

SKERRIES HERITAGE WALK : PROJECT VISUALISATION

David Marshall : 15 December 2011 : Version 1.1

This is how I see the object/mission of the Skerries Heritage Walk project...

There are three parts:

1. **Creation of a walking route:**

There is actually the possibility of several routes each with a different focus, for example: heritage, natural history, photographers' discovery walk. For the initial project we should focus on just **one** route. It should take in the two major car-park areas, (Mills, Red Island) and provide for a link with the Railway Station and 33/33x bus route. Length, route, variations, features, etc, all need to be discussed.

2. **Production of guide materials:**

This should be a mixed/rich media experience. Print/online. Print is fundamental but not extensive; a maximum of a double sided/folded A3, designed colour printed guide; Guide material should have the following features:

1. Printed guide, be amended for production as a pdf suitable for home printing.
2. Print & pdf/print products will contain the route directions.
3. Both should contain QR codes (iTags etc?) for access of online material.
4. There should be an audio version of the guide for download to mp3 (inc. smartphones/pdas)
5. All three versions should be interchangeable and correlated with the use of key words/numbers/section headings
6. Online material should include the following formats: audio, video (90 to 180 seconds), still images, pc and mobile text display, other relevant rich media technologies; use of multiple presenters (people), multiple voices, ambient sounds, illustrative sounds.
7. Online material should include the following content; nuggets of information about objects of interest along the way (history, culture, stories, myths, natural history etc). Elements of Irish, interviews, quotations.
8. There should be multiple opportunities for feedback. Twitter handle (with web display of comments submitted), web location for comments/feedback, access to a suitable Facebook page; other social network elements. Texting feedback to a short code (eg 51515 would be ideal, but may be expensive, unless the SCA has charitable status)

3. **Infrastructure for continuing maintenance:**

The format of the product sought by this project recognizes the dynamic nature of much modern social media. Maintenance is almost essential for its continued effectiveness. It's successful because it is dynamic and requires very little for the participant (tourist visitor) to engage, and actively encourages their engagement. The project therefore begs that there be some infrastructure in place to allow for the list below. The most practical arrangement seems to be the extension of the Skerries Community Association, Skerries Cycling Initiative to include walking:

1. the continuing engagement
2. updating, maintenance and adding to the web and printed material
3. the regular (annual) re-issue and print of the main route directions
4. the extension of the project by the creation of:
 1. additional walking guides
 2. creation of facilities in the built environment (gates, styles, signage).
5. The management of spam and other abuse