

Hello Mrs O'Hagan,
I hope this message finds you well.

Over the past seven years, TrailTale has collaborated with numerous districts, cities, towns, and villages to develop self-guided heritage and nature walk routes, showcasing them on our popular and free mobile phone app - TrailTale. I am aware that obtaining budgets for such initiatives has become increasingly challenging, exacerbated by the Chancellor's recent Autumn Statement, which suggested forthcoming budget cuts for councils, further complicating the situation.

Yet, establishing a heritage trail for Wem holds the potential to attract more visitors and revitalise the high street, particularly for a town of your size. Several small towns have already enjoyed the results of our projects.

TrailTale Services C.I.C. was established to support the communities of the smaller towns in GB. We are actively working with The National Lottery Heritage Fund to secure a budget that would enable us to create and feature an engaging heritage trail for small towns in the West Midlands, featuring it on our popular and free mobile phone app.

There will be **no financial burden** on the council, and additionally, **the intellectual property rights** of the information generated through this collaboration will **belong to the council**, allowing you to use it for other projects.

The TrailTale app, a free application launched in 2005, and since then I have been working with Districts, Boroughs, cities, towns, and village councils. For them, we've developed town trails and heritage trails aimed at attracting more visitors and revitalising the high street. Until now, these services were paid for by town councils. However, in the past year, I've observed that many towns, especially smaller ones, are facing challenges in allocating budgets for such projects, despite their rich historical offerings.

In response, I've approached The Heritage Lottery Fund with a proposal to seek a grant. This grant would enable me to create trails for 8-12 towns in the West Midlands. To apply for this grant, I require a letter of necessity from the town clerk or chair, and I can provide you with the required format. I plan to handle the grant application process and project management under the NHLF. Importantly, there will be no cost incurred by the town itself

A few facts about TrailTale:

1. TrailTale includes 143 trails around GB at the moment;
2. We have over 100,000 downloads in Google Play and iOs platforms;
3. The app attracts many very complementary comments and is very popular by those seeking to explore historic towns;
4. The app is completely free to the end users without any ads and is very simple to use;
5. TrailTale Services C.I.C. is established to provide this service to the smaller towns, and thus all the IP for the trails we produce remain with the towns.

I do hope that this email provides you with the information you need to the council's meeting. I obviously be very happy to answer any question you may have.

Best Regards,

Rafi Ilivitzky
Managing director