

# PRESENTER NOTES TO ACCOMPANY SLIDES

Updated 02/03/29

## Slide 1

Hi, I'm XXXXXXXXX

< *ICEBREAKER: Ask participants to introduce themselves and why they are here* >

## Slide 2

SOME CONTEXT:

Garock Connections is ...

- Suite of 25 Projects
- Area taking in Garnock Valley, the 3 Towns, Kilwinning & Irvine
- Aims to enhance the environment and community engagement with cultural and natural heritage

Places That We Know is ...

- Heritage Interpretation project for GC
- Overall aim of helping communities to engage with and preserve the heritage that of their local area and those nearby

Significant element is creating digital tools that allow individuals, organisations and groups to do things themselves, in their own way, in their own time.

App - for exploring and creating heritage trails

Online Archive (launching April) - for preserving, exploring and sharing Items of interest, including images, audio recordings, videos, documents, etc ... and heritage trails!

Future versions of App will integrate the Archive, allowing you to add Items to Points on your trails.

Both are long-term resources for the community that will deepen in value as people engage with them over time.

## Slide 3

Places That We Know App

Soft Launch January 2020

Full Launch April 2020

Available in the App Store and Google Play

Important to emphasize that this is a tool FOR THE COMMUNITY, use it HOW YOU LIKE

There are numerous heritage trail apps containing 1 or 2 trails that remain static. This is open to anyone.

By being community-led, we hope to:

- encourage a sense of ownership,
- create MORE trails
- create BETTER trails (by those who know and love the places they live)
- DIVERSE perspectives

*Some people will focus upon History, others upon Nature, others Art, etc,*

*etc*

You can organise your own Launch Events or Promotion for trails you make.

Each trail you create has a dedicated URL on the website.

Go ahead and organise things; you don't need permission.

## **Slide 4**

App vs Website

To clarify, there is:

- the Places That We Know app. You download it to your device and either explore other people's trails or create your own.
- and the Places That We Know website. this hosts info about the project and will host the Heritage Archive when it launches. But you can also explore and create Trails on the website.

## **Slide 5**

App vs Website

They are all part of the same thing.

The account you create when you sign up through the website is the same as you use in the app, and vice versa.

Likewise, Trails you create with the app can be accessed through the website, and vice versa.

In practical terms, you are likely to use BOTH when creating a trail. They each have their pros & cons.

## Slide 6

The App is excellent for the immediacy of being out in the landscape.

Pros:

You can use it to track your GPS position as you walk around.

If you see or hear something special, you can capture it then and there.

Cons:

Heavy on data

Upload speed depends on signal

GPS is wobbly. This can be a problem if it draws your route into a river or a field full of cows.

## Slide 7

Website

Some things are hard on a phone, like writing long bits of text or locating specific files.

You may wish to wait until you're at home with a cup of tea in the warm.

GPS tracking can be quite shaky. The online editor allows you to be much more precise.

To sum up: the App and Website are 2 sides of the same coin. Use them however works for you.

## Slide 8

So what is a Trail ...

## Slide 9

To be clear on the Terminology, in Places That We Know, a Trail consists of:

- a Route made up of a series of coordinates
- Points of Interest along the Route, each of which can contain Text, Images, Audio and eventually Video (added in an imminent update)

But, beyond that it's up to you ...

## Slide 10

In order for your Trail to be visible to other people in the App or online, you must Publish it.

All Trails start off unpublished, so that you can go away and come back to them without worrying about people seeing your unfinished work.

When ready, you have to actively publish your Trail from the website or within the App.

## Slide 11

The practical steps to make a trail are quite easy.  
So, before we get into specifics, it's worth asking a more general question:  
What is a Trail?

## Slide 12

Most heritage trails focus on history - you stop at points to see a historical photo and read about the history of the spot - but there's no reason they have to.

<— ASK THE ROOM: 'Can anyone suggest another kind of trail?' —>

EXAMPLES:

- *Audio Trail, spoken text*
- *Health & Wellbeing, points contain distance/calorie information, etc*
- *Story, each point is a chapter*
- *Climate Change, what might you have seen here 50 years ago? And in another 50?*
- *Treasure Hunt*
- *Musical Trail*
- *Poems*

—>

We want you to start thinking outside the box. You don't have to stick to the formula; in some cases you definitely shouldn't!

What audience are you aiming your trail at? What will interest them?

## Slide 13

Similarly, what makes a good trail? What would make you walk a trail?

- Does it have an interesting name?
- Does it contain useful information?
  - Is it obvious how difficult it is? Are there toilets nearby? How do you get there?
- Is it easy to locate the Points of Interest
  - Are they in the right spot?

- Do you need to tell people where to look?
- Does it look professional?
  - Spelling OK?
  - Interesting photos? Ask yourself, does anyone need to see this?
  - Very light editing of photos (filters/cropping) can make a big difference.
- How much do you need to say?
  - Do you want people to stand for ages reading their phone?
  - Are you engaging them or distracting them?
  - Keep it short.

## Slide 14

Remember, if someone has already made a trail somewhere, that doesn't stop you making one.

But ... how will it be different? Why would anyone choose yours?

## Slide 15

Feedback

There is a space to leave feedback after finishing a trail. This automatically notifies the trail creator.

You can use this to say if it was good/bad, offer suggestions for improvement, or to report practical things such as if a tree is blocking the path.

As this goes directly to the owner, it's worth leaving feedback and pay

attention to the feedback you receive.

## Slide 16

VERY IMPORTANT

You are responsible for the content you upload.

When you create an account - and each time you publish a trail through the app - you have to agree to the Places That We Know Terms of Use. This states that any breaches of copyright or posting of offensive material is your responsibility and may result in it being taken down.

With images and videos in particular, please check you have permission to share them.

Within the app, you can report any Trail or Point that you feel violates the Terms of Use

## Slide 17

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*Demonstrate how to create a trail using the website or the App  
REFER TO **How To Create A Trail - App** and **Online Editor** docs  
Afterwards, get participants to do the same on their computer.  
Go round room and answer questions or assist them.*

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