

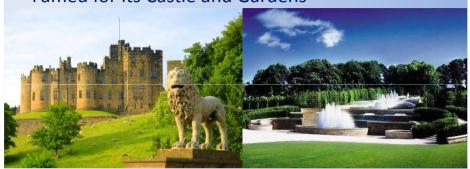
Alnwick Trail technology

Andrew Duff

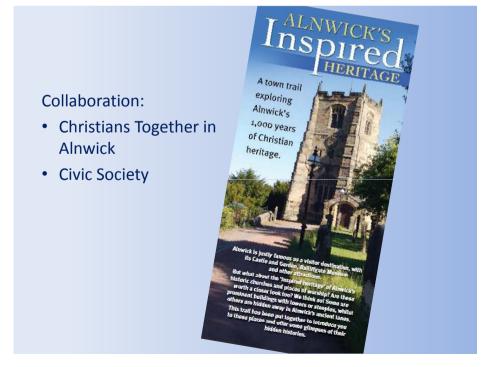


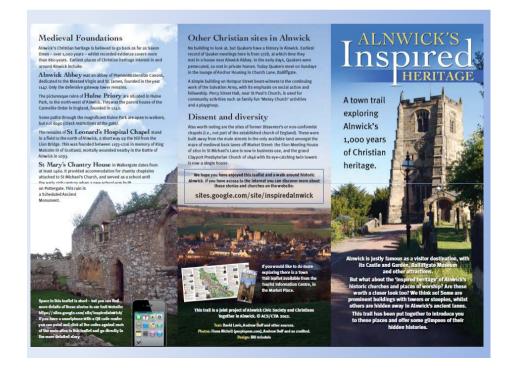
Alnwick, Northumberland

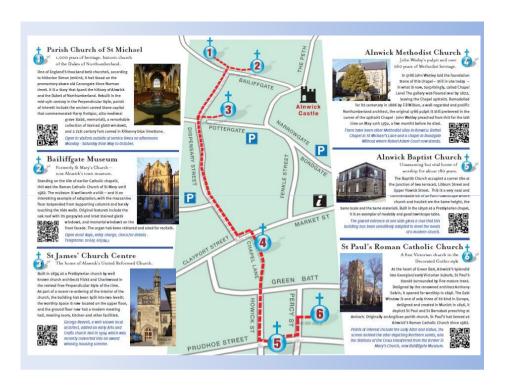
Famed for its Castle and Gardens



...but what about the 'hidden heritage' of historic churches?







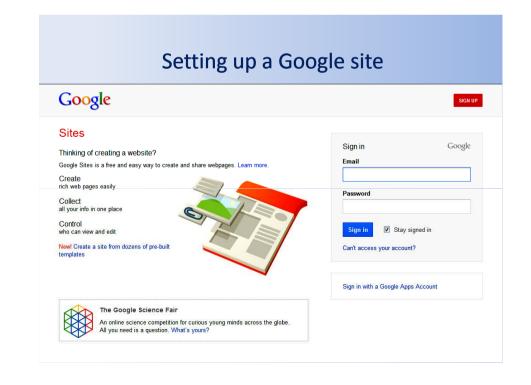
Project vision & concept

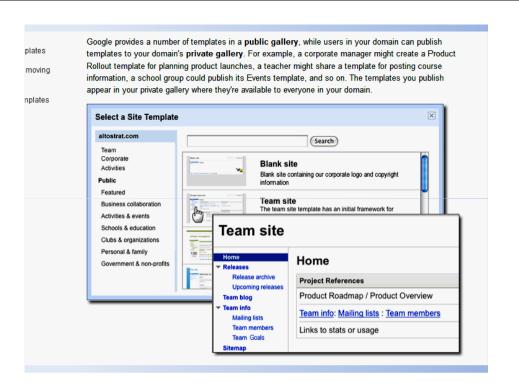
- Encourage visitors to explore more of Alnwick
- Reflect unity amongst the churches
- Story links the sites over a 1,000 year timeline
- Low cost model using volunteer effort
- Combine succinct, easy to use print with more extensive online content
- Linked via QR (Quick Response) codes
- Low maintenance

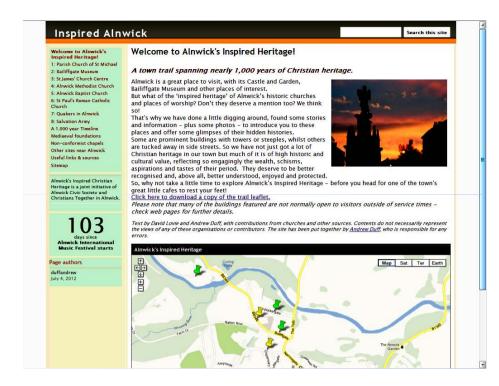


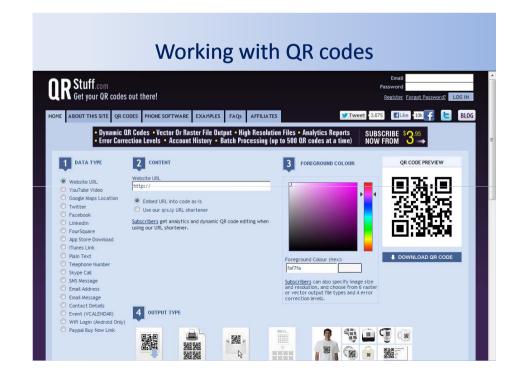
Project process

- Research stories
- Draft trail consult
- Live test organised walk
- Google site with text, images, links etc
- Generate QR codes for each main site
- Embed codes in trail leaflet
- Final print and launch
- Feedback















Feedback and outcomes

- 2,000 leaflets produced Total cost: £297
- Popular according to the TIC
- Northumberland Tourism put PDF on website
- Stock mostly gone in one season
- Some have used it as a prayer-walk route
- Not clear how many use QR codes, but they've been a great talking point!
- Hope to do more with website



Thank you

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