

FOR A SAFER, WELCOMING CITY

Pledge 70 – Use phone apps and digital technology to enrich the tourism experience

What we said we would do: We will use phone apps and digital technology to enrich the tourism experience. This will also mean that local residents can hold the keys to our city's past in their hands.

What we wanted to achieve: Deliver the Plymouth Trails project complete with three newly developed trails, an engagement programme, and a free walking app for tourists and locals. These trails would open up Plymouth's heritage and link both to tourist attractions and to other heritage offers in the city, including The Box, Smeaton's Tower and the Elizabethan House. The three newly developed trails were to be the Mayflower Trail, City Centre Trail and the Hoe Trail.

What we have done: Initial development of the new trails started in 2018 with core research being carried out by Cornerstone Praxis (part of the University of Plymouth) and multiple consultations on the routes. The engagement programme, funded by the National Lottery Heritage Fund (NLHF), saw continued consultation with volunteers and partners across the city, including Plymouth College of Art and community groups via Theatre Royal Plymouth. This shaped the content and style of the three core trails, with additional research and content development taking place throughout the project until June 2020. The engagement programme also increased the accessibility of the trails, in collaboration with PADAN (Plymouth Area Disability Action Network), with numerous dropped kerbs, added seating and improved facilities, plus dedicated booklets and alternative routes. Children's activity pages and school resources were created for the three core trails, all of which are available to download free of charge. Local groups were consulted in this process, including Arts Society South Devon and local teachers. The NLHF funding also enabled the delivery of three Mayflower murals – one on the Barbican and two in the wider community; Leigham and Ford.

Plymouth Trails was launched in July 2020 and is [available to download for free from both the App Store and Play Store](#), containing the three core trails and three partner trails. The partner trails include the American Tree Trail (in collaboration with Plymouth Tree Partnership), Sutton Harbour Heritage Trail (from Sutton Harbour Company) and the Waterfront Walkway (South West Coast Path). The app unveils Plymouth's heritage using real-time maps, text, historical images, videos, image overlay and audio guides. The audio guide element was voiced by a local woman, selected from an open call for an authentic Plymouth voice. Within the app, the three core trails are also available in French, Spanish and German. As of 31 August 2020 the app had 2,045 users. The Mayflower Trail was also delivered via bronze monoliths and in-ground markers on the Barbican. Throughout the project, the intention was to work with local suppliers and groups, including artists, designers, translators and recording studios.

What's next: Generating further downloads and adding more trails to the offer. This will extend the reach of the app past the city centre and waterfront, to the north of the city and to other areas such as Devonport. It will also work to widen the type of trail available for tourists (i.e. art, nature, heritage). New potential trails and content include the Cooperative Way, the Devonport Heritage Trail, Women in Plymouth, Royal William Yard, and a Heritage Locator, among many more.

Find out more!

Here are some news stories about our work to deliver the pledge:

<https://www.visitplymouth.co.uk/visitor-information/news/2020/7/20/new-app-set-to-take-you-on-a-journey-through-plymouth-s-past-a3698>

<https://www.visitplymouth.co.uk/visitor-information/news/2020/8/28/audio-now-available-on-the-plymouth-trails-app-a3709>

https://www.facebook.com/watch/live/?v=1614332578745739&ref=watch_permalink

