

# b a c k b o n e



## Outdoor Festival for All Blair Castle & Atholl Estates



"I am a city girl and it takes well organised outdoor activities to impress me. This surely did!"  
By: [insert name]



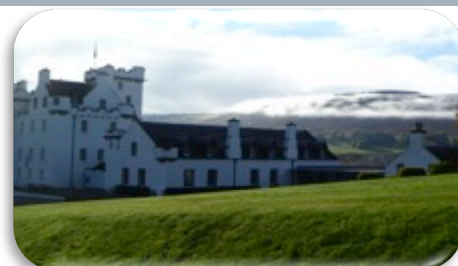
## Background

Backbone has delivered yet another successful event celebrating the diversity of people and landscapes of Scotland. We exceeded our target number of 100 by 3 fold with over 300 people from Aberdeen, Dundee, Edinburgh, Glasgow, Perth, Perth & Kinross Rural and the Highlands. This was the 1<sup>st</sup> of its kind and is taking on board suggestions and recommendations for future events of this nature.

Backbone has established strong partnerships with the Forestry Commission Scotland and the Cairngorms National Park Authority. Our main mission is to **entice & excite** people from all backgrounds and abilities to engage with Scotland's diverse landscapes. Ultimately enhancing the quality of life of Scotland's communities. We specifically target communities that would not normally go to the countryside, whether that is due to lack of knowledge or ability to access areas or lack of personal confidence due to language barriers and/or self-esteem etc.



"Really great fun, everyone was included in everything"



"It bring people from different cultures together"



## Aims

Introduce a diverse range of people to a range of recreational and learning activities.

Provide a variety of environmental activities supported by Backbone trainees, the ranger service and environmental organisations. Training and planning with Backbone volunteers and ranger training was part of the lead up.

Invite a variety of environmental organisations to provide resources and information stalls.

Transport was provided via coaches departing from various regions: Glasgow, Edinburgh, Aberdeen, Perth, & Highlands. During this time information will be disseminated to participants on how to access the area via public transport.

## Event Aims

To hold an outdoor activities festival aimed at celebrating the diversity of Scotland's landscapes and people. Rangers and Backbone trainees from all backgrounds will lead activities together – having role models from all backgrounds in the environmental arena. *“Celebrating Diversity In Practice!”*

The event was part of *Active Cairngorms* a campaign to increase participation and enjoyment of the outdoors through active recreation in the Cairngorms National Park and Woodlands. The event aimed to introduce people from diverse communities and groups to a range of recreational and learning activities within the Cairngorms National Park and it's Woodlands.

This event was delivered by Backbone and funded by The Cairngorms National Park Authority and Forestry Commission Scotland. It took place at Atholl Estate and Blair Castle who allowed us to set up activities and gave us a reasonable discount on the entrance fee.

This was a pilot to explore the possibilities of developing this into an annual event held at different estates within the Cairngorms National Park and Loch Lomond and Trossachs National Park.

We invited a number of organisations from different cultural backgrounds and abilities across Scotland to explore and enjoy the landscapes and woodlands of the Cairngorms National Park. Our target number was to attract over 100 visitors representing Scotland's diverse cultures and abilities. We consulted all partners to identify target groups and populations. We exceeded our numbers with over 300 participants.







"Meeting new  
people and seeing  
the place"

"My day was brill"

"It was amazing!"

"It was a perfect  
day!"

## Benefits: Community Groups & Environmental Organisations

Ultimately these events will support a positive relationship between the Cairngorms National Park, Rural Estates and diverse communities Scotland wide.

This is an opportunity for estates and the local ranger service to showcase what they have to offer; activities, local produce, stores, transport, general information etc to people from all backgrounds Scotland wide.

Communities will have increased knowledge and experience on what is available at different estates and how to access it by public & private transport.

We will be encouraging communities who would not normally visit rural estates. From our experience working with marginalised groups, they will encourage family and extended communities to visit in the future. This will add value to the work of local estates.

Backbone will continue to encourage our trainees and

members of their community to volunteer with estates and the ranger service.

Backbone will incorporate Ranger & Estate training into our leadership projects, encouraging people from different backgrounds to get involved in estate and rural activities.



## Activities & Stalls

Over 30 activities/stalls

Over 20 environmental organisations involved

Activities geared for all abilities and backgrounds, with a focus on families with children.

Mobility scooters made available



### Activities

Castle Gardens  
Castle Tour  
Tractor Rides  
Climbing Wall  
Safe Archery  
Kids in The Woods  
Information Stalls  
Ditch The Sat Nav!  
Woodland Workout



### Activities

Biking: Information Stalls  
Have a go  
Adapted Bikes  
Electric Bikes  
Tandems/Trikes/Duet  
Bikes/Recumbent  
Guided tours  
Learn to Ride  
Skills Course  
  
Face Masks with Autumn  
Leaves  
Guided Walks

### Activities

Chi Gung  
Capoeira Music & Movement  
Information stall  
Wooden Pencil Sharpeners  
Herbalist & Bath Bombs  
Historic Walk  
Bushcraft  
Storytelling and Drumming in  
the Woods

### Activities

Pine Cone Bumble Bees  
Making Dragon Flies  
Tipis  
Bug Hotels  
Farm Animal & Deer Visits  
Bugs & Butterflies Exploration  
John Muir Activities  
Chi Gung



# Recruitment & Participant Information



Recruitment for the event was via a general information email followed by a detailed flyer and booking information. This was sent out in May 2014, with immediate responses with over 500 people interested by 9<sup>th</sup> June 2014 the closing date. Criteria for selecting and prioritising organisations and participants was set by The Cairngorms National Park Authority, The Forestry Commission Perth & Argyll and Backbone. They included:

- Those who would not normally get out into the countryside and woodlands
- Organisations representing marginalised communities to include Black, Asian and Minority Ethnic (BAME), Disadvantaged, People with Disabilities and Isolated Communities.
- 300 limited numbers

The following community groups showed an interest by July 2104. The numbers allocated using the criteria above on a booking system, 1<sup>st</sup> come, and 1st serve basis. *The Dundee groups pulled out 2 weeks before the event due to lack of staff accompanying the groups.*

Due to high numbers, language barriers and limited literacy skills of participants it was not possible to get every participant to complete a booking forms. However we can confirm the following – information collated through group leaders and booking forms where possible:

Total Number Attended: 354, made up of mostly family groups including activity staff, volunteers and guests.

Transport was provided for large community groups to discourage car-use and encourage the use of shared/public transport. Coaches were provided; 2 for Edinburgh, 1 for Glasgow and 1 for Perth. Aberdeen was provided with a small coach holding 29 and the Highlands a minibus holding 17. The remaining participants made their own way to the event either through community transport or car-share.

Volunteers made their way to the event using the train - public transport for both the planning day and the event itself.





Community Group	Allocated Numbers	Requested Numbers	Total Number Attended	Age range	Ethnicity	Region
Nepalese Himalayan Society	29	50	23	Under 15 x 4 16 to 25 x 5 26+ x 12 60+ x 2	Nepalese	Aberdeen
ESOL School Perthshire	5	5	0			Perth & Kinross
Prioriteyes	0	10	0			Ayrshire
Connect Easterhouse	20	30	17	Under 15 x 6 26+ x 6 60+ x 5	Scottish	Easterhouse Glasgow
Scottish Arabic Women's Association	30	40	34	Under 15 x 16 16 to 25 x 3 26+ x 13 60+ x 2	Arabic	Glasgow & Stirling
Individual: Partially sighted	2	2	0			Glasgow
Highland Perthshire	8	8	12	Family Groups Adults plus children	Scottish x 10 Eastern European x 2	Perth & Kinross
Crobenich Centre for People with Disabilities	20	20	17	16 to 25 x 7 26+ x 10	Scottish x 7 English x 1 S American x 1 European x 3 Eastern European x 4 Chinese x 1	Perth & Kinross
Highlands: Cairngorms Health Walk Project Ross Community Mental Health	19	28	18	26+ x 6 60+ x 12	Scottish	Highlands
Dundee <i>Dundee International Women's Centre</i> <i>Dundee Carer's Centre</i> <i>AMINA Muslim Women's Resource</i>	50	110	0			Dundee
Nari Kallyan Shangho Edinburgh	49	49	49	Toddlers to Adults aged 60+ Family groups	South Asian	Edinburgh
Multi Ethnic Advice & Development Perth	49	55	49	Under 15 x 20 16 to 25 x 1 26+ x 20 60+ x 4 Unknown x 4	South Asian x 26 Eastern European x 19 Chinese x 4	
Telugu Association of Scotland	18	50	18	Under 15 x 11 26+ x 7	Indian	Edinburgh
African Community Edinburgh & Scotland: • Sister of seeds • South Africans living in Scotland • Eritrean Community	32	50	44	Under 15 x 23 16 to 25 x 1 26+ x 14 60+ x 2 Unknown x 4	African x 37 Malaysian x 5 Scottish x 2	Edinburgh Dunfermline West Lothian Aberdeen Dundee
Individual Family: Hearing Impaired	4	4	0			Glasgow
General Public	0	0	11	Under 15 x 8 26+ x 3	Scottish x 9 British x 2	Blair Atholl & Aberfeldy Perthshire
Activity Staff & Volunteers	42		42			
Backbone Volunteers	14		14			
Guests	6		6			
<b>TOTAL</b>	<b>397</b>	<b>511</b>	<b>354</b>			

## Feedback

Feedback was collated through a number of methods to allow for participants to converse in their own language and to take into account limited literacy skills. We used a Dictaphone, note pads to capture in the moment quotes and impressions, activity leaders and through conventional evaluation forms which were completed by individuals, family groups and community leaders who completed the form with the whole group. A total of 74 evaluation forms were collected, completed by family groups and group leaders with their community groups.

- Participants took part in most of the activities with the climbing wall, biking, animal visit, tractor ride, castle tour, guided walks, bush craft and wild foods getting a specific mention.
- Everyone stated they would come back to the Cairngorms National Park
- Everyone stated they would like to explore the woodlands and take part in activities
- Everyone stated they have enough information to come back
- All showed a great appreciation, with some mentioning they would like more events like this one

### Recommendations:

- Food at accessible prices and variety available
- More time to do all the activities
- More activities just for adults

All organisations involved in delivery activities stated they loved the atmosphere and networking opportunities. High energy and would love to be involved in similar events in the future. 2 estate rangers have requested we host the event at their estate.

The event was a huge success for all concerned, our funding partners, delivery organisations and most of all for the participants and communities they live in. The immediate response has been fabulous which meant we exceeded our target numbers and remained relatively in budget. We are confident that Atholl Estate, Cairngorms National Park Authority and Forestry Commission will have repeat visitors as a direct result of this event.

We have been approached to repeat this event next year in Loch Lomond and The Trossachs National Park, Glen Tanar and Balmoral Estate. We would look at keeping a very similar format taking into considerations recommendations made by participants and staff.





## Acknowledgements

Backbone would like to thank the following for their contribution that opened doors to so many communities:

**Abriachan Forest Trust**  
**Atholl Estates Ranger Service**  
**Backbone Volunteers**  
**Balmoral Estate Rangers Service**  
**Blair Castle**  
**Cairngorms National Park Authority**  
**Cairngorm Mountain Ranger Service**  
**Elemental Community Arts**  
**Equal Adventures**  
**Fiaz Tariq**  
**Fife Outdoor Centre**  
**Forestry Commission Scotland**  
**Gecko Ventures**  
**Glen Tanar Ranger Service**  
**Glenmore Lodge**  
**Highland Cycle Ability Centre**  
**Highland Perthshire Cycling**  
**John Muir Trust**  
**Kemal Okan**  
**Loch Lomond & Trossachs National Park Authority**  
**Scottish Natural Heritage**



"It was awesome!"

"It was a good experience for groups and great exposure to the outdoors.. My group really enjoyed it and were thankful to get the opportunity to visit the estate"

"I could not thank enough for organizing such programme. The activities involves all the people from kids to elderly that was great!"

"It was very cool! But weird!.. loved it, it was very fun!"

"I loved the variety of activities"

"I loved the atmosphere, fabulous location and lot of information and scenery"

"It was a well organised event, staff very enthusiastic!"