

# Commonwealth Woods

**Hugh McNish** 

Forestry Commission Scotland



# **National Legacy Project**



2 commitments from Forestry Commission Scotland

-Commonwealth Arboretum

-Commonwealth Community Forests

### **Commonwealth Woods**

### **Overall Aim**

To develop a network of Commonwealth Woodlands to provide a range of community involvement activities in and around Glasgow focussed on areas of social and economic deprivation.





















# **Network of Sites**





# **Communication Strategy**



Raise awareness of the network of Commonwealth Woodlands as a lasting legacy of the 2014 games and promote the range of activities they offer to people to get involved, get active and be inspired.

To change people's perception of urban woodlands to achieve a behaviour shift that brings greater engagement with woodlands and increased visits to them for leisure and recreation.



# **Campaign Approach**









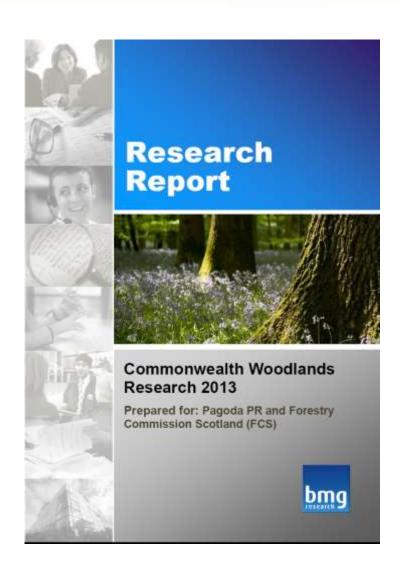
### **Benchmark**

### Market research

Focussed on three areas – Lang Craigs,
Castlemilk and Easterhouse

### **Results Showed**

- •7 in 10 (68%) of residents are aware of a woodlands in their area
- •A third (27%) of them use it regularly or often
- More fun activities would encourage people to visit their wood more often



# Launch

- •11<sup>th</sup> June at Overtoun Estate
- •Introduced the campaign themes linked with activities: guided walks, arts projects, sports
- •Secured Susan Eaglestaff, former Olympic badminton player and Commonwealth medallist
- •Included launch of the new leaflet and website





### Leaflet

- •10,000 copies printed
- Distributed in public buildings around the woodlands
- •Includes illustrated map, pictures, fact boxes, case studies of activities and events

# Commonwealth Woods: A Rich Legacy

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The 13 Commonwealth Woods in and around Glasgow will be a legacy of the 2014 Commonwealth Games for generations of people to enjoy.

Escape the huetle and bustle of city life, enjoy the simple pleasure of a walk, play a game with your children outdoors, go mountain biking or come along to an event in your local wood.

Have a look at the map inside, to find the one nearest you.

#### Commonwealth Woods around the World Some of the world's forests are essential to human survival, providing food and shelter. Others have the richest diversity of wildlife on the planet.

To celebrate the Commonwealth Cames 2014, we're making links with Commonwealth countries through would and forests. Find out more at www.commonwealth.org.uk







Bay and discour

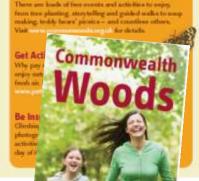


Sharing outlier



Bring the woods after t

#### Get Involved



et involved. Get active. Se inspired

#### What is there to see at the Commonwealth Woods? All the woods are special places to visit, whatever the season. Here are some ideas:

#### Stunning Views

Erjoy wonderful accoury and views over to Dumberton Rock and the Glycle at Lung Craigs.

#### Agricult Wands

Walk through the blackelle and see trees that are hundreds of years old at Castlemilk or Drumchapel Woods

#### 205-HH-6

Spot door, butterfies, wild flower meackwa and waterloving birds at Bishop Lock.

#### Recruption

Get on your links at Cathkin Brown and take in the panorumic views across the City of Glosgow.

Dur't live mar a Communwealth Wood? There are still plonty of other woods you can visit. Find out more at www.visitwoods.org.uk



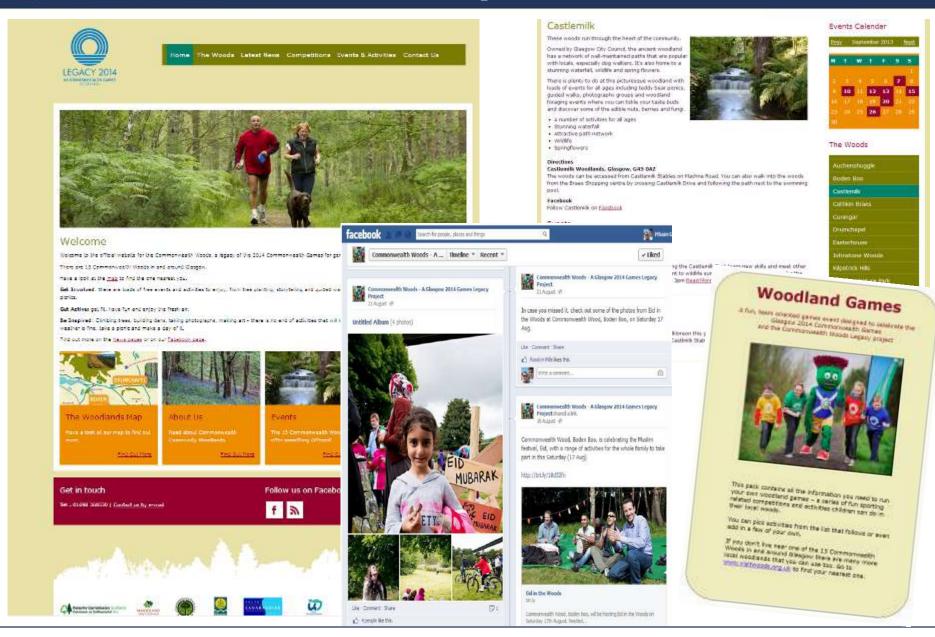
Fixing Strand action



Learning new state.



# Be inspired





### **Get involved**



Win a chance for your photos to feature in the Commonwealth Woods 2015 official calendar

Hirk

Photography Competition – 2015 Calendar

- Partnership with Evening Times
- Seasonal campaign
- Print, web and social media
- •Tie in with Commonwealth Forestry Association competition



# Calendar honour for your woodland vision



# **Get involved**

Arts Project

First time visits

Music festival

Religious events

Tree planting





### **Get Active**

- Dedicated Walking Development officer
- Walking map development
- •Led walk programme including various themes
- Volunteer development
- Medal routes





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#### Sharing a passion for the outdoors

Published on: Standay 5th August 2013

Newly recruited Assays Mills, Walling Development Officer for the Commonwealth Wood, balls us about her role and why it's important to make the most of your local wood.

My job with the Commonwealth Woods is about much more than walking. The rolling awareness of a network of 1.3 woods by premoting a wide range of physical activities that seeple can enjoy outdoors, from walking to cycling or just enjosing a pictic.

Following the audiement of the London Dlympics and the build up to the 2014 Commonwealth Games, it's such a great time to be part of a project like this.

at the Commonwealth Woods, we're organising a range of community events and activities such as family funidays, guided walks and arts projects. It's a great way to become familiar with your local wood in a safe environment for free.

I'm working with local residents, schools and community groups to raise awareness of these events and to create rawy activities. I'm also about encouraging people to embrace their local woods everyday, whether it is place to walk your dog, bake a short-cut for the about or go for a run.

The always had a real passion and interest in the outdoors which there to share with others. Woods are great natural play areas and have so much potential for people of all ages and shiftes to enjoy them. And just getting outdoors is good for your health and general well-being.

I'd encourage even one to explore not just the Commonwealth Woods, but the local woods and green spaces on their decretes and find out what the outdoors can offer:

For more information on Roselyn's role, please click http://www.pathstopsl.org.uk/pla/staffprofiles/roselyn-mills/html

#### Archive

September 2013 (6) August 2013 (3) July 2013 (3) June 2013 (3)

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# **Get active**

- Woodland Games developed
- •Hosted by the Games mascot Clyde
- •4 schools and over 100 children competed
- Activity sheet and kit available for schools to run their own
- Cycling and storytelling tour of the woodlands





### **Next Steps**

- •Further develop the role of the network: communication, events, increase online input
- Seek out media opportunities: events , features, opinion
- •Grow online & social media presence: website, facebook, twitter networks, flickR, guest blogs
- Photography competition: walking workshops, autumn shortlist and promotion, winter editorial and local media push, exhibition
- •Ongoing communications & marketing support: twinning, new events, new woods, partnership opportunities
- •Re-visit market research: March 2014/15

