

South Somerset Market Towns App - Demonstration

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Kerri Bruce, Market Towns Investment Group (MTIG) Marketing Intern, will attend the meeting to provide a demonstration of the South Somerset 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 app acts as a guide for both locals and visitors that can be updated easily in real time, and accessed 'on the move' via smartphone or tablet.

Nine market towns are featured on the App – based on local decisions by town councils / representatives to take part. The nine towns working together to promote themselves via an App, reflects the ethos of the Market Towns Investment Group: working together to make more happen than would be possible by working alone.

The app was first released in July 2013 and relies on volunteers in each town working to keep all of the information up to date – alongside each town's range of other marketing initiatives.

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