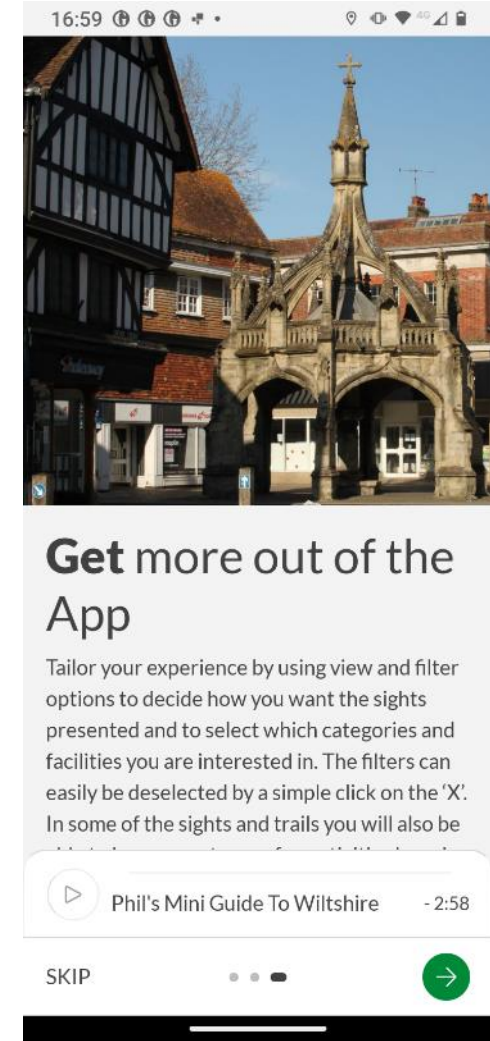# 13. Explore Wiltshire App

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

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

▶ Phil's Mini Guide To Wiltshire   - 2:58

SKIP

Wiltshire Council

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

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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   - 2:58

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   - 2:58

SKIP

Wiltshire Council

Currently featured:
- Bradford on Avon
- Chippenham
- Cricklade
- Devizes
- Salisbury
- Warminster

Second series in July – August:
- Marlborough
- Pewsey
- South West Wilts (Tisbury / Wilton?)
- Trowbridge
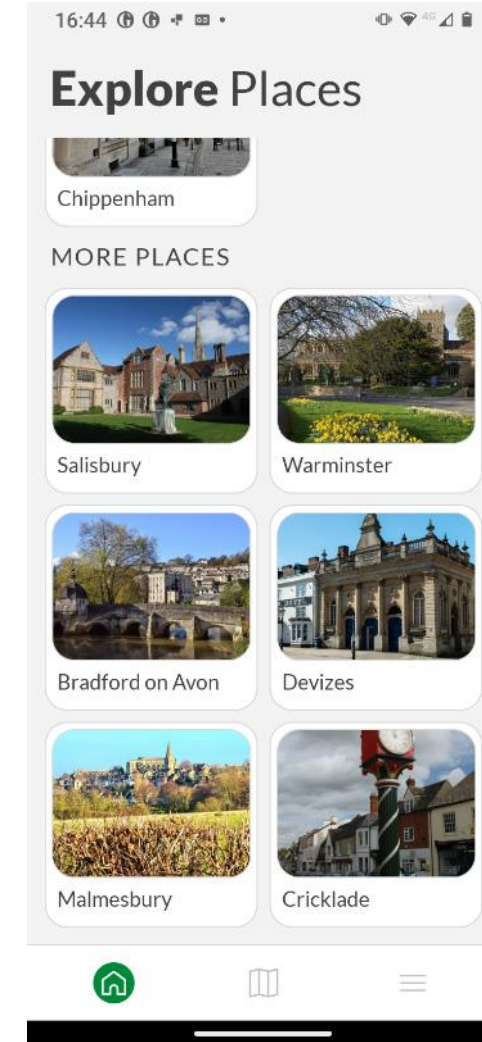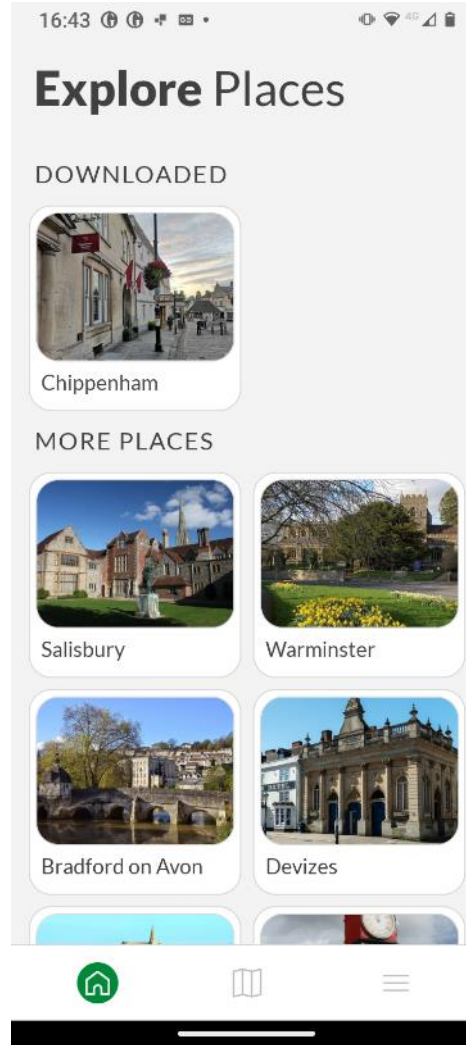
'Welcome' slides enable town and parish councils to add marketing messages

Landing page with introduction to the town or local area includes:
- Audio Introduction by Phil Harding
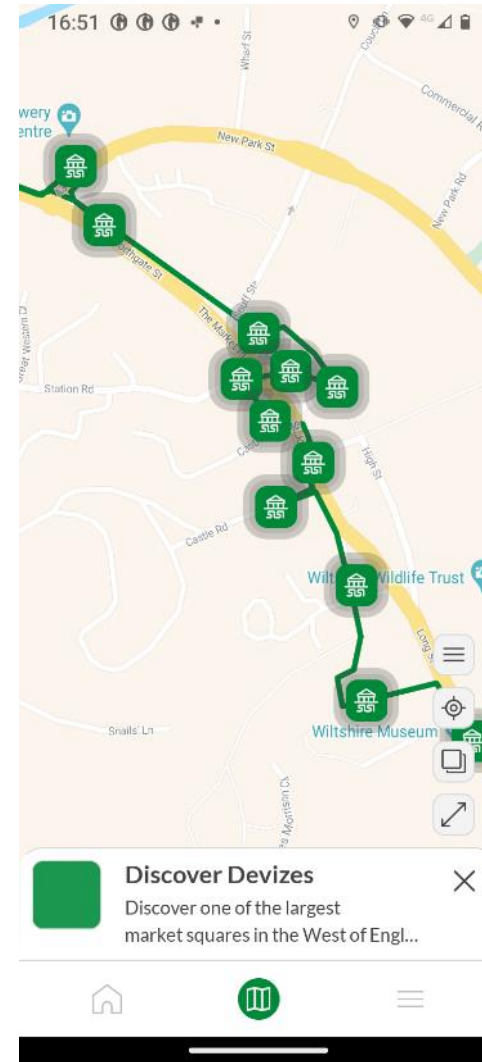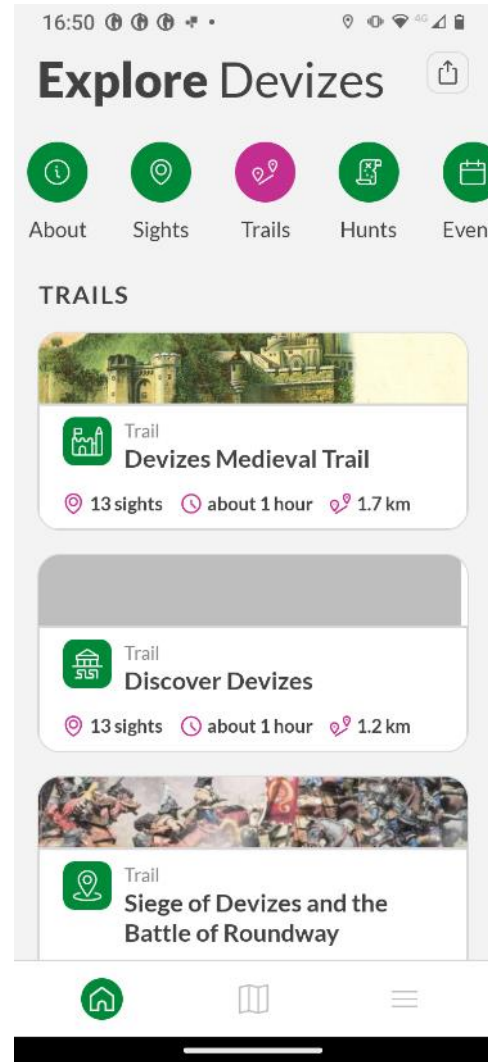- Sights
- Trails
- Hunts and challenges
- Events
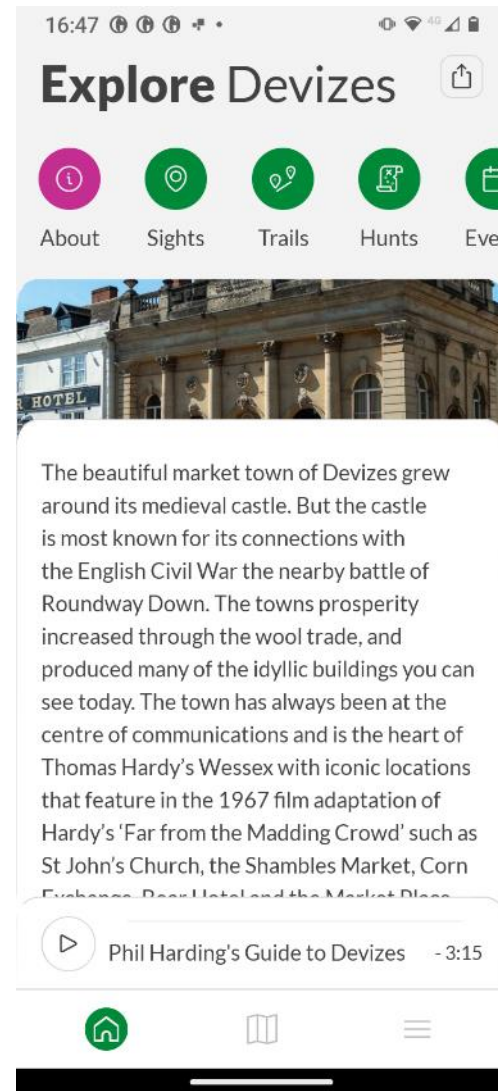
Sights

- 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
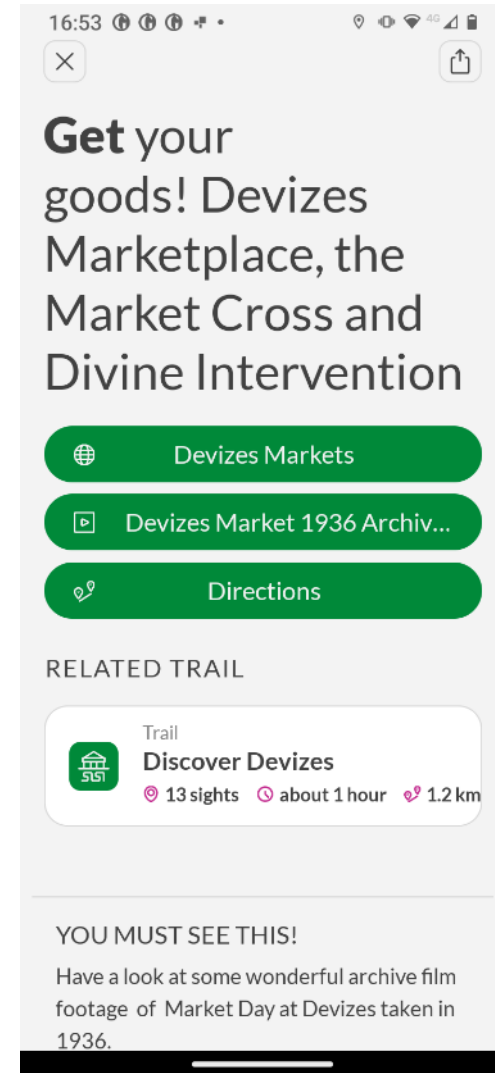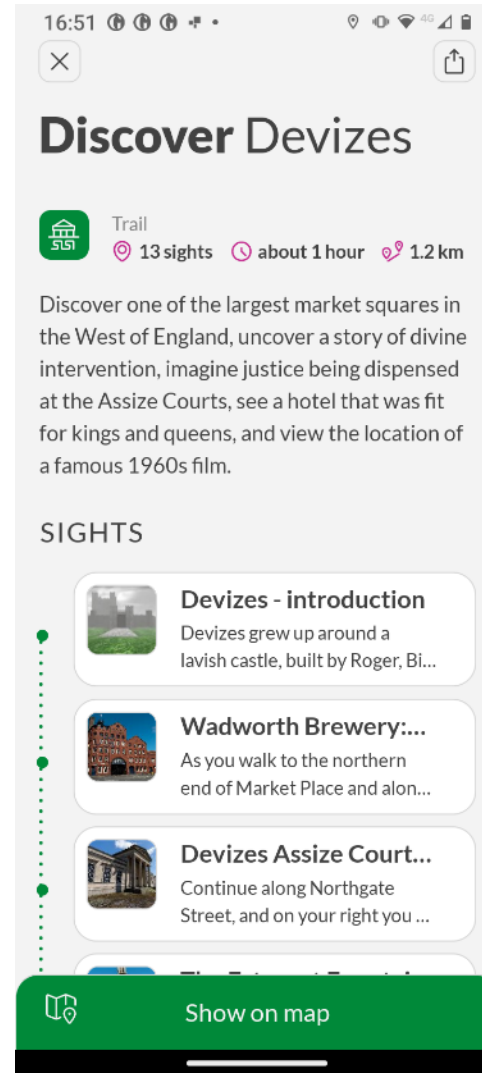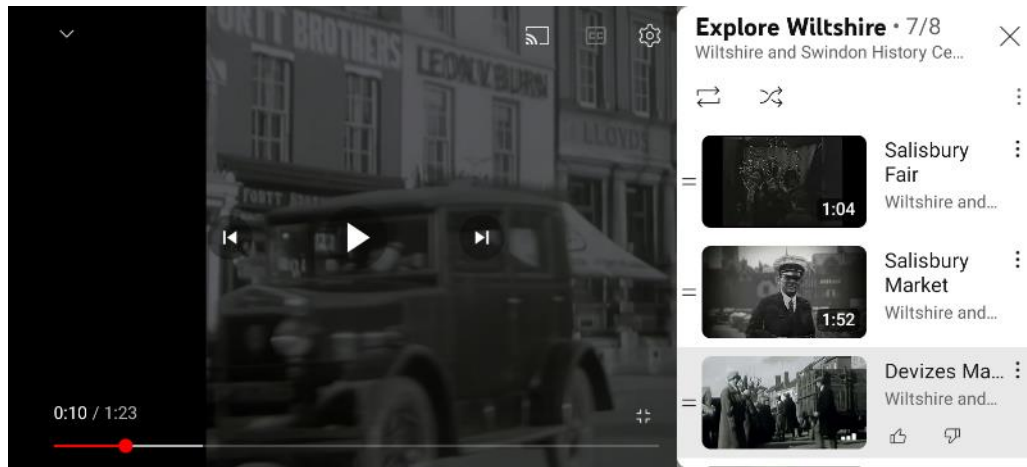
- User can change layout view
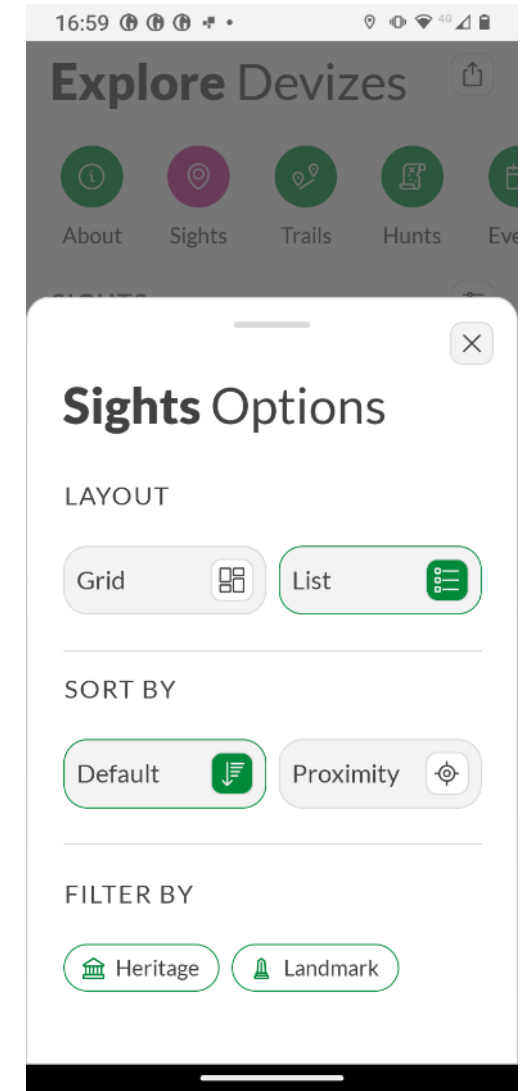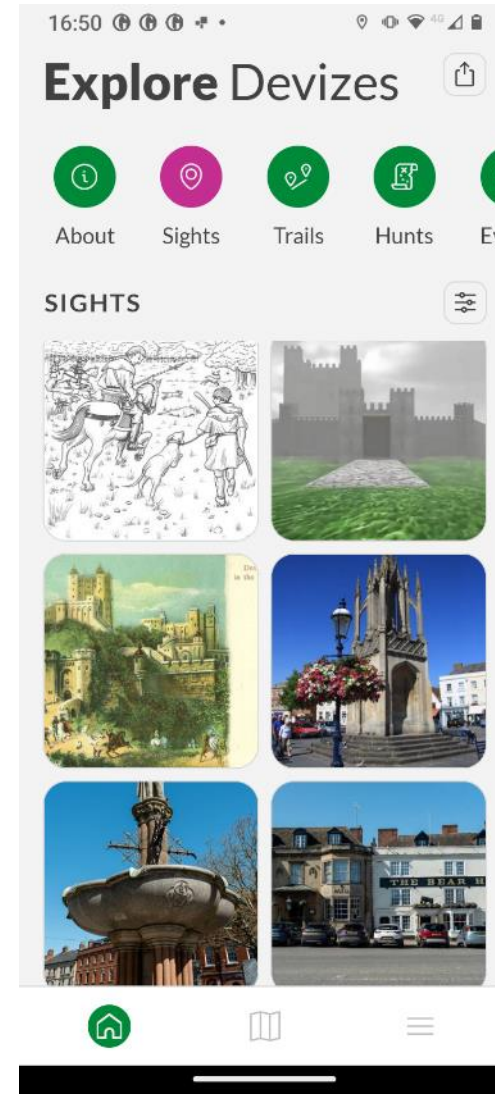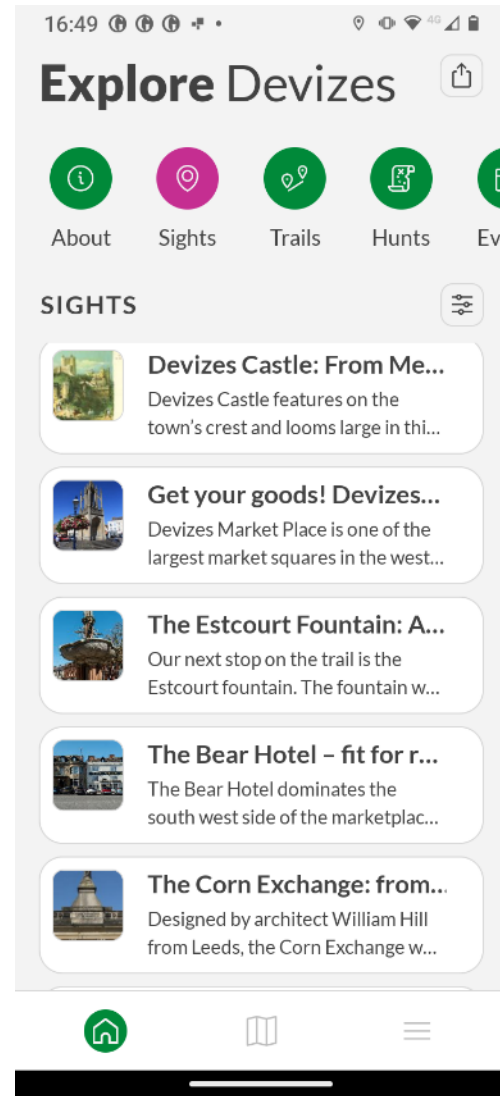
Trails

- Users can follow a themed trail

- Location aware – user alerted when close to a sight

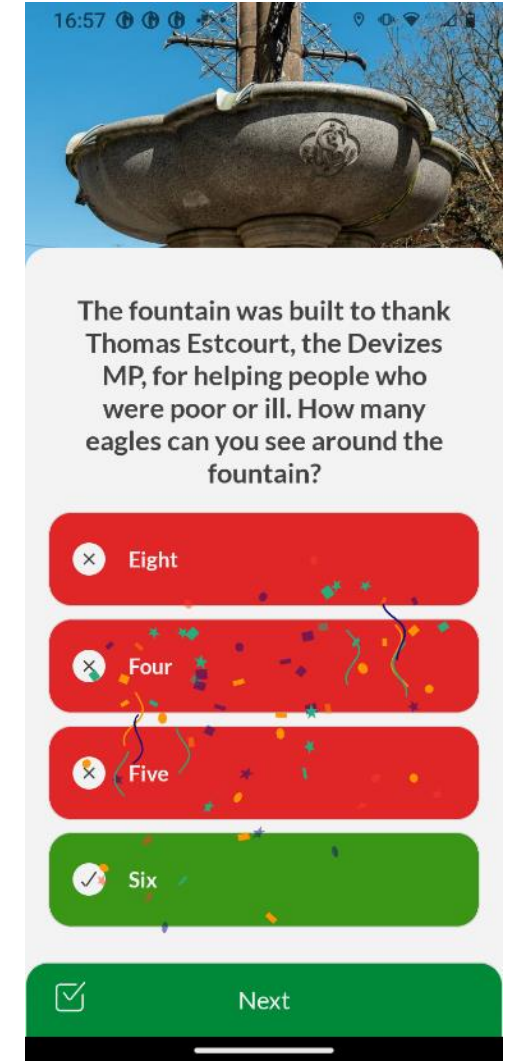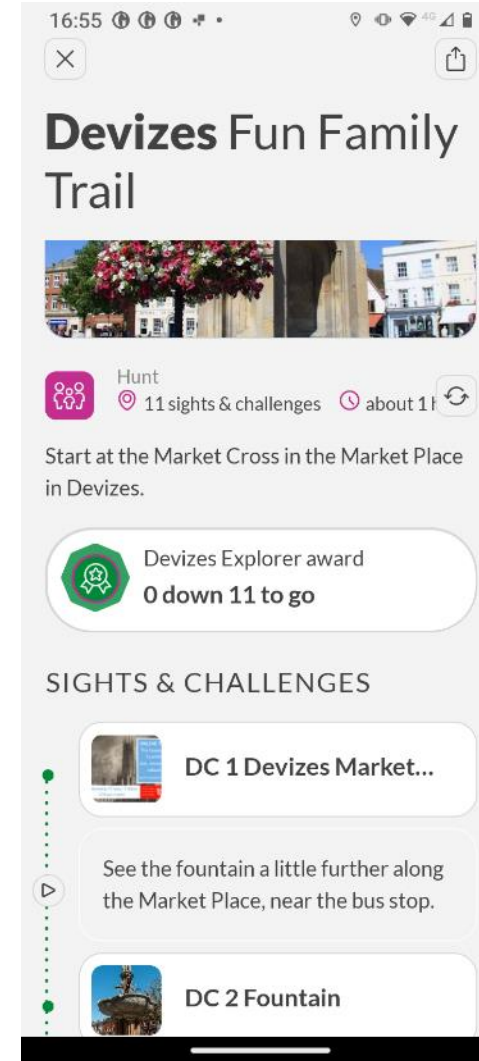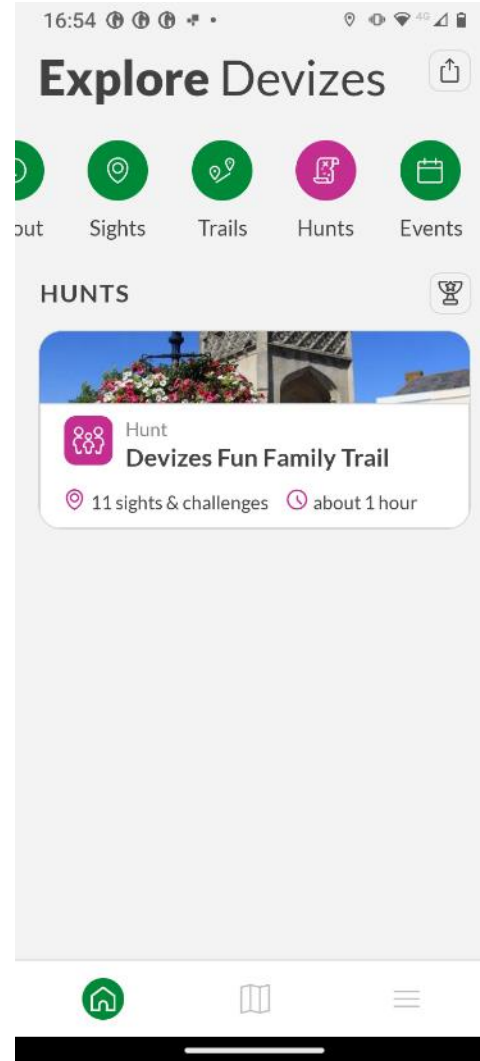- Can use in map, satellite or a hybrid view

Wiltshire Council

Sight and trails include some audio and video content including early cine film
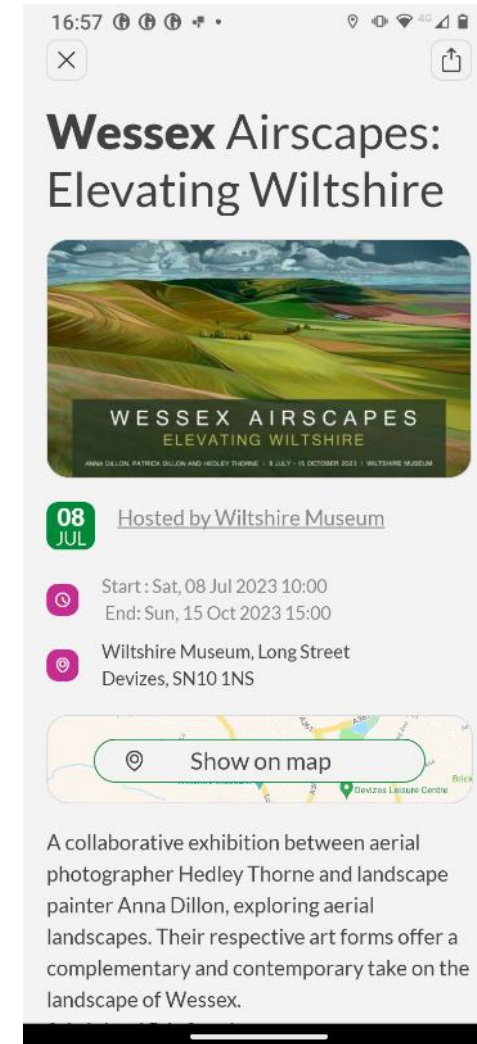
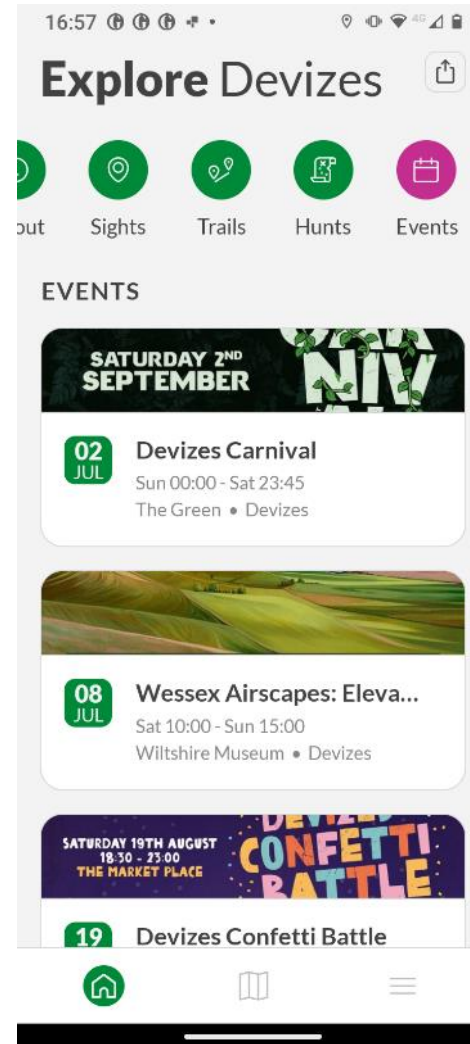Family fun 'hunts' and 'challenges'

•Helps to engage younger audiences

•Can also be used for annual or one-off events and activities

Wiltshire Council

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