Explore Wiltshire App - update note for South West Area Board

- Wilton and Tisbury have both been soft launched. They are live and available for testing.
- Wilton Town Council has formed a group to look at the current content and consider new content such as other trails and hunts. Group to feedback to Wiltshire Council Heritage Service.
- Tisbury Parish Council and Tisbury Historical Society were consulted and have fed back to Wiltshire Council Heritage Service.
- Need to think about an official launch. Both councils requested that we wait until after the D-Day commemorations. Wiltshire Council Communications Team will support with posters (including QR codes), digital marketing and press release.
- Next phase is for Wilton Town Council and Tisbury Parish Council and Historical Society to nominate content editors. Heritage Service will provide training and support. Content is added and amended via an easy-to-use online content management system.
- The app is best used not just for heritage trails but also for one-off town or village centre activities and promotions. Warminster Town council is a good example of how to exploit the app using the trails and hunts for half-term and other holiday activities.
- The events section of the App connects with the soon to be launched new Explore Wiltshire Events web app, sharing the same content management system. This means that to advertise events on both applications the editors only need to input the information once. Keeping event information up to date is a key task for town and parish councils.
- Please feedback any comments on the App content to Terry Bracher, Heritage Service Manager. Terry.bracher@wiltshire.gov.uk

You can download the Explore Wiltshire App for free vis Google Play (for Android phones) and Apple App Store (for iOS phones)