



## Timeline

***We have attempted to put together a rough timeline of Leap's activities over the last few years. We haven't included news articles as these can be found in our news section.***

**Winter 2004/5** - Leap Local founders, Louise Norton and Nicky Dee, brainstorm ideas for an organisation to support local communities in tourism, submitted business plan to University of Cambridge business plan competition (original name Lizard Ventures!)

**Spring 2005** - Won the University of Cambridge Social Enterprise stream (3P) of the Business Plan Competition, including funding and support



**October 2005** - Leap Local Limited was incorporated with the registrar of companies for England and Wales

**Winter 2005** – Successfully applied to the University of Cambridge Active Community Fund so we could involve students and staff as Leap developed

**Spring 2006** – Launched very basic website summarising our intentions for Leap, including logo courtesy of a friend/talented cartoonist



**September 2006** - Selected as a case for MBA students from the Judge Business School in Cambridge to undertake market research

**Winter 2006** - Awarded Proof of Concept Grant for the East of England Development Agency, founding the way for a careful sense-check of where we were headed, and brand management



**Q1 2007** – Brand management from the Design Office, launched an online system for reviewing local guides and services (David Heath)

**Q2 2007** – Began finding local guides and services appropriate for Leap in Peru (thanks to Simon Freytag and Louise Norton)

**Q3 2007** – Our first non-Leap originated guide gets submitted to [www.leaplocal.org](http://www.leaplocal.org)

**2009** – Successfully launched our competition to reward the best local guides/services

**March 2009** – Leap Local ranked 15<sup>th</sup> in The Independent's '50 Best Travel Websites'



**2010** – Launched an additional competition to find and reward the best local travel stories, and Kirsten organised more illustrious judges

**Q4 2011** – Responded to a request to contribute towards the Indigenous Peoples' Code of Conduct for Tour Operators being developed by Tourism Concern

**November 2011** – Move from Joomla to Django (thanks Bob, smart move making the CMS much more manageable)

**January 2012** – Site redesign, navigation and content updates, launch of new online magazine