13. Explore Wiltshire App



Explore Wiltshire App

- Free to download
- Interactive location aware app
- Engaging new audiences in heritage and cultural activity
- Encourages people to stay longer in market towns and local areas
- Helps people to get active
- Town and parish councils and local heritage organisations can add their own trials and content





Phil Harding (TV's Time Team) provides audio introductions to Wiltshire and featured towns



Welcome to **Explore Wiltshire**

Thank you for downloading the Explore Wiltshire App. This has been produced by Wiltshire Council, our local town councils. History Centre and museums, to help you discover more about our wonderful historic landscapes, beautiful market towns and the



SKIP





How to use

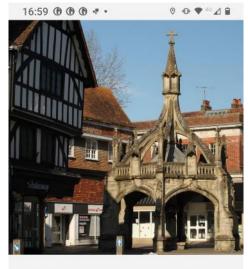
Simply download a town and start discovering. The home screen shows all of the different places available for download. You decide what gets downloaded and add more places without making the app too large. Downloaded places will appear at the top ready for exploration! Click on the images to learn about specific



Phil's Mini Guide To Wiltshire

SKIP





Get more out of the App

Tailor your experience by using view and filter options to decide how you want the sights presented and to select which categories and facilities you are interested in. The filters can easily be deselected by a simple click on the 'X'. In some of the sights and trails you will also be



Phil's Mini Guide To Wiltshire

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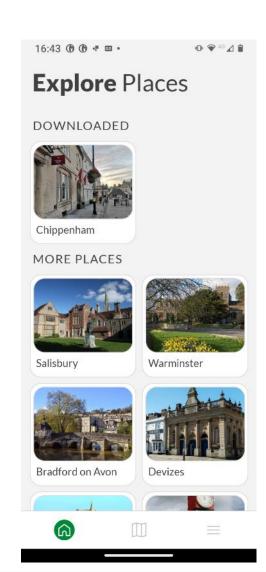


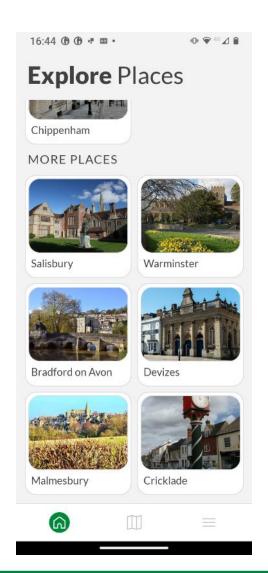
Currently featured:

- Bradford on Avon
- Chippenham
- Cricklade
- Devizes
- Salisbury
- Warminster

Second series in July – August:

- Marlborough
- Pewsey
- South West Wilts (Tisbury / Wilton?)
- Trowbridge







'Welcome' slides enable town and parish councils to add marketing messages



Devizes

The beautiful market town of Devizes grew around its medieval castle. But the castle is most known for its connections with the English Civil War the nearby battle of Roundway Down. The towns prosperity increased through the wool trade, and produced many of the idyllic buildings you can see today. The town has always been at the centre of communications and is the heart of Thomas Hardy's Wessex with iconic locations that feature in the 1967 film adaptation of Hardy's 'Far from the Madding Crowd' such as St John's Church, the Shambles Market, Corn Exchange, Bear Hotel and the Market Place. Experience the charm of Devizes and learn about its heritage with the Explore Wiltshire

Download



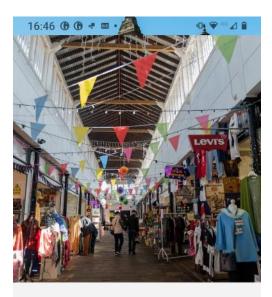
A Charming Encounter with History

Experience Devizes, a historic market town renowned for its medieval past, wealth of Georgian buildings and vibrant present, full of independent shops. From the iconic Caen Hill Locks to the thriving local markets and

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. . .

Start Exploring



The Allure of Devizes

Meander through Devizes ancient streets and sample the shops, markets and independent traders that you will find in the Shambles, Market Square and other parts of the town. Take a break in one of the towns wonderful cafe's and pubs.

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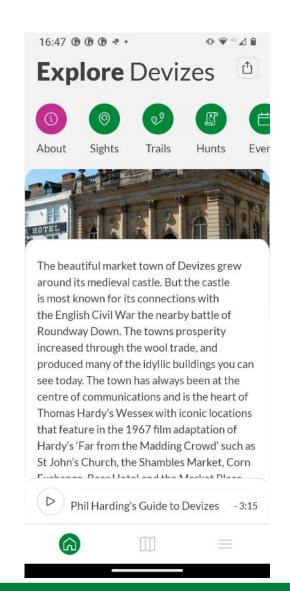
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Start Exploring



Landing page with introduction to the town or local area includes:

- Audio Introduction by Phil Harding
- Sights
- Trails
- Hunts and challenges
- Events

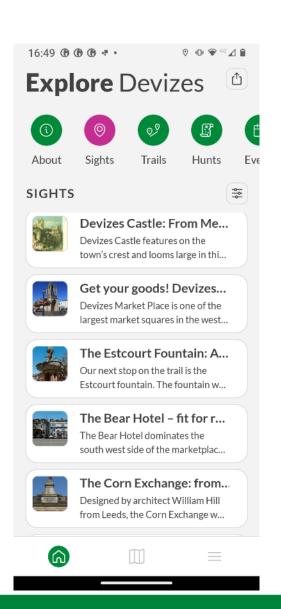


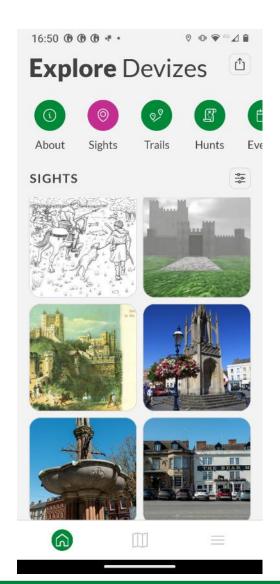


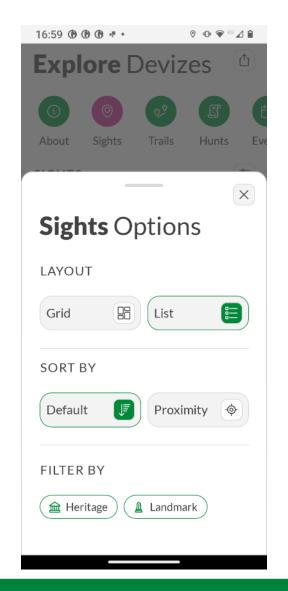


Sights

- Information and stories about buildings, monuments etc.
- Location aware –
 alerts user when they
 are near to a sight
- Can be arranged by proximity so the nearest sight always appears at the top
- User can change layout view



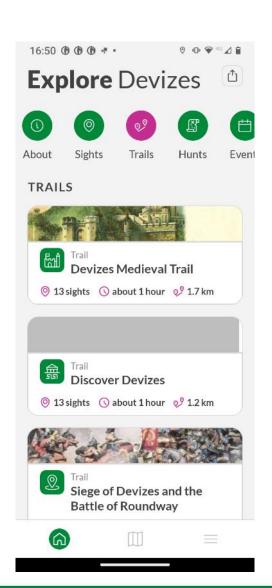




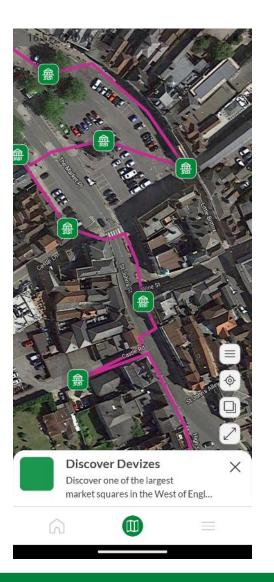


Trails

- Users can follow a themed trail
- Location aware user alerted when close to a sight
- Can use in map, satellite or a hybrid view

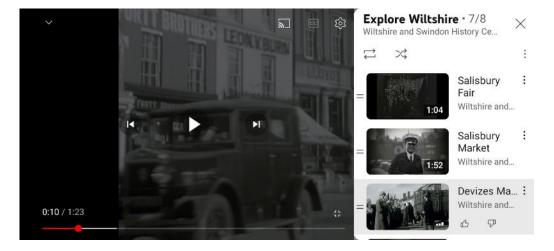


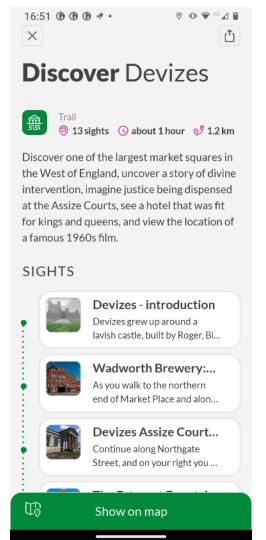






Sight and trails include some audio and video content including early cine film



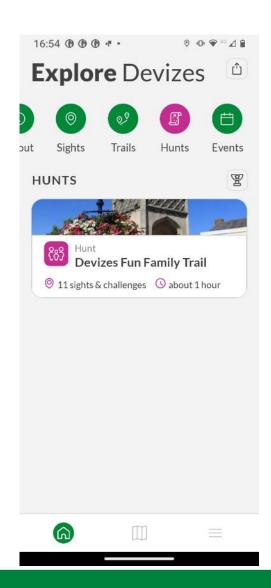


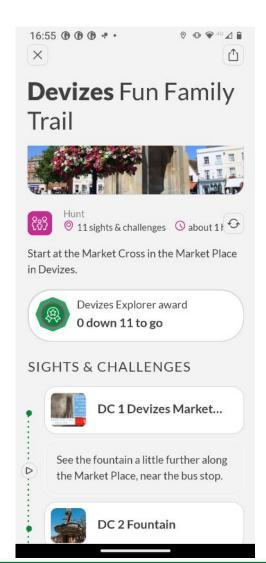




Family fun 'hunts' and 'challenges'

- Helps to engage younger audiences
- •Can also be used for annual or one-off events and activities









Events calendar

Enables towns, villages and local areas to market events and encourage app users to stay longer or make a return visit.







Communications and marketing can be tailored to each local area





