

THURSTON PARISH COUNCIL
 Parish Council Office
 New Green Centre
 Thurston IP31 3TG
 Tel: 01359 232854
 e-mail: info@thurstonparishcouncil.gov.uk
 website: <https://thurstonparishcouncil.uk/>



Committees Meeting – 18th September 2024 – Item 8f - To consider a Christmas High Street Safari event at a cost of £549.00

Background – Thurston’s High Street Safari event has been successfully supported for the last two years with numbers using the experience last year increasing over the previous year.



The concept is an outdoor geogame which gives families and groups free experiences that combine the best bits of trails, games and storytelling where they can interact with characters and choose how the story evolves. There are challenges and puzzles to complete with the aim of rewards and prizes.

For 2024 High Street Safari are doing something a bit different and have partnered with Penguin to create an AR Elmer's Christmas trail. This new kind of story trail costs £2,000+VAT with lots of flexibility and options.

Also available is their Christmas Trails catalogue which includes trails that haven’t been done here, they are however similar in style and involves creating 10 specific areas and businesses to send players in search of while giving them a fun free day out.



Puzzle Prize Trail

In this trail, players visit Christmas doors, complete challenges and open them to see who lives inside. Each character gives a different prize like selfies, AR and ebooks.



AR Voting Storytrail

In this family story-trail, players have to decide which winter animal can help Santa while Rudolph is on holiday. See characters in AR, vote and download the full ebook conclusion.



Family Storytrail

It's Christmas in Oz and all of the characters that know are making wishes. Visit them to guess what they want, take selfies with them and download a fully illustrated children's book at the end.



The cost remains at £549 + vat and will include all materials with the exception of large outdoor boards which have a cost of approx. £20 each. There would be additional costs associated with competition prizes should the Primary School be encouraged again to run this.

Recommendation – That Council consider running a High Street Safari event for 2024.