

ADEPT President's Awards 2024

Entry form

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Award category Digital Innovation/Technology

Project Title Discovering Suffolk

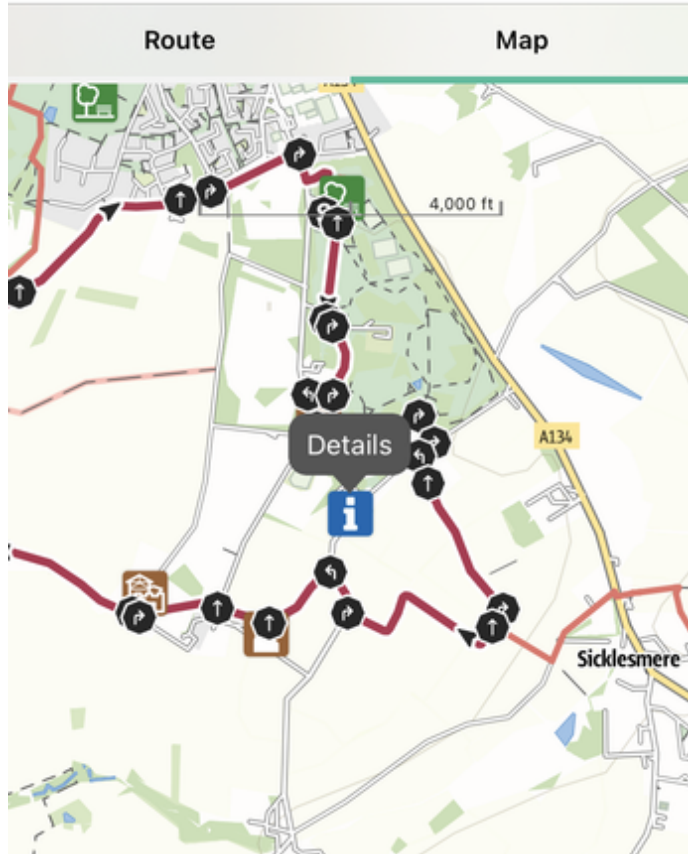
Local authority entrant Suffolk County Council

Headline summary (150 characters max.)

Breaking down barriers to countryside access using digital technology with an outdoor app and QR codes linking users to rights of way information.

Please note we need at least one supporting image per award submission. Upload your image/s below.





Wenner Suffolk Audio Guide
Discover Suffolk



Audio Guide - Nowton
Introduction
Info Point · East England



Search for places, regions,...



Top Troston Walks - Remembering Capel Lofft

↔ 3.3 mi ▲72 ft
🕒 1h 30m ▼72 ft

easy

Discover Suffolk



Top Troston Walks - Around the Old Ways of Troston

↔ 4.5 mi ▲66 ft
🕒 2h 30m ▼66 ft

moderate

Discover Suffolk



Top Ixworth - Circular Walk

↔ 4.4 mi ▲79 ft
🕒 2h 30m ▼79 ft

moderate

Distance: 26.3 mi

Discover Suffolk



Top Nowton - A Walk In The Park - and Further Beyond!

↔ 5 mi ▲115 ft
🕒 ▼112 ft

Map

Discover Suffolk

Best results

Filter route **Hiking trail** Mountainbiking


Hide content

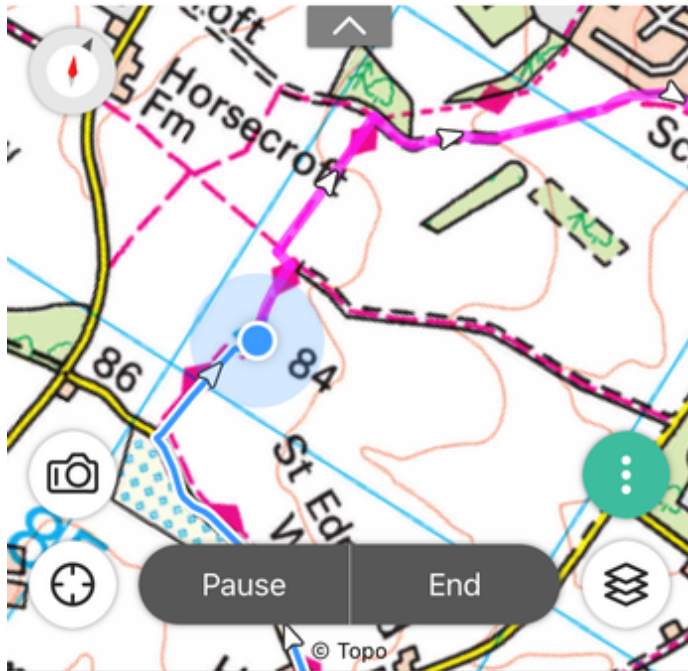
© Outdooractive

Discover Map Tracking My Page

Navigation

↔ 4.2 mi ⌚ 1h 40m ▲ 328 ft ▼ 194 ft

 700 ft	1.5 mi ↔ remaining
	35m 10s 🕒 remaining



Discover Map Navigation My Page





Video - please paste links to any video evidence here. (Leave blank if not relevant.)

<https://www.youtube.com/watch?v=NVI9ZEn3a3I>

<https://www.youtube.com/watch?v=NFei-uVo3ig>

<https://www.youtube.com/watch?v=9Yf9MbWK0e8>

Digital innovation: How has this project shown evidence of successful digital innovation and the imaginative use of new technology? (150 words max.)

The Discovering Suffolk project has created 10,000 digital fingerposts across Suffolk, installing QR code plaques which link countryside users to free outdoor guides, a new outdoor app (Discover Suffolk), up-to-date information on the Public Right of Way (PRoW) network, and the countryside code. The QR codes have also provided a new marketing opportunity for the rights of way team enabling the promotion of seasonal events such as the Suffolk Walking Festival.

The project has delivered a free outdoor app (Discover Suffolk) which provides users with 100s of tried and tested guided walks, cycle and horse rides across Suffolk (digitised from previously produced leaflets from a range of partners including the National Landscapes team and East Suffolk Lines Community Rail Partnership) and free access to Ordnance Survey mapping for the whole county. The Discover Suffolk App has enabled the delivery of more innovative content including audio guides and a walking challenge.

Digital innovation: How has this project shown evidence of improved outcomes for users? (150 words max.)

Since its launch (Jan 2022) the Discover Suffolk App has been downloaded over 20,500 times and its content viewed over 125,000 times. A walking challenge attracted 180 participants who walked over 4,700 miles. In January 2023, a survey of App users concluded it had helped them discover new routes, visited previously unfamiliar places, and helped respondents know where they were walking, increased their frequency of walking, and had led to increased confidence when exploring Suffolk's countryside.

From the creation of the first digital finger post (Jan 2022) countryside users have scanned the QR codes over 43,000 times. This is now the largest direct source of web traffic to the Discover Suffolk website. The website delivers relevant information on their location and the condition of the PRoW network. The Discover Suffolk App survey showed that most respondents (39%) found the app through scanning a QR code plaque.

Digital innovation: How has this project shown evidence of the transformation of a service/department/organisation by changing behaviours, delivering savings or improving ways of working? (150 words max.)

This project has transformed the development and promotion of trails by creating digital guides replacing hard copy leaflets. Users of the App can follow a trail, read or hear spoken interpretation, and listen to route specific podcasts whilst following the trail.

It is possible to amend, add and remove promoted routes without the costs of re-designing, re-printing, and re-distributing physical leaflets. The project also allows relevant information, such as Temporary Closures or network notices, to be communicated to users when using the PRoW network.

QR codes are fixed to PRoW signposts, transforming each post into a digital fingerpost. That enables the PRoW team to communicate with customers and encourage reporting of PRoW issues via mobile devices. SCC were the first UK public sector partner of Outdooractive, on whose platform the Discover Suffolk App is hosted, and have enabled them to incorporate definitive map data into their products.

Digital innovation: How can the innovation/technology in this project be applied in multiple sectors/areas? (150 words max.)

With the ability to add new routes and content to the Discover Suffolk App this technology has the ability to signpost other relevant projects to audiences who currently enjoy, or to encourage new audiences to enjoy, exploration of the outdoors. An example of this could be a landscape partnership and a Heritage Lottery Funded project.

The wider use of the Discover Suffolk App is currently being investigated as a way to help deliver other interventions, such as social prescribing, by other teams within SCC, including the Active Travel team. The now established network of digital fingerposts could also be used by other SCC teams and 3rd parties as a marketing opportunity to advertise relevant services to countryside users.

Through the Discover Suffolk App's hosting company, Outdooractive, there is the ability to access statistics including heat maps (indicating visitor pressure) and this will prove useful in recreational mitigation applications.

Digital innovation: How does this project demonstrate scalability and resilience - the ability to use technology in a wider scope and in a way that encourages longevity of use? (150 words max.)

The Discover Suffolk App has the potential to grow and evolve by hosting new and enhanced content. Similarly, the content displayed when scanning a QR code on a PRow fingerpost can be adapted to engage new audiences and maintain interest in the project.

The Discovering Suffolk project is also developing QR code trails. On each trail, users can access contextual information about their surroundings either by scanning a bespoke QR code or by clicking on a point of interest on the Discover Suffolk App. These points of interest provide an engaging form of communication with audio interpretation, podcasts and video. An example of a podcast recently created by the team features a prominent nature writer and Guardian journalist, and a botanical expert discussing the history and nature of Mellis Common, Cow Pasture Lane and the late nature writer Roger Deakin. More QR Code trails will be launched this Spring.

All categories: please add anything else that supports your award entry

The Discover Suffolk App can be downloaded from the Discover Suffolk website here:
<https://www.discoversuffolk.org.uk/discover-suffolk-app/>