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Meeting: Arts, Culture and Tourism Committee, Item ACT2.11

Date: 12 October 2021

Author: Project Officer

Subject: Request for a temporary Snowdrop Trail

1.0 Purpose of report

- 1.1 For councillors to consider a request from the Snowdrop Festival team to host a temporary snowdrop themed trail on the heritage trail app.

2.0 Background information

- 2.1 In September 2021, the Town Council launched the 'Shepton Mallet History Walks' app which hosts a number of themed heritage trails. The app is free to download and use. As part of the agreement to fund the project, it was agreed that the Town Council would pay 5 years' of hosting fees upfront to ensure medium term longevity.
- 2.2 The app offers the possibility of adding additional trails, either on a temporary or permanent basis. The app hosting company have quoted approximately £50 + VAT to add an additional trail recording to the platform.
- 2.3 The Snowdrop Festival team have asked whether the Town Council would be willing to consider hosting a temporary trail on the app to showcase the best sites of snowdrop planting in Shepton Mallet during the snowdrop season. The trail will also reference the life and work of James Allen, the 'Snowdrop King' and his legacy in the town. The anticipated benefits of the trail are to increase footfall to the town centre and encourage out of season visitors; provide entertainment and interest to local residents; and strengthen the relationship with local community groups to promote the arts, culture and local heritage - all priorities of the Town Plan.
- 2.4 The committee is being asked to consider the request to host the snowdrop trail and cover the £50 fee to upload the trail to the app (from the 800-4223 Tourism budget). This agreement is on the understanding that the Snowdrop Festival team will:

- Supply the audio recordings to the required standard and format
- Supply the GPS data for the trails
- Supply the written content for the app

2.5 The new trail would be added from approximately 31 January to 7 March.

3.0 Financial Information

3.1 The committee is being asked to consider spending £50 from the 800 - 4223 Tourism budget for 2021/2022 for this initiative.

4.0 Recommendations

4.1 For councillors to consider and agree to allow a temporary snowdrop themed trail to be added to the heritage trail app from 31 January to 7 March.

4.2 For councillors to consider and agree to cover the £50 fee for uploading the trail to the app.