

## Partnership Committee

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**Date:** 16 April 2015

**Title:** The Children's Trail

**Purpose of the Report:** To receive an update on the new artwork for the children's Trail

**Contact Officer:** Jo Martindale, Partnership officer

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### 1. RECOMMENDATION

- 1.1 The Committee is asked to review approve the new designs for the Children's Trail and agree to take forward new artwork for the Trail into 2015/16.

### 2. BACKGROUND

- 2.1 The Children's Trail was launched back ion August 2012. Yearly publicity and events occur using the trail and restoration and maintenance is undertaken by Town Council Staff. A variety of merchandise from maps, pens, books, postcards, stickers and logo bugs are provided to those who take the trail and on completion. These can currently be collected from the White House or at the local Library. Twice a year this merchandise is also sent to the local schools. The Council and Guardian continue to publicise and promote the trail through it's website, social media channels, leaflets, advertising, small events, library and at various council events.
- 2.2 In August 2014 The Partnership Committee a Guardian to undertake PR and publicity work for the trail by utilising their media skills and experience to encourage wider use, appreciation and engagement with the Trail. On 11<sup>th</sup> December the Partnership Committee agreed to fund the Guardian for a further 12 months.
- 2.3 On 11<sup>th</sup> December the Partnership Committee agreed to fund a number of projects (Agenda item 14, 6a-i) including the rework of the map for the content to be more usable and practice and reduce in size, Re-evaluate existing material, and to ensure artwork is more consistent.

### 3 New Design Work framework and requirements

- 3.1 Integrate the new Town Council branding

## Agenda Item No: 12

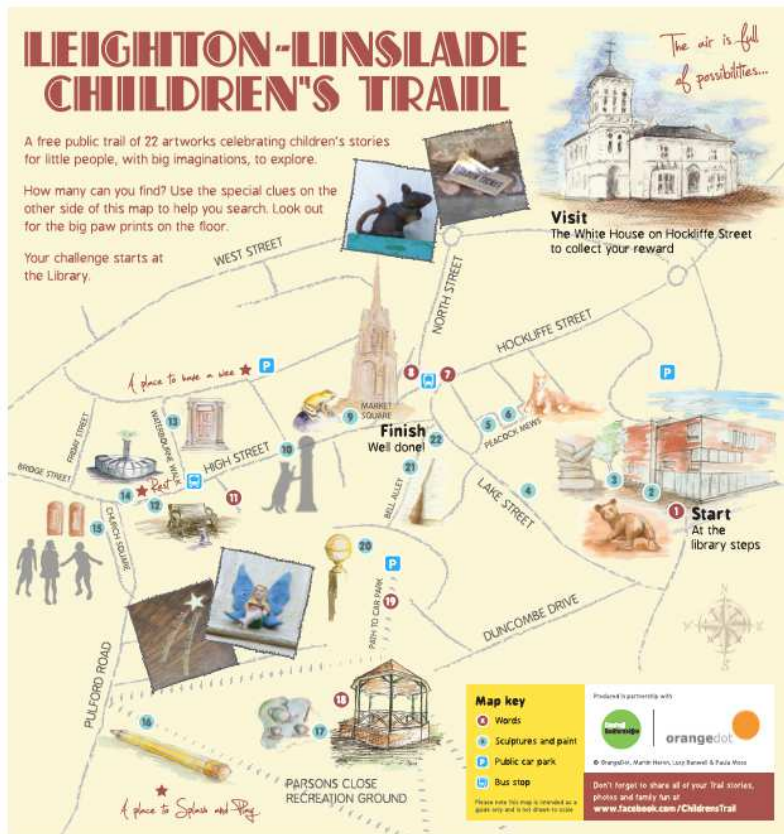
- 3.2 Integrate the 'Guardian' character and tone of voice and character
- 3.3 Reflect the inclusive and tourist-friendly reframing of the Trail - "A free public trail of 22 artworks celebrating children's stories for little people with big imaginations to explore."
- 3.4 Meet the new mandate of being engaging, inclusive and child friendly to a local, usable and clear to a tourist and visitor.
- 3.5 Use design choices that are appropriate to the primary target audience (lower school age group and their parents/carers); that give them the opportunity to notice, pick-up and read. Reach them when they are young, create fans of the Trail for life
- 3.6 Give stand-out to various points of interest.

### 4 Details for New design and specification:

- 4.1 Rework the **map content** to be more usable and practical
- 4.2 Make Map easier to follow
- 4.3 A joined up sequence of numbered artwork with a start and finish point
- 4.4 Highlight areas, better road labelling, more complete set of landmarks including the White House
- 4.5 Create additional artwork illustrations: bear, cat, broom, shadows
- 4.6 Create a map key
- 4.7 written for children - a reading and numeracy tool written in an age appropriate typeface and tone (lower school age group)
- 4.8 Create ownership by children – a challenge with a elements of activity: tick-off participation, naming, simple writing task
- 4.9 Clear next steps leading people to online participation and advocacy

### 5 Final creation of artworks

- 5.1 Rework the **map format** to be smaller, easy to carry around size, reduced paper and cost effective. More perceived value / less throw-away.
- 5.2 Reduce size of **the pencils** (similar to Ikea) to reduce cost and to mirror map. Given out pencils with the map for use on the Trail rather than a reward. More actual value.





I'm the Guardian of the Leighton - Linslade Children's Trail. I look after it for the Town Council and our community.

Our Trail is full of artworks that celebrate children's stories. It's an amazing place for little people, with big imaginations, to explore.

I challenge you to find them all.  
Get set, go!

**LEIGHTON-LINSLADE CHILDREN'S TRAIL**

**Have you tried the Trail?**

[www.facebook.com/ChildrensTrail](http://www.facebook.com/ChildrensTrail)

Here are your special clues. Use them with your map.

You'll know you are getting warm, when you spot a big paw print on the floor.

This map belongs to \_\_\_\_\_

**Your challenge starts at the Library**

<p><input type="checkbox"/> <b>1</b> Shushi The magic words are written above the doors</p> <p><input type="checkbox"/> <b>5</b> At my feet a golden ticket. Let's wish in the well</p> <p><input type="checkbox"/> <b>9</b> Hopping and jumping all around me</p> <p><input type="checkbox"/> <b>13</b> Crouch down. What wonders lie behind that little door?</p> <p><input type="checkbox"/> <b>17</b> Teatime frozen in a wall</p> <p><input type="checkbox"/> <b>21</b> Don't lean against the wall forever. Where shall we fly to today?</p>	<p><input type="checkbox"/> <b>2</b> I catch a glimpse of something climbing up the wall</p> <p><input type="checkbox"/> <b>6</b> I hear a mewing from upon the wall</p> <p><input type="checkbox"/> <b>10</b> A black cat at the crossing, or just a trick of the light?</p> <p><input type="checkbox"/> <b>14</b> If you followed them around forever, would you go anywhere?</p> <p><input type="checkbox"/> <b>18</b> Look up! Catch a star</p> <p><input type="checkbox"/> <b>22</b> A flutter of tiny wings above my head</p>	<p><input type="checkbox"/> <b>3</b> Step up! Stacks of ideas will feed your imagination</p> <p><input type="checkbox"/> <b>7</b> Stop Bus! Look what wraps around the wall</p> <p><input type="checkbox"/> <b>11</b> Down on the ground, the mark of a fearsome beast</p> <p><input type="checkbox"/> <b>15</b> Peeking through the gates, is that a family I see?</p> <p><input type="checkbox"/> <b>19</b> At the end of the path. Don't stand on a giant, or crush a dwarf</p>	<p><input type="checkbox"/> <b>4</b> I hear a squeak from under a lantern</p> <p><input type="checkbox"/> <b>8</b> A trail of sticky sweetness, spilt on the floor.</p> <p><input type="checkbox"/> <b>12</b> I spy someone hiding under my seat</p> <p><input type="checkbox"/> <b>16</b> A long-lost pencil next to the path</p> <p><input type="checkbox"/> <b>20</b> An old-fashioned bed surrounded by trees and sleeping cars</p>
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**Challenge Complete!**  
How many did you find? Collect your reward from The White House on Hockliffe Street and visit [www.facebook.com/ChildrensTrail](http://www.facebook.com/ChildrensTrail)

**LEIGHTON-LINSLADE TOWN COUNCIL**  
[www.leightonlinslade-tc.gov.uk](http://www.leightonlinslade-tc.gov.uk)

Double-sided activity map (Z – Card foldable format with front and back cover)

1. Rework the postcard into a **Tear and share bookmark**, which is stamped on completion as reward.
  - a. More useful. Less throw-away
  - b. A means for the public to directly encourage participation
  - c. Stamping: A means to track participation



Tear and share bookmark

2. **Artcard** given on completion as reward.
  - a. A means for public to respond to the Trail
  - b. Clarification of meaning /themes (inclusive low-entry level to literacy and appreciation of imagination and storytelling)
  - c. Provides content for a wall that what been secured above the 'Beginning to Read' area of the children's section in the Library
  - d. The wall has dual function of imaginative interaction / free publicity
  - e. Provides free user generated content for Facebook page
  - f. Replaces more costly books as a reward. Book become Teachers Guides and competition prizes only.



Theme based art card



Permanent area for art cards in Library



A similar idea at the Welcome Collection, London



New stand-out advertising templates



Self-contained 'pop-up' point of sale in 6 locations: the White House, the Library, Astral Park, Mentmore Pavilion, Children's Centre (and Dr. surgeries on

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