

Smartphone apps in the Yorkshire Dales National Park

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National Park Authority



Village mapboards

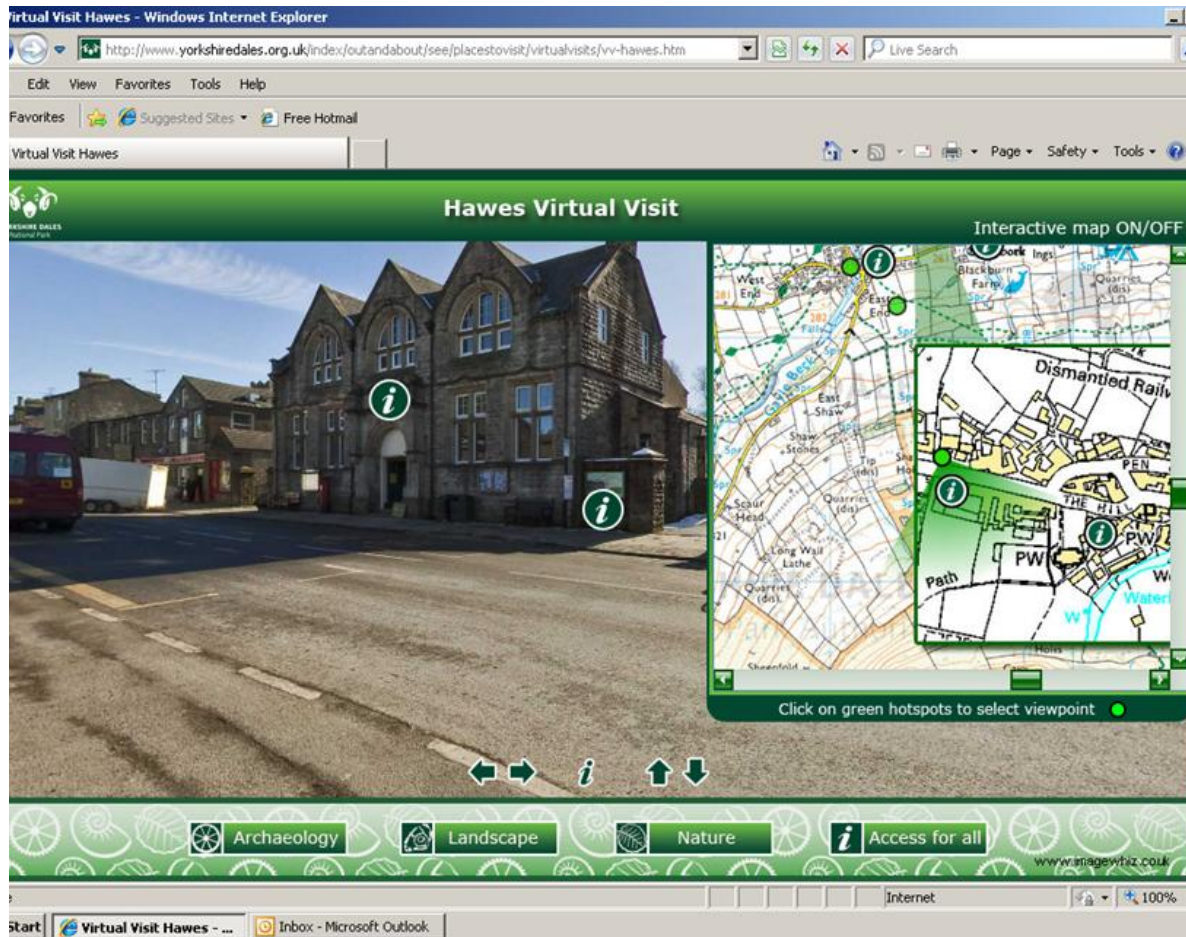


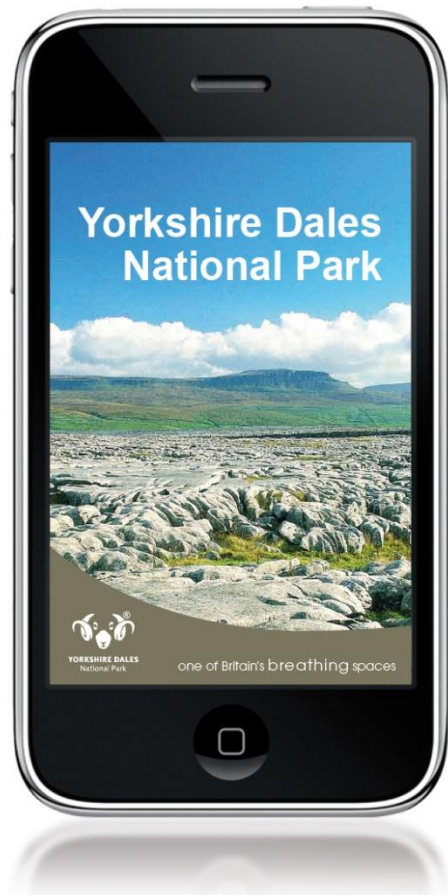
Lee Pilkington
(Imagewhiz)



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Virtual Visit





YDNPA app 2012

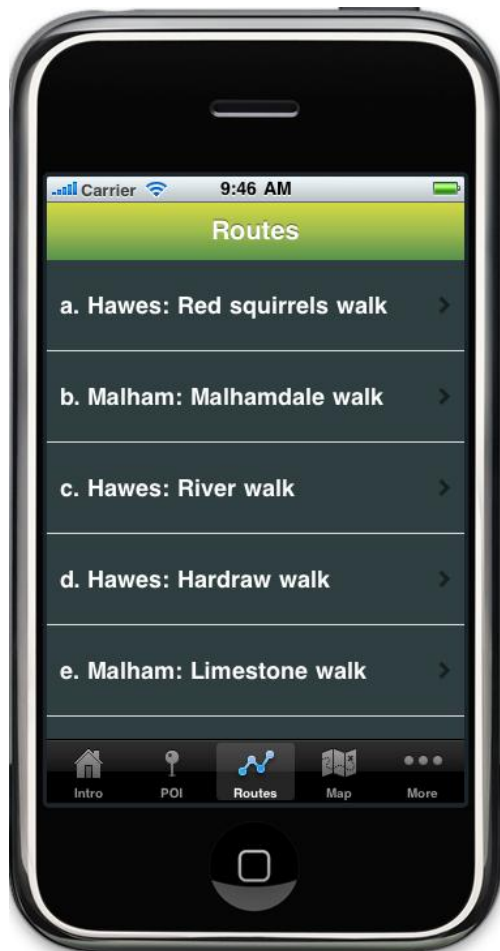
- Funding 'Go Dales' (Sports England)
- Four platforms (Symbian, Blackberry, iOS, Android)
- Wide geographical spread
- Walks and cycle routes with maps incl accessible
- Front-loaded (no signal)
- Places of Interest (restricted)
- On-the-ground interpretation
- Links to audio trails
- 360° viewpoints
- Safety information



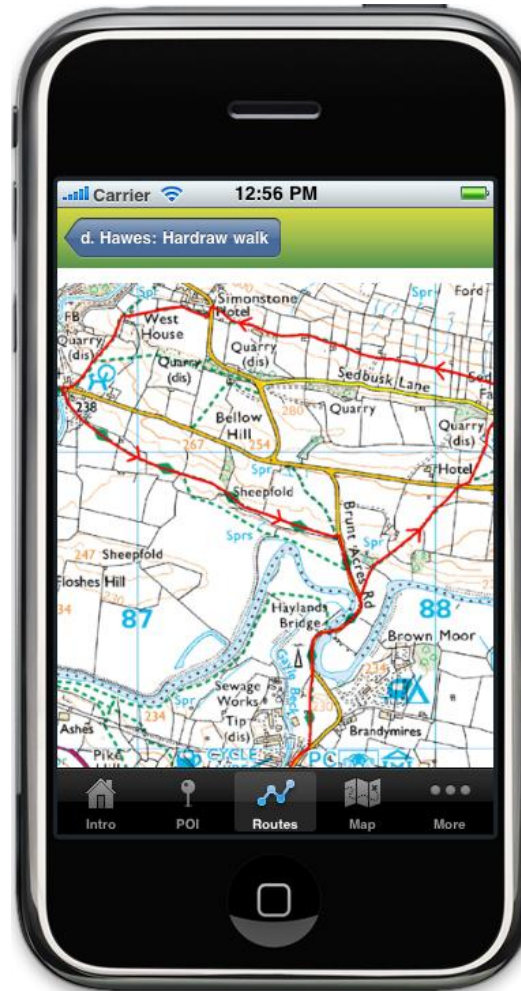
- National Park messages
- National Park Centre contact details (on-the-ground information)
- Yorkshiredales.org.uk (virtual information)



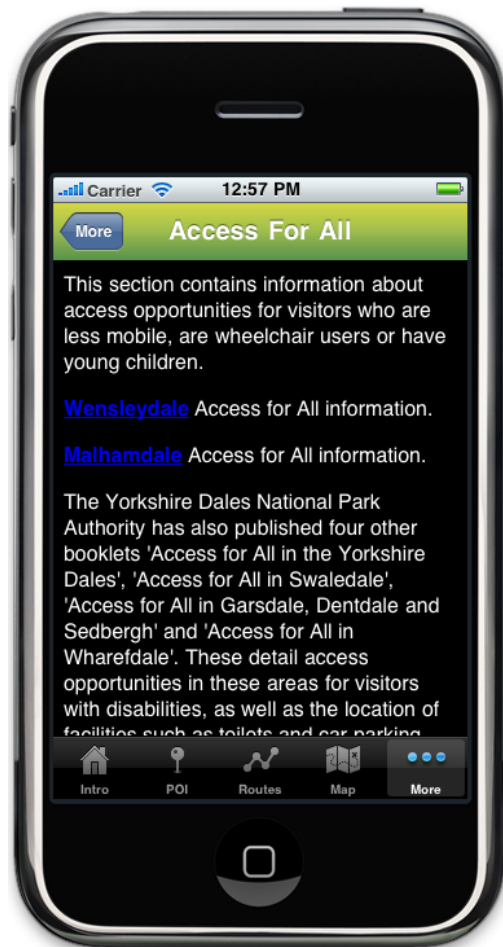
- Getting Active message
- Routes/taking it further
- Groups/clubs
- Websites eg geocaching.com



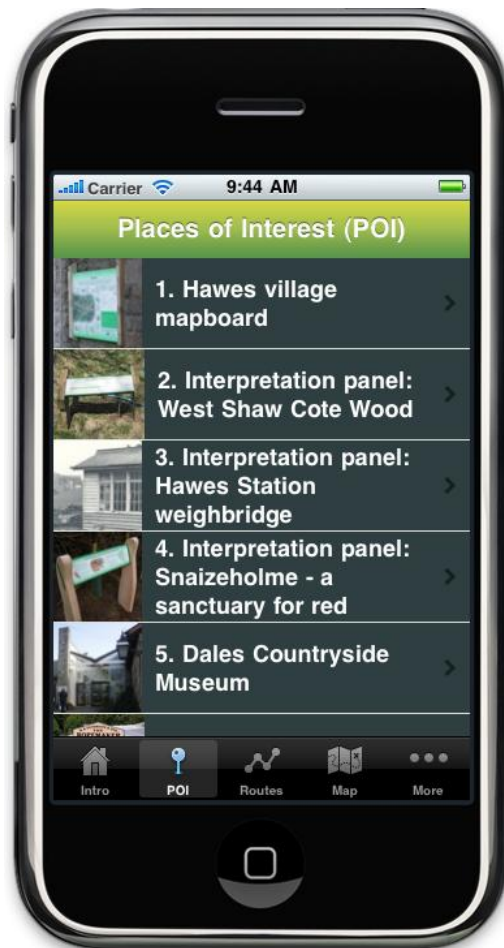
- Walks and cycle routes
- Updated version divided into the four chosen areas



- Google maps (POIs shown)
- OS maps (free app)
- MTB routes web GPX files
- MTB routes web PDFs of maps



Access for All pages based on
our Access for All booklets



- Places of Interest restricted to archaeology & history
- Updated version divided by the four areas
- Google mapping





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- On-site-interpretation
- Google mapping (also appear on walk route maps)
- Update has links to online PDFs of panels

Hawes village mapboard



Hawes

Hawes is the highest market town in Yorkshire and is an important agricultural centre with its weekly sales of sheep and cattle at the auction mart. Until the mid 17th century however, Hawes was smaller than its neighbour Giggleswick. The granting of a market charter in 1559 and the arrival of the turnpike road in 1755 led to rapid growth until eventually Hawes became the most important settlement in Upper Wensleydale.

Wensleydale Cheese

200 hundred years ago, every farm in the Dales would have made its own cheese and these cheese presses were a common sight. The making of farmhouse Wensleydale cheese gradually died out, but the mild, crumbly style of cheese has survived and is now produced commercially in Hawes.

Quarries and Coal

At the end of the 19th century, thousands of tons of stone flags (slates) were shipped by rail from Hawes each month. These flags were quarried locally from the Yoredale series of limestone rocks. The disused workings scar the hillsides above Hawes adding to the natural limestone crags.

Coal was mined in some of the smaller dales around Hawes. In Slededale some old spoil heaps are still clearly visible beside the road over the tops to Oughtershaw.



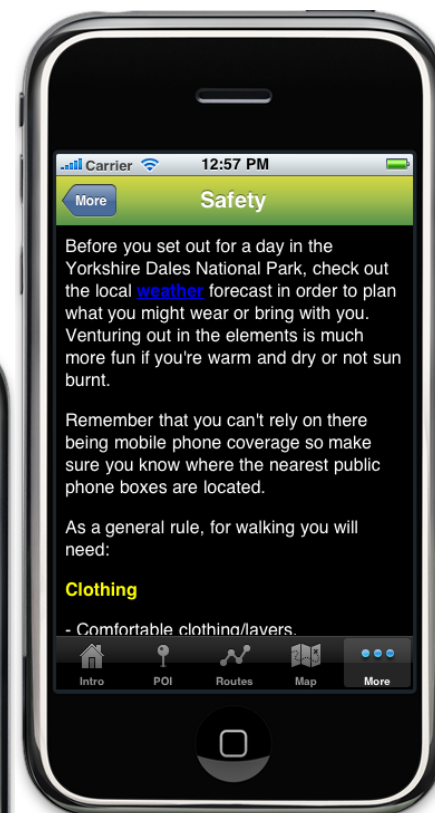
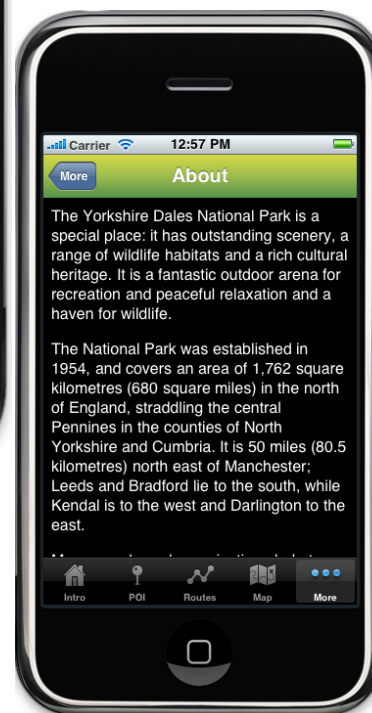
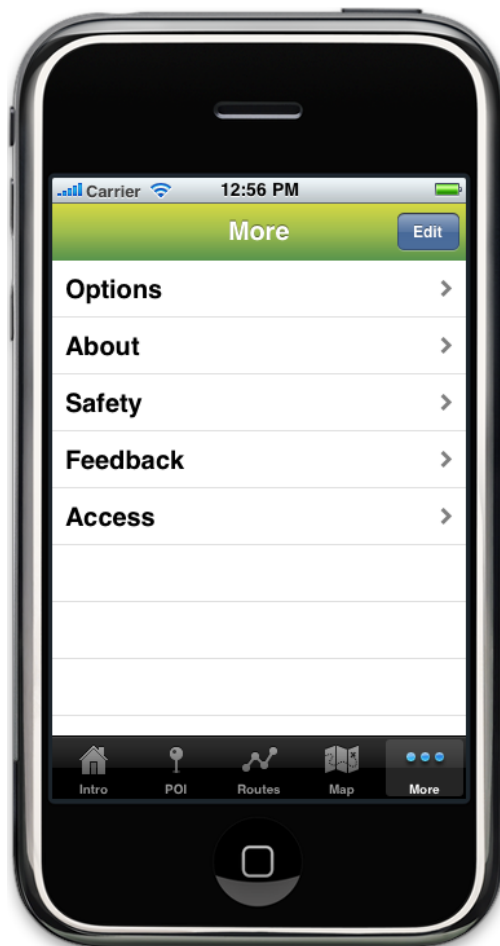


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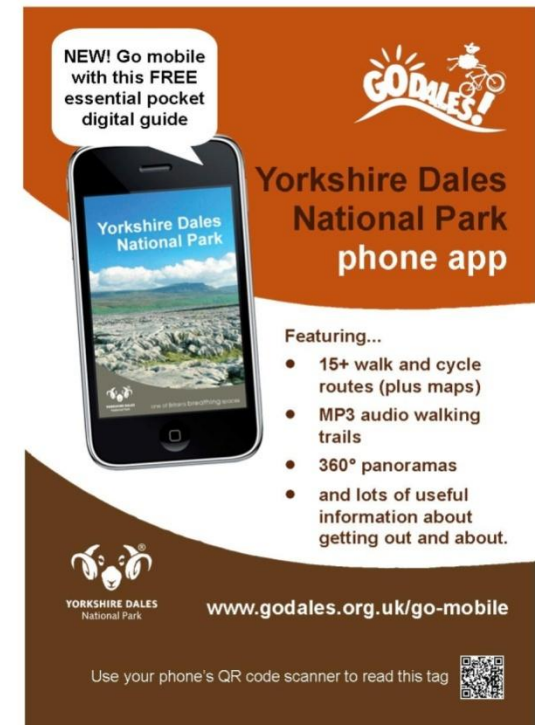


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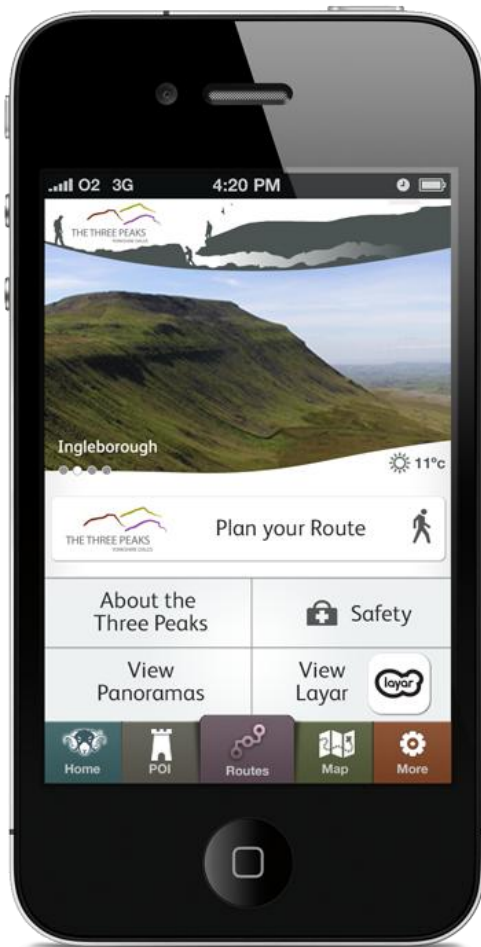
- Moocards



- Poster in NPCs & offices
- Displays at agricultural shows over summer
- Feature in The Visitor
- [Infostripe](#)



- [YDNPA app page](#) (link to feedback)
- 2012 – over 11,000 downloads
- 4.5 star rating on Apple's App Store

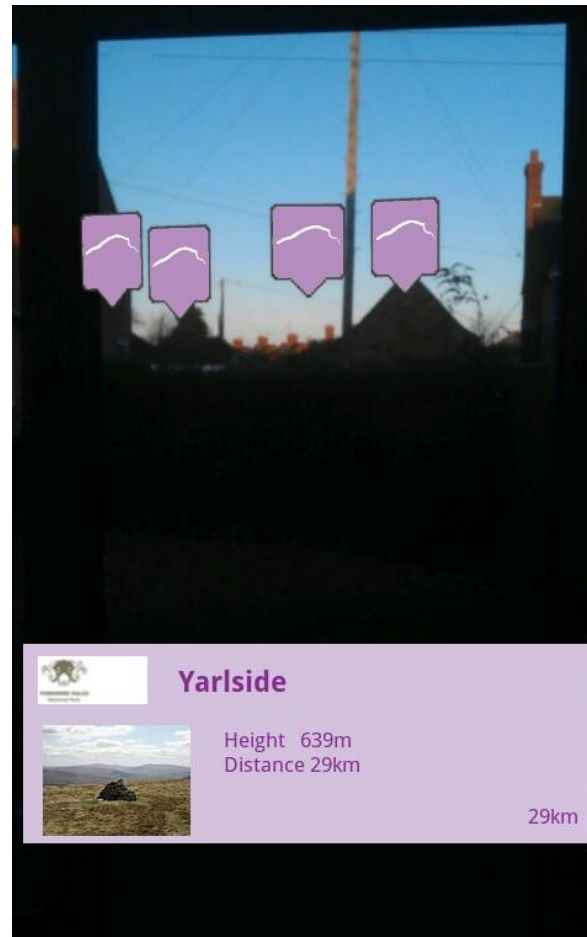
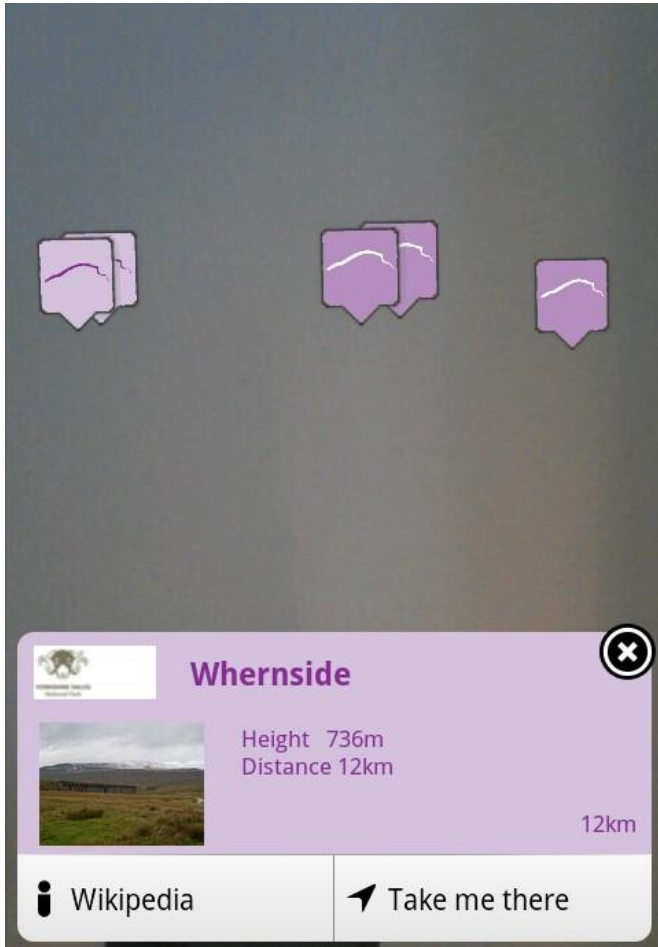


Three Peaks Project app 2013

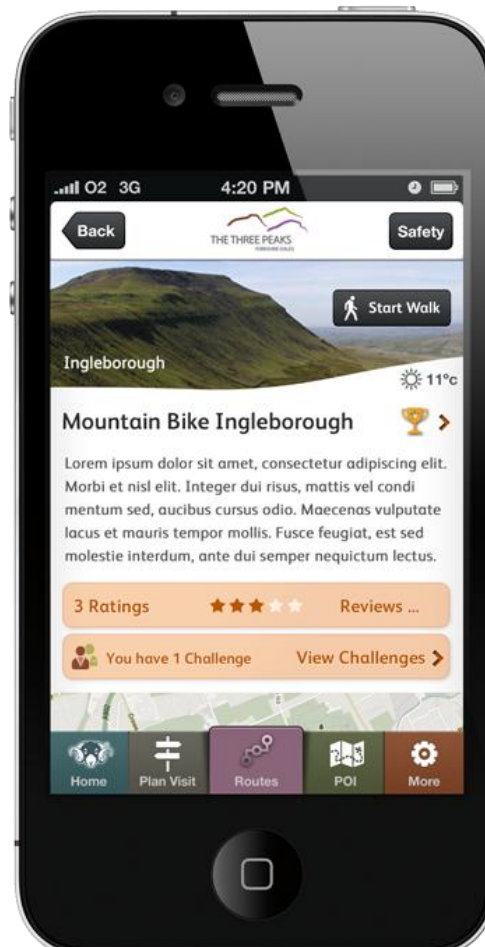
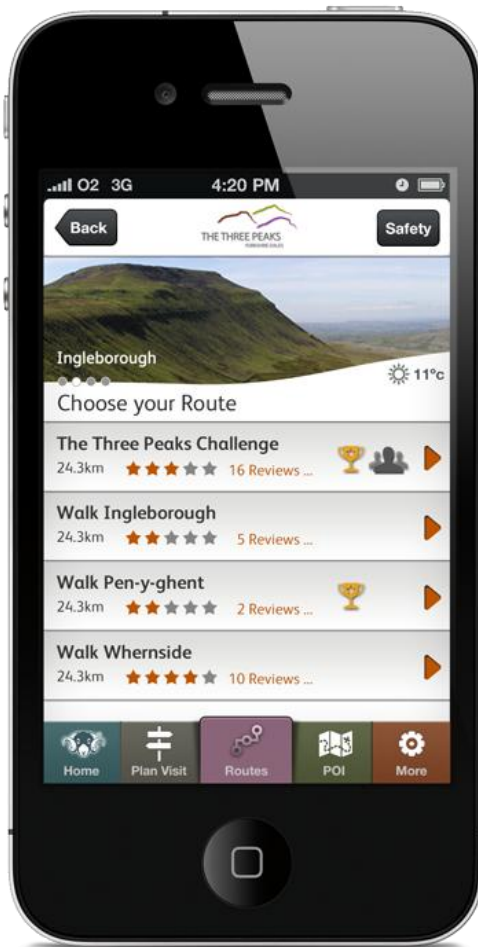
- Funding from European Outdoor Conservation Association
- Generate income
- Promote new route avoiding Black Dubb Moss
- LAYAR AR toposcope & 360s
- Walk and MTB routes with maps & safety messages
- Places of Interest (all topics)
- Social media/challenge element
- iOS and Android only



- Tourist information included this time
- Highlight businesses that are Corporate Friends of the Three Peaks



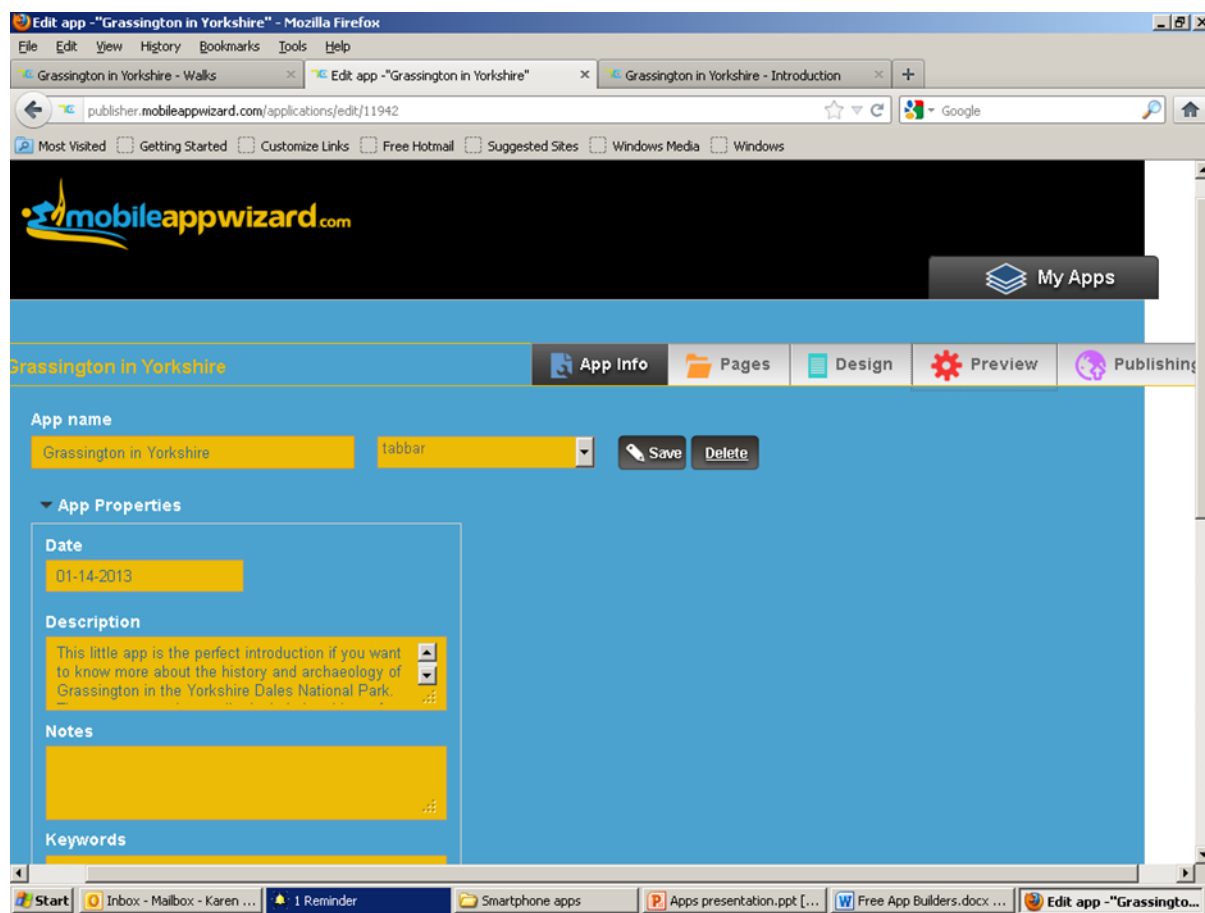
LAYAR
Augmented Reality
(toposcope)
One for each summit.
Nigel McDonald
(no-nonsense interpretation)

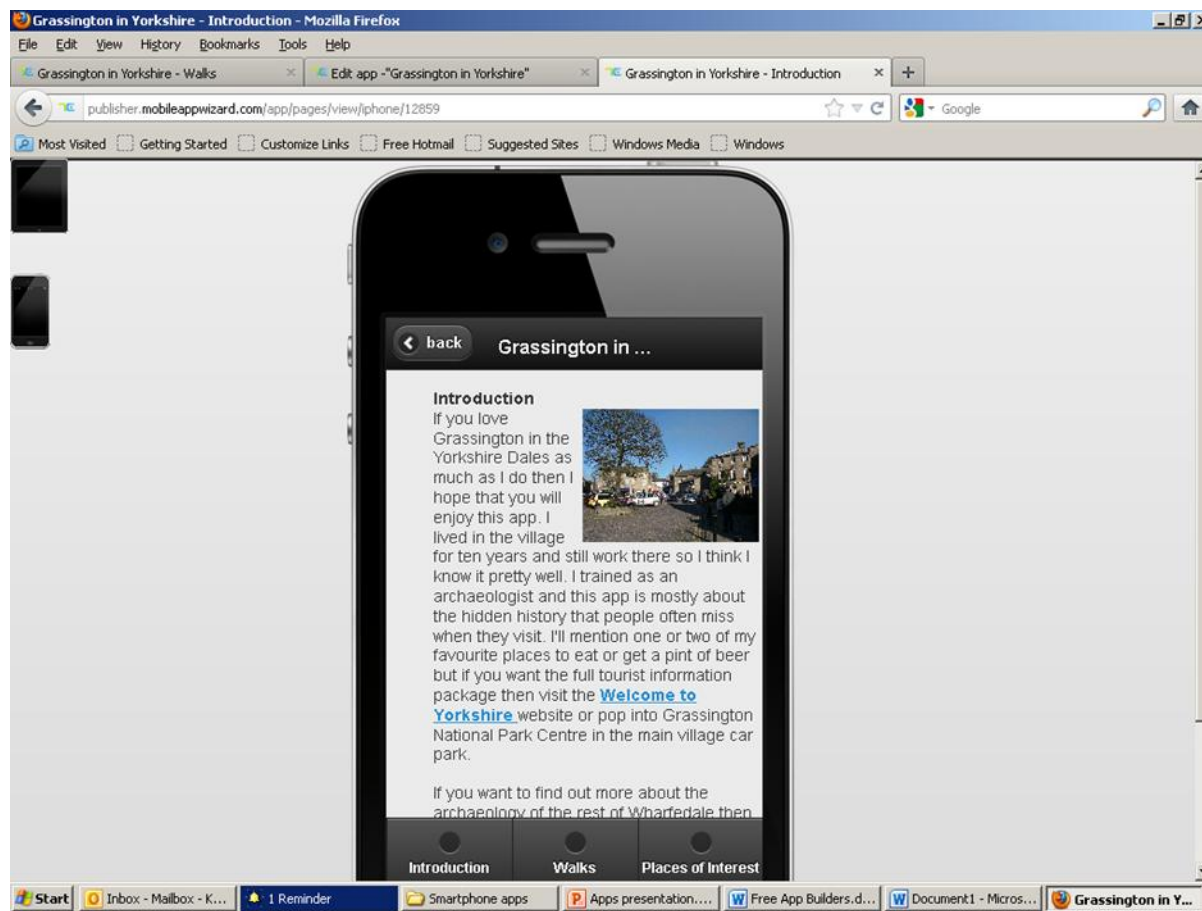


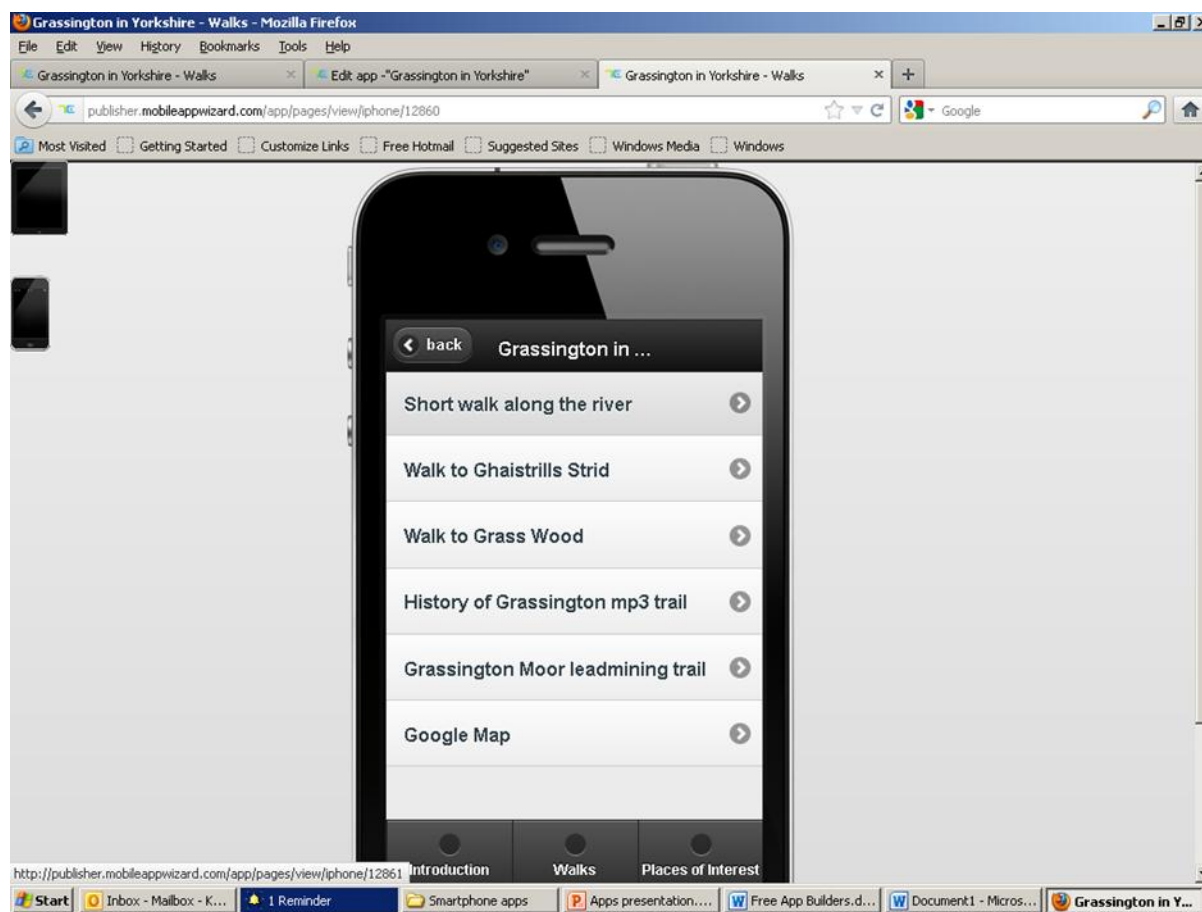
- Users score routes and give feedback
- Users get 'awards' for finishing
- Users challenge friends
- Users email route plans and estimated return times to buddy

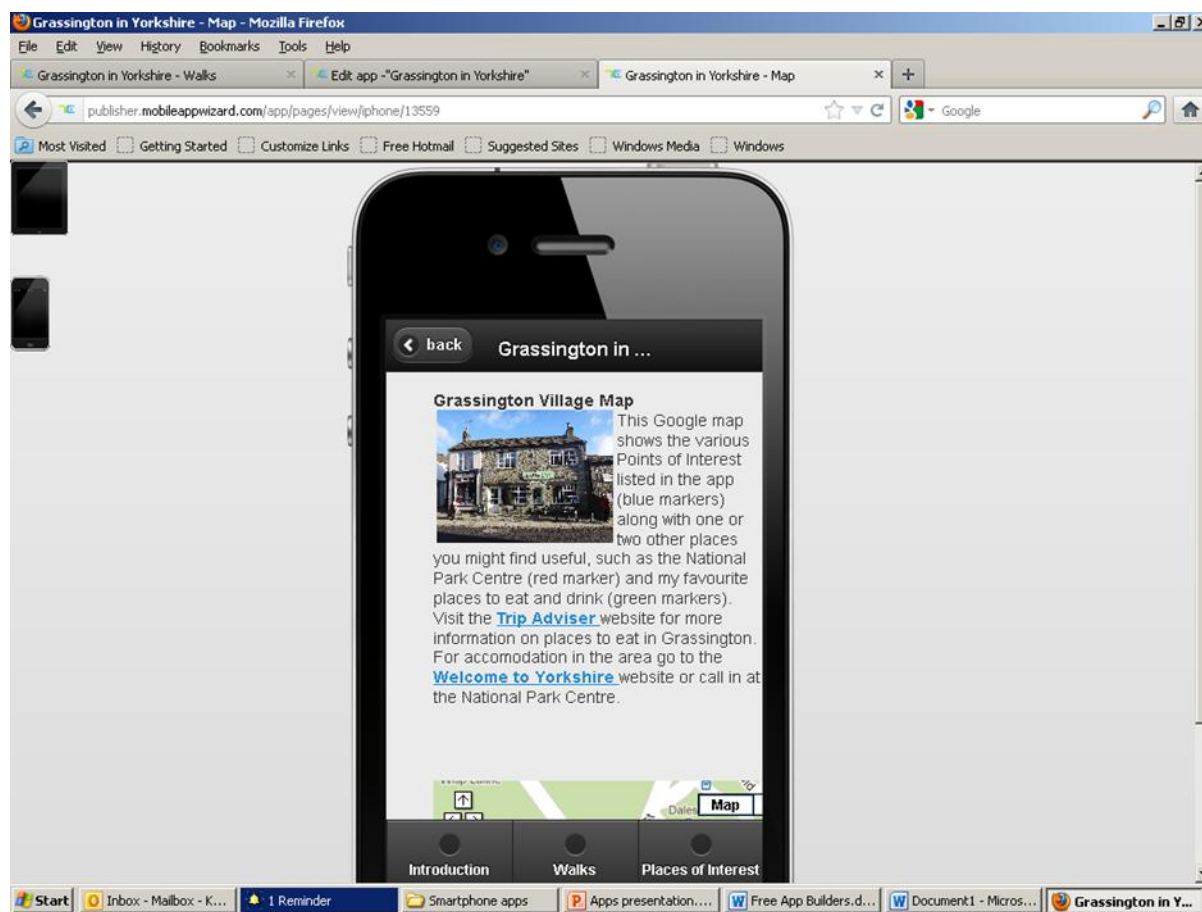
Please remember that this app is designed to help you plan your trip and be a companion when you arrive. It should NEVER be used as a substitute for a map and compass when you are out in the mountains. Please don't embarrass yourself (or us) by having to call out the Fell Rescue just because your phone battery died!

The Future?



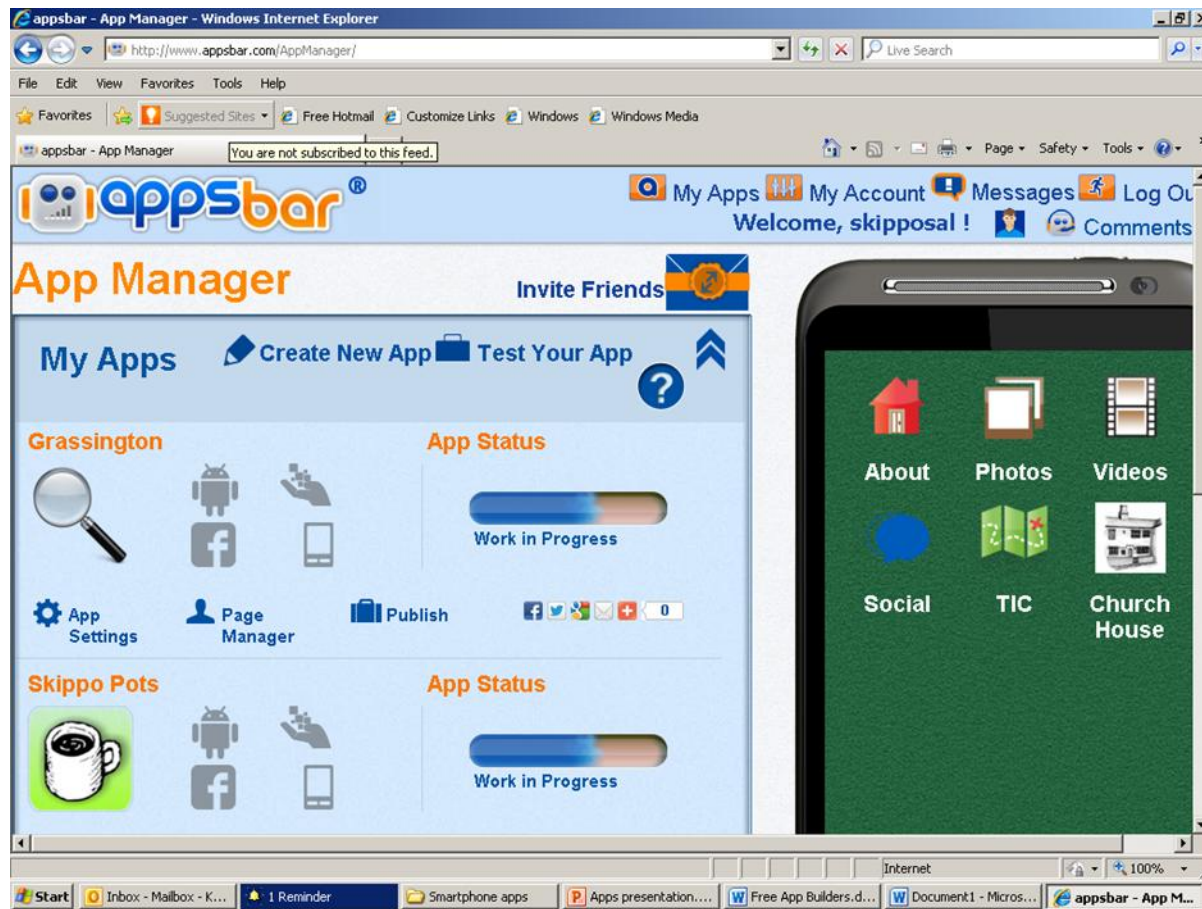








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File Edit View Favorites Tools Help

Search: Show Address Bar Autocomplete

Favorites Suggested Sites Free Hotmail Customize Links Windows Windows Media

Rated Best App Maker, The ... http://webbuilder.theap... x

TheAppBuilder App Dashboard Create An App Your Account Help Logout

Malham in Yo...

Welcome to your app!

Introduction

If you love Malham in the Yorkshire Dales as much as I do then I hope that you will enjoy this app. I lived near the village for ten years and still work in the area so I think I know it pretty well. I trained as an archaeologist and this app is mostly about the hidden history that people often miss when they visit. I'll mention one or two of my favourite places to eat or get a pint of beer but if you want the full tourist information package then pop into Malham National Park Centre in the main village car park.

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Intro... Walks POIs Contact More

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