MINUTES OF TOWN CENTRE HERITAGE TASK GROUP

25 OCTOBER 2017

PRESENT:

Councillors Miss Lawrence (Chair), Mrs Avis, Mrs Bragg, Gillias, Sandison, Mrs Simpson-Vince and Ms Watson-Merret

OFFICERS:

Victoria Gabbitas (Arts, Heritage and Visitor Services Manager), Michael Beirne (Town Centre and Tourism Team Leader), and Linn Ashmore (Democratic Services Officer)

22.   MINUTES

The minutes of the meeting held on 20 September 2017 were approved and signed by the Chair.

23.   USE OF TECHNOLOGY AND SOFTWARE TO ENHANCE THE VISITOR EXPERIENCE

The task group received a presentation from Martin Stahel, Sales Director for Zappar, on the development of an app and what could be achieved in Rugby. Copies of the presentation are attached at Annex 1 to the minutes.

The company was based in London, and a representative could not attend the meeting in person, so the meeting was conducted via a conference call. Zappar was one example of the type of technology available on the market.

In addition to the presentation the following points were made:

Members raised concerns regarding resources and the amount of updating that would be required. It was noted that this would be relatively easy and the only changes that would be required would be to add or remove information. There may be occasions when some minor changes would be required, for example if particular areas where inaccessible for a temporary period.

A link to current events programmes or activities, such as the Festival of Culture, would allow visitors to receive up-to-date information.

What's on guides and event programmes for The Benn Hall or Rugby Theatre could also be linked.

Heritage was very important to the town and the council no longer had a skilled officer within the planning department to give professional advice and guidance on conservation matters.

An example of this was a building on Church Street which was currently being renovated. Many of the original features had been lost, though the removal of the external cladding had revealed an old advertisement, and an original wrought iron window remained.

There were other examples of buildings of interest across the town including the former Summersaults restaurant and the building where the first electric street lamps were developed on Lower Hillmorton Road.

The Art Gallery and Museum would welcome photographs as records of Rugby's past.

A report from the Historical Society had been considered by Cabinet in 2010 which identified buildings of historical importance.

Post war development and renewal took place at a time when listing was not as efficient.

During the presentation from Zappar the following points were made:

- Augmented reality (AR) apps connect the physical world with experiences and events to offer enjoyment and information.
- They can be used to deliver commercial objectives.
- The journey of the user was key to them connecting on an emotional level.
- The apps can be personalised with a range of marketing channels.
- The technology was based on smartphone technology which has been more widespread since phones became more powerful and cheaper.
- It was accessed by people of all ages who use it to entertain, carry out research or purchase items online.
- The mobile phone has become a digital media tool that can be used to unlock content and put people in touch with their surroundings.
- All the well-known media companies were embarking on their own AR technology.
- Many household name companies were using AR technology to promote their businesses or products.
- The system can be used to collect personal data.
- Incentives and rewards can be built in to offer users, news, information on events, tokens or vouchers.
- The AR experience can be easily shared on other social media.
- Within a town or city environment it could be used to drive wider exploration. Bath City has an icon, similar to Pokemon Go, that leads users through a visual pathway targeting particular points.
- Historical content and local stories can be brought to life.
- AR can be used to encourage visitors to explore areas and move around points of interest. Fun content can be shared digitally, for example by the taking of selfies.
- The icon can be attached or printed on physical objects, buildings or leaflets so could be used in a variety of ways.
- Zappar was a small global company in AR stakes. It was formed around seven years ago and its aim was to democratise new technology and make it quicker and more cost effective in the hands of the user.
- App sizes vary depending on the amount of content. They range from six megabytes (equal to downloading one tune).
- The apps can be accessed quickly and do not use up a lot of data.
- The key to success was targeting the right audience at the right time.
- There was a need to consider what is interesting or important that would attract someone to scan the app.
- Some examples of work carried out with known brands was given. These included an example of fitting in a simple video of a sports personality, allowing the user to take a selfie and watching action clips that could be shared on social media.
- The app could automatically detect user language, or allow users to select a particular language.
- Other examples showed catalogue products being brought to life.

- The app was a simple means of connecting. Care would be needed to select the right message for the right user group.

During a question and answer session the following questions and points were raised:

Q. How can the technology be used to encourage people to take a guided tour around the town?
A. Bath City and some supermarket chains have created a treasure hunt style experience. This could include a number of AR points which the user could access in any order. When that point was scanned it would give the user contextually relevant information. This is an enjoyable experience and prompts the user to move on to the next point. At the end of the trail some form of digital reward or voucher could be obtained. An example was a selfie such as with William Webb Ellis that would be relevant to the storyline.

Communication and call to action was key. To get people involved you need to educate them about the process.

The app could be a useful tool for museums to lead the way and encourage users to explore information.

The app code can be printed onto interpretation boards in the town centre, and a trail can be joined at any point. Links to the game, Rugby School and the proximity of Stratford-on-Avon and Warwick could be included.

Q. Can the app be personalised to Rugby, and could codes be added to blue plaques?
A. Yes, the app is flexible and the appearance can be customised, but at a cost. The standard Zap code can be used or it can be imbedded into existing logos.

Q. What size do the codes need to be?
A. Codes can be attached to plaques but the size would depend on the distance between the plaque and the phone. If the distance was three metres the code would need to be ten centimetres in diameter. The plaque would need to be visible and well lit so outdoor locations could be a challenge.

Q. Would the council be able to access the data directly?
A. Arrangements could be made for the council to access data, or Zappar could support this.

Q. Can trails be personalised to suit the interest of the user, such as history, sport or industry?
A. Yes, a range of options can be installed to allow the user to select a particular route, or to swap at will.

Q. If the codes can be fixed to buildings or static spots, such as parking meters, how weather resistant and robust are they?
A. The code is similar to a barcode produced using ink. The robustness would depend on the quality of the material used, or printed onto. The codes can survive a certain level of flaking. Codes printed onto fabrics tolerate regular washing.

Q. Can information or warnings be built in to protect the user when next to roads etc?
A. The advice of Zappar would be not to place codes where users would need to step into the road, but warnings could be included asking the user to check their environment was safe. The user could also be directed to put their phone

away at certain point, move to another position, or content at a particular point could be removed. Each point should be assessed for safety when considering whether to attach a code.

Q. Is multilingual access available?
A. Yes, options could be selected for the phone to recognise the users' language, or allow them to change this manually.

The technology does not rely on users having the latest mobile phones and it will allow everyone to access the same content.

Q. How much would a basic package cost?
A. If Zappar creates the content this would be more expensive. As a guide a basic package would cost £7,000. The more complex the system, the greater the cost. To include 3D animations and characters would be around £30,000.

There was already a range of content available including the Blue Plaque trail and the Pathway of Fame, and also photographs and other information.

Q. With regard to the collection of data, at what stage is Zappar at in relation to GDPR due in May next year?
A. Zappar is Coppa compliant due to its business connections in America. Users access the app using ITunes or Google Play and Zappar do not have access to those accounts. The data collected would relate to users, for example, how many, where and what points they scanned, and what they did as part of that experience. This information would transfer direct to the Council's database so it would be responsible for it.

Q. What did you know about Rugby and what ideas to promote it do you have?
A. Exploring the links to rugby players would be a great opportunity. This could include selfies, pictures, videos, information of individual or team success and allow the user to engage with the content. The current leaflets for the trails would be a useful way of testing on a smaller scale.

Q. The introduction of an AR app would require funding, and must be considered within the budget setting process. If this could begin on a smaller scale, could this be improved on or added to in the future?
A. Yes, this could be approached in a modular fashion and could be added to or used in other ways.

Q. How long would it take to produce?
A. Around 12 weeks, depending on the complexity of the project.

The Task Group thanked Martin Stahel for taking part in the meeting and his presentation.

During further discussion the following points were made:

- Copyright would need to be considered, and the permission of rugby players to use images etc. would be required.
- World Rugby would need to be engaged.
- Some repositioning of the blue plaques may be needed.
- Opportunities for income streams should be considered. This could include Rugby School.
- This was just one example, and there were other apps or similar projects that could be compared.

24. DATE OF NEXT MEETING

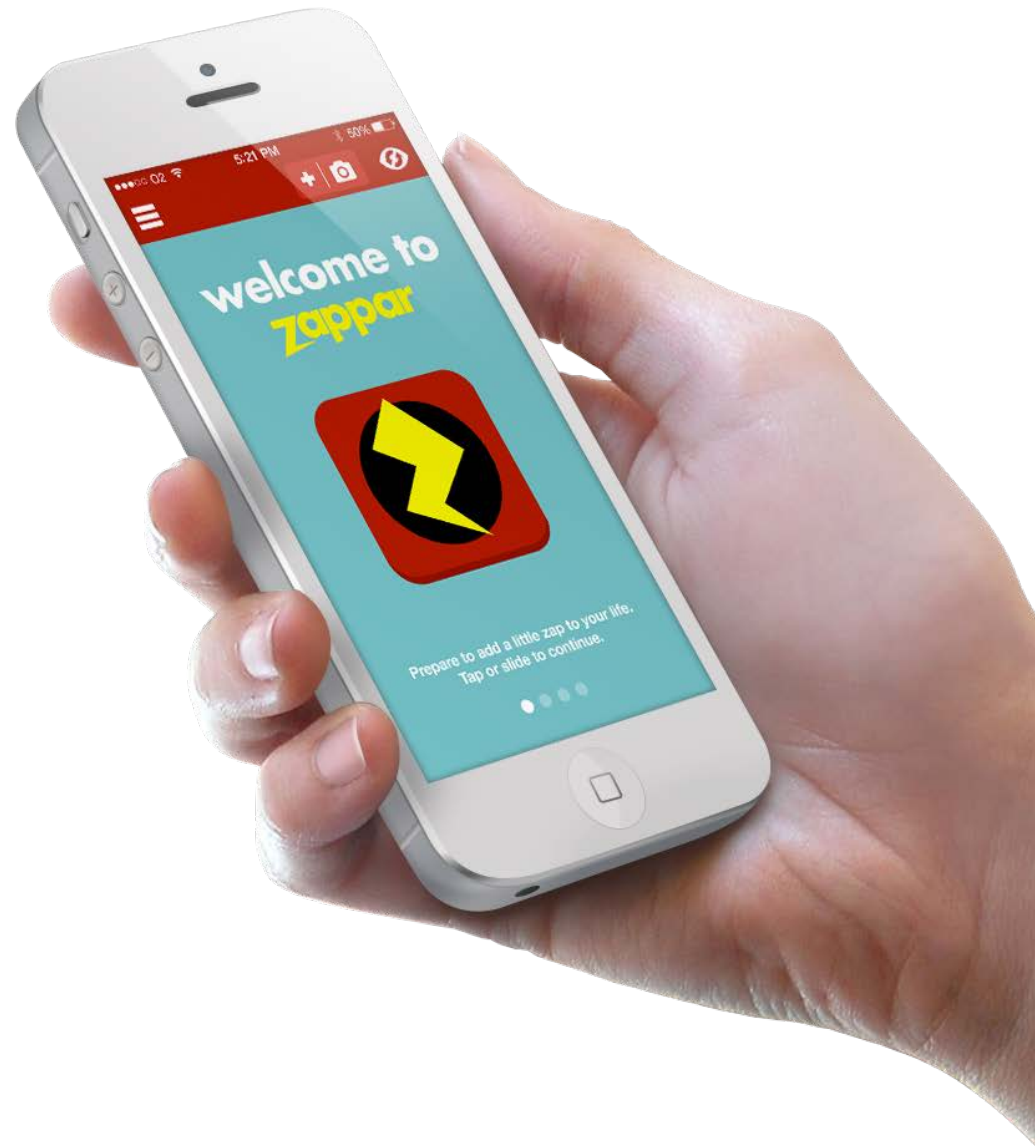It was agreed that the task group's next meeting be held at 5.30pm on Thursday 9 November.

The focus of the next meeting will be the draft review report.

CHAIR

zappar
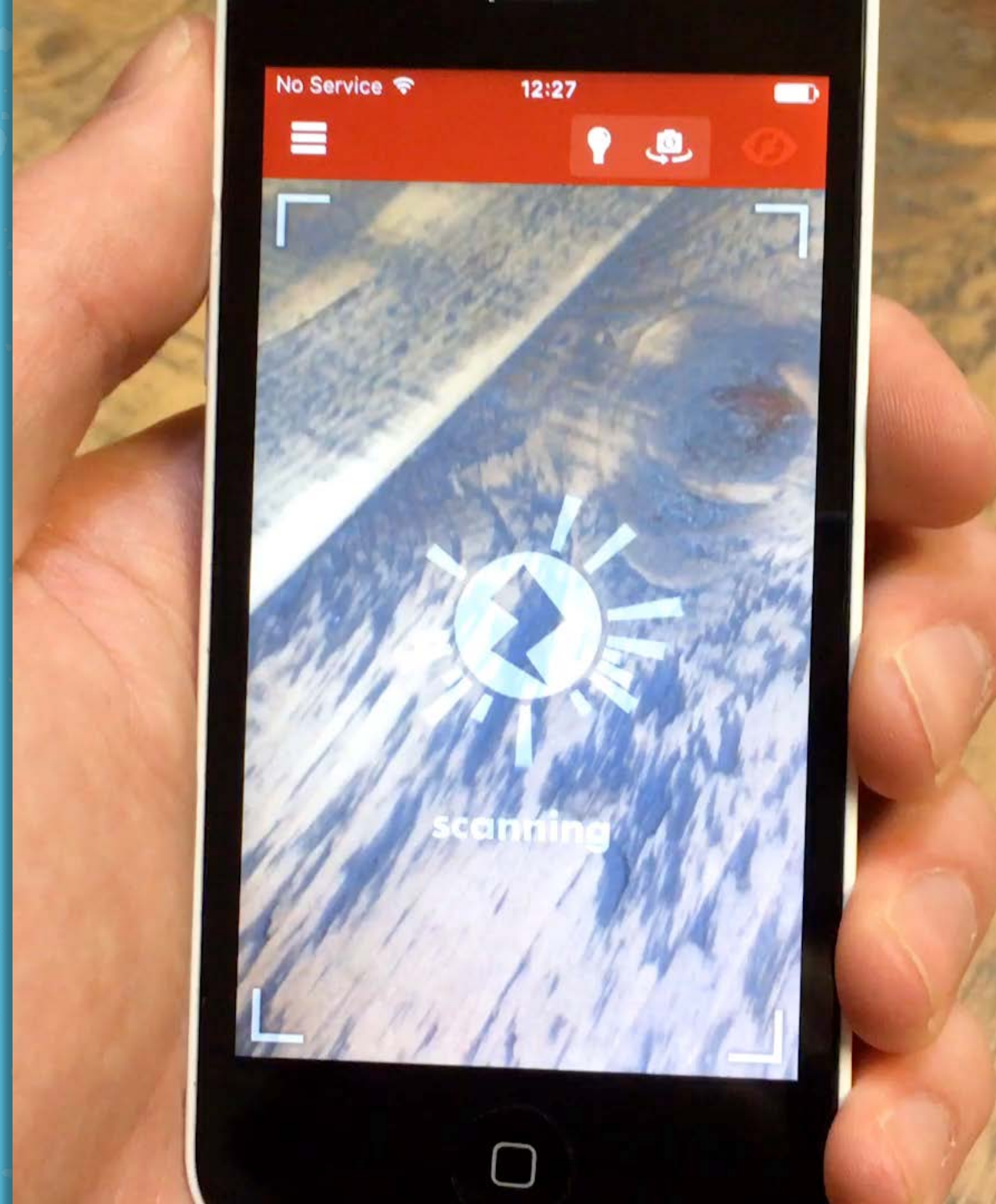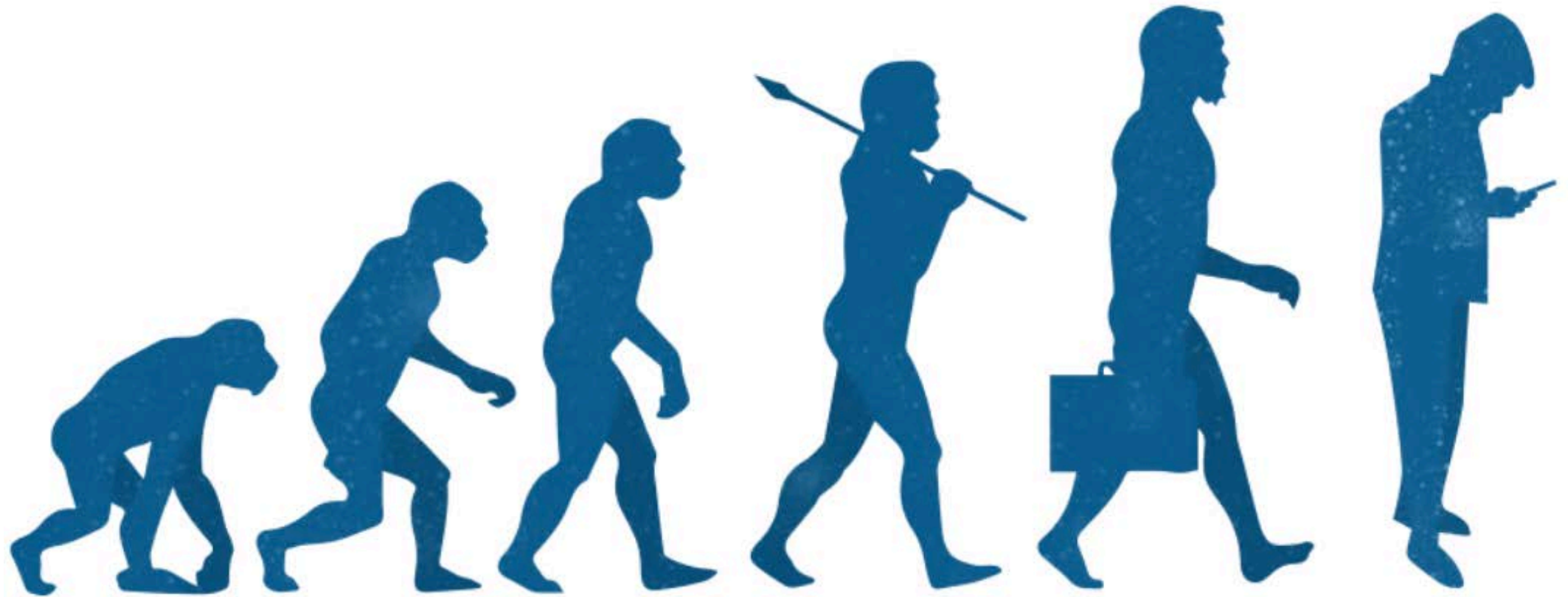
Connects the physical world to digital experiences on mobile devices.

Customers fall in love with the experience and then they will be open to commercial objectives.

Press play

Capturing Value Through AR / An Evolutionary Appendage

TEXTING

MOBILE
INTERNET

AR

The power of AR

Customer engagement

M-commerce

Adding value

Brand stories

Drive sales

Collect data

Social media

Encourage exploration

Zappar
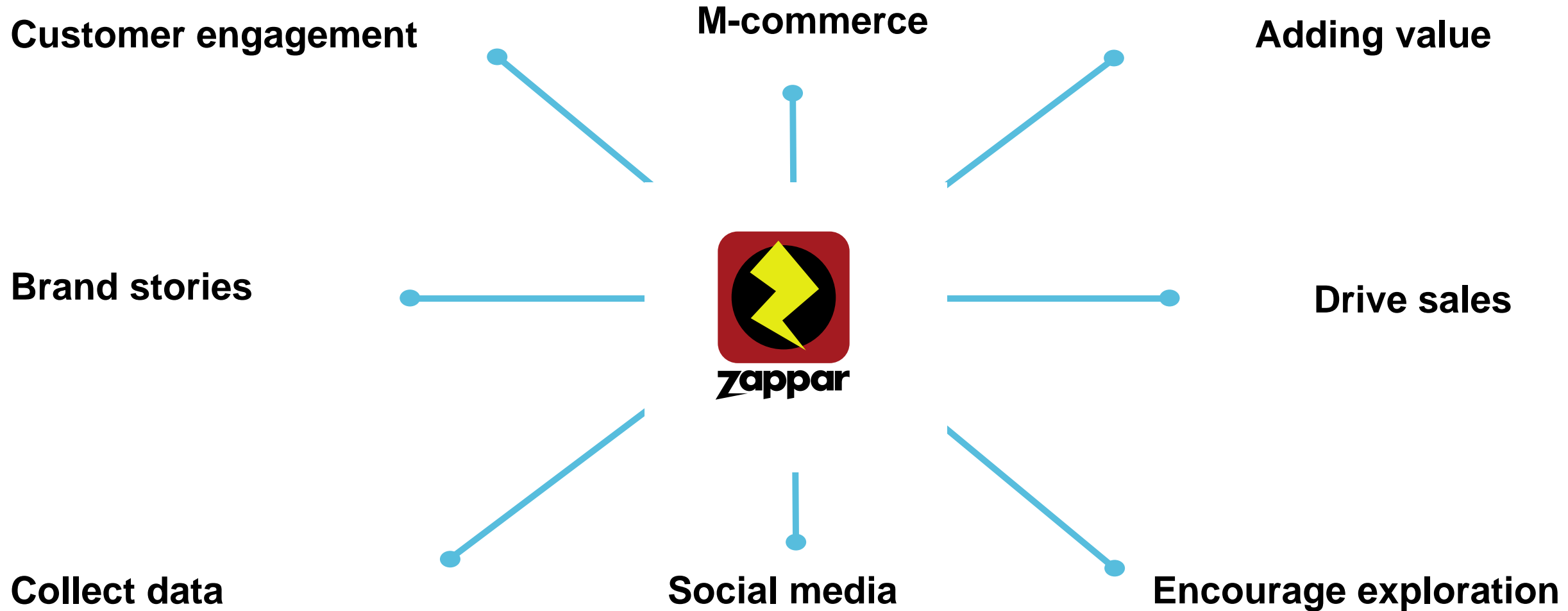
Rugby options

Attract visitors

Encourage exploration

Connect digitally

WE ARE
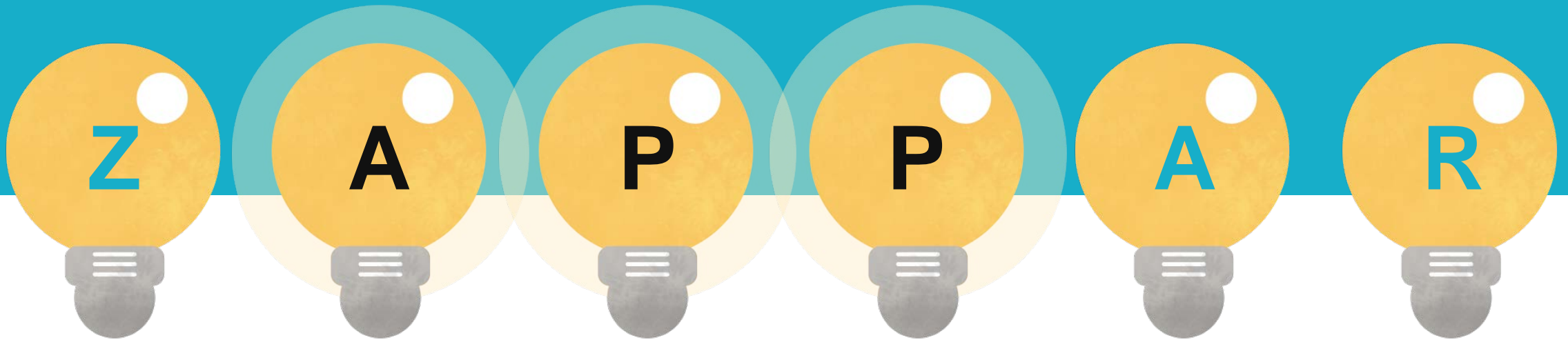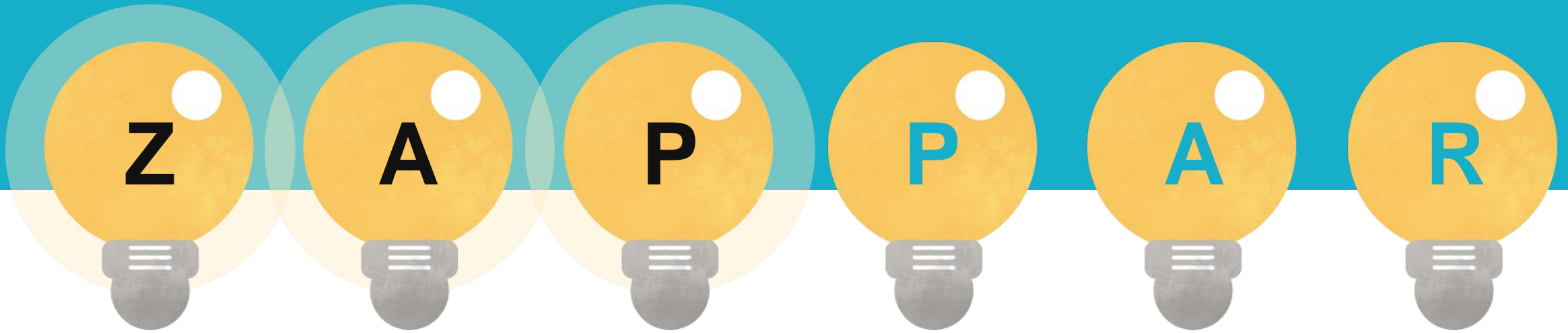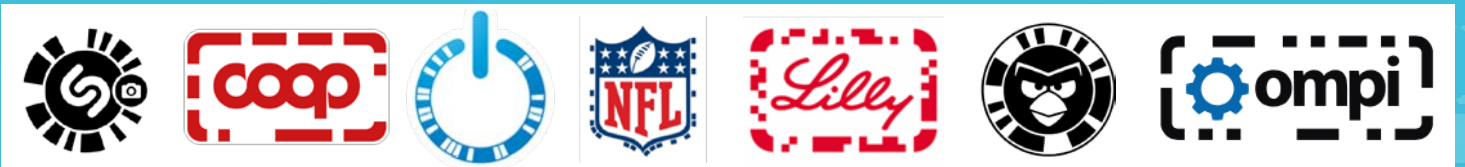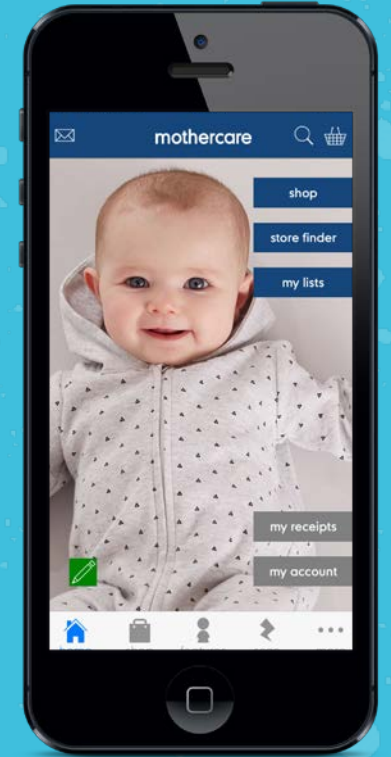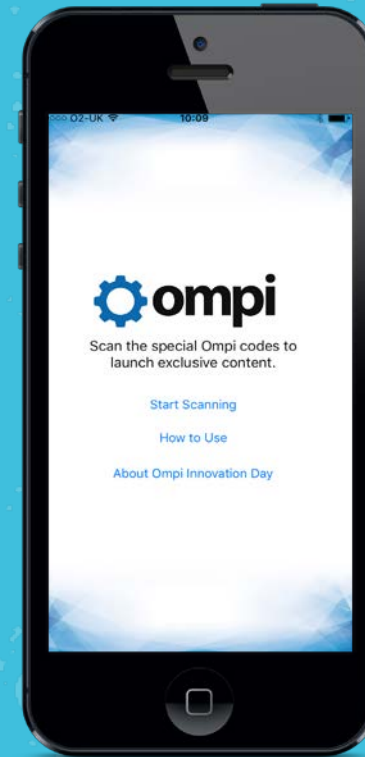
Z A P P A R

WE ARE

Z A P P A R

Zappar's Unique Approach / An APP

WE ARE ZAPPAR

Zappar's Unique Approach / Using Augmented Reality

WE ARE

ZAPPAR

Zappar's Unique Approach / That Lets You Zap Stuff

Customisation

The 3 C's for success

Context

- **Right audience**
- **Right time**
- **Right environment**

Content

- **Fun experience**
- **More than a link**
- **Worth the effort**

Call to action

Added value, engagement & sales

Ready
Download Zappar for free from your app store

Aim
Scan the zapcode then aim at the whole image

Zap
Watch it come to life!

zappar
You're seeing things
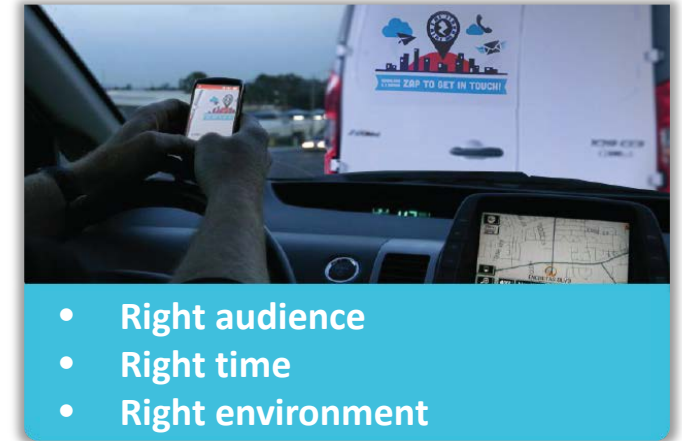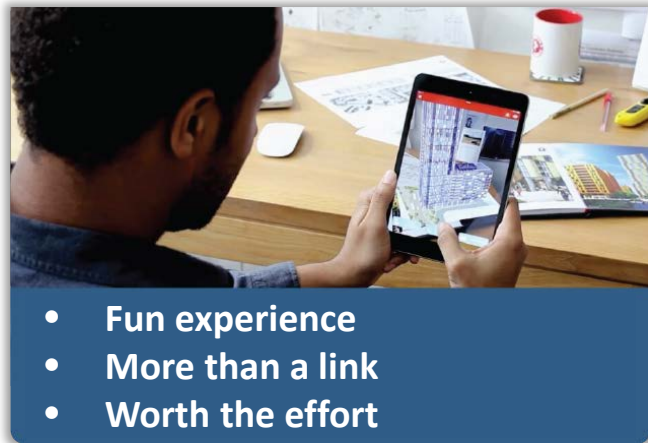
Zap-alytics

Manchester City FC story

Objective
- Loyalty and sharing
- Collect data

AR experience
- Bring their players to life
- Immerse fans in content
- Interact and share

Results
- Great response in test period
- Rolled out for the whole team

Press play
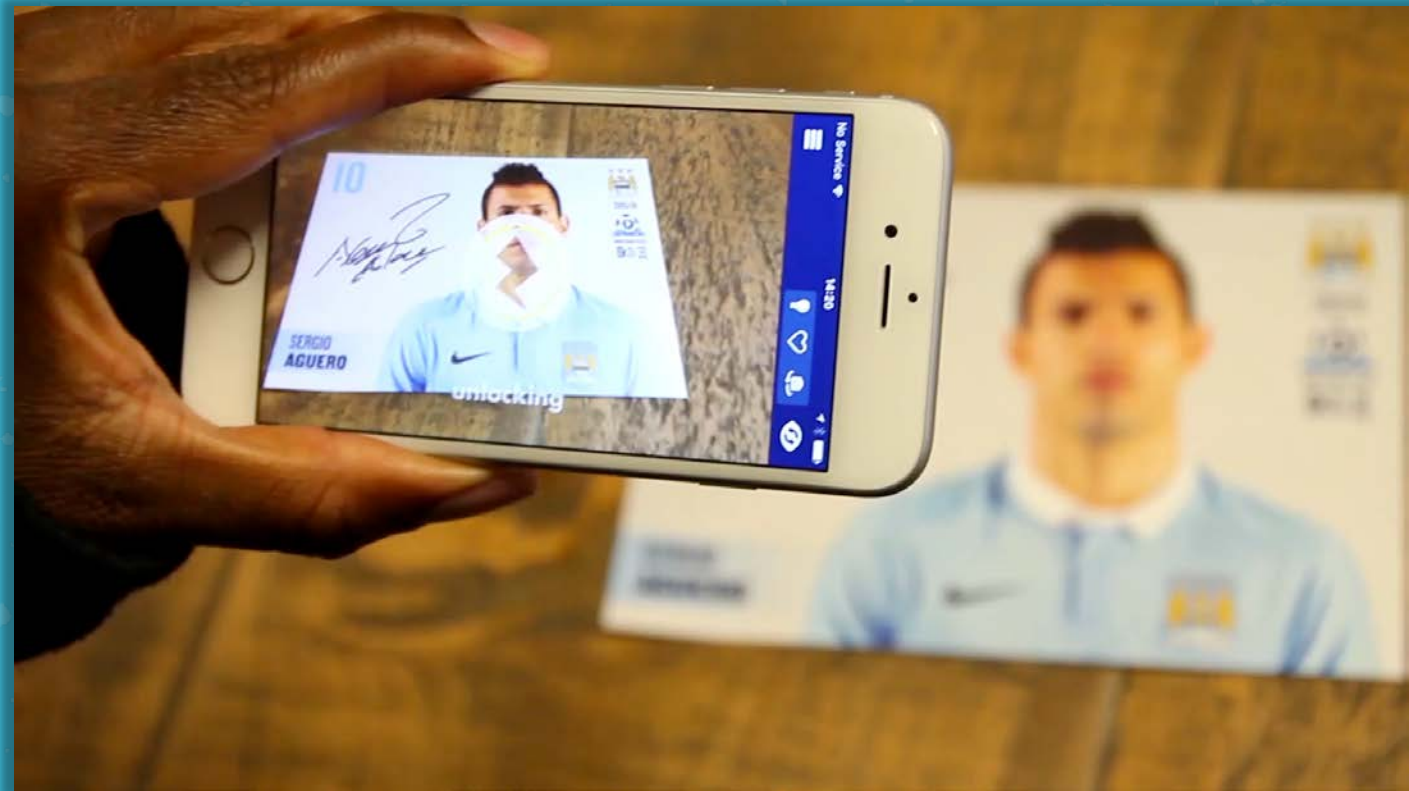
Mothercare interactive catalogue

Objective
- Advise and inspire
- To improve product sales

AR experience
- Embedded into MC app
- Scan pages for videos and extra information
- Link directly to e-store

Zappar examples

To enjoy this content just follow these simple steps

- **Download the free Zappar app**
- **iOS and Android Stores**
- **Print this document**
- **Aim at the page**
- **Zap and enjoy**

- **Please also download the Angry Birds Action and PEZ Play app**

Partner: **Manchester City**

Territory: **United Kingdom**

Campaign: To create a fan engagement campaign to bring supporters closer to the players (digitally). Delivered background stats, match video and a photo feature for a selfie with Sergio – which was shared 1,500 times on social media over 1 weekend.

10

SERGIO
AGUERO

2015/16

ZAP HERE
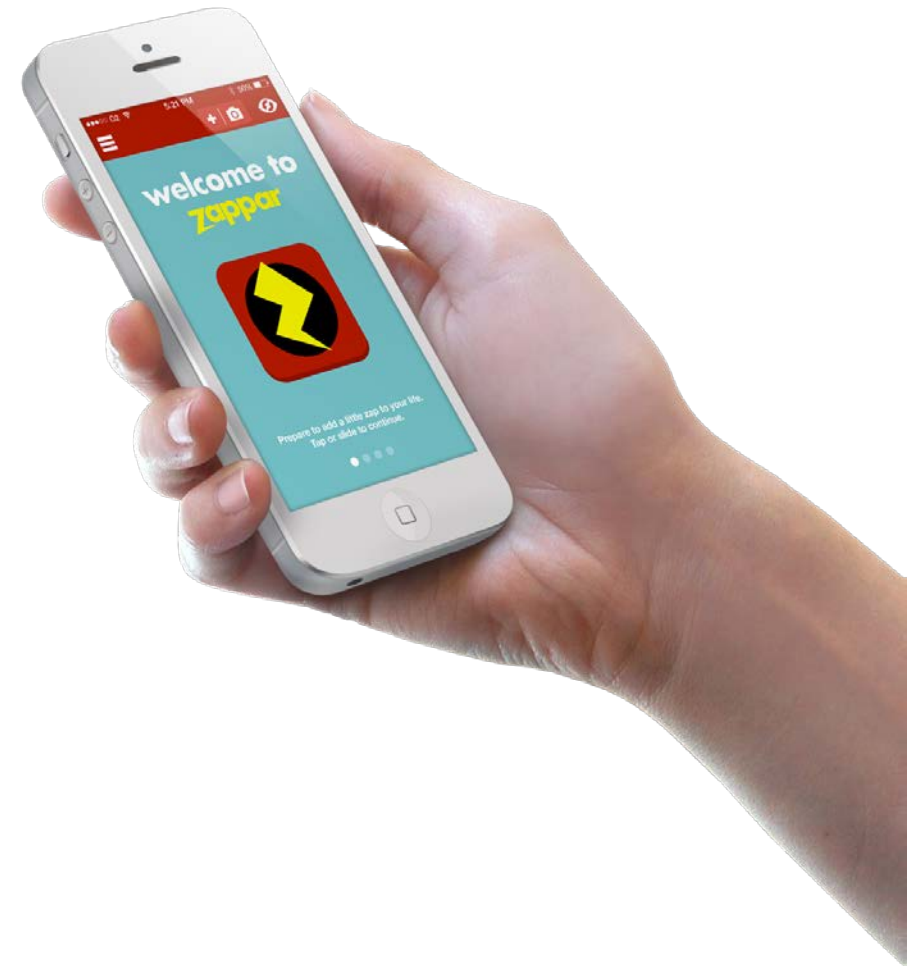
BRING SERGIO TO LIFE!

Partner: **Demo**

Territory: **NA**

Campaign: to show off a game that appeals to rugby fans can the leads t=hem to delivering commercial objectives.

This mock up was created in the style of a beermat to show on-trade activation

DOWNLOAD ZAPPER APP AND SCAN THE BALL TO OPEN YOUR GAME!

Heineken!
OPEN YOUR GAME

Zappar
You're seeing things

Partner: **Little Mix**

Territory: **UK**

Campaign: To encourage concert attendees to share their experience on social media and pre-order the new single. This lanyard offers back stage video tours, dance step tutorials and selfies with the band.

Partner: **Smithsonian Channel**

Territory: **USA**

Campaign: To drive interest in the new Titanaboa TV programme this animated magazine advert gives readers a glimpse of the creature moving and then the chance to learn more by tapping hot spots to get more information.

Partner: **Engen Retail**

Territory: **South Africa**

Campaign: Drive retail sales over the holiday period through increasing basket value and frequency of purchase at Engen Forecourts. Zapcodes were printed on the receipt on the fly offering customers who spent over 30 SA Rand a free game with new levels unlocked each week over an 8-week period along with a promotional mechanic to win prizes. Users entered their personal details to participate in the competition and get their name on the high score table.

Increased sales by 11% versus the same period the previous year.

zappar
you're seeing things

Partner: **Chronos**

Territory: **Brazil**

Campaign: To create a new way of comminuting the design of a building to investors, planners and potential buyers.

Zappar
You're seeing things