COMMUNITY-BASED APP GETS LONDONERS WALKING

🇬🇧 WORK & LIFESTYLE

Free to download Go Jauntly is a community-driven walking app that's been designed to get more Londoners walking and embracing mother nature.

Apps that measure a user's exercise have been 10-a-penny for some years, but Go Jauntly is set to offer something brand new and leans much more into crowdsourcing than its rivals. Launched by a new start-up of nature-loving digital experts, and co-developed with Transport for London, Go Jauntly is a community-based initiative that's as much about exploration and sharing with fellow jaunt-lovers. It also had GBP 10,000 backing from the Ordnance Survey's Geovation fund that helps start ups using geo-based technology. Big players are involved.

It's directly tapped into TFL's dynamic open data, and keeps users informed of everything from congestion to pollution. According to statistics, some 3.6 million journeys a day are made in London using cars and public transport, all of which could have been walked.

"We're hoping that with Go Jauntly we're creating technology for good that has a positive impact on society from a health, wellness and environmental perspective," explains Hana Sutch, CEO and co-founder. "We wanted to start something that would get people out of the house and more active. Our team at Go Jauntly are all nature-loving city dwellers who spend too much of our time deskbound and wanted to be a bit more active."

Go Jauntly is available now on the App Store with a variety of walks including Richmond and Regent's Park, plus a selection of South East London's cemeteries. This isn't just a London-centric innovation, anyone in the UK can download it, walk-the-walk, and share their jaunt. The company is hoping to get an Android version out by the end of the year.

Other apps that encourage walking include Norway's Traffic Agent, and the UK's Walkability was also designed to get users on the hoof. Could this be a concept that goes global and makes for a greener, healthy planet and population?