

Case study 2 - website-based walking tours

Using: Soundcloud, Spotify, Wordpress, Mapbox, Chatfuel, Messenger

Dunfermline Tours

Dunfermline Tours is a new website that provides stories and information about Dunfermline, funded by Scottish Enterprise and partners in the area.

Website: <https://dunfermline.tours/>

They have developed 6 different tours:

Tour	Type of Content	Technology Used	Suppliers	Budget Tender
St Margaret's Journey	45 minutes studio recorded and actor performed audio with sound effects. Performers' script included on website for accessibility / no headphones	<u>Wordpress</u> , <u>Mapbox</u> , <u>Soundcloud</u> to share	ATS Heritage	12k + website build
International Connections	Written interpretation, archive photos, commissioned photos, oral history files, Spotify playlists	<u>Wordpress</u> , <u>Mapbox</u> , <u>Spotify</u>	Joi Polloi	Website build
Right Royal Toun	Written interpretation, archive photos, commissioned photos, oral history files	<u>Wordpress</u> , <u>Mapbox</u>	Joi Polloi	Website build
Dunfermline's Soundtrack	Written interpretation, archive photos, commissioned photos, oral history files, Spotify playlists	<u>Wordpress</u> , <u>Mapbox</u> <u>Spotify</u>	Joi Polloi	Website build
Dunfermline's Mysteries	Written interpretation, archive photos, commissioned photos, commissioned maps	<u>Wordpress</u> , <u>Messenger</u> , <u>Chatfuel</u>	Joi Polloi	16k (2 websites) + website build
Fantasy Family Safari	Written interpretation, archive photos, commissioned photos, commissioned maps	<u>Wordpress</u> , <u>Messenger</u> , <u>Chatfuel</u>	Joi Polloi	16k (2 websites) + website build

Timeline:

The project is 18 months old (in May 2020). The time to write, create and deliver a tour depends on if the content is new or already exists. The process is the same as producing a website or a publicity leaflet.



Budget and costs:

Budget tendered to build website for six digital tours was £18k.

Total cost for content and website for six tours was £46k, average of £7.3k per tour.

Annual running costs estimated <£2000 per year excluding staff time for checking data, links, enquiries etc.

Some services (Mapbox) are based on usage. Free to a certain level then charge a fee.

Using a Wordpress site for the website means that staff can update the media library and edit content themselves, as it is a simple Content Management System.

If the website receives excessive traffic, then hosting and map costs will increase. However, the data will show where and when this traffic is visiting the site and therefore provides information to consider what local business might benefit from this traffic and approach them for sponsorship support.

There are no plans to monetise. The design of the model was based on the sustainability of use and costs, with the aim to keep annual running costs low.

Recommendations:

There is little visitor / audience research done in Fife which meant much of the decision-making was based on anecdotal experience. The content can be edited and changed should the data from the website reveal there are topics of more interest than others.

Start with what your audience is interested in and build from there.

Marketing is important to allow people to find out about new content.

Allocate funds to allow digital marketing and social media adverts - they give great choice for targeting, and also return good data.

Use existing insights and audience knowledge when making decisions where to advertise and how.

