



#AdventureBegins case study

Adventure Begins was a collaboration project led by Inclusion North, partnered with West Yorkshire Combined Authority, Leeds City Council, the Yorkshire and Humber Talking Travel group and the LeedsBID digital initiative, Leeds Boost. In this document we will explore the success achieved by combining efforts on this worthwhile project.

IN ASSOCIATION WITH





#AdventureBegins

The Journey Makers Adventure Begins event took place in Leeds on 3rd July and focused on addressing the barriers to travel for people with learning disabilities and/or autism.

This one day event saw a host of activities taking place, beginning with an adventure story in Leeds Kirkgate Market, followed by a session on 'how to plan your journey'. Split into groups, the teams then embarked on their own adventure - a treasure hunt across the City, that led them to Leeds Central Library where they explored useful travel apps, experienced virtual reality and shared their experiences.

The objective of this project was about helping to promote choice and independence for people with hidden or physical learning disabilities and/or autism, and sparking the sense of adventure, building confidence and the new opportunities they can explore with the aid of tools such as their mobile phone, apps, and planning ahead.



Lucy Virgo from Inclusion North introduces #AdventureBegins at the Leeds Kirkgate Markets



Travel planning begins before the treasure hunt across Leeds



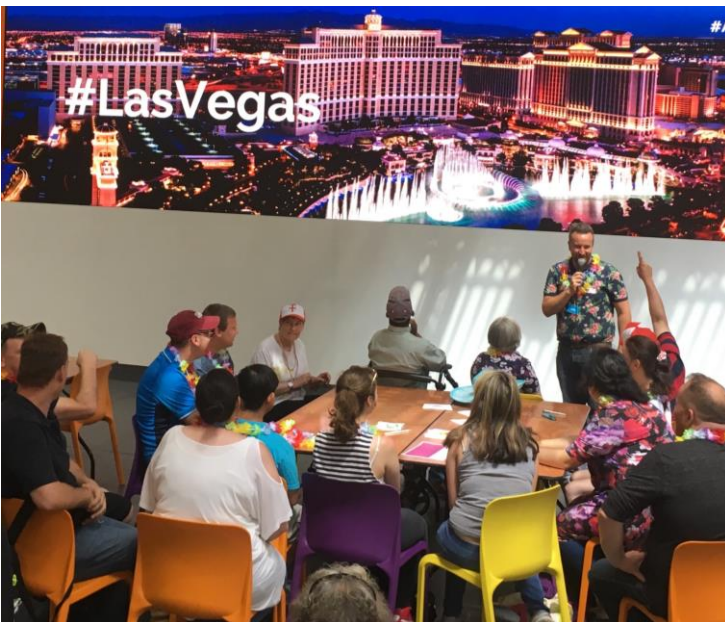
How to help our target audience

The problem: Knowledge and confidence to travel

For people with learning disabilities and/or autism, exploring a new place, a trip to the cinema, a bus ride into town can often have its barriers. The physical barriers of how to I get from A to B, and the knowledge and confidence to make that journey.

The solution: Using digital as an enabler

The Adventure Begins event was designed to give people with learning disabilities and/or autism an opportunity to explore more. To 'try-out' new things, to learn some great tips on how to plan a trip, discover helpful digital tools and apps and most importantly boost confidence and have fun whilst starting this new adventure.



Simon McCaskill from Leeds Boost starts the experience with a talk aimed to motivate the group to want to embrace digital and travel.



Alan gets an opportunity to experience Virtual Reality using Google Cardboard



Gaining support and awareness

The problem: Shared goals but not resources

In Leeds, and Yorkshire, there are a number of great projects all trying to help people. Often the objectives of these projects is shared, or certainly overlap. With so many similar projects people are often confused by who is doing what, and how does this project differ from the last? From a resource perspective it often means that projects are hampered by limited time, skills, and connections, to actually have impact they deserve.

Wouldn't it great if these organisations combined their efforts to have a bigger impact?

The Solution: Working together to one shared goal

In a first in Leeds and Yorkshire a number of organisations combined their efforts to put on a fantastic event that will leave a legacy for the project. Led by Inclusion North and West Yorkshire Combined authority on behalf of the Yorkshire and Humber Talking Travel group, they sourced the support of 100% Digital Leeds, a Leeds city Council project and Leeds Boost, a LeedsBID initiative.

In just over two weeks the following actions took place:

- Introductory meeting hosted by **West Yorkshire Combined Authority**
- Brand created by **Inclusion North**
- Event planning workshop by **Leeds Boost**
- Event organisation by **Inclusion North, Yorkshire and Humber Talking Travel group**
- Businesses invited by **Inclusion North** and **W.Y.C.A** to have a stall at the event
- Comms strategy executed by **all parties**
- Planning workshop and treasure hunt prepared by **Leeds City Council**
- #AdventureBegins presentation by **Leeds Boost**
- App training workshop at Leeds Library by **100% Digital Leeds**
- Giveaway of Google Cardboard supplied by **Leeds Boost**



The results

The key objective for the event was to help promote independence in travel and boost confidence, but what this event has also done is that it has enabled us to boost awareness for accessible travel in general across Leeds and beyond.

Our measure for success was 20 people attending the event, having a positive experience and building momentum for future events.

A **reach of 386,385 people** and **1,114,940 impressions online** went far beyond our expectations!

- **Offline impact**

- The event saw over 40 participants actively engaging and benefiting from the experience
- 6 transport related businesses had a stall
- Almost 100 people attended the event

- **Online impact**

- 333 Posts on social media
- 108 people talked about #AdventureBegins
- The event had a reach of 386,385 people
- With a staggering 1,114,940 impressions
- 260 people liked, shared and commented



Data taken on 12/07/2018

Ian McArdle from 100% Digital shows how you can use apps to help your journey.



An excitement for what happens next

On the day there was a 'buzz' of excitement from both the attendees and the organisers.

The participants said

"It was a great day, I learnt about journey planning and had fun" Tauseef Akram - Leep 1

"It was a good event, the presenters were great, made it fun to learn" Robin Lumb - Naburn day service

"I loved using virtual reality" and "I feel more confident being in town using the apps we were shown today." Anonymous

"I have learned to tweet today and enjoyed the event at the market and the library." Anonymous



The treasure hunters have a picture before the set out on their adventure.



Businesses from across Yorkshire had stalls to give information to travellers.

Key Workers, family and carers said

"Ryan loved this! We need events like this that are actually having an impact." Ryan's Dad



Colleagues / Professionals who attended said

“We know that people with a learning disability have a higher risk of being lonely and socially isolated. They are also amongst the most digitally excluded. #AdventureBegins was borne out of the Talking Travel group wanting to support people to become more confident travellers and was wonderfully supported by a partnership of organisations who came together to create an event that was about inspiring people to have adventures, to get to know their community and to travel with confidence. It was great to be part of such a fabulous day, and we really hope to build on this as a model for future events.”

Lucy Virgo - Inclusion North

“It was an honour to be involved with such a positive event and to work in partnership with some wonderful organisations. Making sure that everyone has the opportunity to access digital tools to live better, easier lives is a big priority for Leeds City Council and after seeing the impact that today has had, it is clear how much of a difference we can make.”

Ian McArdle - 100% Digital Leeds



Participants received a free Google Cardboard once they had completed their treasure hunt.



Fun was had in the sunshine as the teams had to spot locations across Leeds.



The library hosted app training workshops for all participants.



Having the event at the Leeds Markets in the event space gained awareness for the project.

"It was great to be involved in effective collaboration between different agencies / organisations that resulted in a positive and successful day for all".

David Crake - Leeds City Council

"It was a pleasure to be part of such a fantastic event and project. For me this is a model for how organisations can work together to achieve more than what they could do alone. The willingness to collaborate and enthusiasm of everyone involved behind the scenes made this project a success and the delight on the faces of those taking part made all the effort worthwhile"

Simon McCaskill - Leeds Boost

For further information please contact any of the following:

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