

05. Community Friends Walks



Pathmakers the *unique* charity arm of Norfolk
Local Access Forum*

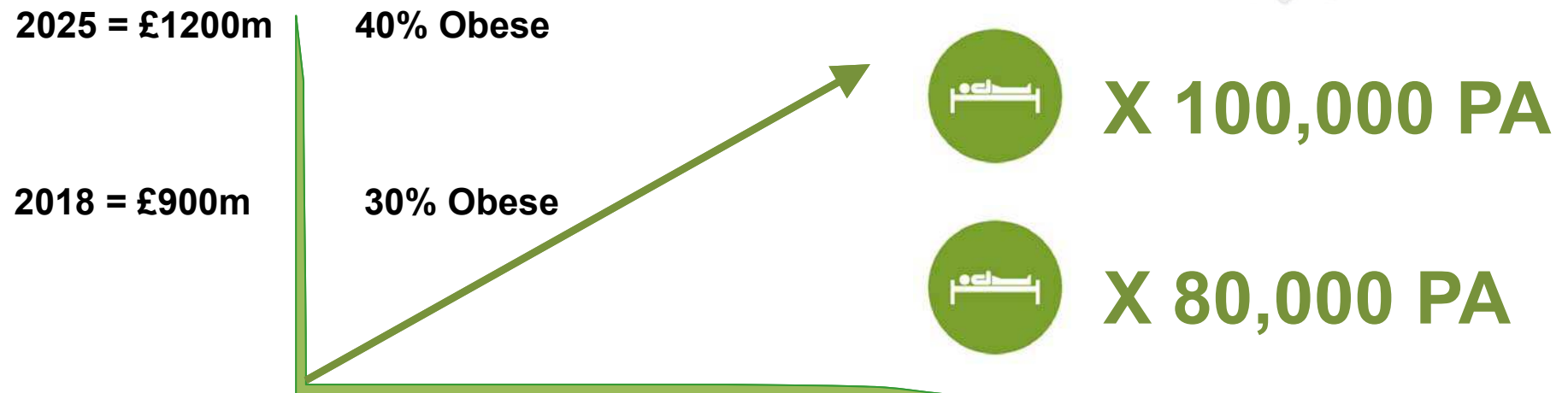
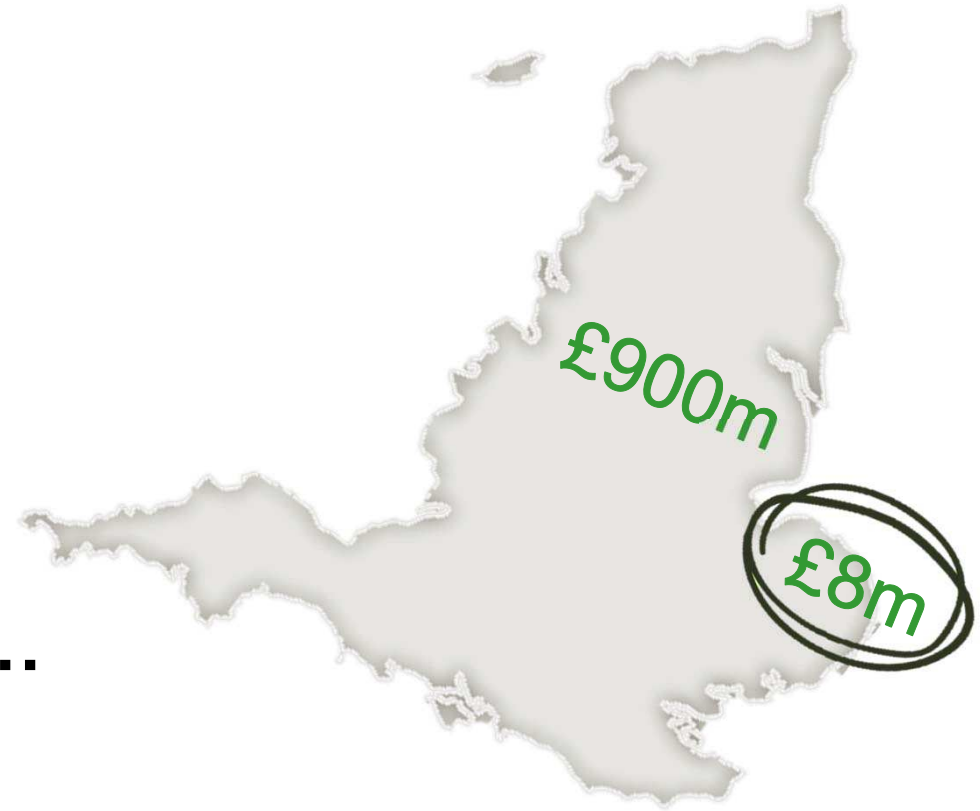
For the public benefit for the improvement of
the health and the environment for Norfolk's
residents and visitors

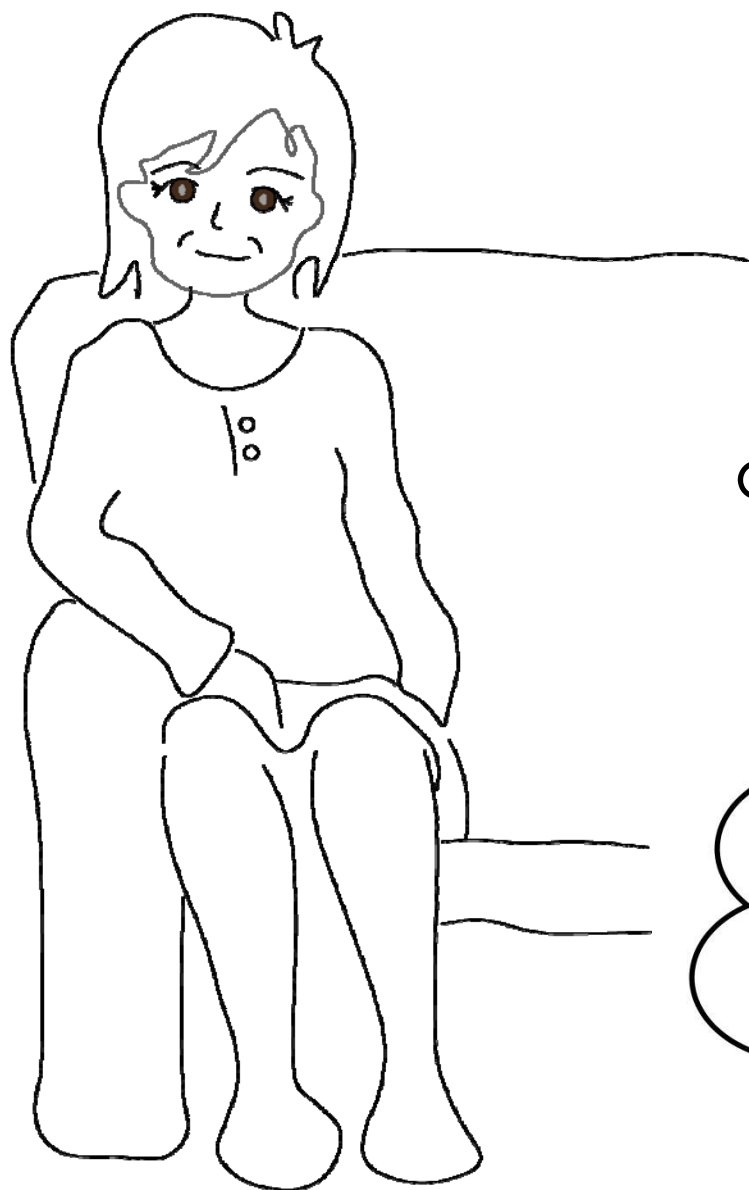
(* A statutory body which advises Local Authorities on countryside access)

The problem:

The human and financial cost of inactivity

And it's getting worse...





I'm Sue. I live alone and have multiple health issues. I know that walking is good for me but I am not confident to walk on my own.

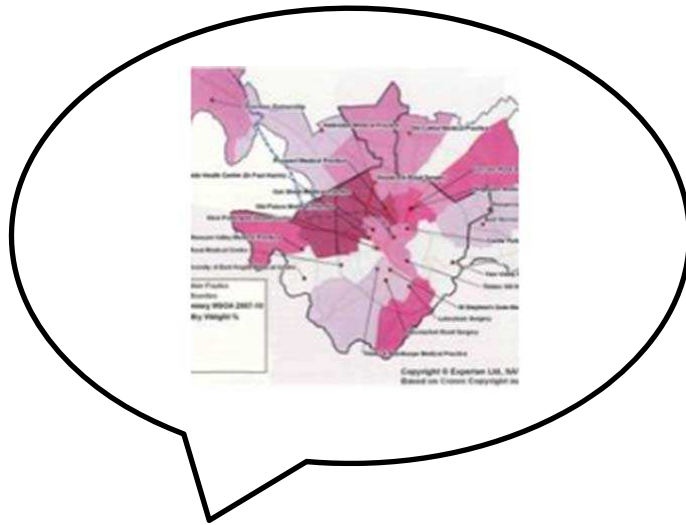
But I'd love to do this...



What do we need to do?

Break down the barriers...

Health Mapping



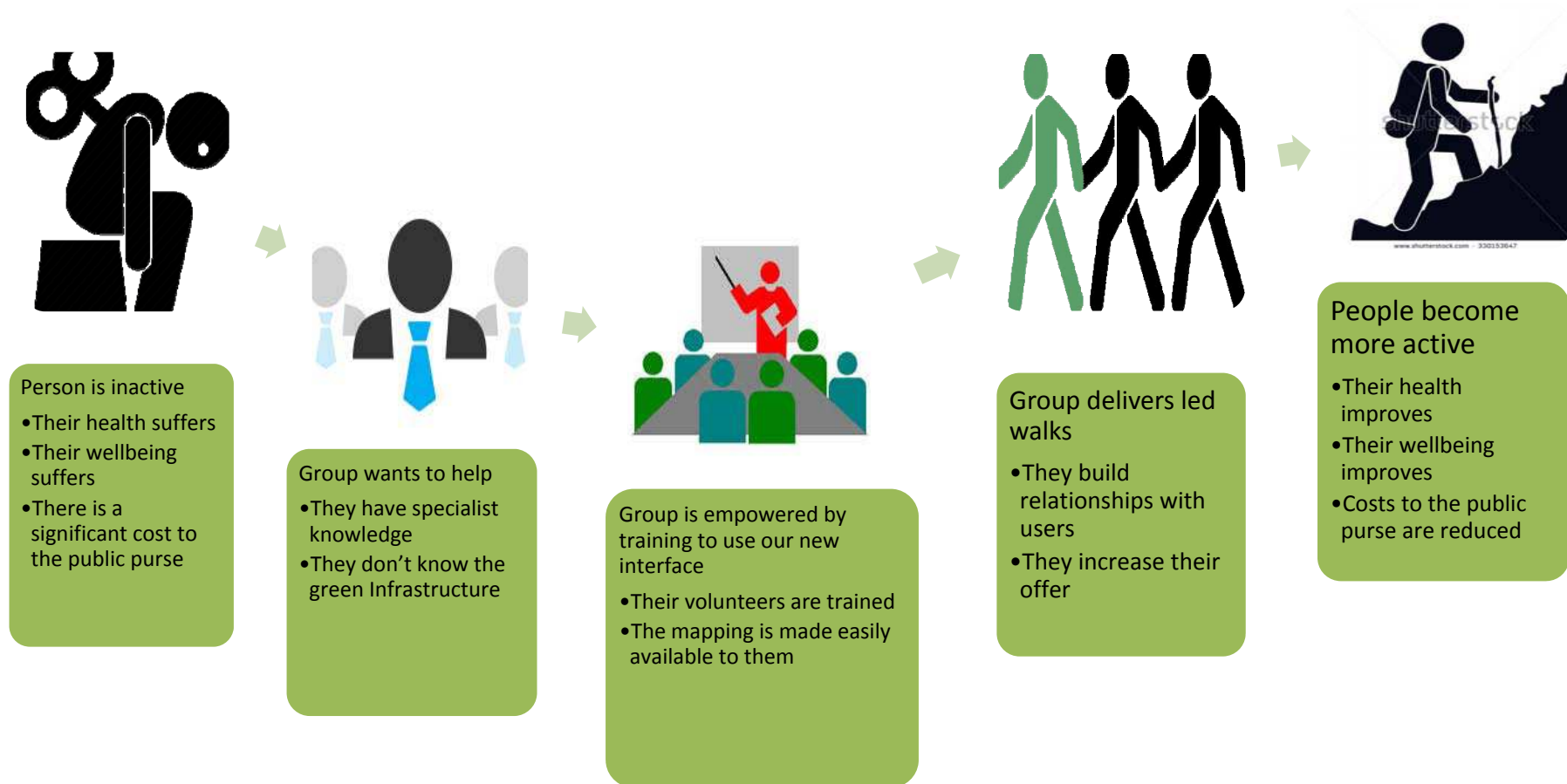
GI Mapping



Potential Friends



User Journey



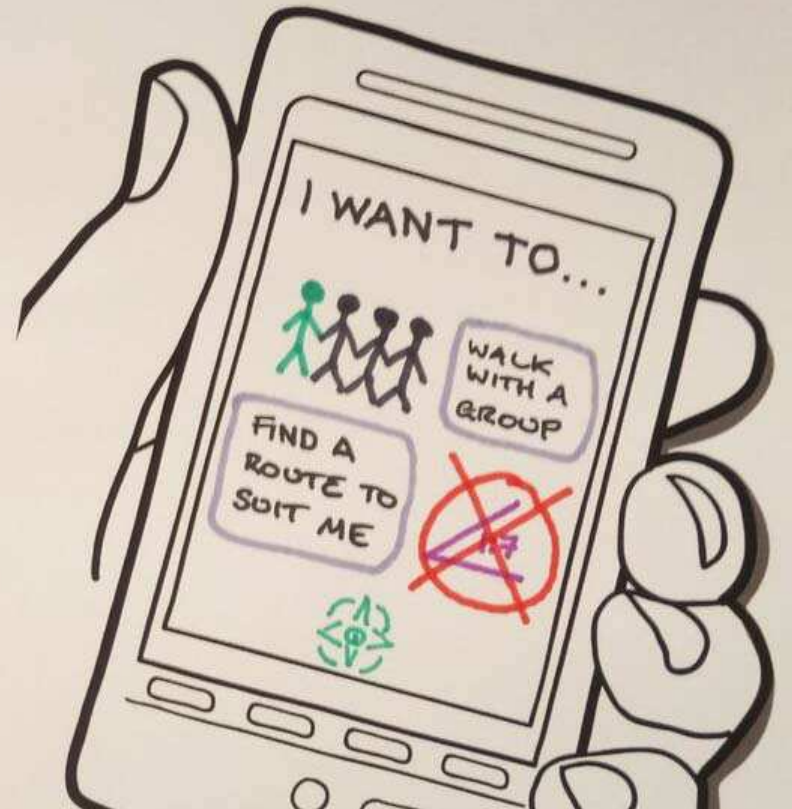
Sketch Sheet

> Tablet

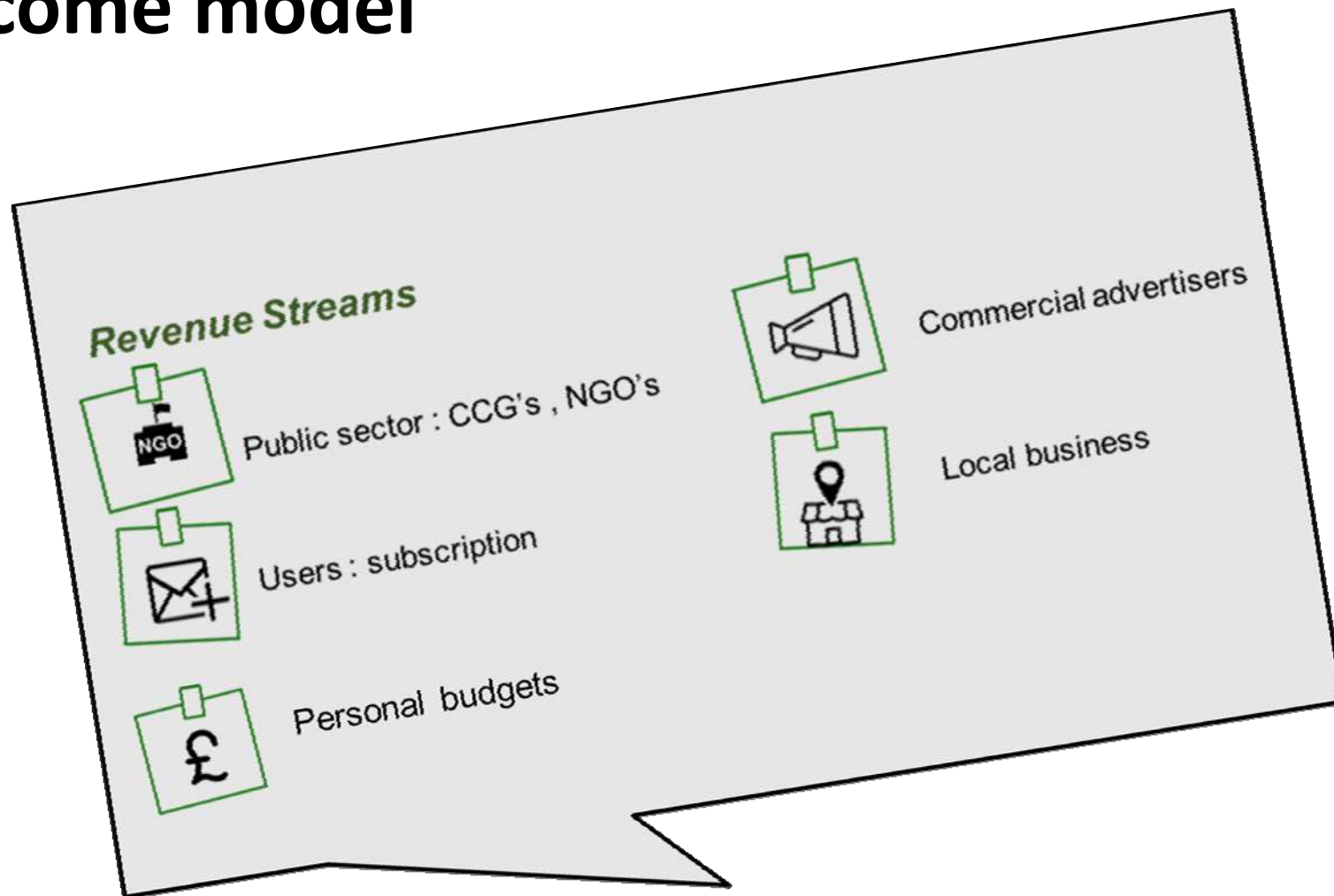


Sketch Sheet

> Mobile



Income model



What we want to do now...

- Pilot in a limited geographical area, already identified
- Identify and recruit 'Friends' organisations
- Review and tailor NCC accredited walk leader training
- Create a new, user friendly digital interface
- Work on NHS metrics/value demonstration in detail
- Develop a referral mechanism for Friends

We Need...

Total project 34K - Secured 10K = *Unsecured 24K*



Questions