

Wiltshire Council

Full Council

21 February 2023

Item 18 – Members’ Questions

From Cllr Dr Brian Mathew – Box & Colerne Division

To Cllr Richard Clewer, Leader of the Council

Question (23-01)

- a) How much has to date been spent on the Wiltshire Towns App development? And how much is expected to be spent in total?

Response

The apps were approved as part of the wider Towns Programme – a press briefing was given at that time including outline budget. The Cabinet report for that is available here: [Wiltshire Council](#) Both apps were allocated an £80k budget.

The Heritage Trail app recognises one of the key marketing strengths for Wiltshire’s towns – their landscapes, heritage assets, and community history. The Heritage Trails app will highlight these stories and provide a free activity for people to use while visiting our towns with the aim of increasing dwell time within towns. The app is intended to be adaptable to allow seasonal trails and other special promotions by towns. It also allows local communities to be involved in developing trails. Spend thus far is £22,000.

The What’s on in Wiltshire web-app aims to bring together events being held across Wiltshire. This recognises that residents already have to check a number of sources to find out what is happening, including community Facebook pages, town websites and event advertisers such as Eventbrite. Given the number of towns, villages and parishes across Wiltshire, a lot of our events are under-advertised and not well known across our communities. The evidence shows that events and experiences are the primary reason to visit town centres, and as such the aim of this platform is to increase understanding of the number of events and activities available in Wiltshire. The scope for this work is currently being drafted for commission and as such there are no spend-to-date figures.

- b) What the expected returns are forecast to be?

Response:

In assessing returns we have considered similar models being used in other places.

The results for local discovery apps cited range from a 7 to 30% increase in footfall. This is likely dependent on the existing level of marketing in a settlement.

The results specifically on trails also showed a wide range of results, but all saw an increase in participation. In particular for economic returns, one trail on one weekend alone 1200 participants, whereby 80% of participants spent over £10 and nearly 10% spent over £50.