



## Alex Middleton

Andrew Stuck is in the company of Alex Middleton, one of the creators of Vespucci Adventures, that encourages people to put away their smart phones, to walk in the 'great outdoors'. He has come to Greenwich to walk around Andrew's local neighbourhood and talk about how he and his co-founder have worked tirelessly over the last five years to build a business around a shared passion for walking. It may be a passion, but as yet, it is not a profitable business. The COVID pandemic brought trials but let them also develop the business in other ways, and Alex tells us what their plans are for the next five years, as well as offering some candid advice to anyone considering turning their walking passion into a business. 26'44" 12.5MB

Notes from the podcast interview by **Andrew Stuck**: Recorded in Greenwich, London in June 2022 and published in December 2022. <http://www.talkingwalking.net>

Vespucci Adventures website: <https://vespucciadventures.com/>

Vespucci Adventures offer 'Weekenders' and 'Signature Hikes' that include a printed map and guide to purchase through Cotswold Outdoor and from the Vespucci Adventures website, and free downloadable 'Quick Escapes' - each within a couple hours of London.

The mapping is provided by the Ordnance Survey from their 1:25,000 <https://www.ordnancesurvey.co.uk/business-government/products/25k-raster>

Alex was brought up in Hong Kong - often perceived only as a high density city, it actually offers scores of beeches and hiking trails.

Alex joined a friend to cycle from Istanbul to Hong Kong, taking printed maps with them.

Cartographer and Explorer, Italian Amerigo Vespucci was the inspiration for the name of the company: [https://en.wikipedia.org/wiki/Amerigo\\_Vespucci](https://en.wikipedia.org/wiki/Amerigo_Vespucci)

Alex is one of 100 Ordnance Survey Get Outside Champions: <https://getoutside.ordnancesurvey.co.uk/guides/os-getoutside-champions-2020/>

Alex's recommended walks:

1. Walking beside the River Dart from Totnes to the coast, via Dittisham where you can find the Ferry Boat Inn <https://www.fbidittisham.co.uk/> - a Vespucci Adventure Weekender <https://vespucciadventures.com/shop/weekender-dart-to-devon/>
2. A 'Signature Hike' from London, by walking in the Surrey Hills, from Guildford to Aldbury. <https://vespucciadventures.com/shop/head-for-the-hills/>