

EK

EXPLORE KENT

Passionate about the benefits of getting people
active and outdoors

Outdoors | Active | Discover | Enjoy

ABOUT US

Experts in getting people outdoor and active, we are passionate about the Kent countryside and the benefits that it brings, Here is some of what we've been up to this year;

A SUSTAINABLE FUTURE



Striving towards a self-sufficient funding model we have been working hard to increase our income. Having undergone a Service Review we are now working as a commissionable service. This year we have had successful commissions from; Kent Sport, Kent Country Parks, Kent Downs AONB, Natural England, Tunbridge Wells Borough Council and Kent Public Health, delivering a range of access and communication projects.

With a focus on Country Parks we managed a successful Customer Survey, piloted a variety of promotional campaigns for Education, Team Building and Venue hire as well as overseeing Facebook accounts for the 3 main sites and offering social media training to staff.



EXPLOREKENT.ORG

ACTIVITIES

GYM'S

OUTDOOR
21

BRAND NEW

TRAILS

CANOE
3

BRAND NEW

ROUTES

CYCLING
18

TO DATE

EVENTS
1,400



ROUTES

WALKING
142

PARKS
210

BEACHES
36

AREAS

RIDING
6

49,228 GUIDE DOWNLOADS

??? TWITTER FOLLOWERS

??? FACEBOOK LIKES

BUDGET

INCOME LEVERAGED £81,000

KCC BUDGET £11,400

ACTIVE TOURISM

We believe that Kent's countryside and economy are naturally entwined.

This year we have teamed up with 2 water sports companies (one of them based within a Kent Country Park) to launch a Guided Canoe Safari from Ramsgate. Both companies provide excellent customer service and make canoeing accessible to those that do not have their own equipment or experience.

Residents and Visitors alike can now explore Ashford to their hearts content with a brand new Explore Ashford Town walk & cycle Map.

49,228 guides were downloaded from ExploreKent.org. With an average of 2 people and using national average spend statistics this equates to £2.35m income into the Kent Economy.



Businesses in Ramsgate were the first to receive Explore Kent's We Love Walkers & Cyclist Accreditation. A stamp of approval for towns and business which support walkers & cyclists.



With the first Kent stretch of the England Coastal Path between Camber and Ramsgate being launched Explore Kent has put a plan in place to promote this great offer. High quality photography of this unique stretch of coastline has been captured along with the creation of 3 new England Coastal path guides circular walks.



HEALTH & WELLBEING

Working with Sky rides and British Cycling we achieved more bums on seats than any other SkyRide partner in the UK – [Include Stats - HP](#)



With the average length of our routes being 5 miles, using our download stats above this equates to 492,280 miles being walked. At an average of 65 calories per mile this means that an estimated 31,998,200 calories have been burnt on our routes, helping to reduce the rate of heart disease, type 2 diabetes, Alzheimer's and other preventable diseases by up to 50%.

VOICE OF THE CUSTOMER

So what do our customers say?

"LEARNING FROM THE EXPERTS..."

Hoof Network via Twitter

"Fantastic Marketing Workshop yesterday! Centres in Kent learning from the experts."

"LOVE ALL THE WALKS..."

Customer via Twitter

"I don't drive! So my legs or wheels are my only options apart from buses and trains! Loving all the walks you put up."

"SET THE BENCHMARK..."

Customer via email

"The (Viking) coastal path was fab, extremely well-marked and very cycle friendly. Well done Explore Kent, you've set a benchmark I suspect other counties will struggle to match."

GET IN TOUCH

✉ Stephen.Law@kent.gov.uk



EXPLOREKENT.ORG

