





HONEYPOTS AND HERITAGE

Client: Newport City Council (NCC) & Newport Now BID (HLF Funded)

Date: 2013 - Present

The Challenge

In the first instance, NCC were exploring ways to make the heritage of their city more accessible to locals and visitors, on the streets, and in more dynamic and engaging ways.

With the development of the Business Improvement District scheme, Newport Now BID came on board wanting to find new ways to promote Newport businesses and help visitors and locals feel confident to explore the city beyond the main streets and 'honeypot' sites.

The solution would have to be flexible enough to accept a diverse range of content for different visitor needs and interests, creating an integrated promotion of both the city's heritage and visitor information, as well as its unexpected and/or overlooked retail offers.

SHOP AND EXPLORE

Our Response

Working with visitor and heritage teams from NCC, and with Newport Now BID, we created VisitNewport.Wales – a series of dual-language trails for smartphones, tablets and PCs, that is integrated with on-street signage and wayfinding throughout the city and it's surrounding attractions.

Newport was one of the first cities in the UK to roll out free WiFi, city-wide. To maximise the accessibility of the information, VisitNewport.Wales was created as a webApp, meaning that it delivered all content through the standard web browser, it was free-to-access, and no one has to download a thing.

Platform content included multimedia trails exploring the history of Newport, guiding visitors between city centre attractions and places of interest through a Google Maps function. Additional trails were created to reveal the attractions that lie outside the city centre, including Roman forts and nature reserves. We also included downloadable maps of cycle routes connecting Newport to the surrounding countryside and nearby cities.

Newport Now BID content included video messages from a range of independent Newport businesses and information about opening times, contact info and directions. Graphics were created and placed in shop windows to enable people on the streets to access the VisitNewport.Wales content at any time.

www.visitnewport.wales

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Learning

- **Evolving:** The first project run with NCC, back in 2013, was focused on the heritage of the city centre. With this success, NCC expanded the scope of the trails to include the visitor attractions surrounding Newport. With the inclusion of the Newport Now BID, in 2015, VisitNewport was expanded again to include guides to Newport's independent businesses alongside the city's heritage.
- **Universal:** VisitNewport.Wales needed to be accessible to any visitor or local resident of Newport with minimum barriers to access. The majority of people don't feel comfortable downloading apps while they are out and about, so the decision was taken to make this experience a webApp – the feel and functionality of a native app, but all content is delivered through the web browser, and is ambivalent to make, model or operating system of the user's device.
- **Unexpected:** Every city has its cadre of high street chains, but every city also has its own selection of independent and artisanal businesses – cobblers, clothes stores, infamous fish n' chip shops, etc... VisitNewport.Wales was designed to create a new space to celebrate these entrepreneurs, promoting their enterprises and independent values.



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