

Demonstration of the Market Towns App

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Kerri Bruce, Market Towns Investment group (MTIG) Marketing Intern, will attend the meeting to provide a demonstration of the new Market Towns App.

To find out more information about the app and to download (Apple and Android) please visit:
<http://www.townguideapps.com/yourtown.aspx>

Background Information

The South Somerset Market Towns App was an idea developed by the Market Towns Investment Group and commissioned by SSDC. The idea was to create a guide for both locals and visitors that could be updated easily in real time, and accessed on the move via smartphone or tablet.

Town Councils opted in to be a part of the project and a total of nine market towns are now featured on the App as a result. The Market Towns Investment Group help Market Towns to work together to build better communities, the App project emulates this very ethos. With nine towns working together to promote themselves via an App, something that would not be possible to do alone. Since the release in July 2013 this community led project has had volunteers in each town working to keep all of the information up to date.

Since April 2014 further developments and promotions have taken place, with help and guidance from Kerri Bruce Market Town Investment Group Intern.
