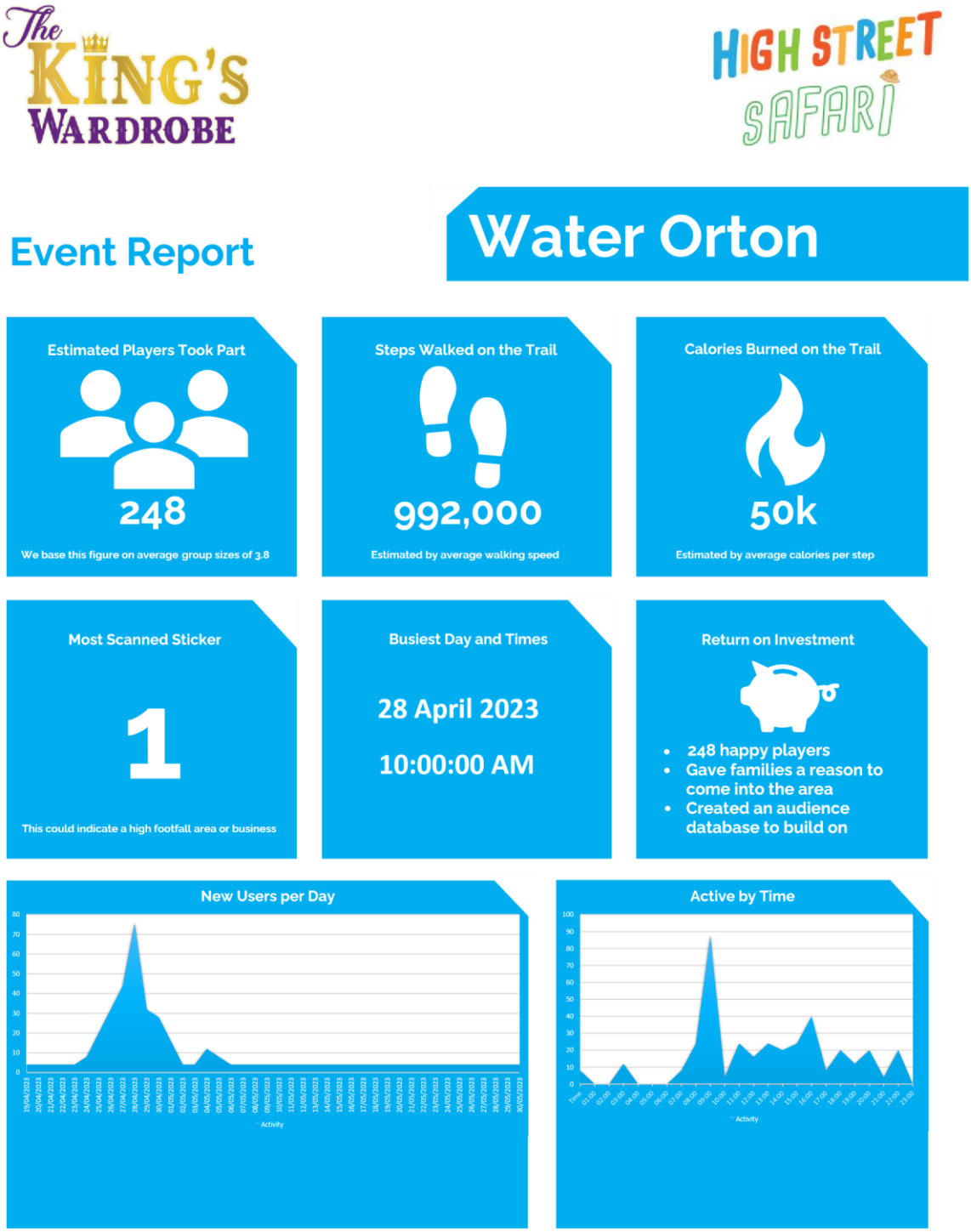
The King's Wardrobe – Event Report

From Friday 28th April and throughout May 2023 the Parish Council hosted an online event to celebrate the King's Coronation. The Event was ran by High Street Safari, a company who host various similar trails throughout the country.

On Monday 19th June an infographic was provided for the trail by High Street Safari pictured below:



Text version for accessibility / screen readers:

The Kings Wardrobe, High Street Safari. Event Report, Water Orton.

Estimated Players Took Part

248 (we base this figure on average group sizes of 3.8

Steps Walked on the Trail

992,000 (estimated by average walking speed)

Calories Burned on the Trail

50k (estimated by average calories per step)

Most Scanned Sticker

1 (this could indicate a high footfall area or business)

Busiest Day and Times

28 April 2023 10:00:00 AM

Return on Investment:

- 248 happy players
- Gave families a reason to come into the area
- Created an audience database to build on

A graph showing the number of new users per day which grew from 23rd April-28th April dipping slowly until a small spike on 4th May which dropped off by 6th May.

A graph showing the level of activity by time indicating this activity was most popular between 8-9am with plenty of activity throughout the day and evening.

This report was prepared by Cllr Stuart / Clerk (statistics provided by High Street Safari)