

# Go Jauntly

## A walking, wayfinding & nature connection app

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A group of people is walking away from the camera on a dirt path covered in fallen yellow and orange leaves. The path is surrounded by trees with some autumn-colored foliage. A dog is visible on the right side of the path. The overall scene is a peaceful outdoor walk in a forest during the fall season.

**Walking Will Save the World.**



3



Go Jauntly



**47% Greenspace**



**We also find ourselves living in an  
age of crises.**



**Physical inactivity, stress and depression costs global economies billions.**



**Pollution, climate breakdown & biodiversity loss is costing us the Earth.**



**More time is spent indoors than ever before & we're losing touch with the natural world.**



**Our local high streets & town centres are in steep decline.**

A city street scene, likely in London, featuring a red double-decker bus and several pedestrians walking. The background shows historic buildings and a clock tower. The text is overlaid in the center of the image.

**Walking, active travel and promoting nature connectedness is one of the easiest ways to combat these crises.**

**Walking is touted as  
a 'wonder drug' yet  
it's underfunded &  
deprioritised.**





**Lets unpack this & look  
at the evidence...**



**According to the Natural Capital Account for London; residents avoid £950 million per year in health costs due to public parks.**

A person with long brown hair, wearing a black raincoat and carrying a black bag, stands on a gravel path in a lush green forest. They are holding a camera up to their eye, taking a photograph. The forest is dense with tall trees and vibrant green foliage. The ground is covered in brown leaves and gravel. The overall atmosphere is serene and natural.

**Access to green space is not equitable.**

A photograph of three children in a forest. In the foreground, a young girl in a light blue dress is kneeling on the ground, focused on carving a stick with a knife. Behind her, another child is also kneeling, working on a stick. In the background, a third child stands looking towards the right. The forest floor is covered in dry leaves, and there are large tree trunks and a pile of branches on the left.

**In 2016 a study showed that three-quarters of UK children spend less time outdoors than prison inmates.**



**Transport is the largest emitting sector of greenhouse gases in the UK with road transport accounting for 31% of CO2 emissions.**

A street scene in a city, likely Manchester, showing a mix of traditional brick buildings and modern glass-fronted structures. The street is filled with cars, and there are signs for businesses like 'FUTON' and 'VITAB'. The overall atmosphere is urban and busy.

**80% of car journeys are under 2km.**

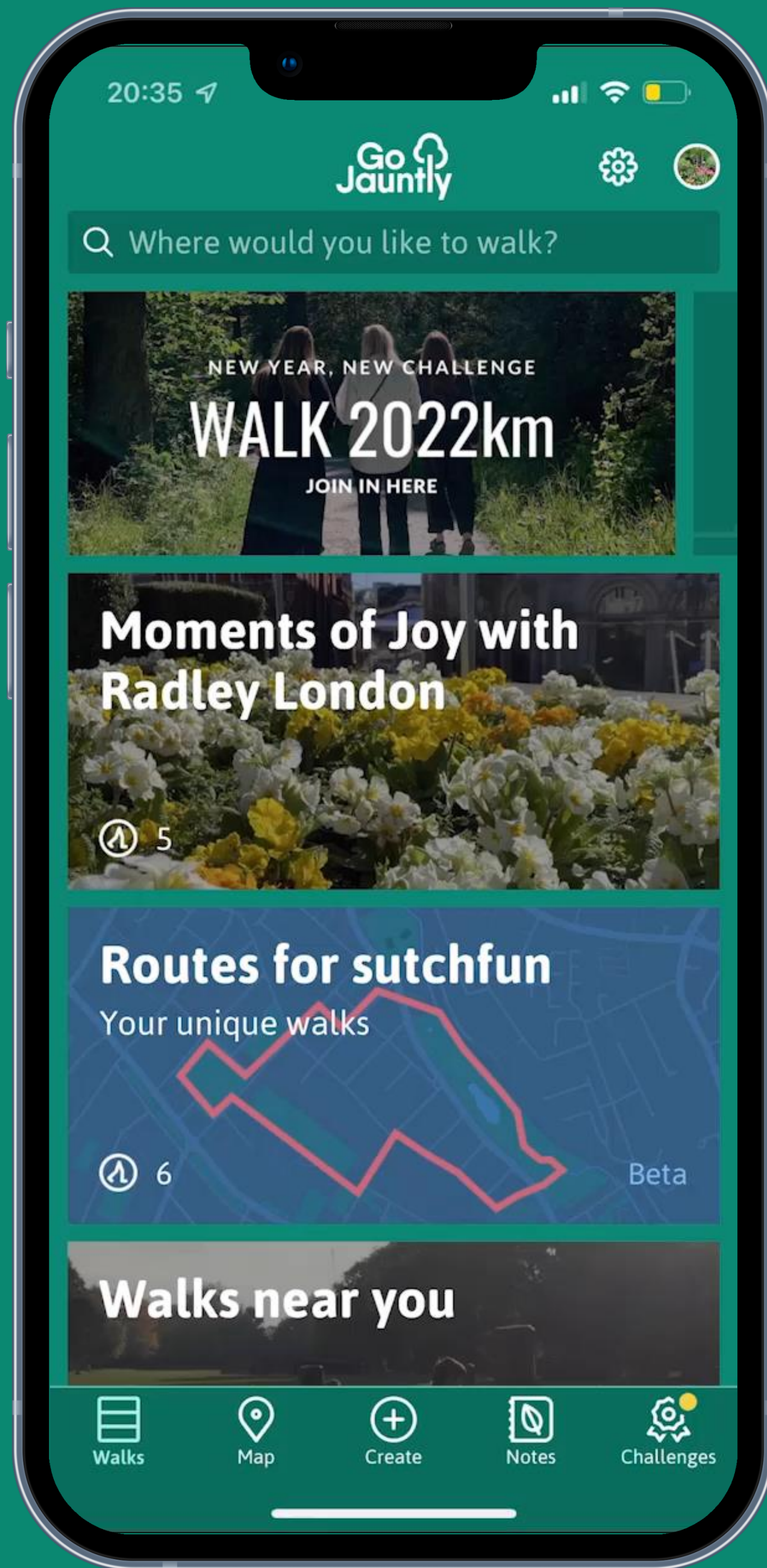


**UK Health Alliance on Climate Change  
uncovered that it's 9x more polluted inside a  
car compared to outside a car.**

# On a journey...







**73% of our app users  
would recommend  
their Go Jauntly walk  
to a friend.**





**A study of our app in Bristol concluded that 70% of people felt more relaxed after walking the green route.**



# Our commercial partners



ARUP



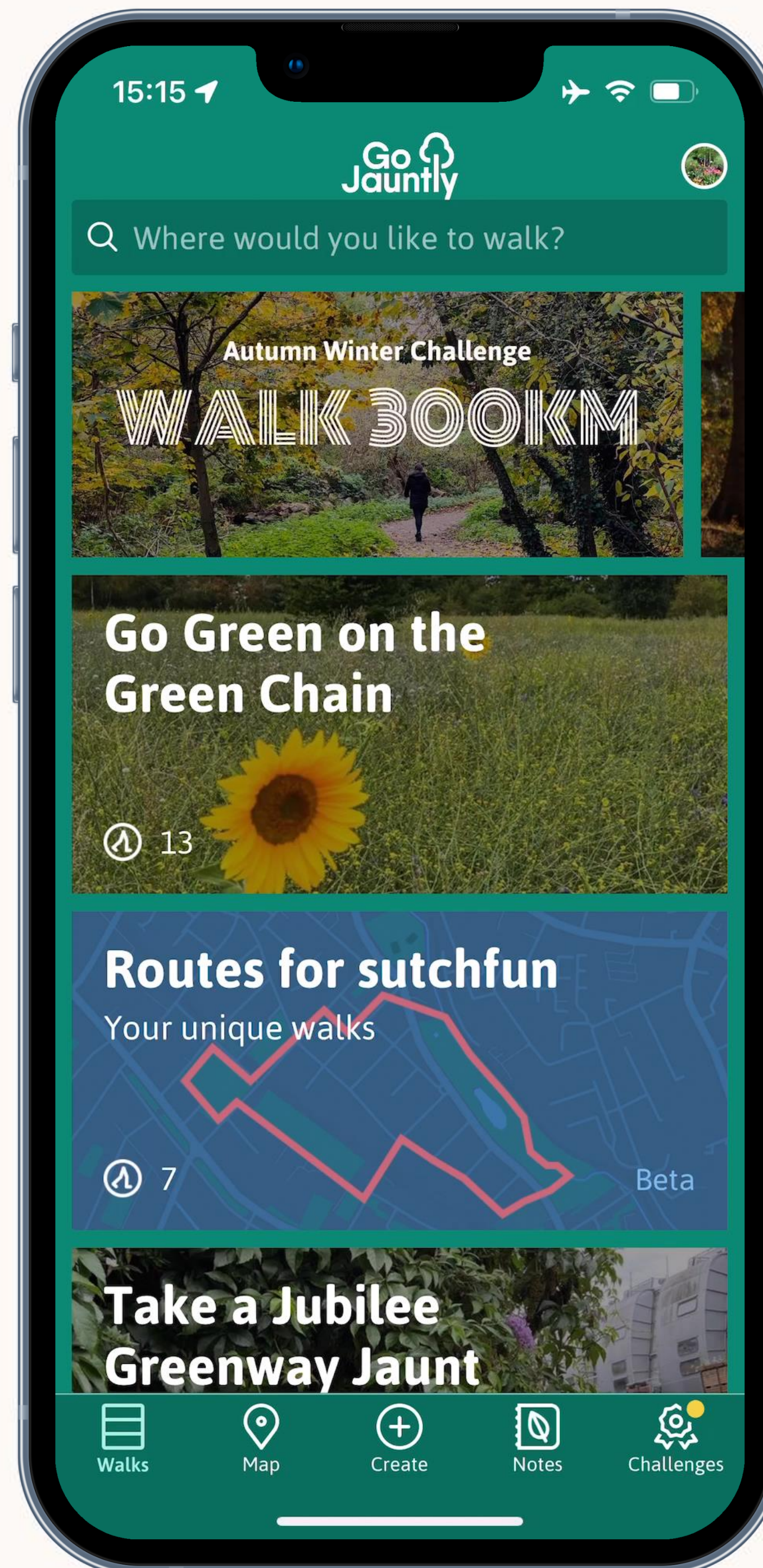
KENSINGTON  
+ CHELSEA  
ART  
WEEK

PALMOLIVE



# Making London the world's most walkable city.

1. One million extra walking trips each day by 2024.
2. 80% of journeys via walking or wheeling & Londoners do 20 minutes of daily active travel by 2041.
3. Increase Leisure walking trips & equitable access to green space to boost Londoners mental & physical health

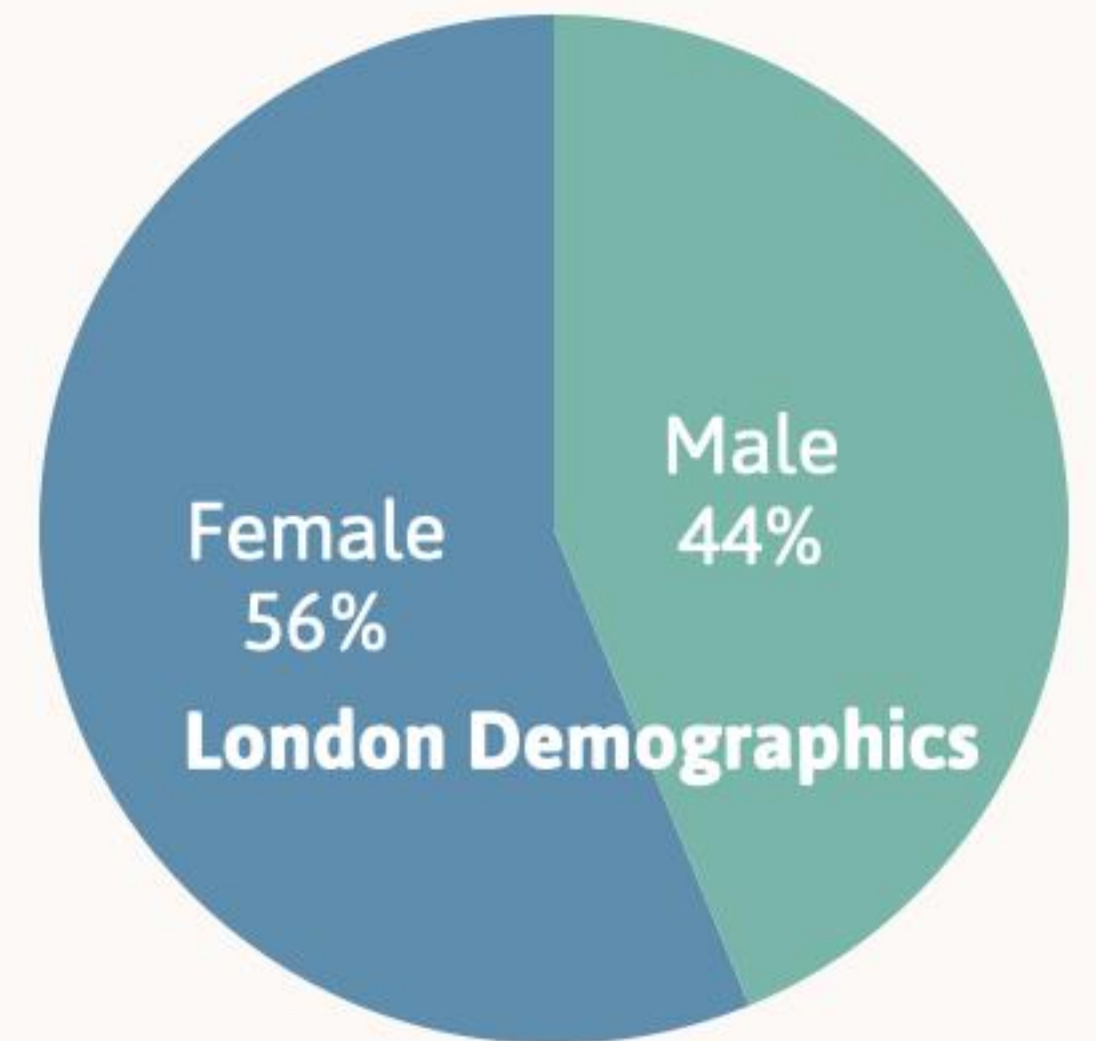


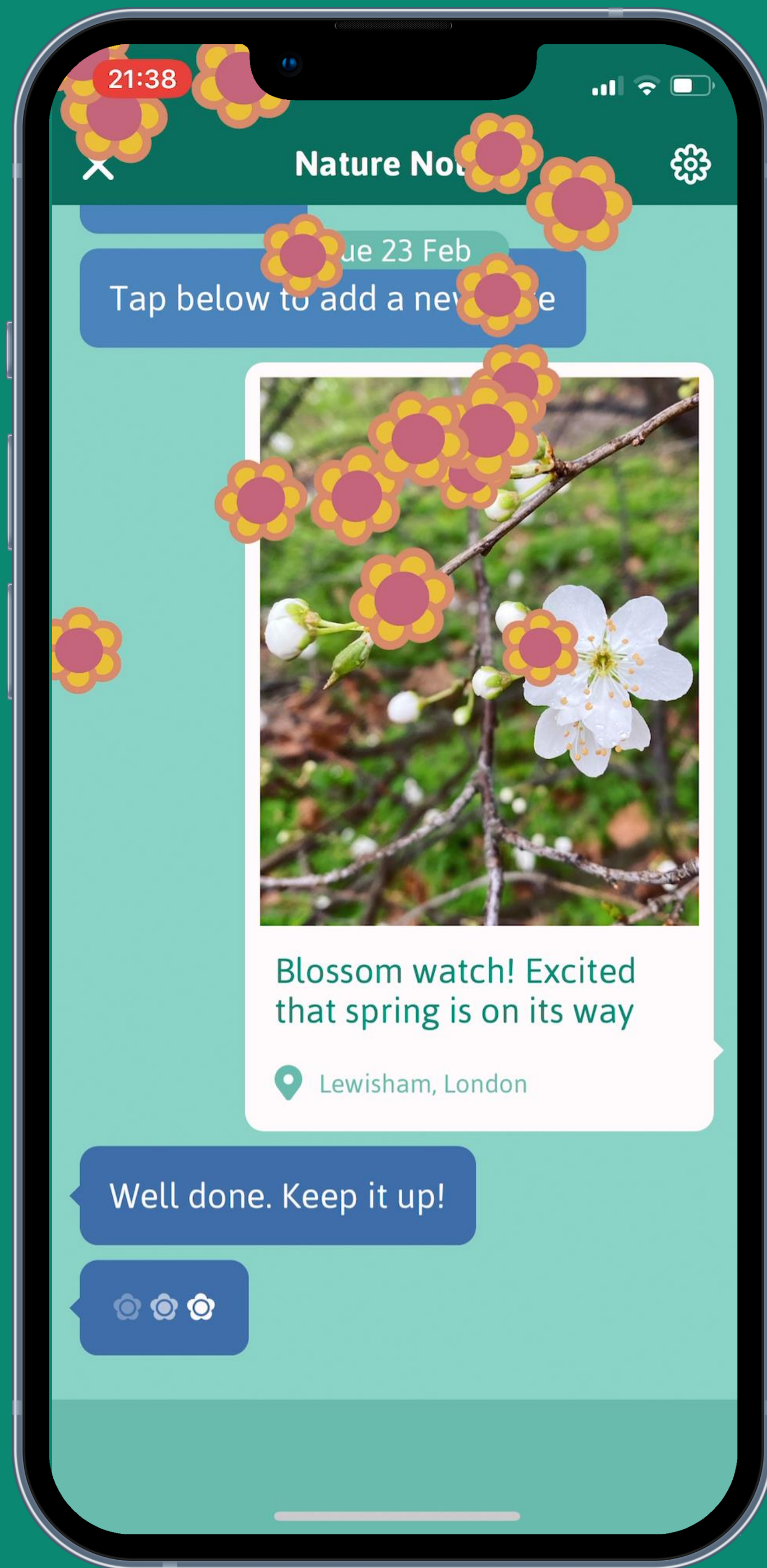
Official Walking App Partner



**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS

## Go Jauntly & Transport for London Highlights







# 7 Reasons Why Walking Will Save the World...

A narrow, cobblestone street in a residential area. The street is lined with colorful buildings, including a yellow one on the left and a brick one with teal shutters on the right. There are many potted plants and trees along the sidewalks. A person with long blonde hair is walking away from the camera in the center of the street. The sky is overcast.

**1. Walking is fun, free and easy.**

A group of people is walking away from the camera on a dirt path that winds through a field of tall, golden-brown grass. In the foreground, the back of a woman with long blonde hair, wearing a white t-shirt and dark overalls, is visible. Further down the path, another person wearing a white hat and a light-colored shirt is walking. The background shows rolling hills and trees under a heavy, grey sky. The overall mood is serene and active.

**2. The NHS says walking briskly can help you build stamina, burn excess calories and make your heart healthier.**

The image is a vertical collage of three photographs. The top photo shows a small bird with a reddish-brown breast and greyish-brown wings perched on a wooden branch amidst green foliage. The middle photo shows a hand holding a cluster of small, delicate white flowers against a green background. The bottom photo shows a hand holding a single bright yellow flower with a dark center. The text '3. Increased nature connectedness leads to pro-nature conservation behaviours.' is overlaid in white, bold font across the center of the collage.

**3. Increased nature connectedness leads to pro-nature conservation behaviours.**

**4. For every £1 invested in health or social needs projects that connect people to nature, there is a £6.88 social return.**

A woman with long, wavy brown hair is driving a car. She is looking down at her smartphone held in her left hand. Her right hand is on the steering wheel. The car's interior, including the dashboard and rearview mirror, is visible. The background shows a blurred view of trees and a road.

**5. Reduced vehicles on the road = cleaner air and reduction in harmful toxic particulates. This helps the UK achieve Net Zero.**



**6. People who walk to the high street spend 40% more than those who drive. Thriving high streets means income from business rates & jobs.**



A.P.C.

A.P.C.  
SS  
2022

# 7. Walking more connects you with your local community and the public realm.

NO PARKING  
THIS SPACE IS FOR  
RENTAL USE

GARAGE  
IN

NO PARKING  
OPPOSITE THESE GATES





**“Walking is man's best medicine”**

**Hippocrates (c. 460 BC - 377 BC)**

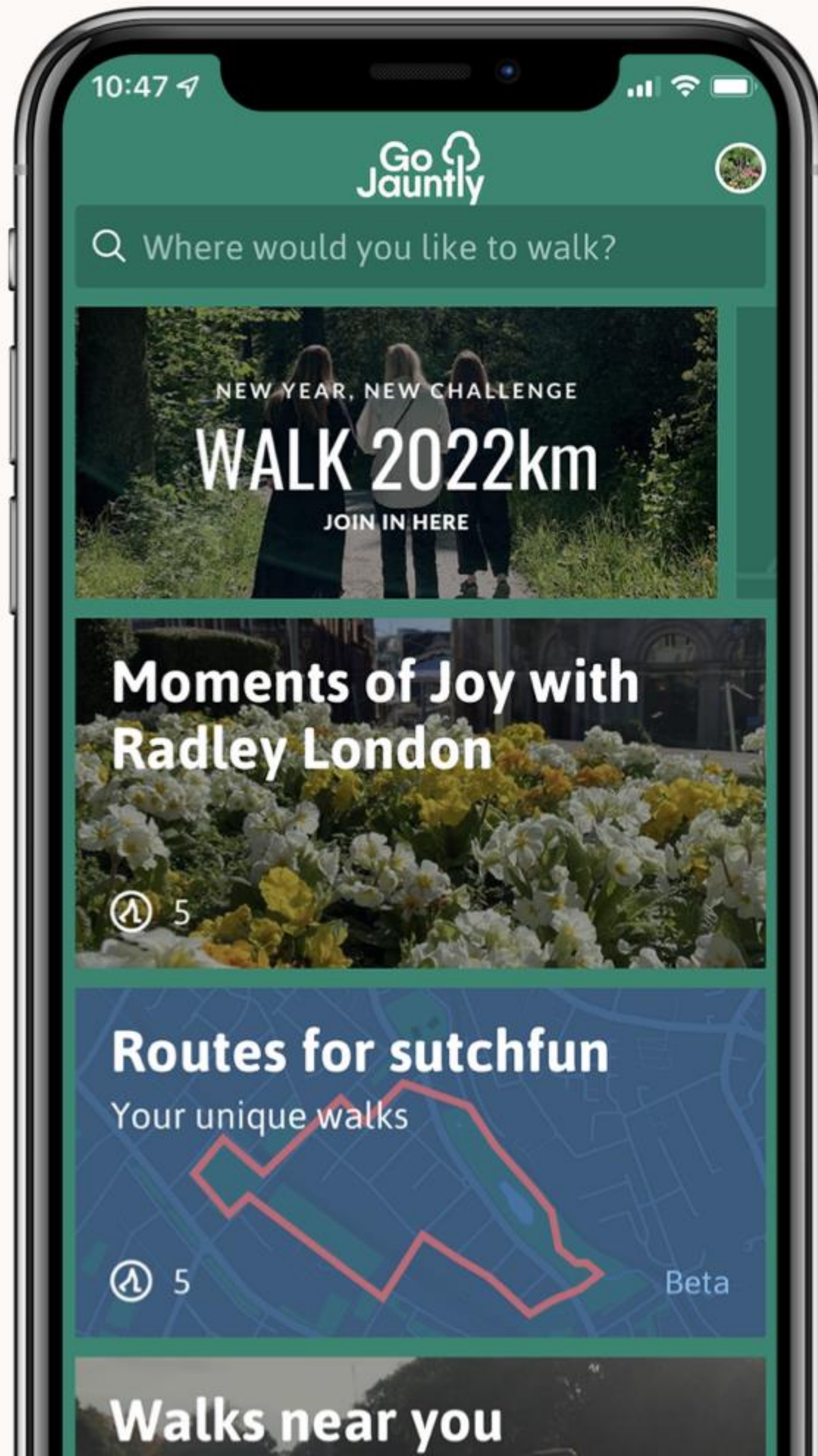


## **CONCLUSION:**

**Collaboration is key, by working with sustainable transport, parks and public health teams we can combat the polycrisis together quickly and cost effectively.**



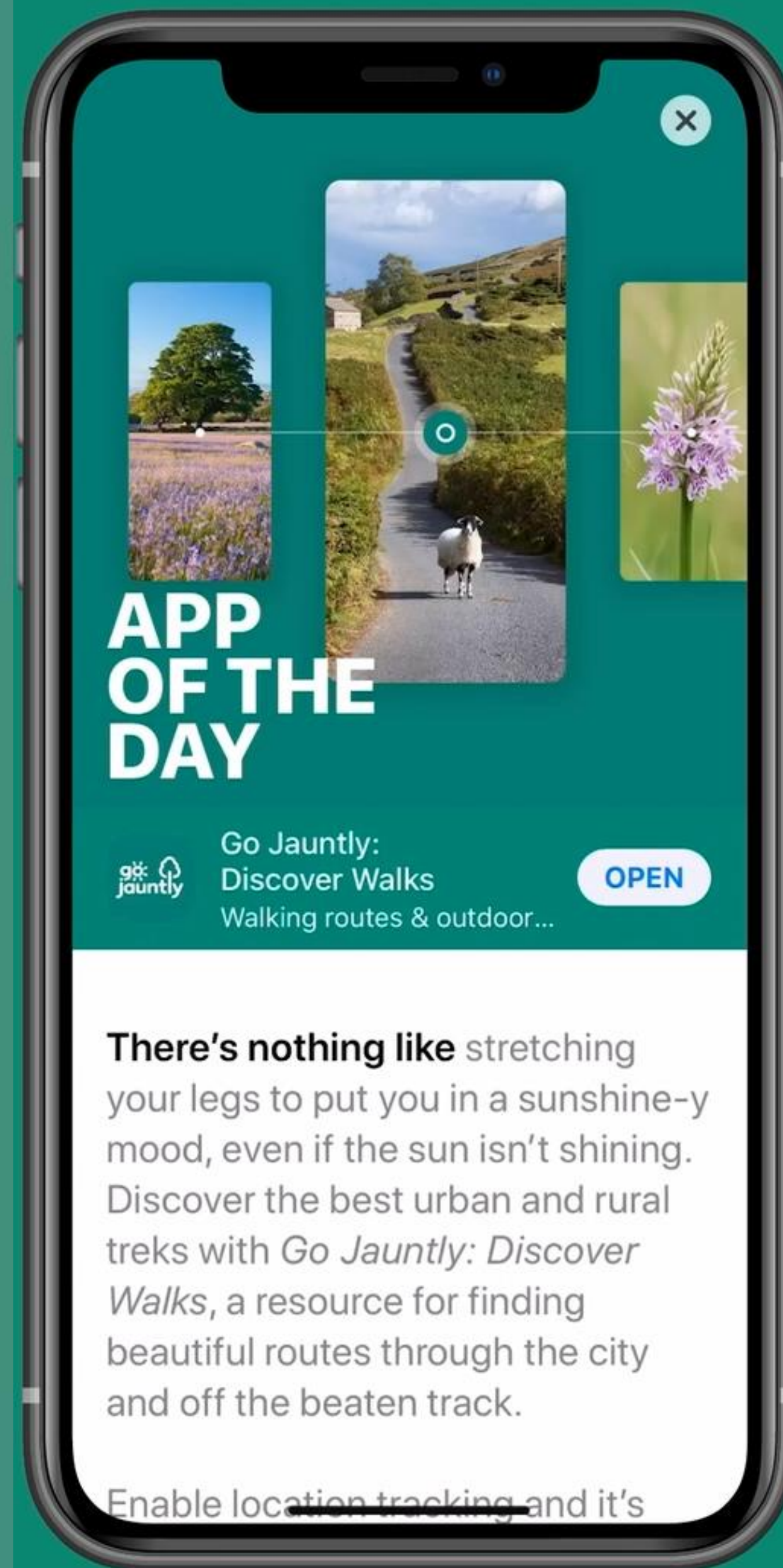
**Walking is an act of protest and an act of self-love.**



**Ditch the car for short trips; walk & wheel more. Feel happier & healthier.**

# Thank you!

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