

## **SUSTRANS IS AN ONLINE APPLICATION FORM - THIS IS THE TEXT FROM THE KEY QUESTIONS FROM THEIR FORM**

### **Application summary (max 550 words) :\***

Please include:

- Description of proposed grant funded resources/activities.
- An identified need for improvement the grant funded resources will make.
- Details of how resources/activities would improve your chosen setting.
- Perceived outcome of ArtRoots Grant Fund spend.

This project will see a month-long installation of a pop up trail along a two mile section of the Union Canal at Linlithgow, West Lothian (National Cycle Route 754). The trail will take the form of a series of 20 rocks, each hand-painted with a different quote celebrating the joy and impact of walking, cycling, and spending time in the outdoors. These quotes will be selected via a public call out for Linlithgow residents, who will be invited to submit the books, poems, or other quotes that are meaningful to them.

Complementing the installation will be a participation element to the project, where 40 'paint your own' kits will be distributed free to local people. Containing a (much smaller) rock, paint, brush, and paint pen, as well as a hand-drawn zine with instruction and inspiration, these kits will invite people to create their own trail marker to add to the route.

This project builds on a shorter (week-long) pilot of a similar project that was trialled by Kathryn Welch during Book Week Scotland 2020. That project attracted significant local support and enthusiasm, with local people sharing how the trail had brought joy to their walks, and encouraged them to get out and explore their local green spaces.

The trail created on route 745 will be accessible and welcoming to all - families, children, runners, cyclists and those simply going about their day. The trail will be outdoors, well-spaced and accessible 24/7, making it completely COVID-safe, and offering an enjoyable activity to tempt local people out onto the cycle route as spring arrives, but whilst many other local activities remain closed or cancelled. The project is designed to complement the physical environment of the route - consisting of a series of painted stones on the side of the towpath, which would not restrict access nor cause any damage to the path. They would be in place for 1 month, after which they would be collected and removed.

The crowd-sourced nature of the quotes featured on the trail ensures the project feels locally owned, and is accessible and relevant to local people. The range and diversity of quotes chosen by local people will encourage us all to pause and appreciate the value of getting out into nature. Overall, the project aims to encourage more local people to explore Linlithgow's cycle route (on foot or by cycle), to increase interest in and enjoyment of the route, to create a sense of ownership over the experience of enjoying the cycleway, and to encourage both new and existing users of the path to reflect on the importance of time outdoors to our lives, health and wellbeing.

This project will be delivered by Kathryn Welch, who is a Linlithgow resident with significant experience in devising and delivering creative community-led projects. The project will be delivered in partnership with Linlithgow Community Development Trust (and their project

Transition Linlithgow), who will submit the application and retain oversight of the project, as well as supporting with marketing.

**Please outline how you intend to promote your proposal? (Max 300 words) :\***

The project will be promoted via local social media pages, which have very high local membership and high levels of engagement. They would be used to promote the project prior to installation (via the invitation to submit a quote for inclusion), and during the period of residency. These pages will also be used via local people to share their experience of the route, which in the past has proved very effective at driving interest.

The Linlithgow Community Magazine (distributed free to every home in Linlithgow) is effective at reiterating reach, and raising awareness amongst those who do not use social media). The magazine will include a profile and map of the route for their spring 2021 edition.

Linlithgow Community Development Trust website will host information and a map of the trail, reaching their wide community of residents, including those interested in environmental initiatives via the Transition Linlithgow project. This project would complement LCDTs other active travel projects, in particular providing opportunities to share promotional opportunities with the soon to be built Linlithgow Cycle Circuit and the use of their electric bikes and cargo bike.

Finally, the project will partner with #Wee Nature Fest - run by Linlithgow's independent bookshop (and Finalist in the British Book Awards Independent Bookshop of the Year) Far From The Madding Crowd - held at the end of March 2021. #Wee Nature Fest is an online nature festival to celebrate the very finest nature writing in the UK today, and this partnership will be used to build profile and raise awareness of this project.

**The Linlithgow community will be involved in the following ways:**

- **Creative lead:** The project is designed and delivered by Linlithgow local Kathryn Welch, who has been involved in community-rooted creative initiatives across the town, including a community garden, a poet-in-residence project, and an earlier pilot of a rock trail.
- **Design of trail:** The quotes featured on the rocks that make up the trail will be nominated by members of the public, who will be invited to submit their favorite quotes via an online form.
- **Participation:** 40 free 'paint your own' kits will be distributed in partnership with local organisations, inviting people and families to create their own trail marker to add to the route.
- **Access:** The trail will be free and open to all, with the additional advantage of people being able to 'stumble across' the trail on their daily walks - sparking conversation and encouraging people to explore further and make repeat visits, as well as visit for the first time.

**Endorsements and feedback from members of the public in Linlithgow on earlier pilot project:**

We walked round the loch today there were lots! Made the walk so much fun

We found 3 today and will look for more tomorrow. Such a great idea x

Quite lovely.

I learned something, too.

I found a couple around the loch! They are so lovely 😊

I've found a couple also educational love them

saw one on Friday when I was out for a wee jog. Made me smile.

Really enjoyed the stones today, and learned some new words, Thank you!

I found the Doo cot one and my favourite author too ! Hurrah

What a great idea! Lots of work too, thank you!

Oh this is lovely, will definitely take a wander and a read

Absolutely loving this x

Saw the Living Mountain quote this morning. Brilliant idea!

This helped me on a long slow wet and windy run this morning! Thank you!

lockdown2 exploring sorted!

Found 2 Rocks today when out doing my shopping.

We enjoyed looking for the book quotes today

I've loved it! Thank you. Found two more on my run this morning which made me smile

Thank you so much for your nature walk. We loved finding the stones. The kids were so excited to find them. They helped us get out and enjoy a wintry morning.

I'd love to rehome two if that's possible:

One for me "slow down and breathe" from the secret lives of trees

And another for my brother "welcome in the gloaming"

We both found these quotes to be relevant to our lives just now.

We found lovely one on our walk towards River Avon /lagoon yesterday. The whole family have enjoyed it. Thank you

Thank you for all your work on this. 😊 They've been lovely to spot on our walks around the town. Will miss looking out for them!

Hi Kathryn , I loved the trail it was great I did it twice!

Hi Kathryn, you probably have had loads of requests. But I would like to request getting the Winnie the Pooh rock and if not that one any other rock would be a delight to have in my garden. It is to remind me of great walks I have taken during lockdown.

Hi Kathryn. This has been a very welcome and fun event for so many people. Congratulations to all involved.

What a shame that you're lifting them. I was hoping they'd be permanent ! Thank you so much for what you did. The work that was involved - planning the route, choosing the quotes, painting the stones then laying them, cannot be underestimated. All greatly appreciated.