

TRAILTALE



Supporting the Smaller Towns of GB



Many small towns in GB boast rich histories and captivating heritage. We want to help showcase them through an engaging heritage trail using our mobile phone app



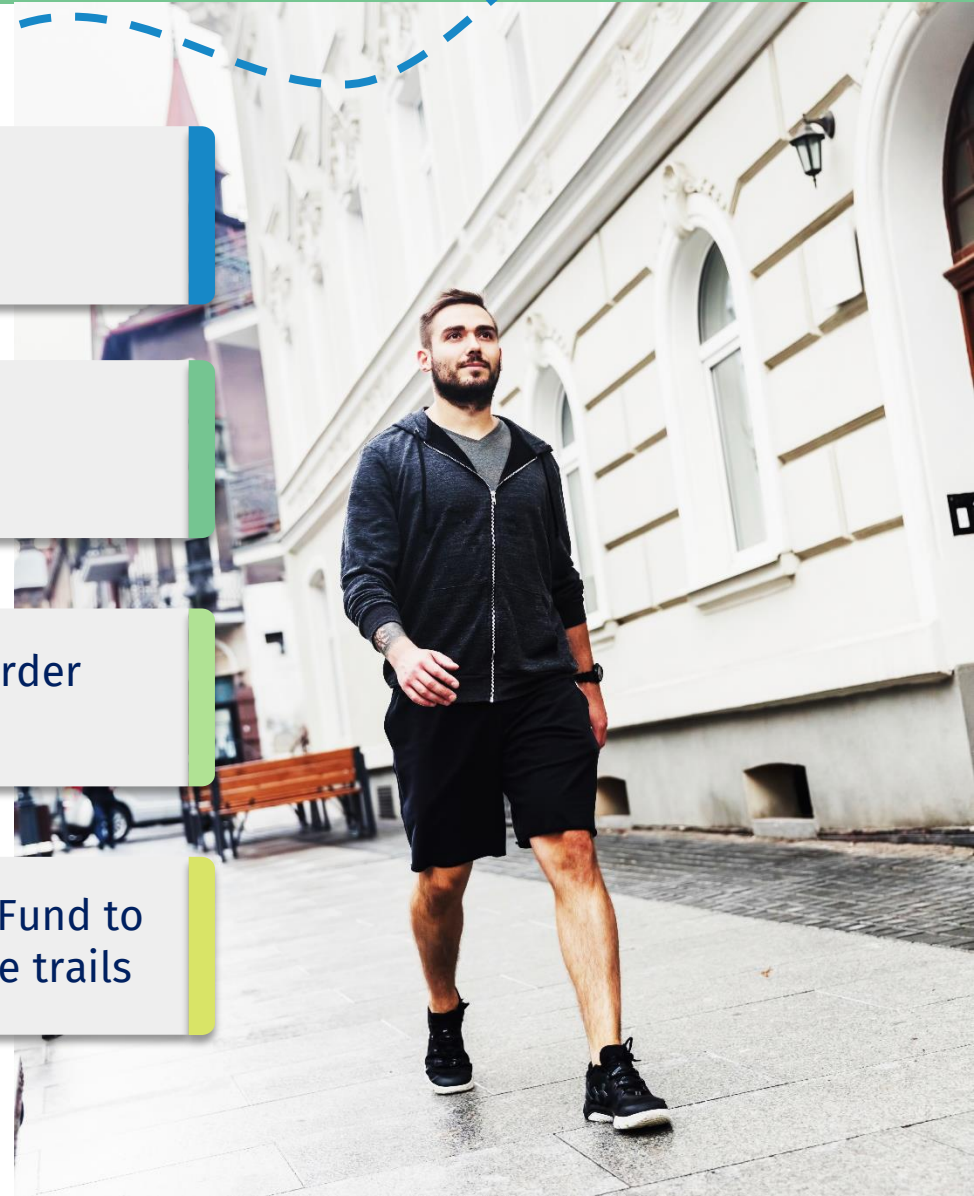
Having a heritage trail will help regenerate the town centre by bringing more visitors



The latest Chancellor's Autumn budget statement will make it harder for such towns to fund such a project



TrailTale Services C.I.C. works with the National Heritage Lottery Fund to secure a grant that will enable us to develop and feature heritage trails



The TrailTale Story



A Popular Mobile Phone Application



Released in
November 2015



Currently there are
over 97,000 downloads



Providing two services:

- Guided Walk Routes in GB – 142 routes
- 'Explore Near Me' – a GPS based service displaying all the Points of Interest around the user's location – about 3000 points, in or around 132 places in GB



Used internationally, with
users from over 170 countries
downloading it even today



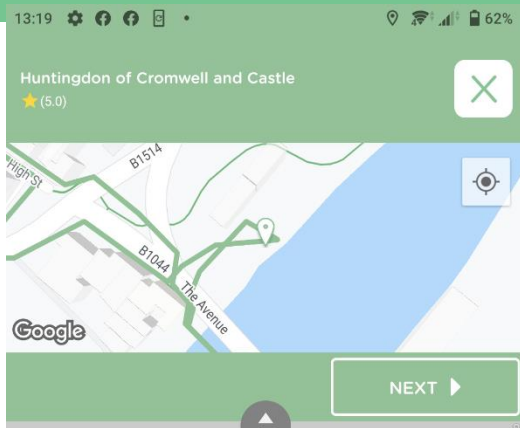
Excellent reviews:

"Wonderful free app. So simple. It guides you to interesting corners and sites off the beaten track and doesn't try and sell you stuff. Refreshingly generous in spirit."

TrailTale Route Coverage



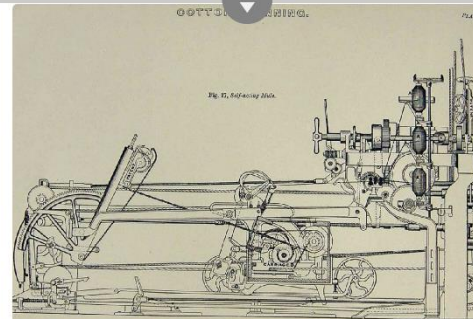
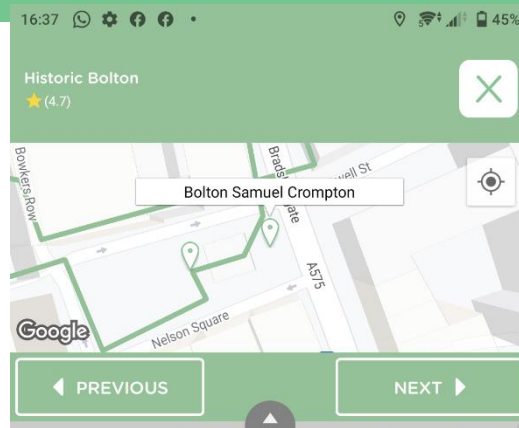
TrailTale Details



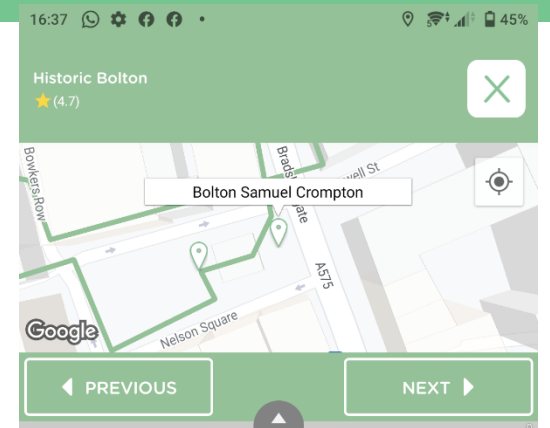
Godmanchester Steam Mill



An extract from a postcard, c.1950, with the Godmanchester Steam Mill at the bottom.
Public domain



A black and white diagram on yellowish paper, featuring a self-acting spinning mule. Various parts are indicated with letters. Cogs and driving belts are visible, with the carriage having two wheels in the centre.
Public domain



He was buried at St Peter's ch.

The statue in Nelson Square was unveiled more than 30 years after his death when his biography was published highlighting his contribution to the cotton industry. It was the first civic statue in Bolton. Crompton's black bronze figure sitting on a chair overlooking the street atop a polished granite plinth, low relief bronze panels depicting Crompton's home Hall i' th' Wood, and the Spinning Mule.

References:

<https://www.britannica.com/biography/Samuel-Crompton>



Facing the front of the statue, please turn right and walk along Bradshawgate. Cross it to the other side using the first pedestrian crossing, turn left and walk to the first street on your right. This is Wood Street.

Our Proposal to Towns



Let us use our experience and excellent platform to develop and host an informative and enjoyable heritage trail taking the visitors via the High Street and local attractions

01

We will undertake the following to complete the work:

- Research the town to find the best route
- Travel to the town to take the necessary photos, and confirm the suitability of the route
- Write the story behind each of the points (200-400 words typically)
- English proof the stories using an external expert
- Source additional images where appropriate
- Source the location for each point
- Upload the information onto the TrailTale repository
- Assemble the route and publish it
- Host the route on the TrailTale app

02



Promote the routes via our campaigns, blogs and website

03



Working with the NHLF to support the smaller towns, making it free of charge for the town council, or any other organisation working on its behalf

04



Make it exceptionally quick, each route development as listed above is delivered within four weeks (Subject to timeframe agreed with NHLF)

Why TrailTale?



The only mobile phone app dedicated to publishing routes for smaller cities, towns and villages



All the other apps are focused on London, and the main tourist cities

It is free to download and use



Other apps charge to download, or use each of the trails. A free app generates significantly more downloads, creating a more positive vibe with users

Simple to use



Within a couple of clicks the user is taken to their desired route, or find individual points of interest

TrailTale's routes and stories are more informative than any of its rivals



Our carefully selected POIs and stories that we tell, make it the most enjoyable guided walks app

Theme selected POIs



There are 15 categories from which the user can select their preferred themed points of interest, including – Military affiliated, Child centred activities, Nature points, Royal stories, Film locations, Transportation and Art venues

To Summarise



TRAILTALE

