



## GREEN CARE TOURISM

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### case study

## GO JAUNTLY LTD

Go Jauntly is a free walking app for everyday outdoor adventures that allows you to discover walks and connect with nature. You can find local walks suggested by the people who know them, create your own routes and share them with your friends, family and the Go Jauntly community.

*"We're nature-loving city dwellers who spend much of our time deskbound and yearn to be a bit more active. We're not really fans of the gym but love to get out, stretch our legs and explore our local areas, especially with our young families in tow. We'd been getting frustrated by how hard it is to uncover new places to do just that – take short and long local walks, find hidden trails in familiar haunts, new adventures away from home and discover nature on our doorstep and beyond so we created Go Jauntly."*

Hana Sutch

### MODEL IN A NUTSHELL

<p>— <b>Website</b> <a href="http://www.gojauntly.com">www.gojauntly.com</a></p> <p>— <b>Social channels</b> <a href="https://linkedin.com/company/go-jauntly">linkedin.com/company/go-jauntly</a> <a href="https://instagram.com/gojauntly">instagram.com/gojauntly</a> <a href="https://facebook.com/Gojauntly">facebook.com/Gojauntly</a> <a href="https://twitter.com/gojauntly">twitter.com/gojauntly</a></p> <p>— <b>Country</b> UK</p>	<p>— <b>Main sector</b> Private</p> <p>— <b>Specific sector</b> Health, Wellbeing, Leisure, Tech for good</p> <p>— <b>Stage of development</b> Incorporated</p> <p>— <b>Our work in SDGs</b></p>
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## FROM FEW TO MANY

Go Jauntly is led by co-founders Hana Sutch (CEO), Steven Johnson and Allan Weir (CTO). The core team is supported by Liam Owen, the Creative Director and other minority shareholders. Some other key public and private partners and supporters include: Southampton City Council, Geovation.uk, Norfolk County Council.

Go Jauntly is addressed to the **general public** with a focus on gender balance. Beneficiaries of our project are both individuals and organisations (B2C and B2B) and main app users are adults - **Gen X and Millennials** - with or without kids. Then we have clients from **B2B** and **B2G** such as local government, transport organisations, local authorities, local municipalities that benefit from our services or work with us to co-create new walks, features and services. We provide interventions for **active travel, walking for leisure, nature connection and green prescribing**.



## FROM IDEA TO ACTION

Go Jauntly was founded in **August 2016**. The first version of the app launched in March 2017. The multi-award-winning solution (app) was born out of a frustration of not being able to find good places for local walks. We wanted to develop a user-friendly product that helped to break down the barriers to **walking and promoting health and wellness benefits of walking and nature connection**. We are strong believers in tech for good and wanted to use our skills and expertise for good.

That said, in practical terms we have created an **mobile application** for phones (mainly) that offers users the possibility to:

- **Discover walks**

You can find new walks based on your location, understanding where and what the closest (nature) facilities, places to eat and explore, the health benefits are!

- **Share space**

You can document, save and share your walks with GoJauntly community, taking photos and adding your own tips details

- **Get involved**

Support Go Jauntly, get full access to all of our expertly curated walks, and download your favourite routes to use offline by upgrading to Premium

We have a multi award-winning walking app. In 2018, we won **Mayor of London's Civic Innovation Challenge** and worked with Transport for London to pilot new 'active travel' features in our app to make walking the most attractive option for journeys within London.

Since the beginning, our model has been a mixture of **public and private support funding** (grants, prizes) and the beginnings of our own revenue streams coming from the premium services. In short, we have obtained **6 major** (and other minor) **grants and prizes** (amounts ranging from £15-48k) and **5 key** (and others) **public and private partnerships** (Southampton City Council, Norfolk County Council, Liz Earle Beauty Co, University of Derby, Sport England for Green prescription).

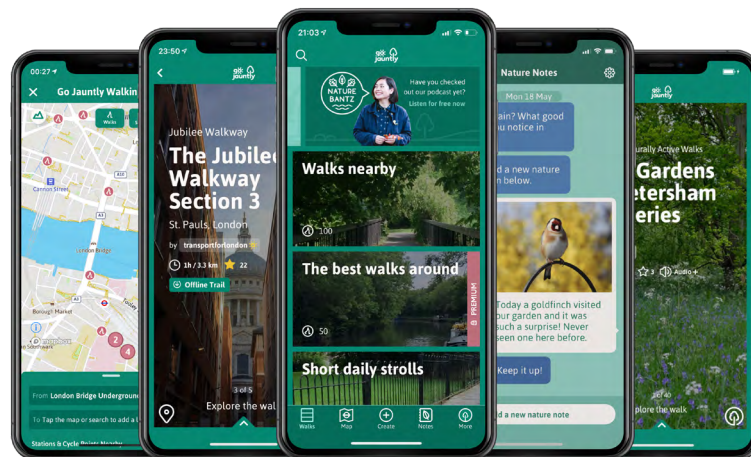
The important indicators of the impact we reached are **the number of people** with improved health and the number of people with improved sense of wellbeing. We can measure the number of downloads and monthly active users (last major milestone at 100k downloads in Oct. 2019). We have also started in-app polls to measure users' happiness degree after having completed a Go Jauntly walk (people usually end up 11% happier).



## FROM OLD TO NEW

Go Jauntly is a health and wellbeing technology company whose innovation lies in **working to increase walking, nature connection and promoting outdoor adventures**.

Go Jauntly targets city dwellers to encourage them to walk more in local neighbourhoods and further afield. There are other apps for walking routes, hiking, cycling and running paths but they are generally targeted at the more **outdoorsy audience**. Nature is everywhere: green spaces and blue spaces, parks, nature reserves, everyday nature is just as important and Go Jauntly helps people discover nature surrounding them, have deeper experiences within their neighbourhoods, find new walking routes, connect with nature and enjoy outdoor adventures.



## FROM NOW TO THEN

We would like to become the **world's first app for Green prescriptions**: whereby anybody with a prescription can open the Go Jauntly app and find the nature space walking route they wish to use their prescription in, within a 2-mile radius.

It wouldn't be too difficult to connect the rest of the world, but it takes time and money to increase the network, we have to be careful on how we invest our still limited resources. Currently the initiative mostly needs a bigger team and dedicated budget for marketing.

Our main challenges are travel and movement restrictions due to Covid 19, VC-backed competitors with more resources who produce walking or health and fitness apps. As we work with public sector, there are extra burdens on time to launch.

In terms of next steps, we are working on full Android parity and the launch of our new Green Prescription. We hope to pilot with local authorities. We are also planning to launch in new regions with local partners once platform parity has been achieved.

