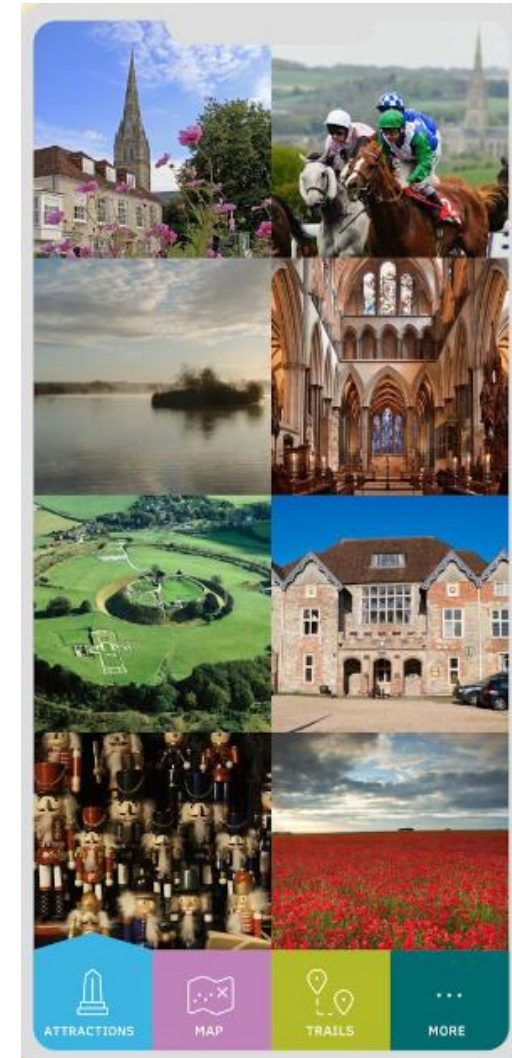


Update on Towns Programme App Development

Heritage Trails Apps

- Activity to date:
 - We have reviewed the existing provision and learnt lessons from:
 - Salisbury
 - Malmesbury
 - Corsham
 - Key lessons:
 - Focus on story-telling and generating interest – showcasing local culture to attract residents and visitors
 - Deploy use of audio and video
 - Avoid duplicating provision – the system should direct people to existing work where it exists to maximise resources



Heritage Trails Apps

- Programme development
 - Economy and Regeneration and Heritage Services working jointly to develop App with Calvium
 - Working with town and parish councils to create shared platform where each town or local area has a discreet space where they can add other trails, including seasonal options
 - Co-producing local stories with local people
 - Adding audio and video to create a more engaging offer
 - Working with high profile historians to maximise the audience including audio introductions to each town or local area



Salisbury Trails App

📍 Salisbury City Centre

Salisbury has so much to see and do it can sometimes be hard to know where to start, but there is an app that makes sightseeing easy.

The Salisbury Trails App is a free digital service that you can download to your phone which helps to explore the city's rich heritage and hidden histories.

It provides self-guided themed trails that are perfect for those on a sightseeing mission or a curious wanderer.

Both residents and visitors can uncover Salisbury's unique heritage and points of interest, whether they are off the beaten track or hidden gems. Themed trails include:

- Medieval Meanderings which takes people on a walk through Salisbury's medieval streets and into historic buildings.
- Witchcraft, Riots and Treason highlights the trials and tribulations experienced by the city and its people.
- #LookUpSalisbury takes its inspiration from Salisbury Civic Society's book Salisbury in detail and reveals some of the strange and fun features of the city's historic buildings including a bear, a lion and the mythical symbol of Wessex - the Wyvern

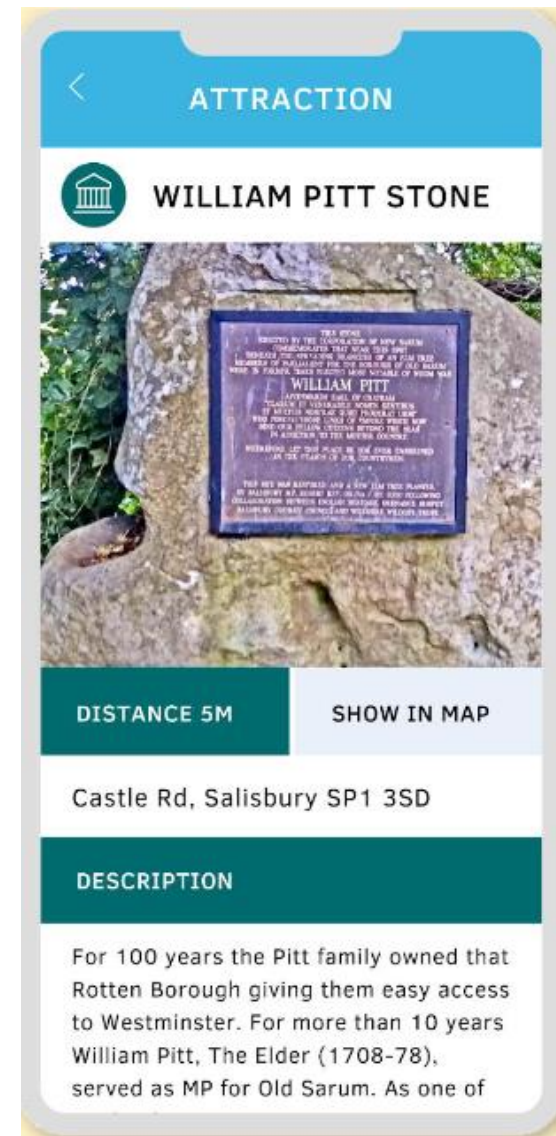
The app includes historic photos, engravings and information from the archives of the Wiltshire and Swindon History Centre that show how Salisbury has changed over time.

The Salisbury Trails App is free to download to Apple and Android devices via the [Apple App-Store](#) and [Google Play](#).



Heritage Trail Apps: Towns

- Bradford on Avon
- Chippenham
- Devizes
- Marlborough
- Pewsey
- Trowbridge
- Warminster
- Cricklade
- Royal Wootton Bassett
- **South Wiltshire - including Tisbury and Wilton** in the first tranche; with Downton, Mere, Ludgershall and Tidworth following at a later date.



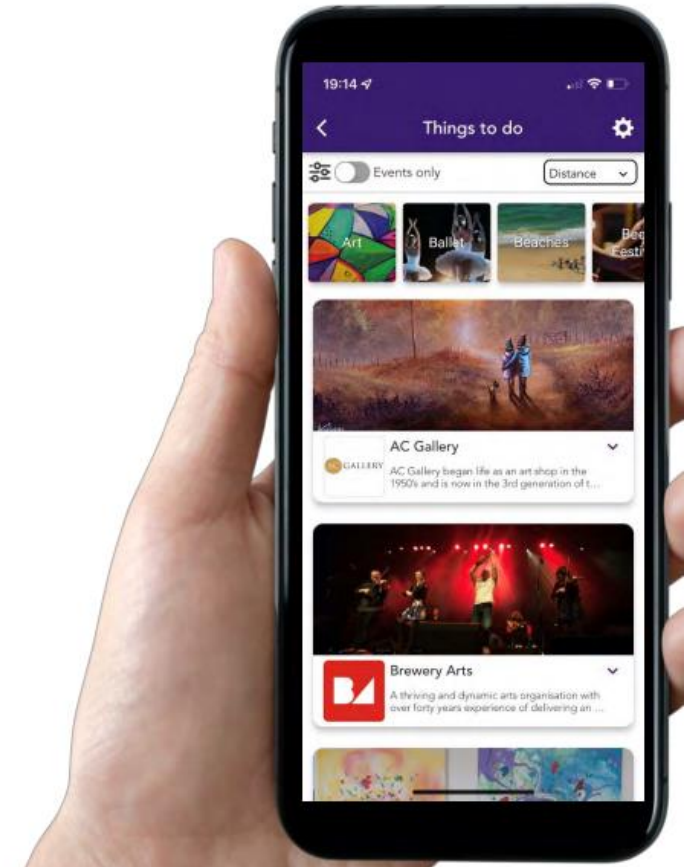
What's on in Wiltshire

- Existing Provision for events
 - Targeted at people external to Wiltshire
 - OR targeted at individual areas
 - Social Media marketing
 - Not searchable



What's on in Wiltshire

- Market Solutions
 - Retail based, focusing on sharing offers
 - Ad based – not offering functionality
 - Not event focused – events are an option, the app acts more as a business directory



What's on in Wiltshire

Conclusions:

- Web-app approach, focusing on functionality and linking with search engine optimisation, while retaining mobile device focus.
- Content curation – we will need to automate content upload, but only from trusted partners. This is for one-off, commercial events not regular community groups
- A content tagging system for events that allows users to sort by location and theme, as well as accessibility tags such as price
- An attractive and exciting user interface, which can deliver a range of content reliably such as text, images, audio and video
- Bespoke – integrating with our existing systems