

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

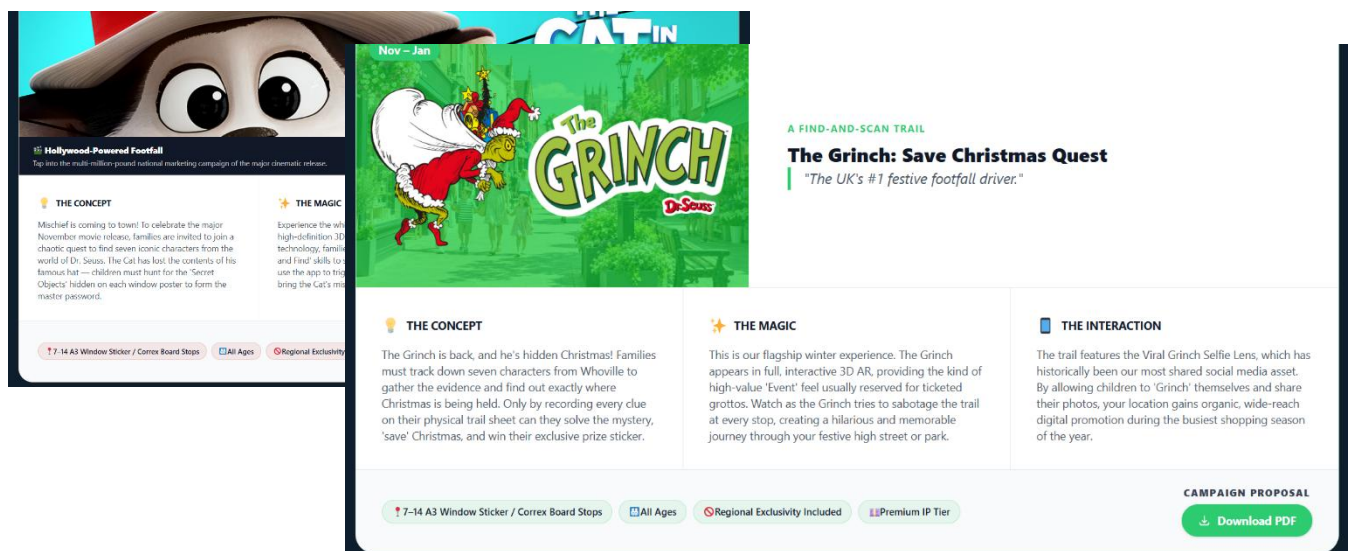
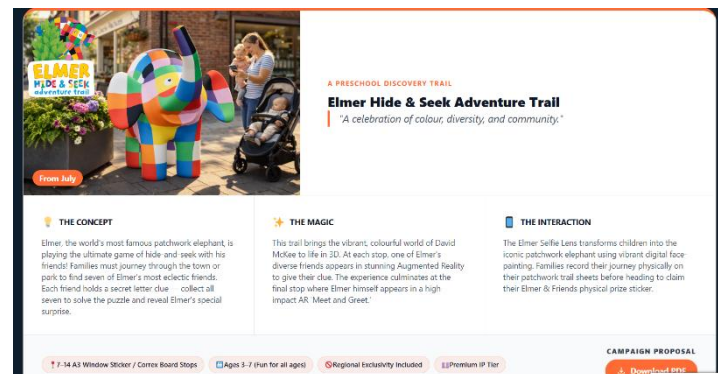
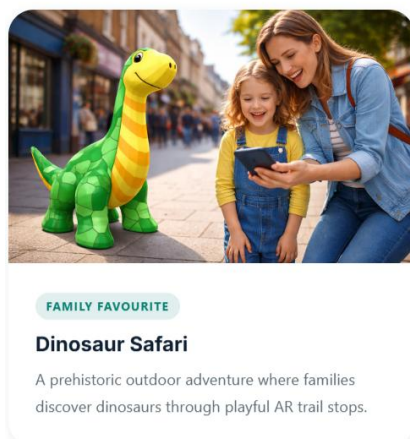
High Street Safari creates family-friendly augmented reality trails where families can scan posters erected in outside venues, meet digital characters and complete challenges.

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 costs for 2024 was £549 plus printing of correx boards plus 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 are offering the following trails for 2026, some are aimed at younger children such as Elmer and Teletubbies however more appropriate ones for the Christmas period are Cat in the Hat (new film coming out) and The Grinch.



Both 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 arrange a High Street Safari or similar event for Christmas 2026 at a cost of £1000.