Weymouth](#)

[Studland](#)

[Bournemouth](#)

[Charmouth](#)

[Lulworth](#)

[Poole](#)

[Boscombe](#)

[West Bay](#)

[Kimmeridge](#)

[Sandbanks](#)

[Christchurch](#)

Activities to try



[Beach Activities](#)



[Boat Trips](#)



[Coasteering](#)



[Cruising \(motor & sail\)](#)



[Cycling](#)



[Diving](#)



[Fossil Hunting / Geology](#)



[Gig Racing / Rowing](#)



[Horse riding](#)



[Kitesurfing](#)



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[Watersports weather](#)

Dorset Coast Forum



Plan your Dorset coast i
icoast.co.uk/map

iCoast
explore the Dorset coast

Your kit bag
Share and print places
Share this page

OS
Aerial
Basic

Code of conduct
Sea angling

Sea Angling

☒ Shore angling
☒ Fishing line bins
☒ Clubs
☒ Tackle shops
☒ Charter boats

☐ Mackerel fishing trips
☐ Slipways
☒ Boat hire
☐ Bass nurseries
☐ Speed restriction zones

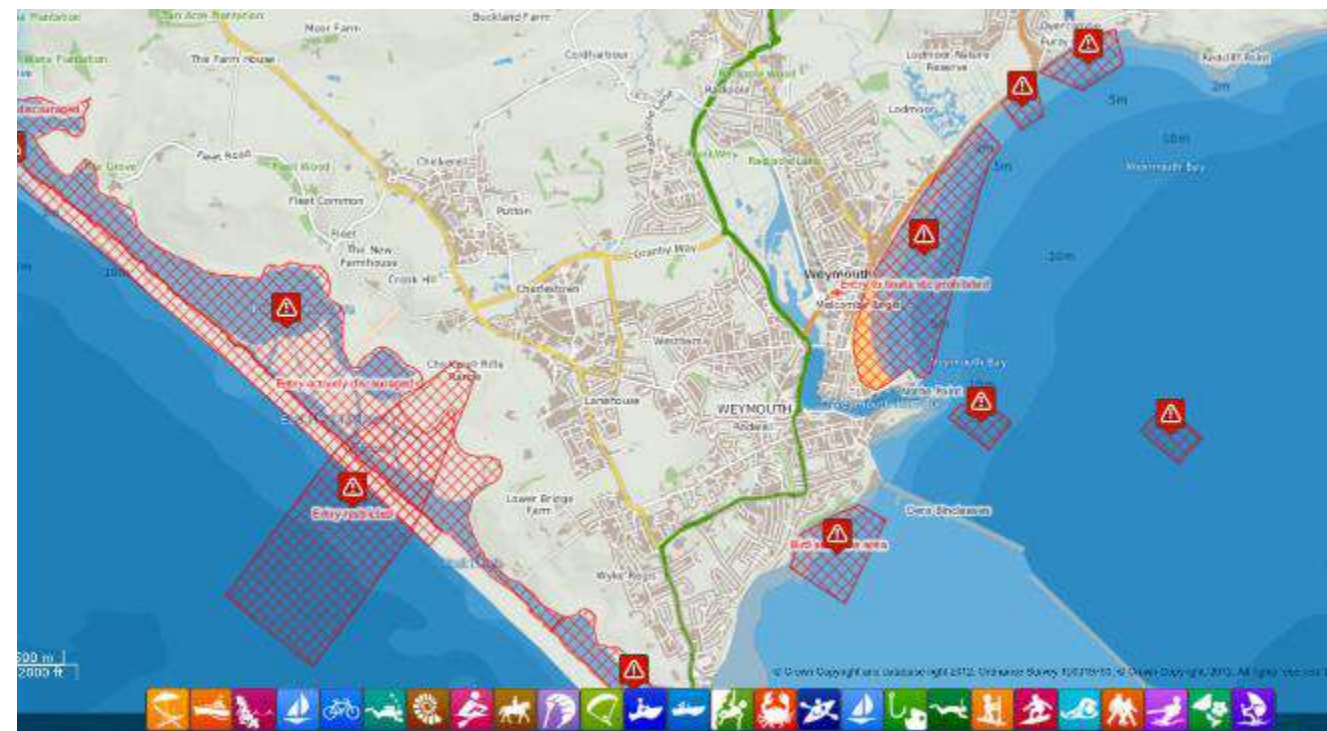
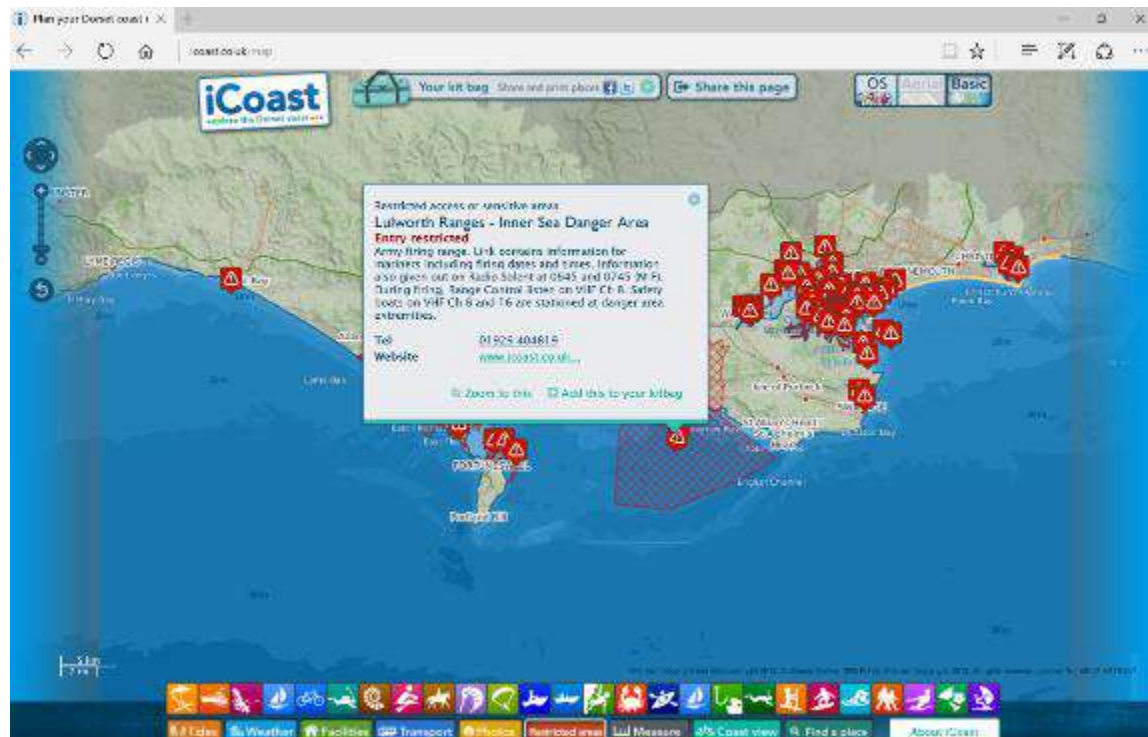
The Dorset coast offers some excellent locations for both shore and boat angling. There are over 50 beaches to choose from, including the famous Chesil beach, which is over 17 miles (28 km) long and the harbours offering charter boats and trips to take you out to sea.

[Read more...](#)

[More info on sea angling](#)

5 km
2 mi

Tides
Weather
Facilities
Transport
Photos
Restricted areas
Measure
Coast view
Find a place
About iCoast



Practical Programmes that engage the public

What we know:

- Being at the coast is good for your mental and physical health
- Attending classes in the natural environment can have a positive effect on your health

The issue in Dorset:

- Lots of activities run by different groups/organisations but uncoordinated
- Lots of people with low level physical health and mental health issues



What we have done/are doing:

- Pilot in Weymouth and Portland of a range of coastal activities for people to be referred to under the banner of Natural Choices
- Expanding along the coast and now out to Dorset
- Currently over 60 activities available for people
- Stepping into Nature – for people with dementia and their carers
- Park Yoga at Weymouth and Bournemouth



FINE FAMILY FOUNDATION



Barriers to making things work

- Full engagement with GP's, pharmacists, nurses and LiveWell Dorset (health hub) to support Natural Choices and refer people to activities
- Not enough evaluation (scientific)
- People believing it works or wanting to change



Practical Programmes that engage the public

Litter Free Coast and Sea – Engaging with the community to reduce marine and beach litter and maintain and improve bathing water quality at source.

- 10 community groups
- Over twenty #2minutebeachclean stations people it's becoming easier to help keep the coast healthy as well as staying healthy while participating.
- Inspiring and educating the next generation
- Individual campaigns to stop things at source



Don't feed the Local campaign



<http://www.litterfreecoastandsea.co.uk/dorset/>

Practical Programmes that engage the public

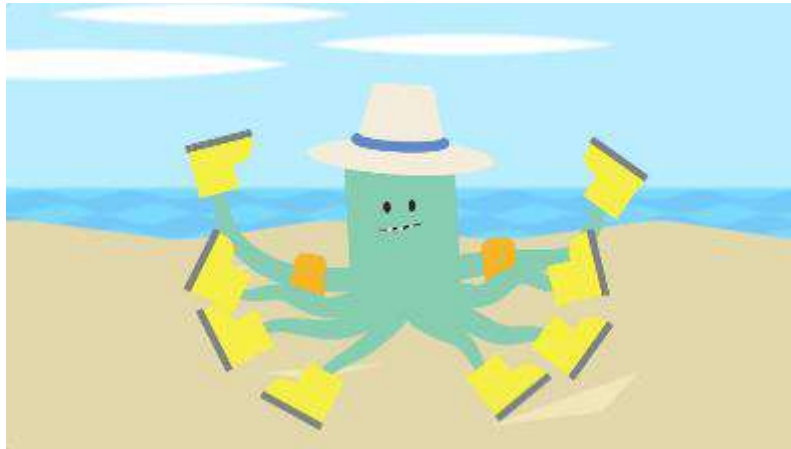
Coastal safety along the coast

The issue along the Dorset coast:

- Lots of different signs telling people of dangers - but often ignored
- Lots of incidents along the coast that can affect people's health and safety
- Confusing messages for people at the coast - lots of leaflets and organisations saying "DON'T DO...."

By working in partnership we came up with CoastWise with the aim to promote a positive and fun approach to safety at our beaches

CoastWise – to address the health and wellbeing of those that use the coast and the health of the coast



CoastWise receives a 2017 Davey Award for
Film/Video-Education from The Academy of
Interactive and Visual Arts



www.youtube.com/watch?v=BkefXeBZPi0
over 86,973 views!

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**More information on the Dorset Coast Forum
and it's work can be found at:**

www.dorsetcoast.com

