



a creative
momentum
project

CREATIVE TRAILS:

CONNECTING CREATIVES WITH VISITORS ACROSS EUROPE'S
NORTHERN EDGE

JULY 2018

CONNECTING CREATIVITY ACROSS
EUROPE'S NORTHERN EDGE
www.MyCreativeEdge.eu



Northern Periphery and
Arctic Programme
2014-2020



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**research for:
a creative
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project**

SUMMARY

The Creative Trails activity of 'a creative momentum project' aimed to develop creative routes/trails to facilitate tourists, visitors and locals to identify and visit artists and other creative businesses. In turn increasing their opportunities to make sales to the tourist and domestic market. The activity was led by two of the project partner organisations – Armagh City, Banbridge & Craigavon Borough Council (on behalf of South East Economic Development) and the Cultural Council of North East Iceland.

This activity developed four new Creative Trails, two in North East Iceland and two in South East of Northern Ireland. It also identified and promoted existing Creative/Art/Craft Trails in all project partner regions.

As a starting point, each of the project partners compiled a listing of examples of such Trails in their own region. This contributed to the development of a new [Trails](#) section on the re-developed www.MyCreativeEdge.eu. There are two types of content in the [Trails](#) section:

- a. New Creative Trails developed by 'a creative momentum project' have a detailed Profile page to showcase the Trail.
- b. Existing Creative Trails in the regions are included in a directory listing containing: Trail name; location; short description; feature image; link to website for the Trail.

DEVELOPING NEW CREATIVE TRAILS

Following an examination of best practice examples, the process began to develop new Creative Trails in Iceland and Northern Ireland. It was decided to develop a Creative Trail mobile app. One overall mobile app would be developed as a template that could house four individual apps, one for each of the four new Creative Trails. It was felt that an app, supported by promotional brochures, would be the most effective way to communicate and deliver the new Creative Trails to visitors.

The first stage was to clearly define the functionality of the app. The following questions were addressed and clarified:

Question 1: What should the app do and why should it exist? The app will connect creative businesses with a previously unconnected market – the tourist market. It will inform users where creative businesses (that are open to the public) are located, where they are located in relation to the user's current location and what each can offer.

Question 2: Who will use the 'Creative Trails' app? The app will be aimed at tourists, walkers, day trippers and people interested in the creative industries. It will also be used by organisations to promote the regions. Using the app should be as intuitive as possible and the user should not require a high level of comfort with technology. Once downloaded, the app should be able to operate without having an online connection as these regions are quite rural.

Question 3: What will be the typical user experience? The visitor will arrive at a tourist office, the app will be promoted to them (by staff or a brochure) and the visitor can download it on the premises. They select the relevant Creative Trail and are

brought to a visual user interface. An arrangement of the 'profiles' of the creative enterprises featured on that Creative Trail is displayed, the user can opt to get more details by clicking on each profile and can also build an itinerary to visit a number of locations.

Question 4: Who can participate in Creative Trails? Creatives in North East Iceland and South East of Northern Ireland, who meet certain criteria, can participate in the new Creative Trails. The criteria depends on each region and what kind of Trail is being developed as the two regions developed slightly different types of Trails. The main criteria were:

- Creative businesses: Open for visitors – open studio; Regular opening hours/ open on request; Product to sell.
- Other types of trails (e.g. outdoor art work, museums, events etc): Informational; A recreational value; Visitor friendly, good accessibility; Easily accessible online.

The next stage was to contract an app developer to build the Creative Trails mobile app. Throughout the app development process the creative profiles of enterprises and venues to be featured on the apps had to be sourced. This information was fed back to the app developer who used it to both populate and test the app.

Recruiting creatives to join the Creative Trails app in Northern Ireland: In May 2017, a call for applications from creative businesses to be featured on the new Creative Trails app for Northern Ireland was published on MyCreativeEdge.eu. Applications were requested based on developing two geographically-based Creative Trails for Co. Down and Co. Armagh. The article proved to be the most viewed News item published on the re-developed MyCreativeEdge.eu. Considerable promotion of the opportunity took place though social media and other channels.

Recruiting creatives to join the Creative Trails app in Iceland: Instead of geographically-based Creative Trails, the Cultural Council of North East Iceland decided that their two Trails would be for Museums and for Design and Craft businesses. Museums were mainly recruited through direct e-mails to Museum Cluster Co-operations in the region. An open call for design and craft businesses to join the app opened in June 2017 through an article in Icelandic published on MyCreativeEdge.eu. It was advertised in the local media, on social media and through direct e-mails to potential participants.

In total 53 creative enterprises, galleries and museums are featured in the four new Creative Trails. The mobile apps were launched for Android and iOS on Google Play and the App store on 28 June 2017.

Iceland Creative Trails App

- Google Play <https://play.google.com/store/apps/details?id=com.mytourtalk.icelandcreativetrail>
- App Store <https://itunes.apple.com/mt/app/iceland-creative-trails/id1245630121?mt=8>

Northern Ireland Creative Trails App

- Google Play <https://play.google.com/store/apps/details?id=com.mytourtalk.nicraigavoncreativetrail>
- App Store <https://itunes.apple.com/mt/app/northern-ireland-creative-trails/id1245578332?mt=8>

PROMOTING THE NEW CREATIVE TRAILS

The app was officially launched in Northern Ireland with a Creative Exchange event at F.E. McWilliam Gallery and Studio on 28 June 2017. The app was promoted in Northern Ireland in the following ways:

- Posters and leaflets designed to inform and engage potential users of the app, as well as creative businesses that could potentially be featured on the app.
- Plaques for installation onsite for featured businesses.
- Engagement with local press and radio.
- Inviting tour guides to the launch event, as well as elected representatives and businesses featured on the app.
- A commissioned [video](#) to motivate businesses to apply to join the app and to instruct potential users on how to use it.

Following the launch the app received considerable media coverage and the prominent Northern Ireland tourism blogger “NI Explorer” reviewed the Creative Trails apps. Over the course of one Saturday he visited a number of the featured businesses and blogged his experience here <http://niexplorer.com/blog/creative-trail>

In Iceland the Creative Trails were promoted to design and craft businesses at a Creative Exchange event on 22 June 2017. North East Iceland Cultural Council also designed a brochure to promote the Creative Trails app in tourist information offices. A challenge in promoting the app however was that many of the featured design and craft businesses only open to the public during the summer months and not the full year. Therefore it was not possible to promote the app during the winter of 2017 and promotion began in earnest for summer 2018.

In cooperation with the North Iceland Marketing Office it was decided to widen the area covered by the Creative Trails app to the whole of the North of Iceland (not only the North East). The North Iceland Marketing Office felt this was necessary for them to be able to promote the Creative Trails on their website.

A Creative Exchange event was held in Iceland in April 2018 to present the Creative Trails app to creatives in the region. While ten designers and seven museums in North Iceland have already signed up, the aim is to get all the museums, designers and handicraft groups in North Iceland to be participants in the app. Along with a presentation about the app, its future was discussed, such as marketing, maintenance costs and who would be responsible for the app in the future. The Cultural Director of North East Iceland also introduced the Creative Trails app to other Cultural Directors around the country who showed great interest in the project. It is a possibility that in future, the whole of Iceland will be involved in developing similar Trails.

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ACKNOWLEDGEMENTS

This report outlines the experience of 'a creative momentum project' in developing and implementing the 'Creative Trails' activity during 2015-2018. It has been written by Niall Drew, Project Co-ordinator, Armagh City, Banbridge & Craigavon Borough Council on behalf of South East Economic Development. Significant inputs were also provided by Hulda Jónsdóttir, Project Officer, Eyping and Pauline White, Project Co-ordinator, Western Development Commission.

We would like to thank all the creative businesses, museums and galleries on the Creative Trails app, as well as the app developers and anyone who helped to promote the Creative Trails.



1.0 INTRODUCTION

'a creative momentum project' was a €2m, 3-year (2015-2018) transnational project to support the creative industries sector across Europe's Northern Edge. It was co-funded by the EU's [Northern Periphery & Arctic](#) (NPA) Programme.

'a creative momentum project' supported individuals and enterprises working in the creative and cultural industries. The activities covered were Arts, Craft, Design and Media & Technology. 'a creative momentum project' supported artists, craftspeople and creative sector enterprises to:

- develop their creative and business skills and innovate new product/service ideas by providing mentoring, new online knowledge resources and supporting collaborative product, service and organisational innovation;
- connect with other creatives to develop new opportunities locally, regionally and transnationally by supporting shared spaces, events and gatherings; and
- get their products and services to market by supporting them to attend Trade Fairs and showcase their work online and to the tourist market.

'a creative momentum project' conducted research on the processes operating in the sector to improve understanding of the sector's needs and make the case for public policy to support the sector. Further information on the project can be found at [MyCreativeEdge.eu](#).

The project was implemented by six partner organisations:

- [Western Development Commission](#) (WDC), Ireland
- [National University of Ireland, Galway](#) (NUIG), Ireland
- [Cultural Council of North East Iceland](#), Iceland
- [Armagh City, Banbridge & Craigavon Borough Council](#), Northern Ireland on behalf of South East Economic Development
- [Technichus Mid-Sweden Ltd](#), Sweden
- [Lapland University of Applied Sciences](#), Finland

It was implemented in the following regions:

- West of Ireland (counties Donegal, Sligo, Leitrim, Roscommon, Mayo, Galway and Clare)
- Northern Ireland (Armagh City, Banbridge & Craigavon Borough Council, Ards & North Down Borough Council, and Newry, Mourne & Down District Council areas)
- Mid-Sweden (Västernorrland)
- Northern Finland (Lapland, North Ostrobothnia)
- Iceland (North East)

2.0 CREATIVE TRAILS

2.1 WHAT IS A CREATIVE TRAIL?

A Creative Trail is a physical route which facilitates tourists, visitors and locals to identify and visit artists and other creative businesses with open studios. It therefore increases the opportunities for creative enterprises to make sales to the tourist and domestic market.



Mahvash Interiors is featured on the Northern Ireland County Armagh Creative Trail

2.2 AMBITIONS OF THE CREATIVE TRAILS ACTIVITY

The Creative Trails activity of 'a creative momentum project' aimed to develop and map creative routes/trails to facilitate tourists, visitors and locals to identify and visit artists and other creative businesses; therefore increasing their opportunities to make sales to the tourist and domestic market. The activity was led by two of the project partner organisations – Armagh City, Banbridge & Craigavon Borough Council (on behalf of South East Economic Development) and the Cultural Council of North East Iceland.

The activity aimed to develop new Creative Trails in two of the project partner regions (North East Iceland and South East of

Northern Ireland). The activity would also identify and promote existing Creative/Art/Craft Trails in all the project partner regions.

The Creative Trails activity was to be incorporated within the www.MyCreativeEdge.eu website as a means for website visitors to have an opportunity to physically visit some of the businesses showcased virtually on the site.

Each of the new Creative Trails developed in Iceland and in Northern Ireland would map creative enterprises in a specific area. Initially an audit of the creative enterprises operating in these areas would be undertaken. Following the audit, every creative enterprise in the area, that had regular opening hours or could open for visitors on request, would be invited to take part and be included in the new Trails. Joining the Trails was to be open to every creative enterprise in the area, as long as they met certain criteria (see section 4).

The new Trails were then to be promoted, in co-operation with local tourist information centres and marketing offices. The Trails were to be available online with printed material / brochures available in tourist information centres and marketing offices.

2.3 WHO WOULD THE CREATIVE TRAILS ACTIVITY BENEFIT?

Creatives located in North East Iceland and South East of Northern Ireland, who met certain criteria, could participate in the new Creative Trails. The exact criteria would depend on what kind of Trail was being developed. There were two main categories of Trails:

- Creative businesses:
 - Open for visitors – open studio
 - Regular opening hours/ open on request
 - Product to sell
- Other types of Trails (e.g. outdoor art work, museums, events etc):
 - Informational
 - A recreational value
 - Visitor friendly, good accessibility
 - Easily accessible online

3.0 EXISTING CREATIVE TRAILS IN THE REGIONS

3.1 AUDIT OF EXISTING TRAILS

Following discussion and agreement between project partners on the definition of a 'Creative Trail', each of the project partners developed a listing of such Trails in their own region. An Excel data collection template was developed to help partners compile the listing and during late 2015/early 2016 all partners investigated examples of Creative Trails in their own regions.

North East Iceland Cultural Council then researched best practice examples of Trails, drawing from this listing, as well as other examples from Europe and further afield. This led to the identification of 12 'best practice' examples of existing Trails given in Table 1.

TABLE 1: BEST PRACTICE EXAMPLES OF TRAILS IN PARTNER REGIONS AND BEYOND

Name of Trail & Link	Country	Type	Format	Description
Sagnagrunnur	Iceland	Heritage	Interactive map	A geographically mapped database of Icelandic folk legends. Good design for map.
Sagnakort Suður-Pingeyjarsýslu	Iceland	Heritage	Interactive map	A geographically mapped database of Icelandic folk legends. Great idea of a map.
Birding Trail North East Iceland	Iceland	Nature	Simple map and accessible website	Map that shows the location of designated birding sites.
Ithaca Art Trail	US	Art	Map of artist studios	Very good example of artist trail and city map
Design Walks	Finland	Design	Brochure with map	Colour coded map and brochure. Tour in Finnish and English
Ornskoldsvik Public Art	Sweden	Art	Map	Map of open air art installations
Akureyri Art Trail	Iceland	Art	Brochure with map	Map of open air art
Craft NI	Northern Ireland	Craft	Online map	Signpost to craft locations where visitors and locals alike can visit
Creative Peninsula	Northern Ireland	Art and craft	Brochure with map	Week-long event that celebrates art and craft. Map of sites is an interesting example
Westport Craft Trail	Ireland	Craft	Brochure with map	Map of art and craft in Westport town
Made in Sligo Craft Trail	Ireland	Craft	Brochure with map	Map of craft workshops around the county of Sligo
Made in Galway Craft Trail	Ireland	Craft	Online map	Map of craft locations in Galway with information

3.2 DIRECTORY OF TRAILS ON MYCREATIVEEDGE.EU

In late 2015, a web development company was contracted to re-develop the online showcase platform MyCreativeEdge.eu.¹ One of the requirements for this re-development was the incorporation of a section for Creative Trails. In discussions in early 2016 on the re-development of the site it was agreed that:

1. A section called [Trails](#) would be included in the new website structure.
2. The Trails section, along with [Spaces](#) (featuring profiles of shared creative working spaces) would be combined in a main section of the website called Places.
3. There would be two types of content in the Trails section:
 - a. New Creative Trails developed by 'a creative momentum project' would each get a detailed [Profile](#) page to showcase the new Trail.
 - b. Existing Creative Trails would be included in a directory listing containing: Trail name; location; short description text; feature image; link to website for the Trail.

As the development of the new Creative Trails would take some time (see following sections), the initial content of the 'Trails' section would be a directory listing of some of the existing Trails in the regions. It was agreed that each project partner would contact the managers of Trails included in the listing and request to include their Trail on MyCreativeEdge.eu. They would also seek a suitable image and description text. As a key element of the directory listing was a web link to the Trail, only Trails with an online presence could be included.

Project partner staff then directly uploaded details of Creative Trails in their own region. The beta version of the re-developed site went live in October 2016 with the site going fully 'live' on 1 March 2017. Ultimately six existing Trails were uploaded to the site.

- Mid-Sweden
 - High Coast Art Trail
 - Public art in Örnsköldsvik
- North East Iceland
 - Akureyri Art Trail
- Northern Finland
 - Arctic Design: Culture, Art & Design in Rovaniemi
- West of Ireland
 - Donegal Designer Makers
 - Ennistymon Art and Craft Trail

¹ A full report on the re-development process, including the incorporation of Creative Trails can be downloaded from <https://mycreativeedge.eu/deep-in-thought-item/building-mycreativeedge-eu/>

Trails Directory

All Regions **Mid-Sweden** North East Iceland Northern Finland Northern Ireland West of Ireland

2 TRAILS



High Coast Art Valley

ÖRNSKÖLDSVIKS KOMMUN MID-SWEDEN

A great chance to see unique and interesting art in a beautiful landscape. The goal is to place a new sculpture here at least once a year.

[More](#)



Public art in Örnsköldsvik

ÖRNSKÖLDSVIK MID-SWEDEN

Look at professional outdoor art in Örnsköldsvik city centre. Visit 20 different sculptures within walking distance.

[More](#)

Trails Directory listing for Mid-Sweden



4.0 DEVELOPING NEW CREATIVE TRAILS FOR ICELAND AND NORTHERN IRELAND

Following the collection of information on the existing Trails in the partner regions and examination of best practice examples, the process began to develop new Creative Trails in Iceland and Northern Ireland.

4.1 A CREATIVE TRAILS APP

After considering the best practice examples and a series of discussions, a consensus was reached to explore the idea of developing a Creative Trails mobile app. One overall mobile app could be developed as a template that could house four individual apps, one for each of the new Creative Trails, two in Iceland and two in Northern Ireland. It was felt that an app, supported by promotional brochures, would be the most effective way to communicate and deliver the new Creative Trails to visitors to the two regions.

The first stage was to clearly define the functionality of the app. Who it would target and how it would be used. This would allow the development of an app that would answer the needs of both project partner organisations involved, while also ensuring both were 'on the same page' throughout the design and delivery stages of the app. The following five questions were addressed and clarified via e-mail and conference calls between the Northern Ireland and Iceland project partners. The outcome was reported back to the larger 'a creative momentum project' partnership during project meetings and con-calls.

QUESTION 1: WHAT SHOULD THE APP DO AND WHY SHOULD IT EXIST?

This app will exist primarily to connect creative businesses with a previously unconnected market – the tourist market. It has been found that the geographic areas the new Creative Trails app will cover do not currently have any mobile-based active Trails promoting the creative industries. The app will inform users where creative businesses in the area (that are open to the public) are located, where they are located in relation to the user's current location and what each can offer.

The app will allow the user to search the featured businesses using various filters e.g. by type of craft activity, and then allow them view the results on a map. The aspiration is that this app will be the 'go to' medium for tourists to these areas to connect with creative industries in the region, providing them the means to easily plan a trip of chosen duration and offering places and experiences that satisfy their interests.



Keith Shepherd Glass Artistry features on the Northern Ireland Creative Trail and was able to receive the above photo as part of his support

QUESTION 2: WHO WILL USE THE CREATIVE TRAILS APP?

The app will be aimed at tourists, walkers, day trippers and people interested in the creative industries. It will also be used by councils, municipalities, marketing and tourist offices to promote the two regions.

Potential users will be of all ages. Using the app should be as intuitive as possible and the user should not require a high level of comfort with technology. The app will be marketed for download at tourist offices and other centres with high visitor numbers where there will generally be free WiFi available. Once downloaded, the app should be able to operate without having an online connection. Where functionality is compromised by lack of an internet connection, the user should be notified that a particular function is only available with a connection and the rest of the functionality of the app should be unaffected. As the areas covered by the app include some quite remote and rural areas, offline access to the app would be critical.

QUESTION 3: WHAT WILL BE THE TYPICAL USER EXPERIENCE?

The visitor will arrive at a tourist office. The app will be promoted to them (by staff or a brochure) and the visitor will download it on the premises. They select the relevant Creative Trail and are brought to a visual user interface. An arrangement of the 'profiles' of the creative enterprises featured on that Creative Trail is displayed, the user can opt to get more details by clicking on each profile. A Creative Trail suggestion, starting at their current location, may be displayed including travel times. Eateries,

accommodation and other places of interest that may increase dwell time in the Trail region will also be displayed.

QUESTION 4: WHO CAN PARTICIPATE IN CREATIVE TRAILS?

Creatives in North East Iceland and South East of Northern Ireland, who meet certain criteria, can participate in the new Creative Trails. The criteria depend on each region and what kind of Trail is being developed as the two regions decided to develop slightly different types of Trails. The criteria were:

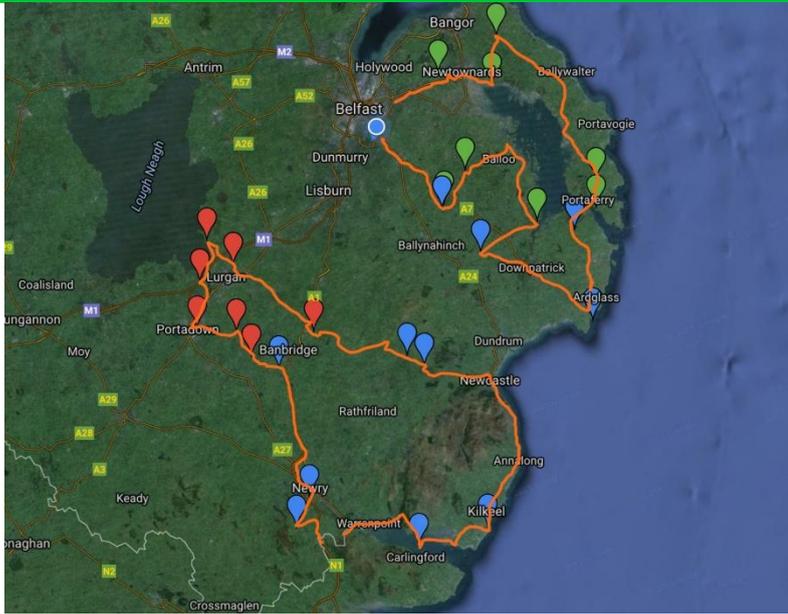
- North East Iceland: Design and Craft Trail**
 - ✓ Must have a Profile on www.MyCreativeEdge.eu that represents their creative business
 - ✓ Designers/design businesses and craft groups/shops
 - ✓ Open for visitors – open studio
 - ✓ Regular opening hours/ open on request
 - ✓ Product to sell
 - ✓ Business open at least one year
- North East Iceland: Museum Trail**
 - ✓ Regular opening hours/ open on request
 - ✓ Museum, exhibition or a centre
 - ✓ Informational
 - ✓ A recreational value
 - ✓ Visitor friendly, good accessibility
 - ✓ A part of Museum Cluster Co-operation in the region
- Northern Ireland: Creative businesses that have something to offer tourists/visitors to the region**
 - ✓ Based in one of the following Northern Ireland Council areas
 - Ards and North Down District Council
 - Armagh City, Banbridge and Craigavon Borough Council
 - Newry, Mourne and Down District Council
 - ✓ Must have a Profile on www.MyCreativeEdge.eu that represents their creative business
 - ✓ Must be a creative business
 - ✓ Needs to have a venue open to the public that offers an exhibition of their works or a showcase of their service. Preferably they should offer at least one of the following:
 - Shop that sells creative works
 - Opportunity for the public to view the creative process
 - Opportunity for the public to take part in the creative process
 - Information/reading area where visitors can learn about the products/services, the process involved and where applicable the history and wider significance of the creative business
 - Café
 - Parking
 - Further incentives to attract and engage with visitors to the region

POTENTIAL CREATIVE TRAILS IN NORTHERN IRELAND

Initial analysis of the potential businesses to be featured on the Creative Trails app in Northern Ireland showed potential for two routes. These would later be characterised by their county area.

- County Down Creative Trail
- County Armagh Creative Trail

This initial idea suggested that the Co. Down Trail (on the right) could be accessible from the main traffic routes from Belfast, the capital of Northern Ireland. While the Co. Armagh Trail (on the left) could take in the main roads leading to Dublin, the capital of the Republic of Ireland.



QUESTION 5: WHAT SHOULD THE TERMS AND CONDITIONS FOR PARTICIPATION BE?

The following Terms and Conditions would apply to the Creative Trails app:

- Inclusion in a Creative Trail would count as State Aid and each SME included will receive a statement of the value of State Aid they have received.
- Participants must be registered members of the MyCreativeEdge.eu website.
- Participants must be based in North East Iceland or South East of Northern Ireland (Armagh City, Banbridge & Craigavon Borough Council, Ards & North Down Borough Council, and Newry, Mourne & Down District Council areas) only.
- The purpose of participating in Creative Trails must be to increase sales or to increase the number of visitors.
- If unavoidable circumstances arise that prevent you from participating in Creative Trails, you are required to notify the responsible party as soon as possible (e.g. if the business ceases to operate or other circumstances).
- Participants must clearly display any Creative Trail material and provide up to date information on the Trail app at all times.
- Participants must be willing to participate in joint promotional activities and share their success stories/ experience, such as at a future Creative Exchange information event organised by 'a creative momentum project'.
- Any conflicts of interest must be fully disclosed to 'a creative momentum project'.

4.2 CONTRACTING AN APP DEVELOPER

The next stage was to contract an app developer to build the Creative Trails mobile app. Following agreement on the above questions the Northern Ireland project officer Niall Drew, engaged with the following to seek technical advice:

- Professional IT staff within Armagh City, Banbridge & Craigavon Borough Council
- Professional IT staff at the e-Learning Department of Queens University
- Community Development staff at Armagh City, Banbridge & Craigavon Borough Council to discuss their extensive experience of procuring developers to meet their brief (which required the development of mobile apps)

Based on this technical advice, it was decided that one app would be designed and used to host two Creative Trails in Northern Ireland and then used again for another app which would host two Creative Trails in Iceland. This would result in two apps (one each for Northern Ireland and Iceland) that between them would host four Creative Trails (two per app).

It was also decided that the app would be designed to address the Google Play (Android) and Apple App Store (iOS) markets but not the Blackberry or Microsoft markets as this was deemed to be an impractical use of resources given the dominance of Android and iOS in the mobile market.

The Northern Ireland partner then drafted terms of reference for the development of the app to go out to public tender. Once these terms of reference were agreed with the Iceland partner, the tender was publicly advertised. The tender opportunity was live from 31 January 2017 with a deadline of 16 February 2017. A News article was published on MyCreativeEdge.eu <https://mycreativeedge.eu/news-item/tender-opportunity-creative-trails/> and the opportunity was featured in a MyCreativeEdge.eu member Newsletter. By the closing date, five proposals were received.

An assessment panel was set up and the contract was awarded to a company called My Tour Talk (which has since been rebranded as [Oli: Outside Looking In](#)). They were given the deadline of having the app launched, with full functionality, before July 2017.

"Delighted to be a part of it and hope it only goes from strength to strength" Ruth McEwan Lyons of NI Silver



5.0 BUILDING AND POPULATING THE CREATIVE TRAILS APPS

5.1 THE DEVELOPMENT PROCESS

Throughout the development process of the apps the creative profiles that would be featured on the apps had to be sourced. This information was fed back to the app developer, via the Northern Ireland partner, who was able to use this information to both populate and test the app throughout its development stages.

It was agreed that, as far as possible, the 'link' for a featured creative business on the app would go to their Profile page on www.MyCreativeEdge.eu so that the app could function as an incentive to publish a MyCreativeEdge.eu Profile, as well as driving additional traffic to the website. During the development process Oli also developed an administrator manual for project staff to upload content to and update the app.

5.2 RECRUITING CREATIVES TO JOIN THE CREATIVE TRAILS APPS IN NORTHERN IRELAND

On 7 May 2017, a call for applications from creative businesses to be featured on the new Creative Trails apps for Northern Ireland was published on MyCreativeEdge.eu. The deadline for applications was 15 June. The article [Northern Ireland – Creative Trails Opportunity](#) was in fact the most viewed News item published on the re-developed MyCreativeEdge.eu² and received 461 page views with the average time spent on the page over four minutes. The application form to apply to join the app was the third most downloaded document from the website (68 downloads) with the Creative Trails Guidelines the fourth most downloaded file (55 downloads).

The call for applications was informed by the initial investigation of potential Creative Trail routes in the South East of Northern Ireland, which suggested that two geographically-based Trails for County Armagh and for County Down would be most effective.

Considerable promotion of the opportunity took place though social media, local press and other channels throughout the South East of Northern Ireland. The article set out the following reason why a Northern Ireland creative business should apply to join:



NI: Creative Trails
Does your creative business have something to offer the tourist market?

a creative momentum project mycreativeedge

Make sure you feature on the new EU Northern Ireland CREATIVE TRAILS app

connecting creative businesses with a previously unconnected market – tourists and visitors

Participating creative businesses in the SEED region will benefit from the marketing campaign connecting them to the tourist market and will have the option to have professional photographs taken to showcase their goods & services

For application form contact Niall Drew 028 3831 2485
Niall.Drew@ArmaghBelfastDownCountyDown.gov.uk
www.MyCreativeEdge.eu
closing date 21st May 2017

LAPIN AMK TECHNICHUS WDC NI Gateway

Northern Periphery and Arctic Programme 2014-2020 EUROPEAN UNION Investing in your future European Regional Development Fund

² During the period 1 March 2017 – 30 April 2018.

WHY SHOULD A CREATIVE BUSINESS APPLY TO BE FEATURED ON THE CREATIVE TRAILS APP?

The businesses that are featured on this app will be showcased throughout the EU countries involved in the project (Sweden, Iceland, Finland and the Republic of Ireland). Featured businesses will also benefit from the Northern Ireland marketing of the apps which will be widespread through the council areas of:

- Ards and North Down Borough Council
- Armagh City, Banbridge and Craigavon Borough Council
- Newry, Mourne and Down District Council

This will give the businesses on the app the opportunity to be featured in marketing on a new platform, and allowing them a new way to engage with potential customers. Participation also ensures that featured businesses are showcased through the MyCreativeEdge.eu platform through the EU counties participating on the project.

It is also envisioned that successful applicants to this opportunity will be able to avail of a further opportunity where professional photographs will be taken representing their business where applicable, which can be used for promotional purposes.



App offers guide to creative talent

ARDS and North Down Borough Council is calling upon creative businesses within the Ards and North Down region to be part of an innovative new Creative Trail app, designed to showcase the very best in local creative talent.

The downloadable app, built through the Creative Momentum project, is being launched by the Ards and North Down Borough Council this summer, with the aim of connecting the public to the region's most interesting speciality arts and crafts producers. Anyone downloading the app will be able to take a 'creative discovery', following a trail that showcases featured businesses, their products, skills and services.

Clare McGill, head of economic development, Ards and North Down Borough Council said, "We are delighted to be rolling out the Creative Trail app this summer which will really shine a spotlight on the wealth of creative talent in our area, from fashion design to watercolour painting, glass blowing to ceramics."

County Down Spectator, 9 June 2017

5.3 RECRUITING CREATIVES TO JOIN THE CREATIVE TRAILS APPS IN ICELAND

Instead of geographically-based Creative Trails, the Cultural Council of North East Iceland decided that their two Trails would be for Museums and for Design and Craft businesses.

For the Museums, recruitment was mainly through direct e-mails to a number of Museum Cluster Co-operations which exist in the region. The Cluster Co-operations contacted all the museums involved in their clusters to inform them of the opportunity to join the app.

For the Design and Craft Trail, there was an open call to join the app in June 2017. An article in Icelandic was published on MyCreativeEdge.eu on 1 June [Creative Trails: Spennandi tækifæri fyrir hönnuði og handverkshópa á Norðurlandi eystra](#) which included a downloadable application form (see box). The deadline for applications was 13 June.

This open call was advertised in the local media and through direct e-mails to potential participants. The Iceland project partner has an extensive database of creatives in the region and were able to make direct contact. The Creative Trails opportunity was also shared with the Icelandic project Industry Advisory Group who were asked to share the advertisement.

The article on MyCreativeEdge.eu was shared through the Eything and MyCreativeEdge Facebook pages, as well as to groups of Icelandic creatives on Facebook.

Recruiting creatives proved somewhat challenging for a number of reasons:

- Timing: As it was the beginning of summer it proved a difficult time to get people involved in the activity because of holidays, busy tourism season etc.
- Personnel: As the Cultural Director of the Cultural Council of North East Iceland, who had very well-established connections across the creative sector in the region, moved to a new job just before they began promoting the Creative Trails to potential participants, it proved more challenging for the project officer to undertake the promotion.
- Making the case: Some people were skeptical if the app was really going to help to promote them and were unsure of making the commitment when they were unclear if it would be of benefit to them.



APPLICATION FORM FOR ICELANDIC DESIGN AND CRAFT BUSINESSES TO BE FEATURED ON CREATIVE TRAILS

Creative Trails – Ísland

Umsóknareyðublað fyrir hönnuði og handverkshópa á Norðurlandi eystra.

Grunnupplýsingar

Nafn fyrirtækis	
Heimilisfang	
Vefsíða	
Forsvarsmaður	
Símanúmer	
Netfang	

Hvað af eftirfarandi atriðum passar við þína starfssemi? (merktu við)

Hönnuður/hönnunarfyrirtæki	
Handverkshópur/hús	
Opið fyrir gesti/ opin vinnustofa	
Fastir opnunartímar	
Opið eftir samkomulagi	
Eigin vörur til að selja	
Er í boði fyrir almenning að fræðast um starfssemina, fylgjast með eða taka þátt?	
Annað sem þú vilt taka fram	

Upplýsingar um starfsemi

(Þessar upplýsingar verða notaðar til að búa til prófíllinn í appinu til að kynna starfsemi þína)

1. Stutt lýsing á starfsemi þinni á ensku, um 60 orð, sem mun birtast í appinu og hvetja til þess að prófíllinn þinn verður skoðaður.
2. Ítarlegri lýsing á starfsemi þinni á ensku, um 120-150 orð, sem kemur fram þegar prófíllinn er skoðaður.
3. Óskað er eftir 3 – 10 myndum sem eru lýsandi fyrir starfsemi þína. Myndirnar skulu vera í JPEG eða PNG formati. Vinsamlegast sendið myndirnar með umsókninni í tölvupósti til: hulda@eything.is

Nánar um myndirnar :

- A.m.k. ein mynd 717 x 465 pixlar
- A.m.k. ein mynd í stærðinni 717 x 1920 pixlar

5.3 THE APPS

The mobile apps were launched for Android and iOS on Google Play and the App store on 28 June 2017 (see next section). The creative profiles featured on each Trail are listed in Table 2. In total 53 creative enterprises, galleries and museums are featured on the four new Creative Trails.

TABLE 2: CREATIVE PROFILES FEATURED ON 'A CREATIVE MOMENTUM PROJECT' CREATIVE TRAILS

South East of Northern Ireland		North East Iceland	
Co Armagh Trail	Co Down Trail	Design & Craft Trail	Museum Trail
Mount Ida Pottery	Project 24	Hjartalag	Nonnahús – Nonni's House
Ballydougan Pottery	Haptik	Guðrún Huld – Designer	Laufás – Old Farm and Heritage Site
Millenium Court Arts Centre	Boom! Studios	Djúls design	Akureyri Museum
The Marketplace Theatre & Arts Centre	Top Floor Art Gallery & Open Studios	Hvitspoi Art Gallery and Studio	Davíð's House
Moneypenny's Blacksmith's Workshop	NI Silver	Berg Icelandic Design	The Herring Era Museum in Siglufjordur
Helen Fitzpatrick Jewellery	Cooke Ceramics	Black Butterfly Gallery	The Municipal Library of Akureyri
F.E. McWilliam Gallery & Studio	Mourne Creative	Heimahagar	Leikfangasýninginí Friðbjarnarhúsi - The old toys exhibition
Will Harnett Photography	Keith Drury Art Ltd	Vorhus Living	The Grenivik Fisheries Museum
Mahvash Interiors	Simply Spun	Dyngjan-listhús – Open Studio and Gallery	Kópasker Earthquake Centre – Skjálftasetrið á Kópaskeri
Keith Sheppard Glass Artistry	The Craft Room	Heimöx Craft Group	Selasetur Islands – The Icelandic Seal Center
Tommy Makem Arts & Community Centre	North Down Craft	Gagn	Byggðasafn Húnavetninga og Strandamanna
	The Journeyman Saddler	Skrautmen	
	Coney Island Design	Verslunarminjasafn Bardúsa	
	Kingfisher Craft	Hitt og þetta handverk-Gallerí	
	Patricia Millar Ceramics		
	Synergy Studios		
	Turnip House		
	F.E. McWilliam Gallery & Studio		
	Debra Wenlock Art		
	Yard Gallery		
	Down Arts Centre		
	Doghhouse Gallery		
	Studio 14 – Shaw Harper		

The mobile apps are designed for smart phone use and cannot be discovered on tablet devices. They can however be found using the links below on browser devices:

ICELAND CREATIVE TRAILS APP

- Google Play <https://play.google.com/store/apps/details?id=com.mytourtalk.icelandcreativetrail>
- App Store <https://itunes.apple.com/mt/app/iceland-creative-trails/id1245630121?mt=8>

NORTHERN IRELAND CREATIVE TRAILS APP

- Google Play <https://play.google.com/store/apps/details?id=com.mytourtalk.nicraigavoncreativetrail>
- App Store <https://itunes.apple.com/mt/app/northern-ireland-creative-trails/id1245578332?mt=8>

The Creative Trails can also be found in the **MyCreativeEdge.eu Trails** section: <https://mycreativeedge.eu/places/trails/>

5.4 FURTHER SUPPORT/DEVELOPMENT

It became clear from the point of recruitment of creative businesses for the mobile apps, that the visual appeal of the app would potentially be harmed by poor photographic representations of the creative businesses. As a result three photographers were procured in Northern Ireland to undertake professional photoshoots for creative entrepreneurs featured on the Northern Ireland apps who indicated their desire for this support.

As a result 16 businesses were given support. The photos that they received were designed and edited to perfectly fit both their profiles on the mobile Creative Trail app as well as their Profile page on www.MyCreativeEdge.eu.

"Great to be on it, it gives more ways for the visitor and locals to find artists. It's a great way to link all the areas together" Simply Spun



6.0 PROMOTING THE CREATIVE TRAILS

6.1 PROMOTING THE CREATIVE TRAILS IN NORTHERN IRELAND

The app was given an official launch in Northern Ireland with a Creative Exchange event at F.E. McWilliam Gallery and Studio on 28 June 2017.



Cllr Colin McCusker, Chair of Economic Development & Regeneration Committee of Armagh City, Banbridge and Craigavon Borough Council with Andrew Cooke and Patricia Millar at the Northern Ireland launch

In order to properly launch the app and do everything to ensure a successful promotional campaign, the following initiatives were put into effect by the Northern Ireland partner:

- Posters and leaflets design 1: designed to inform and engage potential users of the app (tourists, visitors, locals).
- Posters and leaflets design 2: designed to inform and engage creative businesses that could potentially be featured on the app.
- Plaques for installation onsite for featured businesses. The plaques would show a clear visual link to the project, while also promoting the Creative Trails app to visitors to that business who may not be aware of the app.

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- Engagement with local press.
- Engagement with local radio.
- Active engagement with a prominent Northern Ireland tourism blogger.
- Inviting tour guides to the launch event.
- Inviting elected representatives to the launch.
- Inviting businesses featured on the app to be present at the launch.
- Capturing both photographic and video footage of the launch for promotional purposes.



A video was also commissioned that would have two goals

1. Appeal to businesses and motivate them to apply to be featured on the app.
2. Appeal to potential users of the app while instructing them on how to use it.

The video can be viewed [here](#)

Following the launch the app received considerable press coverage, notably in the business section of the Daily Mirror, Newry Democrat and Bangor Spectator newspapers. The BBC also dedicated an entire episode of their weekly Arts Show on Radio Ulster to the mobile app. Further details of the radio coverage here [Northern Ireland Creative Trails on the BBC](#).



Daily Mirror, 6 July 2017

Following this the prominent Northern Ireland tourism blogger “NI Explorer” did a piece on the actual Trails themselves. He reviewed the Creative Trails apps and over the course of one Saturday visited a number of the featured businesses and blogged his experience here <http://niexplorer.com/blog/creative-trail>. He visited Yard Gallery/Coffee Yard, NI Silver, Project 24, Haptik and Andrew Cooke Ceramics.

SURVEY OF BUSINESSES FEATURED ON THE NORTHERN IRELAND CREATIVE TRAILS APP

Of the businesses surveyed:

- 53% said they found the support provided beneficial for added exposure for their business
- 16% said that being featured on the app led to further added exposure in local media
- 10+% said they noticed an increase in visitor numbers as a direct result of the support
- 10+% are now considering further investment in their business as a result of the support to better address the visitor market.

"Good for promoting workshops" Patricia Millar of Patricia Millar Ceramics

Users of the app said the user interface was on average between ‘good’ and ‘very good’ while the ‘ease of navigation’, ‘general user experience’ and ‘responsiveness’ was on average ‘good’.

6.2 PROMOTING THE CREATIVE TRAILS IN ICELAND

At a Creative Exchange event titled ‘Design and Local Material’ held in Akureyri on 22 June 2017, the new Icelandic Creative Trails apps were promoted to the attendees who were encouraged to join.

North East Iceland Cultural Council also designed a brochure to promote the Creative Trails app in tourist information offices. In total 1,500 copies of the original brochure were printed in autumn 2017. A challenge in promoting the app at that time however was that many of the design and craft businesses featured on the app are only open to the public during the summer months and not the full year. Therefore it was not really possible to promote the app during autumn/winter 2017. During this time a number of adjustments were made to the brochure design and a second print run of brochures has been prepared to promote the app during the summer 2018 tourist season when the design and craft businesses are again open for visitors.

In co-operation with the North Iceland Marketing office it was decided to widen the area covered by the Creative Trails to the whole of the North of Iceland (not only the North East). The North Iceland Marketing Office felt this was necessary for them to be able to promote the Creative Trails on their website. Therefore the re-designed Creative Trails brochure is for North Iceland.



Front and back of promotional brochure for North East Iceland Creative Trails

A Creative Exchange event was held on 17 April 2018 at the 'Into The Arctic' Museum to present the Creative Trails app to creatives in the region. The meeting was attended by representatives of museums and craftspeople from North Iceland, together with designers from the area. While ten designers and seven museums in the North of Iceland have already signed up, the aim is to get all the museums, designers and handicraft groups in North Iceland to be participants in the app.

Along with a presentation about the app, its future was discussed, such as marketing, maintenance costs and who would be responsible for the app in the future. One of the options discussed was that the participants would establish an association that would be responsible for the Creative Trails in Iceland. Participants would have to pay a fee, for instance yearly. Attendees showed a lot of interest in the app, how it could help their business to get more attention and had interesting ideas for the future of Creative Trails.

The new Cultural Director of North East Iceland introduced the Creative Trails app to other Cultural Directors around the country who showed great interest in the project. It is a possibility that in future, the whole country will be involved in developing similar Trails.



Creative Trails brochure on display at the main Tourist Information Office in Akureyri, Iceland





a creative
momentum
project

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www.MyCreativeEdge.eu



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