

FENLAND DISTRICT COUNCIL

PRESS RELEASE

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New Whittlesey Heritage Walk set for exploration with help of mobile app

A fun, free app which turns family walks into adventures will come to Fenland later this year with the official launch of Whittlesey's much anticipated heritage trail.

Fenland District Council is adding its new Whittlesey Heritage Walk to the popular mobile phone app, Love Exploring, ready for its launch in spring.

Using an interactive map of the town, the app will provide users with a guided tour which reveals historic landmarks and interesting insights into the history and heritage of the town.

For youngsters (and the young at heart!) there will even be dinosaurs popping up in the walk thanks to an augmented reality feature. You just use the app's map to find them, then view them through your phone's camera!

Cllr Chris Seaton, the Council's portfolio holder responsible for heritage, said: "The Whittlesey Heritage Walk is all about giving people an opportunity to explore and discover more about the town's heritage, while getting active and enjoying the outdoors. And with the Love Exploring app, people can do this in an interactive way too!

"The great thing about the app is that it can keep the whole family entertained for hours. As well as the guided tour of Whittlesey, there will be a Dinosaur Safari and a treasure hunt game to help youngsters get even more out of their visit. I can't wait until the walk officially launches in spring and people can start to enjoy it."

The concept for the Whittlesey Heritage Walk was originally conceived through Fenland District Council's Growing Fenland project, featuring masterplans to drive growth and regeneration in each of the district's four towns, and is now being delivered thanks to funding from the Cambridgeshire and Peterborough Combined Authority.

The route is an updated version of the Whittlesey Town Trail but with highlighted routes to Kings Dyke Nature Reserve, where a new heritage centre is planned for the future, Lattersey Nature Reserve and Whittlesea Railway Station, as well as a scenic riverside walk to the south of the town centre.

As well as the app, there will be information boards and wayfinding markers along the trail and a route brochure available online and in print.

- For more information, visit: www.fenland.gov.uk/WhittleseyHeritageWalk
- The Love Exploring app is free to download on your smartphone and tablets and is available on IOS and Android.

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Notes to Editors

For media enquiries, please contact the Fenland District Council press office on 01354 622226 or email: communications@fenland.gov.uk