

# Norfolk Local Access Forum

Item No.

<b>Report title:</b>	<b>Community Friends' Walks</b>
<b>Date of meeting:</b>	<b>18 April 2018</b>
<b>Responsible Officer:</b>	<b>Steve Miller, Assistant Director Culture and Heritage</b>
<b>Strategic impact</b> NCC and trust/charity working strengthens partnerships. As an independent charity, Pathmakers can raise income, allowing the NLAF to be more proactive in its approach to countryside access improvements.	

## Executive summary

Pathmakers, the charitable arm of the Norfolk Local Access Forum has been awarded £10,000 through the Ordnance Survey's 'Geovation' Fund, to develop a business idea to develop an innovative pilot walking scheme referred to as "Community Friends' Walks".

### Recommendation:

**The proposal/recommendation is that the Norfolk Local Access Forum offers continuing support for Pathmakers as it continues to develop "Community Friends Walks".**

## 1. Proposal (or options)

- 1.1. Pathmakers – the charitable arm of the Norfolk Local Access Forum - participated in an all-expenses paid event in London from 14 to 16 February, called 'Camp Geovation', organised by the Ordnance Survey, winning £10,000 to develop an innovative pilot walking scheme in Norfolk.

The Pathmakers team of 4 (all trustees or volunteers at the charity) included John Jones; Sophie Cabot (Marriott's Way Heritage Project) at Environment Team; Martin Sullivan (Chair of Pathmakers) and Kate MacKenzie (Pathmakers trustee).

Over an intense 3 days, Pathmakers developed their pitch for "Community Friends' Walks" (a walking scheme that matches people with local knowledge with those that have inactive lifestyles) in competition with other entrepreneurs all vying to solve sustainability problems in the UK. See Appendix 1 for winning pitch and Appendix 2 for winning certificate.

Judges awarded funds for seven out of 10 ideas, which they believed had the most potential to success as a sustainable business model.

Pathmakers can now call upon the support of a network of experience software developers, Ordnance Survey geospatial experts, Land Registry experts and Geovation mentors to accelerate and scale their project.

The £10,000 prize money will allow Pathmakers to pilot the Community Friends' Walks model on the northern edge of Norwich, where the Marriott's Way long distance trail passes through the Mile Cross and Drayton communities. The pilot, which aims to bring a whole new group of users out to enjoy the benefits of the trail and improve their health, will help build partnership working and will be developed with Active Norfolk with support from Sport England. If successful,

the pilot might attract further funding to enable Pathmakers roll it out to more users across Norfolk.

Geovation is an Ordnance Survey initiative in association with HM Land Registry, which supports innovation and collaboration using location and property data. <https://geovation.uk/>

The Community Friends' Walks idea was suggested by Sarah Abercrombie at Environment Team.

The proposal/recommendation is that the Norfolk Local Access Forum offers continuing support for Pathmakers as it continues to develop "Community Friends Walks".

## **2. Evidence**

- 2.1. The Geovation Challenge from Ordnance Survey is to promote, encourage and support the development of innovative applications, products and services that use geographical information to create social, educational, economic and environmental benefit. The Geovation Camp and Conference equips winners with the tools to turn an idea into a sustainable business model and learn how to pitch this in a way to increase chances of gaining funding.

Pathmakers was a winner of the 'How can we make greener, smarter communities in Britain' Geovation Challenge Theme.

## **3. Financial Implications**

- 3.1. The £10,000 prize money will be used by Pathmakers on developing the "Community Friends' Walks" model. No match funding is required.

## **4. Issues, risks and innovation**

- 4.1. The Community Friends' Walks model was deemed innovative and not currently available in the market as part of the judging process at Camp Geovation.

## **5. Background**

- 5.1 Pathmakers (CIO) – the NLAF's charitable arm - is continuing to work to improve opportunities for safe and sustainable ways to access the countryside in Norfolk. Pathmakers can bridge the gap between the NLAF's aims for improvements to access and what is feasible (given restricted capacity in local communities and the limitations of the public sector to make improvements on the ground). For example, Pathmakers will seek to make the countryside more accessible to benefit rural communities by securing resources to make this possible.

## **Officer Contact**

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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