



ENDORSED BY

HELP for
HEROES

HIGH STREET SAFARI

★ Trustpilot



A Local Geogaming Platform

OUR TRAILS

1000+
STORYTRAILS

OUR TRAILS

350+
LOCATIONS



OUR TRAILS

16K PLAYERS PER
MONTH

OUR TRAILS

250K+
SELFIES TAKEN



Our Mission

Every parent knows how hard it is to find engaging activities they can do as a family.

We want to give parents a free, outdoor experience that gets their kids out walking in the fresh air, engaging in stories and having a blast.

We want to help high streets by making them places for families to visit for leisure as well as shopping.

And, most of all, we passionately want to create unforgettable, immersive experiences for children.

Stephen Blackwell, Executive Director & Founder



Our Method

We create innovative storytrails combining



Pokemon Go-type AR

&



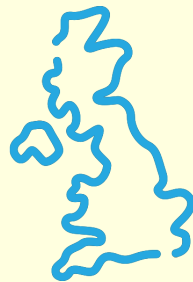
Storytelling Magic

Our unparalleled new geogaming platform lets families play a library of them - for free.



We add 5 new national campaigns a year

&



We're launching the platform in towns & cities across the UK

Become a platform host for your area and join us as we roll out this revolutionary experience.

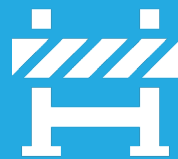


High streets are suffering and families are eager for leisure

Problems for the High Street

Low Footfall

Shopping patterns have seen people shifting to out of town and online.



Family Leisure

Families generally travel to town centres for 'mission' shopping rather than leisure.



Funding

Big draw events are expensive and funding is very tight for many place management bodies.



Problems for Families

Too Much Screen Time

Finding new and nearby leisure activities for kids that gets them out and about can be a challenge.



Fitness & Fresh Air

Many parents worry about their kids getting enough exercise and want to encourage more walking.



Cost

Many events and activities suitable for families are very expensive and costs can be prohibitive.



The Solution

Increase Health & Footfall

Our experiences encourage players to walk more, increasing their wellbeing & local footfall.



Responsible

Paperless trails help the environment & we are further pledging to be carbon neutral before 2024



Low Cost & Simple

Our experiences are free for players and very economic to host.



Analytics

We collect and give vital analytic reports to clients during and after events.



Business Engagement

We speak to participating businesses to reward players with discounts and encourage visits.



Intuitive

Our simple tech means anyone can play on any smartdevice or browser.



Astonishingly excellent... Fantastic trails to get your local community up and out walking.

- Tina Gambell, Wisbech Parish Council

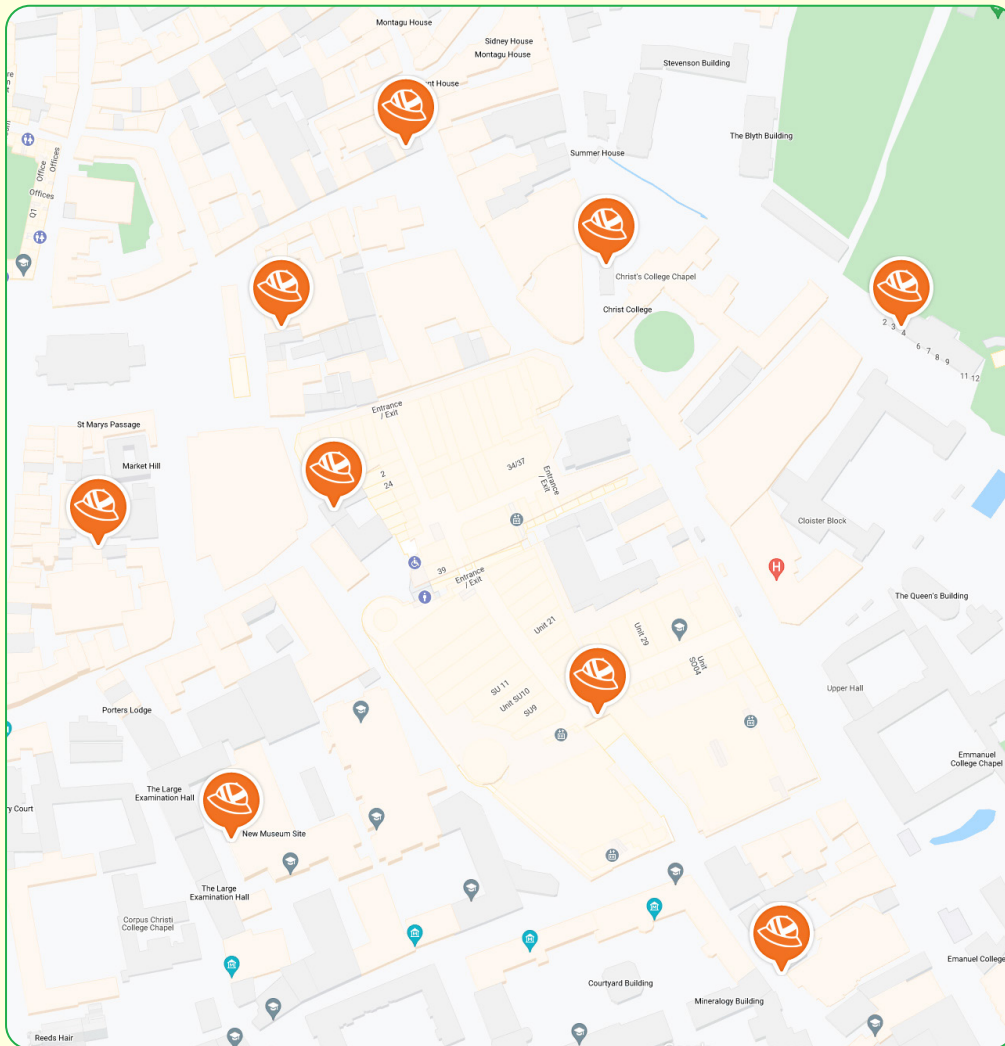
 **Trustpilot**



What a fantastic experience we had walking around! Great fun! The ebook is amazing! Well done!

- Laura Silva, Trustpilot

Your Local Area



Hosts choose 10 venues in their area to display the 'storypoints'.

Participating Venues can be updated every three months.

Storypoint artwork can be displayed on window vinyls or Correx boards, refreshed every three months.



Customer Journey

Because of our unique web-app technology, players don't need to download anything or register to play. They simply go to our website to begin their experience.

Launch includes 18 storytrails with the catalogue growing significantly in the first year. At least four new national trails will be added on the major holidays, at no extra cost, each year.

1
Players browse the platform and choose a game to take part in



Launch Storytrails

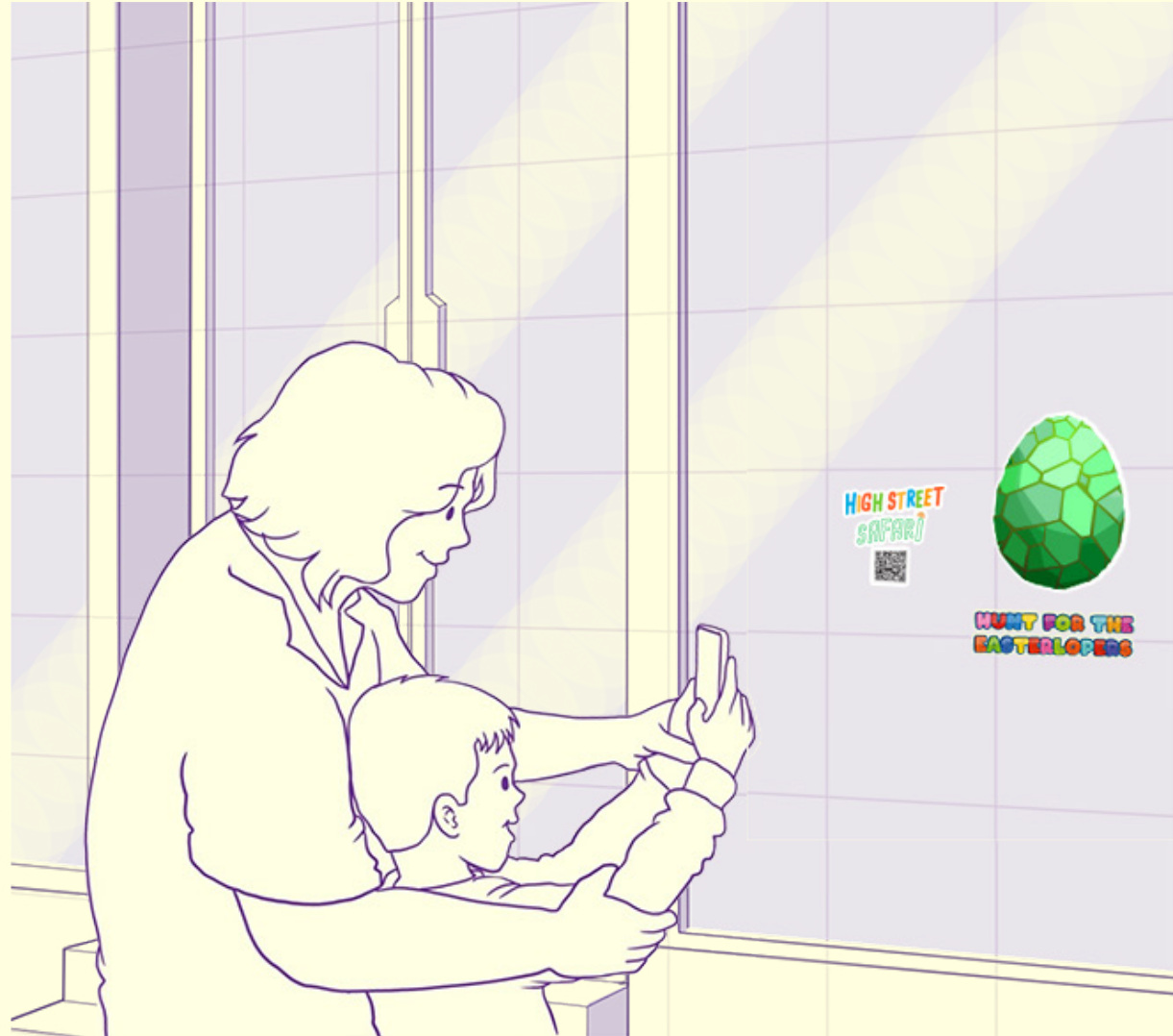
New Storytrails Autumn 2022

Festive Storytrails

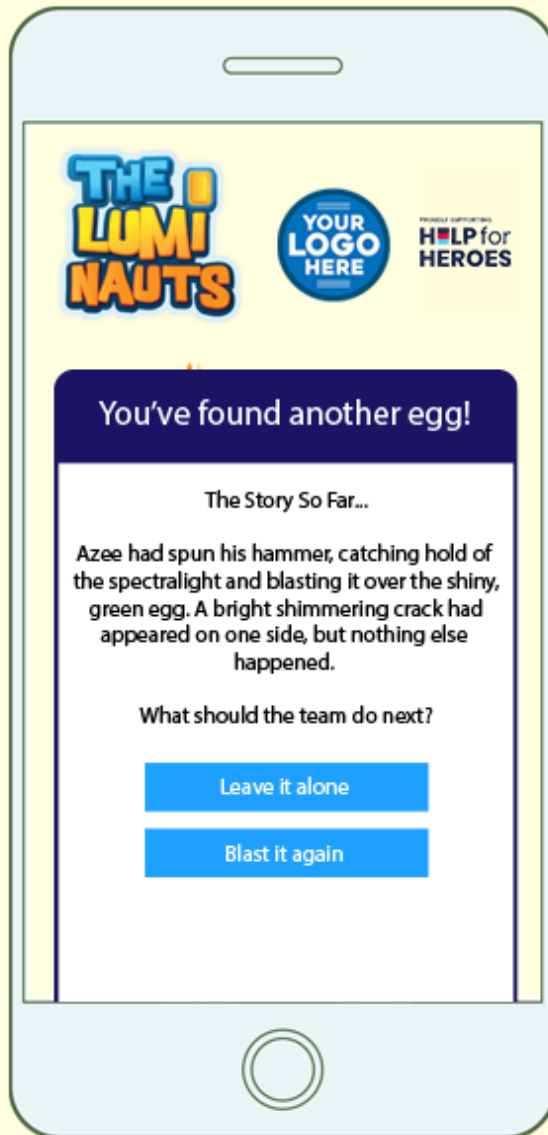
Interactive

Each story-point has a unique QR code and NFC tag for players to scan or tap with their smartphone. Once a story-point is scanned, a digital stamp of an object is collected (Easter eggs in the example). Characters are 'hidden' inside the objects and players use their smartphones to 'reveal' the characters within.

2
Scan or tap to collect

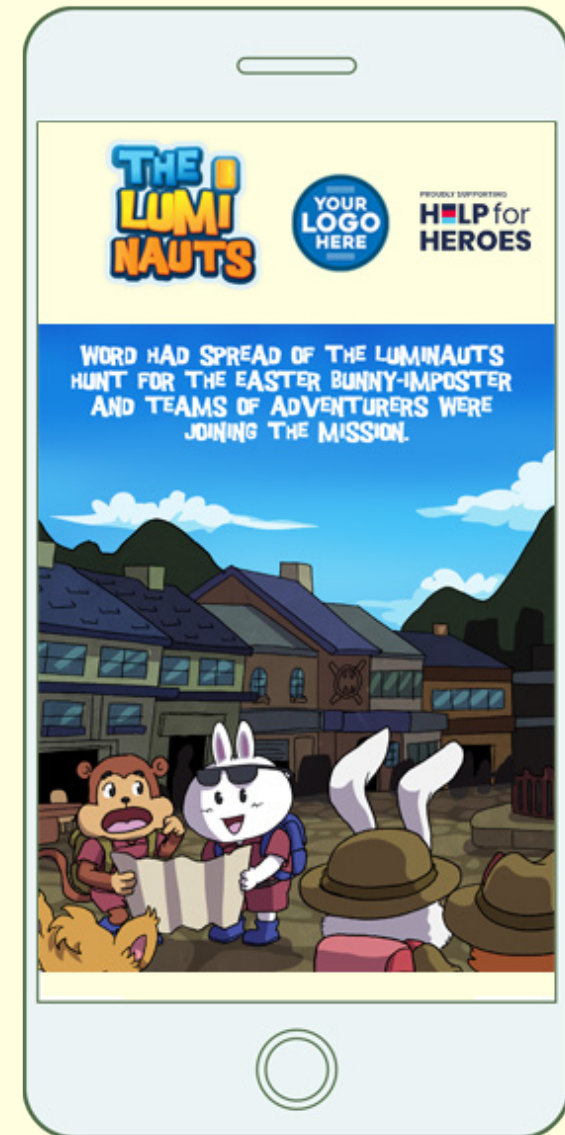


Engaging

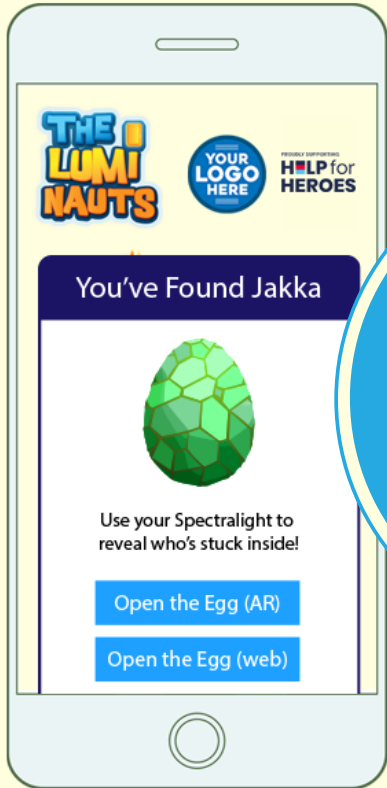


3
Choose what happens next in the story and see a page

Children engage with the story by choosing what happens next and then seeing their choice in the next page of the storybook.



Immersive



4

Players open the character in AR



The collected item is 'opened' with their smartphone to reveal the augmented reality character inside.

Families can take selfies or videos with the characters and share them on social media.

5

When finished, players can take 'mission complete' selfies and collect points for real badges.

Children will have something to share with their peers both on social media and at school. This increases brand awareness and gives families a rewarding sense of completion.

Rewarding



How do AR trails work?

Watch the video to see



Try it Out!

On the 'Mystery of the Secret Keys' family storytrail, players were tasked with tracking down mysterious keys and 'releasing' the strange creatures that inhabited them.

Have a go at collecting the first digital stamp, and don't forget to choose your story answer and reveal the character in AR.

Introducing The Luminauts

A world of creatures lives secretly right inside our own. They're called 'Spectral' and they hide in something called the 'sub-light' of everyday objects, a layer of the world that we can't see with our eyes. Most of the spectral are friendly and harmless... most of them, it's the ones that misbehave that the Luminauts are there for. This interstellar team of heroes use their unique skills and specially crafted 'Spectralight' tools to track down spectral on Earth and put things back in order.

They've been able to adapt Earth smartphones, just like yours, to act as temporary Spectralights, so you'll be able to join in too and see the spectral with your own phone. Do what you can to help the Luminauts on their mission and maybe there'll be a place for you on the team!

The Story So Far...

Nell, the leader of the Luminauts, has sent you a message!

"Hello there young recruit! Thank you for agreeing to help us on this mission. Here's the situation so far: We've had word about a gemstone, hidden deep in the jungle, with the power to trap spectral! We can't risk letting this get into anyone else's hands so we're going after it ourselves. We've found the temple where the gem is supposed to be hidden, but the way inside is blocked! I'm sending you a map of 10 secret keys that are in your area. These keys have Spectrals living in them and I'm convinced that these creatures can help us get into the temple. Find and release the Spectrals and ask them for clues! We'll be waiting to hear from you. Good luck on the mission recruit, speak soon!"



1

SCAN TO COLLECT

MYSTERY OF THE SECRET KEYS
A FREE, FAMILY OUTDOOR ADVENTURE

THE LUMINAUTS **HIGH STREET SAFARI**

This summer you can take part in our free, augmented reality storytrail. Join our band of interstellar heroes 'The Luminauts' on an adventure as they release 10 gem-creatures by finding special keys nearby.

Simply scan the QR codes, displayed at locations nearby, to collect digital stamps and play. Choose what happens in the story, see the characters spring to life in augmented reality, and solve the mystery of the secret keys. Go to the website or scan the QR code to start your free, family adventure.

HighStreetSafari.com

Trustpilot ★★★★★

SCAN TO START YOUR FREE ADVENTURE

Adding Local Trails

Bespoke Storytrails



Our expert team can create completely bespoke experiences based on local folklore, history, characters or events. The creation process is highly flexible and tailored to your needs. Storytrails can be created for as little as £2,000.

Established Trails



Whether it's an existing tour, ghost walk or treasure hunt, hosts can list established trails on their local libraries. These can incorporate the ten QR code storypoints or more QR code locations can be added.

Third-Party Trails



Do you have a local tour company, ghost walk or escape room that might be interested in creating and listing an experience? No problem, we can work with them to make it happen.

Case Study

Who: Alton Town Council

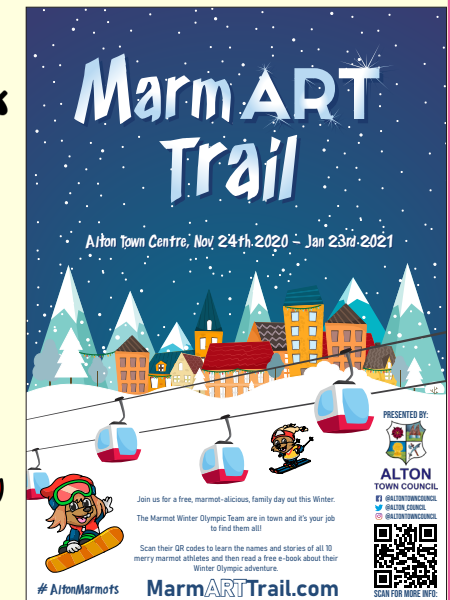
Where: Alton, Hampshire

Population: 16,000

Players: 4,000

MarmART Trail

Alton Town Council came to us with a beautifully wacky idea for a trail of Marmots doing winter sports. We created a fun, eye-catching, safe and interactive experience for the town. The trail included a series of animated characters for their digital stamps, beautiful 1.5m window decals of the Marmots and engaging stories which ended in a free eBook 'Marmite and the Marmot Games' for players. **Over 4000 players** took part in the trail despite being interrupted by a national lockdown.



Add A Free Community Engagement Trail

As a complimentary feature to add to your local platform, we'll work with you and local stakeholders to add a free community engagement trail.

The trail can be used for:

Signposting opportunities for players to get involved in their local community



Highlighting the work that goes on in the community



Showcasing local heroes that work to better their community



Artwork for the trail can be generated by the local community through schools, a competition or local art initiatives.

If requested, we can work up artworks into augmented reality characters and even create stories based on local themes.



Platform Benefits

Build a Repeat Audience

Building public awareness takes time. Instead of running one-off events, having a continuous year-long presence will enable you to do this to much greater effect. Having a library of trails will see players returning over and over to play.



Run Amazing Social Media Campaigns

With every new trail we give you the tools to create brilliant marketing campaigns. We can also do this for you directly by running social media campaigns that maximise awareness of the platform and new trails, on your behalf.



Create Something for Everyone

Our storytrails mainly cater to families but we'll be adding in more niche trails as the platform library grows such as our couples quiz trail or escape room mysteries. As we add in walking trails, tours and puzzle games, everyone in your area will have a reason take part.



Add a Bonus to Your Events Calendar

The platform is the perfect, year-long bonus event to add to your location. Each new trail, on the four major holidays, can be publicised as an event in itself or run as a companion option to other events.



Platform Subscription

We're passionate about creating unforgettable experiences, if you are too we'd love to create a lasting partnership with you.

For your small monthly fee we'll give you:

- A continuous geogaming platform for visitors to your area, with a large and growing library of experiences.
- At least 4 major new trails a year on Easter, Summer, Halloween and Christmas. This includes new vinyl or Correx artworks and marketing toolkits with each one.
- Add a sponsor's branding for the platform.
- Add existing local trails.
- Add local business offers to storypoints.
- Link storytrails to local websites, events or apps.



Our Team



Stephen Blackwell
CEO/Founder

Former CEO of Casebook Events.

Expert in event management, digital design and UX.



Rob Johnson
Partnerships Manager

Expert in business and partnership development.



Amin Aziman
Head of Design

Expert in graphic, web and UX design. Illustrator and 3D artist.



Neil Garner
Non Executive Director

CEO of Thyngs Ltd.
Expert in business development and contactless technology.



HIGH STREET SAFARI



Book a call to discuss bringing our exciting new platform to your area.

Please call **Stephen Blackwell** on **07735 125180** or email info@highstreetsafari.com

highstreetsafari.com