



SPACHE

SPORTS AND PHYSICAL ACTIVITY
IN CULTURAL HERITAGE ENVIRONMENTS

Co-funded by the
Erasmus+ Programme
of the European Union



Designing Sport and Physical Activity Initiatives in the Cultural Heritage Sites

OUTLINE

- a) Define Target groups for different sport and physical activity initiatives in cultural heritages
(I.e., professional sport events, non-competitive sport events, capacity building initiatives, advocacy events, physical activity events.)
- b) Align initiatives with purposes themes and UN SDGs.
- c) Opportunities to explore

Target Groups

Policy Makers

Location Managers

Sport Managers

Marketing Organisations
of Municipalities

Tourists

Locals

Physical Activity Initiatives in Cultural Heritages

Professional Sport Events

Non-Competitive Sport
Events

Capacity Building
Initiatives

Advocacy Events

Physical Activity Events

Dutch SPACHE pilot: physical activities on 11 cultural heritage locations

Name of the city

1. Leeuwarden
2. Sneek
3. IJlst
4. Sloten
5. Stavoren
6. Hindeloopen
7. Workum
8. Bolsward
9. Harlingen
10. Franeker
11. Dokkum

Activity

1. Route along Miniature People
2. The most delicious bike ride
3. Working in the sawmill
4. Real life escape room
5. Discover the coast on a SUP
6. Climbing the church tower stairs
7. Abseiling from a church tower
8. Treasure hunt
9. Learn to sail
10. Yoga lessons in a theater
11. Canoe tour



A few highlights of the Dutch SPACHE pilot: examples of how physical activity and cultural heritage can reinforce each other

7. Abseiling from a church tower

With a spiral staircase we climb to the top of the church tower of Workum. That in itself is a task. But an even greater challenge is to abseil down again from the outside. We wonder if you still have an eye for the ancient tower and the beautiful bells that hang in it...

5. Discover the coast on a SUP

Before the dike was built, the southwest coast of Friesland bordered directly on the sea. The struggle against the water, the lighthouses, dikes, but also the sandbanks and the cliffs, they are part of the Frisian culture. And what better way to discover that piece of history along the water than paddling on a SUP?

11. Canoe tour along Bonifatius memorials

Bonifatius was an English monk who was murdered in Dokkum. But what was he doing in the Netherlands? And most importantly, why was he murdered? In Dokkum you come canoeing past all important memorials and slowly the puzzle pieces fall into place. Afterwards you will be a real Bonifatius connoisseur.

For those who prefer not to get into a canoe, the route can of course also be done on foot or by bike.



2. The most delicious bike ride

A combination of cycling through the Frisian landscape with eating Frisian regional dishes. After each dish you cycle to the next location and at the end of the day you have covered many kilometers, but you have also tasted the best delicacies in Fryslân.

3. Working in the sawmill

The town of IJlst is the timber town of the north. The rich history of IJlst tells a lot about wood: how it is moved over the water and how it is processed and what the role of the mill is in this process. And you'll also be put to work, so roll up your sleeves and try to carry those logs!

Perception of the changes brought by the program

1. Heritage as leverage for physical activity

This change was not observed in the Dutch pilot. The participants were already sporty and active before participating in the pilot. The heritage wasn't the thing that worked as leverage, but their sports minded attitude was.

2. Physical activity as leverage for heritage

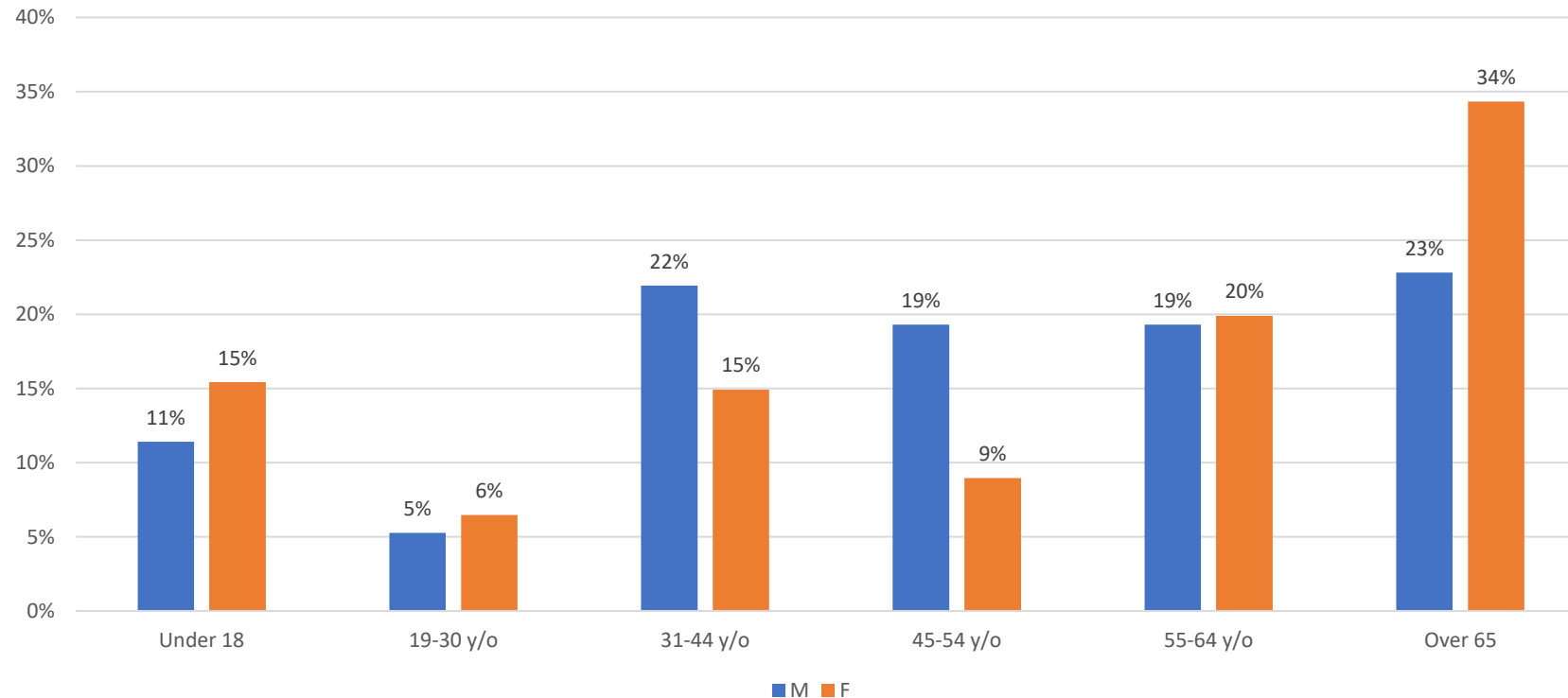
We found this change in the questionnaires and the interviews of the participants. When participating in the pilot, the physical activity turned out to be the trigger/ reason to participate. But the heritage was an extra by-catch. The participants came into contact with the heritage and appreciated this extra element that was added to the activity.

3. Social cohesion

Because almost all participants participated in groups (often registered in family groups), there is already a strong social cohesion in advance. In this case it concerns the social cohesion within the group of family members.

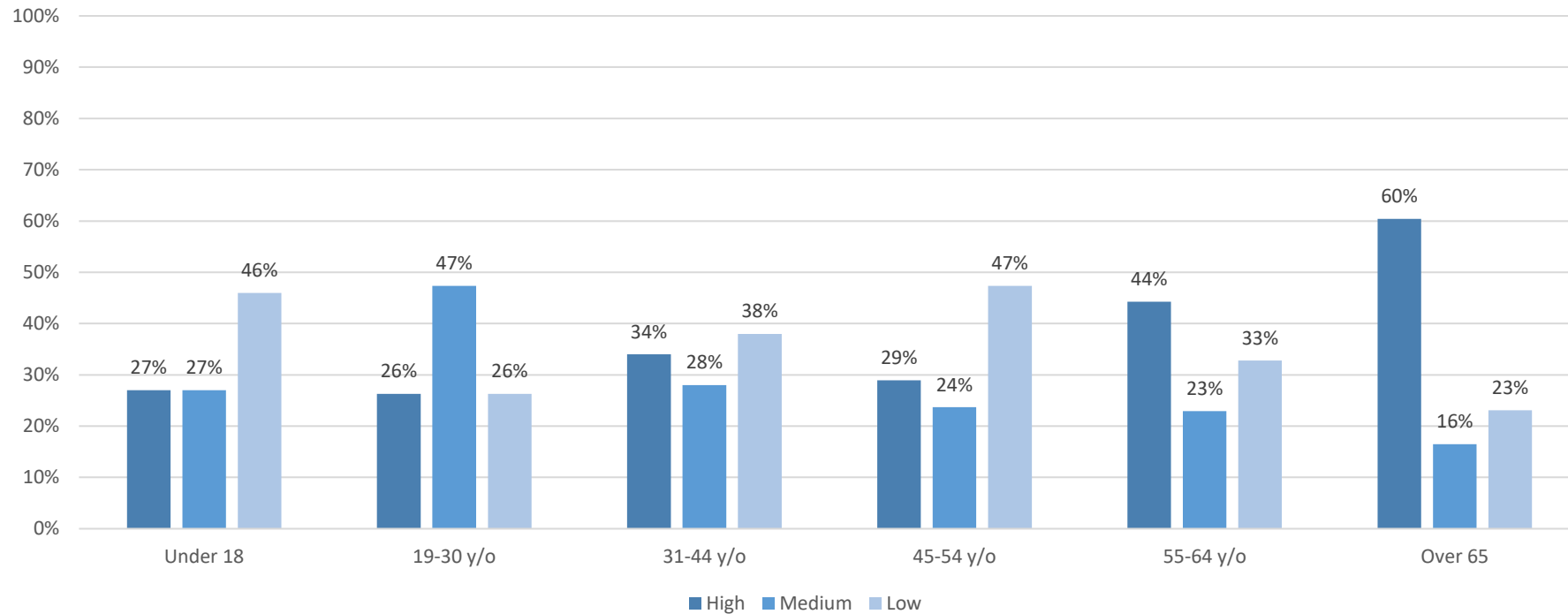
We did not receive any signals of social cohesion between participant groups or between individual participants.

Diversity, Inclusion, Gender awareness



- Observing the general data on participants of pilot activities in SPACHE project, the women in the age group between 30 – 54 years old result underrepresented → The activity design phase should carefully consider care burdens and family needs;

Social cohesion



The social cohesion index assesses the perceived impact on the dimension of social cohesion and intergenerational exchange. For the 60% of the participants belonging to the “Over 65” age group, the impact of the Social Cohesion index was high (around 20 pp higher than the share of the general population). It represents an **important impact of the SPACHE project**. Indeed, the factor that played the most important role among the reasons to participate into the activities was the willingness to practice sport, while one of the most relevant impact for this target group was an increased feeling of social cohesion.

Sustainability

Key aspect of the pilot program follow-up and implementation: **sustainability with respect to the needs of the territory**

- The program must protect the local community and territorial cultural heritage while promoting physical activity, especially because one of the objectives is to attract tourists and non-local people.
- Emphasizing the protection of cultural heritage in the program's outcome is critical to ensure that the program remains sustainable and truly beneficial to the community.



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