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## Wiltshire Walking Project

### Aim:

The project's aim is to help people to become more active by making walking more accessible, fun, and interesting. This report provides an update on the project and a request for funding from Marlborough Area Board

### Executive Summary:

The Community Engagement Manager, along with the Wiltshire History Centre, Public Health Wiltshire, local walking groups and the Open University, is to work in partnership with Ramblers GB to develop a mobile device application that will be launched in Wiltshire through the support of its Area Boards. The application will be available to download on smartphones and it will contain local interactive quality walks in the area.

Alongside this, an application has been submitted to the Heritage Lottery Fund to support the costs of the project and enhance it through the creation and capture of local heritage and history walks.

### Benefits:

This project directly addresses both Wiltshire Council's and the Marlborough area's local priorities including:

- Combating loneliness and isolation
- Encouraging healthy lifestyles
- Tackling obesity
- Improve our mental health
- Provide more activities for older people
- Provide positive activities for young people
- Improving affordable access to arts and cultural activities
- Increasing volunteering and providing skills

### Proposal:

- *Development of a digital app for mobile devices.* – Final discussions are taking place with Ramblers GB and it is expected that an agreement will be signed shortly (terms of agreement have been established) to jointly develop a digital app. This will initially be launched and delivered in Wiltshire with the learning and experience being used to provide a template that can be rolled out across the country.

Ramblers GB are seeking to modernise the way they work and have identified funding to develop and maintain a walking app that will include interactive elements such as pictures, text, local waymarks and links to local walking groups.

By partnering with Wiltshire Council's communities team, they can address their need to attract new members through promoting the launch of the app via our community groups and networks.

In return, Wiltshire Council through its Area Boards will receive a digital walking app which it has influenced in its development without the need to pay for it or maintain it. A member of the Communities team will work closely with the Ramblers throughout the development stage to ensure that features such as health metrics are included.

This intention is that the application will:

- ✓ Be free to download and use, even if you are not a member of Ramblers GB
  - ✓ Include the ability to add way marks, pictures and other interesting features
  - ✓ Allow walks to be rated and graded
  - ✓ Link with existing Wiltshire initiatives such as Get Wiltshire Walking.
  - ✓ Be maintained by the Ramblers Association
- *Heritage Lottery Fund (HLF)* – The communities team in partnership with the Wiltshire History Centre are in the process of applying for HLF funding to enable local community groups and parishes to produce local heritage walks which can be uploaded to the app.

It is anticipated that communities who wish to be involved will be supported to run local history projects, collecting stories, memories, photographs and historical artefacts. A toolkit will be created to assist groups taking part. The Wiltshire and Swindon History centre will support this element of the project, using its resources and records. The archives can then be digitised as walks in the App. This will provide a permanent, living legacy for each project. Pilots are in the process of being identified across a range of heritage themes including literature, architecture, landscape, social history and industrial heritage

- *Promote the project* – The project will have national, county wide and local promotion. Your Community Engagement Manager working with local stakeholders and the wider community will run workshops and events, promote the walks and the application, establish links with surgeries, health and wellbeing groups as well as other organisations that can support the project. The outcome that we are looking for is an increase in people regularly walking especially amongst those who are currently inactive.
- *Academic Sponsor* – The Open University will act as academic sponsor for this project, bringing extensive knowledge and learning about the development of digital health solutions. They will also assist with the development of the app and the involvement of users that is planned before launch

#### **Funding:**

- *Creation of the digital app* - The funding, including ongoing support and maintenance will be provided by Ramblers GB. A small one-off contribution may be made by the Communities team to ensure that any desired additional features are included.

- *Heritage and history Walks* - The funding for this part of the project will come from the HLF application. If the HLF bid is unsuccessful the main project can still take place but will need to be scaled down and will not include this element
- *Getting People Walking* - Local events, promotion of the app and encouraging walking will mainly be funded by the money provided by the Area Boards. A contribution will also go towards paying for the Open University element.

The total funding for the project across Wiltshire including the heritage Lottery fund is estimated at over £50k with a similar amount to be provided by Ramblers GB to develop and maintain the digital app. This means that approximately £4 is being invested into Wiltshire for every £1 contributed by Wiltshire's Area Boards

**Broad Time scales:**

A detailed timeframe is being produced that fits with Ramblers GB, Wiltshire Council and the HLF. The project will run from now until the end of summer 2019 with the second year of the HLF funding providing local history projects and walks for an additional year. Below are broad timescales that fit with all parties involved

Task Name	Start Date	End Date	Duration days
Finalise agreement with Ramblers Association	25/06/2018	30/07/2018	35
Submit and apply for HLF funding	01/07/2018	01/10/2018	92
Development of Digital Application	01/11/2018	28/02/2019	119
Development of community toolkit	01/10/2018	28/02/2108	150
Gathering and testing of new walks	01/10/2018	31/03/2019	121
Creation of pilot heritage projects	27/07/2018	06/08/2018	10
Launch of App	01/04/2019	30/04/2019	29
Promotion and local events	01/04/2019	30/09/2019	182
Creation of additional heritage walks	30/09/2019	31/03/2020	183

**Recommendation:**

That Marlborough Area Board

- I. Supports the Wiltshire Walks proposal and awards £1,000 towards the costs of the local element of the project.