

OxTrails Project underway



At a project meeting on Thursday 15/11/12 tourism experts from Hidden Britain guided local delegates through the thinking behind the OxTrails project and the artwork and content that is being developed for both the downloadable pdfs and the OxTrails app. Project manager James Turner emphasised the importance of making it easy for visitors. Stuart Roper from local company Milagro Design explained the relevance of clean uncluttered design with limited space given over to pictures so people are not deterred from hitting the print button. Whilst only a limited number of businesses can be featured in the trails there is room for many more on the app and visitors can drill down from the trail to quickly find businesses nearby.

