The Big Idea

Take It Online

If you prefer, make a digital trail.

Story Maps is a tool that helps create digital trails. https://storymaps.arcgis.com

Creating A Trail?

Trails are a great way to welcome visitors and locals to a place. There are lots of different types of trail. Start by thinking about the sort of trail you want to create and who the trail might be for.

Make a list of the different groups of people you want to attract.

How will you make them want to take part in your trail?

Where Will Your Trail Go?

Trails usually have about six places to stop. Which places do you find interesting? Which places might be of interest to your audience? List as many as you can think of and then select the six best ones and plot them on a map. If you have collected EUS data add this to the map.

Design

Design a trail to print. Make it as attractive as you can. Use colour and clear signs and words.

Look at the examples provided?

What about markers for your trail?

Will these be things that exist already or will you create labels or clues?

Design icons to show if your questions are about Knowledge and understanding, Challenges or Fun.

Welcome to our Town
Create a trail to introduce locals and visitors to some of your town's best features

Questions

Most trails will use three different types of question:

Knowledge and understanding;

Find out about…

Challenge questions

Find, collect, draw, answer, find a clue…

Enjoyment and fun

Challenges, missions, take a selfie, tell a joke, mime, video challenge…

What sort of questions will you use? You may choose to mix all three.

Challenge Questions

Draft your questions and test them with a partner. Are your trail questions or challenges clear? Are they easy to follow?

How could you make them better?