



# HIGH STREET SAFARI

## Bespoke Geogaming

**300,000+  
PLAYERS**

**1.6M+  
IMPRESSIONS**

**250+  
LOCATIONS**

**18  
CAMPAIGNS**



# Our Mission

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Every parent knows how hard it is to find engaging activities they can do as a family.

We want to give parents a free, outdoor experience that gets their kids out walking in the fresh air, engaging in stories and having a blast.

We want to help high streets by making them places for families to visit for leisure as well as shopping.

And, most of all, we passionately want to create unforgettable, immersive experiences for children.

*Stephen Blackwell, Executive Director & Founder*



# What We Do

We create innovative storytrails combining



Pokemon Go-type AR

&



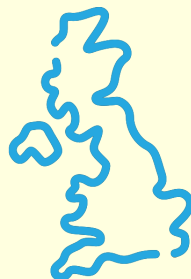
Storytelling Magic

Our unparalleled geogaming platform let's families play for free, without downloading an app or registering.



We can create  
bespoke 'event' trails or  
permanently sited ones

&



Our trails have ran in  
over 250 UK towns &  
cities



# High streets are suffering and families are hungry for leisure

## Problems for the High Street

### Low Footfall

Shopping patterns have been shifting people to out of town and online.



### Family Leisure

Families generally travel to town centres for 'mission' shopping rather than leisure.



### Funding

Big draw events are expensive and funding is very tight for many place management bodies.



## Problems for Families

### Too Much Screen Time

Finding new and nearby leisure activities for kids that gets out and about can be a challenge.



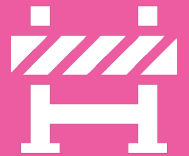
### Fitness & Fresh Air

Many parents worry about their kids getting out enough and want to encourage more walking.



### Cost

Many events and activities suitable for families are very expensive and costs can be prohibitive.



# The Solution

## Increase Footfall

Our experiences draw families into centres throughout the year.



## Exciting & Rewarding

Players aren't passive viewers on a trail, they directly interact with the story & characters.



## Low Cost & Simple

Our experiences are free for players and very economic to host.



## Analytics

We collect and give vital analytic reports to clients during and after events.



## Business Engagement

We speak to participating businesses to reward players with discounts and encourage visits.



## Intuitive & Responsible

Our tech means anyone can play on any device. Contactless means safe & environmentally friendly.



**Astonishingly excellent... Fantastic affordable trails to get your local community up and out walking.**

- Tina Gambell, Wisbech Parish Council

 **Trustpilot**



**What a fantastic experience we had walking around! Great fun! The ebook is amazing! Well done!**

- Laura Silva, Trustpilot



# Hosting

We partner with organisations from councils, BIDs, country parks & estates to museums and attractions, who choose venues in their locations for 'story-points'. These can be permanently sited or regularly alternated to new venues.

## What We Do:

- Create all artwork, copywriting, animation and design work
- Provide all the trail artwork signage
- Set up your bespoke trail website, including a map, FAQs, eBook and Contact
- Set up all the systems, including donations, which will identify every location on the trail individually
- Run a marketing campaign
- Give you a Marketing Toolkit, specially developed for the trail
- Send you a weekly report on the number of people using the trail and amount raised for charity

## What You Do:

- Identify a theme for the trail and charity to raise funds for, if desired
- Decide if you want to engage local stakeholders in designing your trail and characters
- Decide where you want to put up the 10 trail decals within your area
- Give us the venue list so we can create a map
- Use the Marketing Toolkit



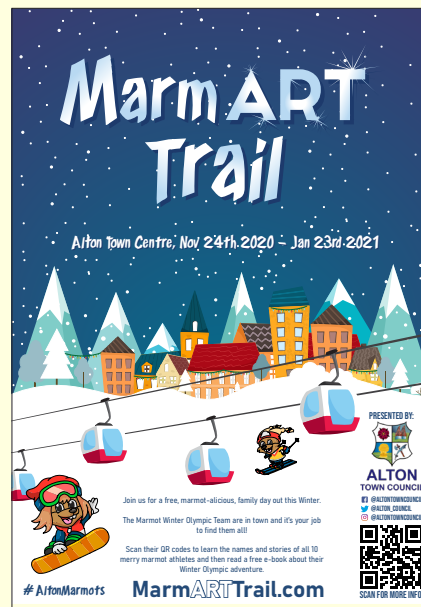
Hosts install the story-points via vinyl window stickers, correx boards or aluminium signs.

# Case Studies

**What:** MarmART Trail  
**Who:** Alton Town Council  
**Where:** Alton, Hampshire  
**Population:** 16,000  
**Players:** 4,000

## MarmART Trail

Alton Town Council came to us with a beautifully wacky idea for a trail of Marmots doing winter sports. We created a fun, eye-catching, safe and interactive experience for the town. The trail included a series of animated characters for their digital stamps, beautiful 1.5m window decals of the Marmots and engaging stories which ended in a free eBook 'Marmite and the Marmot Games' for players. **Over 4000 players** took part in the trail despite being interrupted by a national lockdown.



## Santa Needs You!

A FREE, AUGMENTED REALITY TRAIL

**What:** Santa Needs You!  
**Who:** Blaenau Gwent County Council  
**Where:** Blaina, Blaenau Gwent  
**Population:** 4,000  
**Players:** 1,000



With a population of just 4808, Blaina ran our Santa Needs You! Trail in December 2021. The trail used augmented reality characters to immerse players in the story and engaged by letting them take selfies with them. The trail proved to be a huge success and over 1000 players took part.



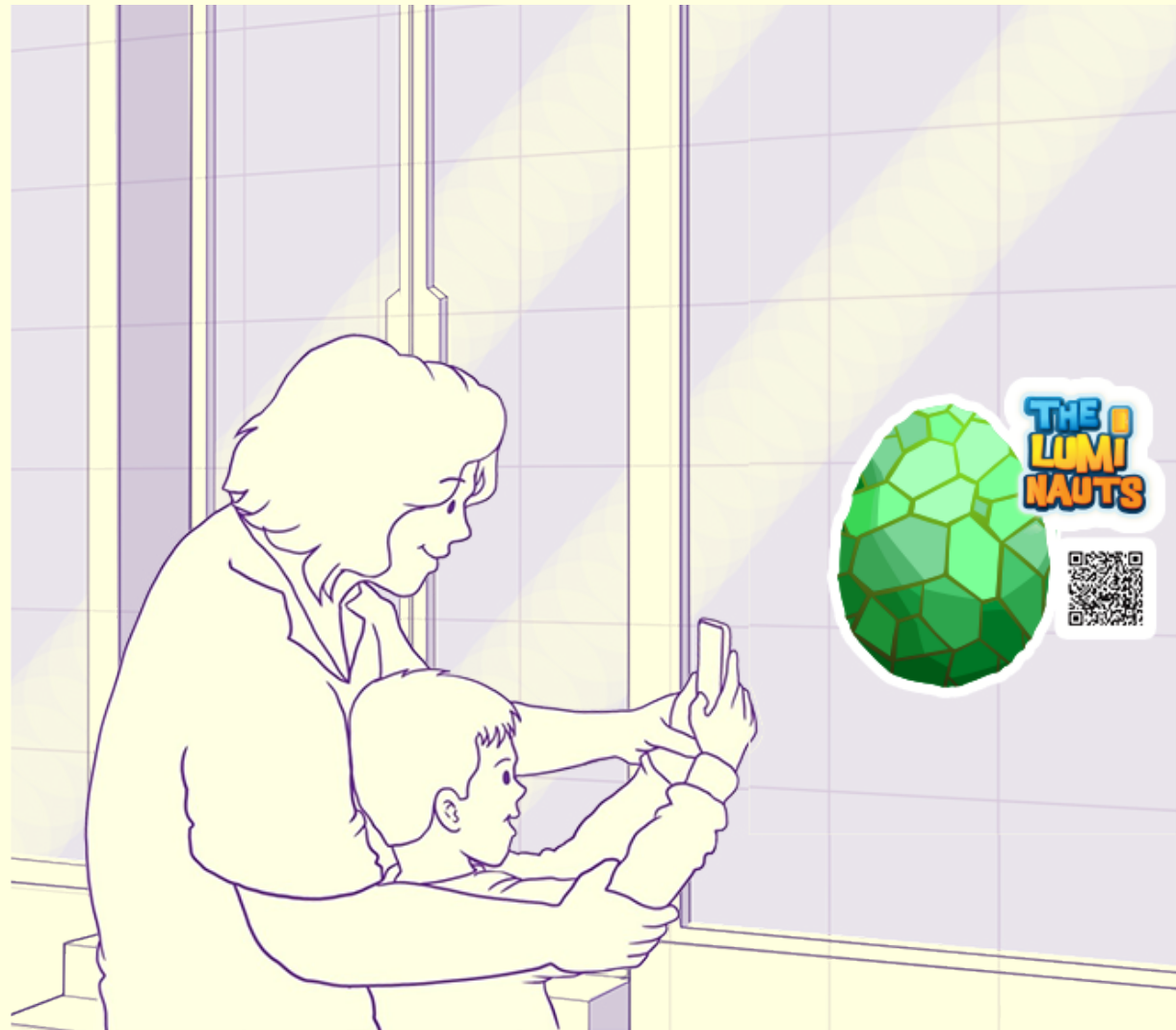
# Customer Experience

Because of our unique web-app technology, players don't need to download anything or register to play. They simply go to our website to begin their experience.

Each story-point has a unique QR code and NFC tag for players to scan or tap with their smartphone. Once a story-point is scanned, a digital stamp of an object is collected (Easter eggs in the example). Characters are 'hidden' inside the objects and players use their smartphones to 'reveal' the characters within.

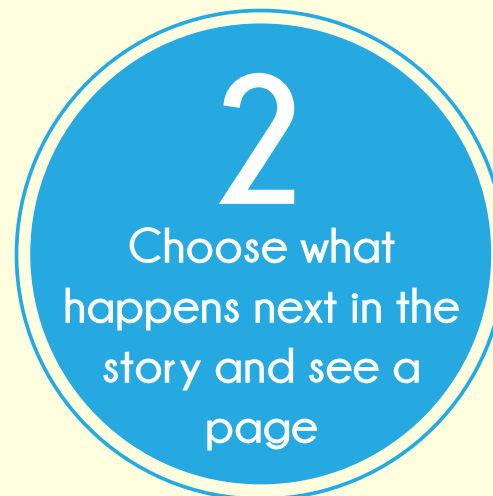
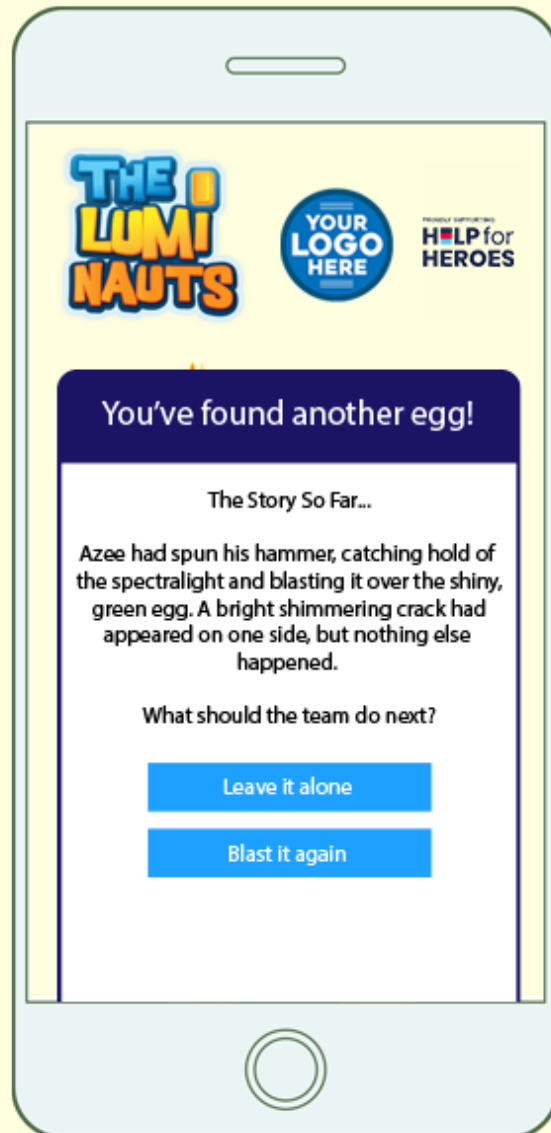
# 1

Scan or tap to collect





# Engaging



Children engage with the story by choosing what happens next and then seeing their choice in the next page of the storybook.



# Immersive

## 3

Players open the  
character in  
AR



The collected item is 'opened' with their smartphone to reveal the augmented reality character inside.

Families can take selfies or videos with the characters and share them on social media.



4

When finished, players can take 'mission complete' selfies and collect points for real badges.

Children will have something to share with their peers both on social media and at school. This increases brand awareness and gives families a rewarding sense of completion.

# Rewarding



## How do AR trails work?

Watch the video now



Scan or click





## Our Proposal to You

We want your support to make your project happen and to help us maximise its impact. Your investment will both enable us to make the project happen, and support it for its duration.

In return, we will produce a high-quality location-wide activity that embraces your existing audiences and projects, including the wider business community.

High Street Safari is accessed via mobile phones and the internet and we would use its interface to promote the centre and other activities. It can also be used to raise funds for local good causes, if you choose to.

The trail stop locations are in high footfall locations within the centre, but they have also been used successfully to lead people slightly off the beaten track, to explore more areas. As a result, the trail will encourage people to move about the area, to look at it in a new way and to discover more.

We see High Street Safari as a perfect vehicle for developing cross-sector working, partnerships spanning creative, cultural, commercial, heritage and statutory sectors.

## Costs

Your financial investment will support our online and offline set up costs, marketing and PR and activities.

Here you can see example cost outlines based on a year-long trail. Many factors of these quotes can be tailored to your specific needs, so these are general guides rather than firm costs.



# Standard Trail

These storytrails include our unique, choose-your-own story feature, collection platform (where players collect digital stamps of the characters/landmarks) and selfie functions. We create an artwork for each stop on the trail and can animate characters.



## Deliverables & Costs

### Marketing Materials- Print and Digital

Website (inc. Domain & Map Creation)	£300
Trail Assets (Window Vinyls/Correx Boards)	£500
Platform incl. charity donation facility	£620
<b>SUB TOTAL</b>	<b>£1,420</b>

### People & Time

Copywriter	£850
Character Illustration	£700
Character 3 Second Animation	£200
Project Management	£500
<b>SUB TOTAL</b>	<b>£2,250</b>

### Total Costs

<b>Deliverables</b>	<b>£3,670</b>
<b>Platform Hosting 1 Year*</b>	<b>£520</b>
<b>TOTAL COST</b>	<b>£4,190</b>

NOTE: This is based on a standard trail of 10 venues/characters  
 \*after year 1 the only cost would be hosting at £45 per month.

# Augmented Reality Trail

These storytrails include our unique, choose-your-own story feature, collection platform (where players collect digital stamps of the characters/landmarks) and selfie functions. We create 3D models and AR magic for each of the characters.



Try out the AR!  
Scan or click

## Deliverables & Costs

### Marketing Materials- Print and Digital

Website (inc. Domain & Map Creation)	£300
Trail Assets (Window Vinyls/Correx Boards)	£500
Platform incl. charity donation facility	£620
<b>SUB TOTAL</b>	<b>£1,420</b>

### People & Time

Copywriter	£850
Character Illustration	£700
Character 3D Modelling & AR	£3,500
Project Management	£500
<b>SUB TOTAL</b>	<b>£5,550</b>

### Total Costs

Deliverables	£6,970
Platform Hosting 1 Year*	£520
<b>TOTAL COST</b>	<b>£7,490</b>

NOTE: This is based on a standard trail of 10 venues/characters.  
\*after year 1 the only cost would be hosting at £45 per month.

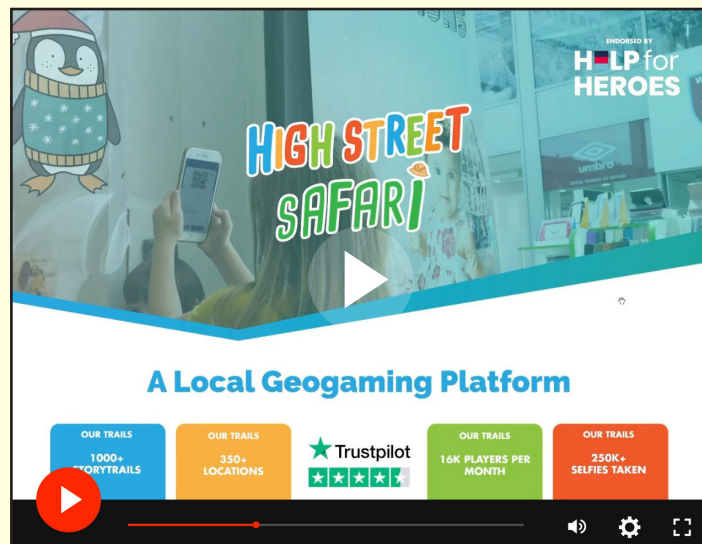
# Geogaming Platform

Our unparalleled new geogaming platform lets families play a library of storytrails - for free.

For a small extra annual fee, you can host your own permanent library of content, as well as your headline bespoke trail - which will include at least 18 experiences in the first year.

We'll also be adding at least 5 new experiences each year to keep the library constantly fresh. You can even link storytrails to other events, businesses or websites.

When adding the platform to a bespoke trail we reduce the annual cost to just £2,500 - so a total cost that incorporates your bespoke AR trail into the geogaming platform would cost under £10,000.



Watch our platform presentation to learn more



# Analytics

By providing periodic reports we will give you a view into the success of your trail and a fantastic opportunity to promote it's success.

As well as showing you how many people are doing the trail we calculate it's contribution to their health and the environment. These are fantastic figures to show the beneficial impact of the experience on the community.



## Storytrail Event Report

## Your Location



463

Estimated Players Took Part  
We base this figure on average group sizes of 3.8



1,854,400

Steps Walked on the Trail  
Estimated by average walking speed



92,700

Calories Burned on the Trail  
Estimated by average calories per step



+18%

Most Scanned Sticker(s)  
This could indicate a high footfall area or business.

N/A

Least Scanned Sticker(s)  
This could indicate a missing sticker or hard to find placement.



- 463 happy players
- Brought in families
- Created an audience database to build on

Return on Investment

★ Trustpilot  
4.5/5

"I did this Jubilee trail with my 4 year old daughter and she thoroughly enjoyed it. The markers were well displayed throughout the trail and with the digital map, reasonably easy to find. The stories were funny and well written and my daughter enjoyed listening to them at each marker. The winners selfie along with the free digital winners pack at the end made the whole adventure well worthwhile. It was a brilliant way to keep a child entertained for a morning and all I needed was a mobile phone. Will definitely look out for more in the future." Katie May McNeill, Trustpilot

"Nice walk full of history and funny characters. I love the idea of having a story with choices." Shinobara Rose, Trustpilot

"Did this trail with my little boy and it was lovely we really enjoyed it was nice to do something that don't cost and got us out in the fresh air and was fun following the story." Donna Hardy, Trustpilot

"The trail was fun to do and easy to find and love that you can take a congratulations selfie at the end. Well done can't wait for the next one." Sally Tattersall, Trustpilot



# Your Story

We work with our clients to create stories that reflect the unique qualities of their areas. We'll research the history, myths, characters and events that can be drawn on, and then brainstorm, with your input, to create a trail that fits your individual story.

The style of the story and artwork would also need to be developed in a way that best reflects the brand of your area. Our team of artists can develop any style required and, similarly, any 3D models produced.



Some of the character styles that we have produced.

# Our Team



**Stephen Blackwell**  
**CEO/Founder**

Former CEO of Casebook Events.

Expert in event management, digital design and UX.



**Rob Johnson**  
**Partnerships Manager**

Expert in business and partnership development.



**Amin Aziman**  
**Head of Design**

Expert in graphic, web and UX design. Illustrator and 3D artist.



**Neil Garner**  
**Advisor**

CEO of Thyngs Ltd.

Expert in business development and contactless technology.



# HIGH STREET SAFARI

**Thank you for reading!**

Please contact Stephen Blackwell, Executive Director

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