

Green Impact Case Study Template

Jurassic Coast Virtual Walking Challenge

Background

Institution: Bournemouth University

Team Name (if applicable): F&P

No. of years participating in Green Impact: 1

2015-16 Award Level (if applicable): Bronze

Highlights

- *Based on local area to make relatable to audience*
- *Sparked a real interest in walking across the department*
- *Aimed to do one round trip (192 miles) – we did the round trip 3½ times (687 miles)*

Description

We created a competition based on The Everest Challenge; we evolved the idea so that the virtual walking trail would be more relatable to our audience. Using our beautiful Jurassic Coastal Path as inspiration our aim was to collectively, as a team, walk from Old Harry Rocks (Dorset) to Orcombe Point (Exmouth) and back during February – a round trip of 192 miles.

We encouraged members of the department to implement small changes to their lifestyle that would get them taking more steps instead of using less sustainable methods of transport – whether that be walking into work instead of driving; getting off the bus/ train one stop earlier and walking the rest of the way into work or even taking the stairs instead of the lift. The emphasis being that every step counts!

The progress was plotted out on a map (to help with visualization), emailed out department wide to create a sense of competition and also to invite more people to join the challenge. We provided tourist style information at various milestones to encourage people to get out and about to actually see the breath taking coastline.

The event was a huge success with over 687 miles walked – 3 ½ times our round trip target!

This project has really sparked the imagination of those involved, it's encouraged people to review their modes of transport, increase how much time they are taking out to be part of the community and also to enjoy the amazing nature trail available to them – by the end of February some people had doubled their weekly mileage!

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The Jurassic Coast Walking Challenge has gained the interest of other areas of the University and also the Jurassic Coast World Heritage Site, all keen to see our progress and possibly roll out the virtual walk as part of other initiatives.

Photograph



Name	Star Colour	Distance Walked	Location
Sarah Burke	Burgandy	111.1 miles	Budeath Selstos
Katy Corbiere	Plum	100.3 miles	Lilac Shoot
Mel Heyward	Pink	90.7 miles	Between Cobeg Bay and Bodoo Landslide
Hayley Bell	Lime	89.5 miles	Between Cobeg Bay and Bodoo Landslide

Name	Star Colour	Distance Walked	Location
Sharon Byrne	Lilac	53.6 miles	Chest Beach
Jason Quoos	Turquoise	58.6 miles	Portland Harbour
Charles Wall	White	37.9 miles	Portland Harbour
Judi Roberts	Purple	34.7 miles	Past Bodoo Cove
Roger Travis	Green	32.0 miles	Between Quoos Mills and Bodoo Cove
Donna Hornsby	Orange	25.3 miles	Man O' War Cove
Pauline Dean	Blue	24.8 miles	Man O' War Cove
Jakki Watts	Red	21.8 miles	Flowers Barrow
Lynn Yellett	Yellow	21.0 miles	Flowers Barrow
Martine Law-We	Peach	6.0 miles	Bodoo Head

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