Item 8 – To consider provision of a High Street Safari type event.

The Open Space & Leisure Committee agreed to investigate the options on offer currently from High Street Safari to enable consideration of an event in late 2026 or spring 2027. Due to the inquorate meetings and no decision making on this the item went to Full Council on 7th October 2026 where the following decision was made:

It was noted that the event had not taken place in the previous year and that increased opportunities for promotion and business engagement may support its delivery.

Resolved: To defer consideration of a High Street Safari event to a future meeting, with a view to exploring the feasibility of holding the event at Easter.

Background

High Street Safari creates family-friendly augmented reality trails where families can scan posters erected in outside venues, meet digital characters and complete challenges. Home - High Street Safari

High Street Safari events have been held in 2022, 2023 and 2024. The 2022 event feedback showed 250 plus subscribers with 2023 having less and 2024 closer to 170 so not so well supported. The period over Christmas and New Year when the events are held does experience bad weather which may be detrimental to an outside event however many are aimed at the Christmas period. The costs for 2024 was £549 plus printing of correx boards and officer time.

Due to the lack of subscribers and the relative high cost it was decided not to do a safari in 2025.

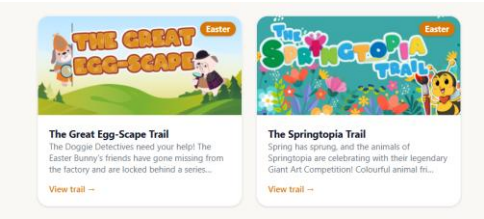
High Street Safari

The premise of the event is that families follow a trail around the village, visiting community places or businesses to scan a poster, take part in games, selfies, clues and riddle solving to enable moving onto the next location. High Street Safari provide the physical campaign materials, digital Quest, interactive maps, local branding, marketing toolkits, hosting and post campaign analytics. Officer input is in establishing locations and engagement with businesses and group to host the posters, putting up posters and marketing the event.

Events currently available.

High Street Safari are offering the following trails for 2026/2027. Many are aimed at younger children such as “Elmer” and “Teletubbies” however more appropriate ones for wider age groups and families would be “Cat in the Hat” which compliments a new film coming out soon.

Easter and springtime options include;



All are costed at £999 plus there will likely be additional printing costs and officer time to install, organise venues and advertise.

Recommendation

That members consider whether to recommend a High Street Safari or similar event for Easter 2027 with a possible discount to be negotiated.