

FENLAND DISTRICT COUNCIL

PRESS RELEASE

27 February 2023

App update brings Straw Bear to Whittlesey

Local youngsters who spent their half-term exploring Whittlesey were treated to a surprise as a new visitor appeared along the Whittlesey Heritage Walk.

The latest update to the popular Love Exploring mobile phone app added a bespoke augmented-reality Straw Bear for users to discover in Whittlesey town centre.

The Straw Bear features on the Whittlesey Heritage Walk, which was designed with the knowledge of local experts to encourage people to explore the fascinating and often undiscovered history of the ancient market town of Whittlesey.

Cllr Chris Seaton, the Council's Portfolio Holder responsible for Heritage, said: "With a history that dates back to at least the 19th century, the Straw Bear is an iconic symbol of Whittlesey and it is fantastic to see it included prominently in the Whittlesey Heritage Walk.

"The latest additions to this app will add extra excitement to an already fantastic activity that helps to get kids out and about all year round, not just during half-term".

The free Love Exploring app provides users with a range of trails and walking routes to explore, as well as new games and activities for families to enjoy every school holiday.

When enjoying the Whittlesey Heritage Walk there is also the option to add on a scenic riverside walk or follow routes to the Kings Dyke Nature Reserve, Lattersey Nature Reserve, and Whittlesea Railway Station.

Those who don't have access to a smartphone can also enjoy the trail by following the information boards around the town, which feature historic photos, facts, illustrations and more.

Whittlesey Heritage Walk benches are also included along the trail to ensure regular resting spots and opportunities to take in the beautiful scenery.

A brochure which highlights the key landmarks along the walk is available to download on the Fenland District Council website – www.fenland.gov.uk/WhittleseyHeritageWalk - while printed copies are available on request from Whittlesey Town Council, at Whittlesey Museum and at Whittlesey Library.

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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