

GET CORK
WALKING

ACTION PLAN

2023 -2024



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INTRODUCTION

Get Ireland Walking was established in 2013 as an initiative of Sport Ireland, hosted by Mountaineering Ireland, to unify and enable the efforts of all organisations interested in the promotion of walking in Ireland. The implementation of GIW's first strategic document, the GIW Strategy and Action Plan 2017-2020, saw the initiative step in the right direction and lead the efforts of national and local walking promotion in Ireland. Walking promotion is the 'business of many but the responsibility of none', and a major focus of GIW's efforts since its inception has been to engage with stakeholders from across sectors and disciplines to come together and approach walking from a more holistic perspective.

In 2019, GIW employed a researcher and a Walking Promotion Officer in Cork, tasked with developing a whole-of-systems approach to walking at local level in Cork. At the core of a systems approach is the belief that more can be achieved by breaking down disciplinary siloes working across sectors. In 2020, stakeholders from

sport, health, local government, urban design, planning, disability organisations, and tourism, came together to develop a systems map of the Cork walking system. This allowed for an insight into areas in the Cork system which were going well, and the identification of areas which needed improvement. Cork was chosen as a suitable location to conduct the research due to the multitude of areas which would need to be considered as part of a systems approach to walking including a large city, multiple populated towns and rural areas.

Since this research began in 2020, the Get Cork Walking project team have continuously engaged with stakeholders from across the walking system in Cork to develop this action plan. The Get Cork Walking Project team has been embedded in, and led by, the Cork Sports Partnership thanks to the support of a Walking Promotion Officer for Cork. The Get Cork Walking Action Plan 2023 represents Ireland's first example of a local level action plan outlining a whole-of-systems approach to walking.

This action plan is aligned to the strategic objectives and actions outlined in the World Health Organisation's Global Action Plan on Physical Activity 2018-2030 and the United Nations Sustainable Development Goals, to ensure impact across all areas of the walking system.

The potential for walking to positively impact public and planetary health is well known. However, multidisciplinary action is required to fully realise the full benefit that more people walking more often, can have for health, the planet, and society. The Get Cork Action Plan 2023 aims to lead the way by engaging working across sectors and disciplines by delivering a whole-of-systems approach to walking.

- Dylan Power

PhD Researcher - Centre for Health Behaviour Research
South East Technological University



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FOREWORD

On behalf of Get Ireland Walking we are truly excited and energised by the Get Cork Walking Project and the amazing work being carried on the ground by all the stakeholders across Cork City and County. Over the past four years we have been welcomed with open arms into the rebel county where they fully engaged with the phases and stages of the research project. Cork proudly showcased their innovative and impactful projects on the ground across multiple sectors.

This Action Plan for Cork will allow all partners to effectively co-deliver on key projects and celebrate the work and the activity of walking through gatherings, campaigns and events throughout the year. We envisage this systems approach to walking promotion will act as a mechanism to deliver local and national goals whilst contributing to the United Nations Sustainable Development Goals. We are utilising the Global Action Plan for Physical Activity (GAPPA) Framework to support and guide our work. We view the GAPPA quadrants: Systems, Societies,


Environment and People as engaging and cross-sectoral, and are applicable to all stakeholders with a vested interest in walking promotion and development.

The innovative approach Cork has taken using a systems model provides other counties an opportunity to explore the framework and its outcomes in their walking promotion efforts and utilize the evidence base that now exists and continues to evolve.

I would like to take this opportunity to thank Dylan Power PhD Researcher with Get Ireland Walking, the South-East Technological University and Dylan's Supervisors Prof. Niamh Murphy and Dr. Barry Lambe for their guidance and mentoring support. I would like to thank Alison Chambers, Walking Promotion Officer with the Cork Sports Partnership for her role in bringing the stakeholders together and building capacity for the project in Cork. Alison's role and contributions have been vital to the success of the project to date. Thank you

to Kristine Meenaghan and her team at the Cork Sports Partnership for their support from the beginning and the Get Ireland Walking Steering group, led and chaired by Louise Burke, Director of Participation with Sport Ireland; our colleagues and friends in Healthy Ireland for their continued support for the past ten years. Finally, thank you to all the stakeholders and collaborators for the Get Cork Walking Project across the City and County,

With thanks and gratitude,



- Jason King
National Programme Manager
Get Ireland Walking



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GET CORK WALKING

ABBREVIATIONS

ASF: Active Schools Flag

CETB: Cork Education and Training Board

CSP: Cork Sports Partnership

GAA: Gaelic Athletic Association

GCW: Get Cork Walking

GIW: Get Ireland Walking

GS: Green-Schools

HI: Healthy Ireland

HSE: Health Service Executive

MHI: Mental Health Ireland

MI: Mountaineering Ireland

MTU: Munster Technological University

NSMP: Nation Sustainable Mobility Plan

RRO: Rural Recreational Officers

SETU: South East Technological University

TMF: Transport and Mobility Forum

TU Dublin: Technological University Dublin

UCC: University College Cork

WCDP: West Cork Development Partnership



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Create Active: Societies

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Create Active: Societies

Objective 1.1:
Implement social marketing campaigns

Objective 1.2:
Promote the co-benefits

Objective 1.3:
Provide mass participation events

Objective 1.4:
Build workforce capacity

Action Area 1: Walking festivals and events

Activities

- 1 Relevant organizations to work together to host and promote a Cork Walking Festival in September 2023.
- 2 Establish a planning committee early in 2023 to plan elements of the festival including marketing, events and promotions.
- 3 Relevant stakeholders to support the delivery of regional walking events around Cork.

Outputs

- 1 1x week long multicomponent walking festival to take place in September 2023. Cork Bike Week to be used as a model.
- 2 5 regional walking events or challenges to take place throughout 2023 around Cork City and County.

What does success look like?

- 1 Multifaceted walking festivals hosted in Cork which align to National Walking Week and engage multiple population groups in multiple activities.

Lead organisation(s): TMF; GIW; CSP
Collaborators: County Council; City Council; HSE



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GET CORK WALKING

Create Active: Societies

Objective 1.1:
Implement social marketing campaigns

Objective 1.2:
Promote the co-benefits

Objective 1.3:
Provide mass participation events

Objective 1.4:
Build workforce capacity

Action Area 2: Get Cork Walking branding

Activities

1

Develop a Get Cork Walking branding guidelines document including logos, relevant images, and colour pallets using the national GIW branding as a framework.

Outputs

1

Zip file containing logos and other relevant branding material which can be shared with stakeholders.

What does success look like?

1

Stakeholders across all sectors increasing public awareness of the Get Cork Walking project.

Lead organisation(s): GIW; TrishFoxDesign
Collaborators: CSP; SETU



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GET CORK WALKING

Create Active: Societies

Objective 1.1:
Implement social marketing campaigns

Objective 1.2:
Promote the co-benefits

Objective 1.3:
Provide mass participation events

Objective 1.4:
Build workforce capacity

Action Area 3: Walking programmes and capacity building

Activities

- 1 Provide training opportunities for community walk leaders in multiple settings.
- 2 Begin the process of conducting GIS mapping of walking routes for major employers in Cork City and County.

Outputs

- 1 5x Active Community Walking Programmes throughout Cork City and County.
- 2 3x Activator Pole courses to the community.
- 3 5x Walk your Way courses in multiple settings across Cork.
- 4 Identification of a large employer who will pilot the promotion of mapped walking routes of varying distances for staff to and from the workplace.

What does success look like?

- 1 Increasing capacity of individuals in multiple settings to lead, and engage in, walking activities in communities, workplaces and schools in Cork.

Lead organisation(s): GIW; CSP

Collaborators: Cork County Council; HSE; Cork City Council; Cork Chamber



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Create Active: Systems

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Create Active: Systems

Objective 4.1:
Strengthen policy, leadership & governance

Objective 4.2:
Improve & integrate data systems

Objective 4.3:
Build research & development

Objective 4.4:
Expand advocacy

Action Area 1: Stakeholder events and communication

Activities

- 1** Provide progress updates for the entire Get Cork Walking stakeholder network on a regular basis.
- 2** Provide communication structures for Get Cork Walking stakeholders.
- 3** Continue to expand the stakeholder network to include other organizations that have a vested interest in walking across Cork City and County, while continuing to re-engage with those involved in the past.

Outputs

- 1** 2x Online meetings.
- 2** 1x in-person stakeholder gathering (Dec. 2023).
- 3** An annual report for the Get Cork Walking project.
- 4** Host the Cork Walking Forum.
- 5** Publication of a communication strategy to support the implementation of the Get Cork Walking Action Plan.
- 6** Develop a charter which can be signed by organisations and stakeholders interested in contributing to the promotion of walking and walkability across Cork.

What does success look like?

- 1** Increased networking opportunities for stakeholders and a celebration of the work of the wider system in Cork.

Lead organisation(s): GIW; CSP
Collaborators: All Stakeholders

Create Active: Systems

Objective 4.1:
Strengthen policy, leadership & governance

Objective 4.2:
Improve & integrate data systems

Objective 4.3:
Build research & development

Objective 4.4:
Expand advocacy

Action Area 2: Get Cork Walking representation on TMF

Activities

1

Ensure communication and cooperation between the work of the TMF and the Get Cork Walking project.

Outputs

1

Representation of the Get Cork Walking Team at TMF meetings regularly.

2

The Get Cork Walking Team to act as a voice for pedestrians within the TMF and support relevant submissions particularly pertaining to major policy documents both local and national.

What does success look like?

1

Increased communication and cooperation relating to resources, data, and activities of the Get Cork Walking project with Active Travel stakeholders in Cork.

Lead organisation(s): TMF; GIW; CSP
Collaborators: SETU

Create Active: Systems

Objective 4.1:
Strengthen policy, leadership & governance

Objective 4.2:
Improve & integrate data systems

Objective 4.3:
Build research & development

Objective 4.4:
Expand advocacy

Action Area 3: Research and data

Activities

1 Provide opportunities for undergraduate researchers in Third Level Institutions to engage in research support for the Get Cork Walking project.

2 Share knowledge gained from the Get Cork Walking project to a wider research, practice, and policy audience.

Outputs

1 Formalise Final Year Project agreement between MTU Department of SLCS and CSP.

2 Relevant stakeholders to meet to discuss permeability audits of relevant areas around Cork City and County.

3 Consider viable ways to track footfall around Cork City and County including possible funding streams.

4 Disseminate the work of the Get Cork Walking project as part of academic publications, presentations, and non-academic dissemination (i.e. blog posts, interviews, print media).

What does success look like?

1 Development of evidence base informing and supporting the activities of the Get Cork Walking project.

Lead organisation(s): CSP; MTU; UCC; SETU

Collaborators: TMF; Cork City Council; Cork County Council



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Create Active: Environments

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Create Active:
People



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GET CORK WALKING

Create Active: People

Objective 3.1:

Enhance physical education and school based programmes.

Objective 3.3:

Provide programmes across multiple settings.

Action Area 2: Health and Wellbeing

Activities

1

Improve pathway for health and social care professionals to refer patients to local community walking groups.

2

Integrate walking opportunities for population groups in community healthcare settings.

2

Re-evaluate and consider national published documents and action plans regarding physical activity referral in healthcare settings.

Outputs

1

Consult with relevant stakeholders in Q2 2023 on best practice regarding health and social care professional referral pathways around walking for physical and mental health.

2

Pilot 1 walking programme in County Cork as part of local suicide prevention programmes.

3

Pilot 1 walking programme in County Cork as part of local addiction services supports.

4

Explore and identify other population groups that may need more specific walking-based programmes developed.

What does success look like?

1

Integration of walking and walking related activities as complementary activities integral to any physical or mental health treatments.

Lead organisation(s): HSE; Social Prescribers; Cork Kerry Community Healthcare; Avondhu Blackwater Partnership; IRD Duhallow; West Cork Development Partnership
Collaborators: GIW; CSP; Paths for All; MHI

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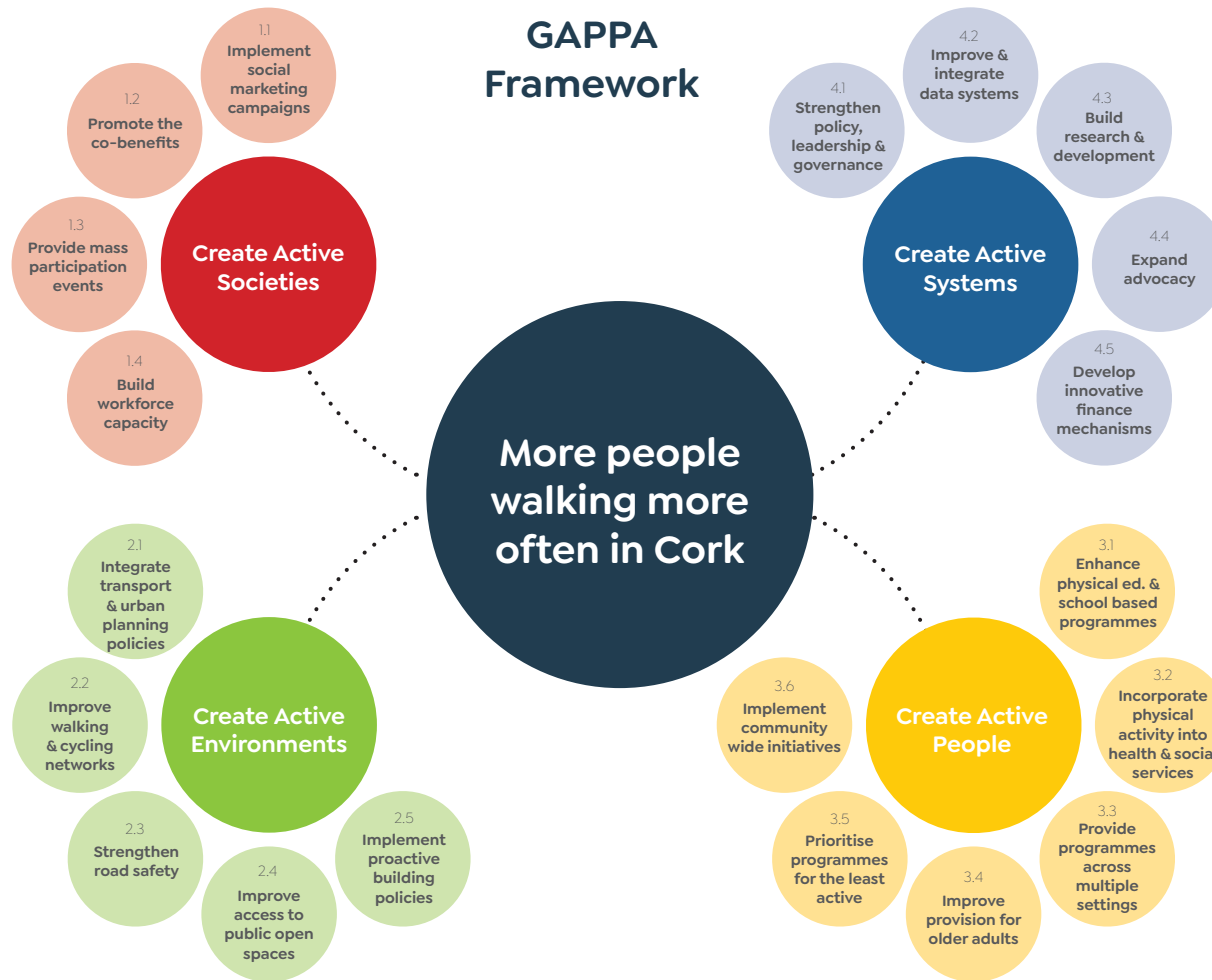
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PARTNERS + COLLABORATORS

Active Cities

Avondhu Blackwater Partnership

Cork City Council

Cork Chamber of Commerce

Cork County Council

Cork Healthy Cities and Counties

Cork Kerry Community Healthcare

Cork Pedestrian Network

Cork Sports Partnership

Education and Training Board

Gaelic Athletic Association

Green Party Cork

Green-Schools

Health Service Executive

Healthy Ireland

IRD Duhallow

Lee2Sea

Mental Health Ireland

Mountaineering Ireland

Munster Technological University

Paths For All, Scotland

South East Technological University

Sport Ireland

Transport and Mobility Forum

University College Cork

Walk21 Legacy Group

West Cork Development Partnership



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