



Working Party Report

Thriving Communities

Full Council Briefing Note – 27 July 2026

Prepared by Town Clerk/RFO

1. BACKGROUND.

- 1.1. The Working Party had previously discussed a number of small-scale initiatives that could provide benefits to the community which could benefit the community.
- 1.2. As a result of those discussions, a Treasure Trail and High Street Safari have been identified as potential projects to encourage greater footfall within the town centre, support local businesses, promote community assets and local heritage, and provide a free, family-friendly activity that contributes to community wellbeing and visitor engagement.
- 1.3. The activities also align with our broader programme of initiatives designed to raise the town's profile as they encourage exploration, support local businesses, and create engaging visitor experiences that strengthen our Town of Culture bid by showcasing the town as a vibrant, creative, and welcoming destination.

2. LEGISLATION

- 2.1. The Town Council holds General Power of Competence as provided by the Localism Act 2011 (Chapter 1, Sections 1 – 8)¹
- 2.2. Local Government Act 1972 (Section 145)² also gives local authorities power to provide, arrange, or contribute towards the cost of entertainments, festivals, concerts, exhibitions, arts activities, and related facilities.

3. HIGH STREET SAFARI – FAMILY TRAIL PROPOSAL (AUTUMN 2026)

Overview

- 3.1. High Street Safari delivers interactive, app-free family trails designed to increase footfall, dwell time and participation in town centres, parks and attractions. Trails are short, walkable and easy for families to complete.
- 3.2. The format has been used in 400+ locations with 1M+ players since 2020.

How the Trails Work

- 3.3. Families follow a 7–10 stop walking route, scanning QR markers to unlock themed augmented-reality (AR) moments, collect characters, and complete a simple mission. A small

¹ [Localism Act 2011 - Explanatory Notes](#)

² [Local Government Act 1972](#)

physical reward (e.g., sticker) is provided at the end.

- 3.4. The model is designed to minimise drop-off and maximise completion.

Benefits to the Town Council and Local Business

- 3.5. The activity:

- Increases family footfall across the area
- Encourages movement between businesses and locations
- Supports local traders through participation opportunities
- Creates a visible, family-friendly event atmosphere
- Provides a structured activity during school holidays and weekends

Benefits for Families and the Community

- 3.6. The activity:

- Is a free, accessible activity
- No app is required and its quick to join
- Suitable for a wide age range
- Provides memorable shared experiences
- Offers a reward at completion

Delivery Responsibilities

- 3.7. High Street Safari Provides

- Trail concept, digital setup and AR content
- Artwork, markers/boards, trail sheets and reward stickers
- Marketing toolkit (press release, social media assets)
- Post-campaign analytics

- 3.8. Town Council Provides

- Confirming route and participating locations
- Installing markers
- Managing reward distribution
- Local promotion and permissions

Autumn 2026: The Cat in the Hat Trail

- 3.9. The working party is proposing the Cat In the Hat trail be commissioned for October–November

- 3.10. It is a seven-stop trail

- 3.11. It Includes:

- 7 markers/boards,

- 1,000 trail sheets, 500 prize stickers,
- Seven Augmented Reality experiences
- Digital activity pack
- Marketing toolkit, analytics

3.12. Completion rates: Previous campaigns using this format have achieved up to 90% completion among families who start.

4. TREASURE TRAILS

Overview

4.1. Treasure Trails is proposing the creation of a bespoke self-guided Treasure Trail for Sandown, designed to promote the town's heritage, seafront, green spaces, attractions and new council-led improvements.

4.2. The trail aims to increase visitor engagement, encourage local pride, support wellbeing, and boost footfall and spending in the town.

4.3. Trails Exist for Newport, Cowes, Shanklin, Ventnor, Yarmouth, Freshwater and Bembridge

Key Features

4.4. The Key Features include

- Approximately 2-hour walking route covering around 2 miles.
- Around 20 clues based on permanent town features such as plaques, signs, sculptures and landmarks.
- Available as a Detective Mystery, Spy Mission or Treasure Hunt format.
- Suitable for families, schools, residents and tourists.
- Intended to encourage exploration of both well-known and lesser-visited areas of Sandown.

Accessibility & Distribution

4.5. The trail would be available through:

- Printed A5 full-colour booklets.
- Downloadable PDF versions.
- Treasure Trails mobile app.

4.6. Participants submit their final answer online to receive a digital achievement badge and entry into a prize draw.

Delivery & Timescale

4.7. It is suggested the project start in January 2027 and be launched pre-Easter after a 6-8 development period.

4.8. Treasure Trails would undertake route planning, clue writing, testing and production.

4.9. There will be limited council involvement required beyond initial consultation.

Promotion & Reach

- 4.10. The trail would be listed on the Treasure Trails website and app, alongside over 1,200 UK trails.
- 4.11. Treasure Trails reports:
 - Over 1 million website sessions annually.
 - A database of 180,000+ users.
- 4.12. Optional co-branding with Sandown Town Council available.

Benefits

- 4.13. The suggested benefits of the offer are:
 - Increased visitor footfall and dwell time.
 - Greater use of local businesses and amenities.
 - Enhanced community engagement and civic pride.
 - Family-friendly, low-cost activity (£9.99 retail per group).
 - Potential educational and wellbeing benefits through outdoor activity and problem-solving.

5. RECOMMENDATION

- 5.1. Council is asked to consider whether to support commissioning a Highstreet Safari either for October Half Term and/or Xmas and commission a Sandown Trail for launch in Spring 2027.
- 5.2. Council is also asked to consider whether any additional promotional budget should be allocated alongside the core project cost.
- 5.3. A budget envelope of between £3,500 ex vat and £5,000.