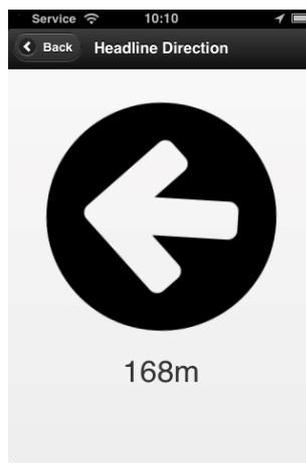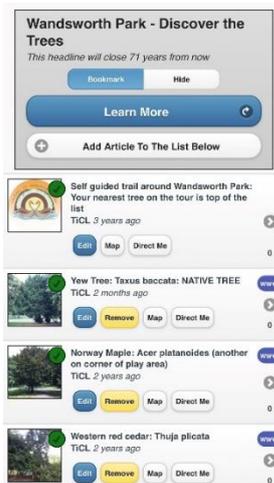**EXCITING OFFER FOR FRIENDS OF GREEN SPACES**
to create a TiCL Tree Trail for your park FREE OF CHARGE
with TiCLme & GoParksLondon

GoParksLondon has teamed up with TiCL Media and The Tree Council
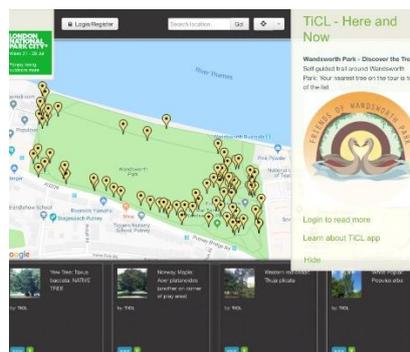*to help people enjoy trees as they are out walking.*

1. Why create a TiCL Tree Trail?

A TiCL Tree Trail is a map-based guide, accessed on a smart phone, which helps people locate, identify and learn more about different tree species, discovering interesting specimens as well as nearby points of interest. It helps visitors learn about trees without the need for any printed map or physical signage. It also enables people to connect to other websites or social media feeds.

To navigate a tree trail, visitors will need to download the TiCL App. They can then search for a tree trail which will appear as a list as below. The nearest tree or feature to them will appear at the top. The app shows each item accurately on a Google Map and a 'Direct Me' feature shows the direction and distance to the feature.

A TiCL Tree Trail also has its own 'mini website' like this one created by the Friends of Wandsworth Park. See other examples by downloading the app.

2. Creating a Tree Trail

The TiCL Tree Trail app enables local park managers, or local community or park friends groups to create a tree trail. This can be created *free of charge* by London Park Friends Groups and Tree Wardens.

You will be able to:
- 'geo locate' and link physical features of the environment, for example trees, sculptures or memorials
- present information or stories about them and create trails between them
- create a trail that remains editable either from a PC or via a smartphone
- photograph points of interest and add short descriptions
- add links to web information about each item. Those links might be to your own website or social media feeds so that, as people navigate the green space physically, they can also connect with your group.
- 'brand' the content, making it your own (see Friends of Wandsworth Park example above)

For more detail or to contact the TiCL Support Team please email contact@ticl.me.

3. How to create a Tree Trail & Map Guide to Your Green Space

Creating a TiCL App Trail/Guide is quick and easy if you follow these simple steps:

1. Register your Friends organisation with TiCL via the TiCL App https://ticl.me/ticlapp (Apple or Android) or via the website https://ticl.me
   Tips
- Use a password that you will be happy to share with your organisation.
- Don't forget your password!
- If you don't receive your 'Activation Code' within a few moments, please check your spam folder
- Allow push notifications and enable location services

2. Go to the centre (roughly) of your Green Space with your smartphone and TiCL App
   Tip
- Have your Friends Group logo as a photo on your phone

3. Open TiCL App
4. Press + in the top right hand corner

5. In Title Write '*Your Green Space Name*' Tree Trail
6. In More Write a description of what the trail is going to be about eg '*Tree Trail of 30 notable/memorial trees*'
7. Add photo from library eg your Friends Logo
8. Press submit (while you are in the Green Space)

You have started the guide! Now make it free and last indefinitely!

9. Go back into the Headline you have just submitted
10. Press 'Edit' in the top right hand corner
11. Press Premium Editing
12. In the Promotion Code Box enter **GoParksLondon**

You are now ready to add points of interest to the trail / guide
You will need TiCL App

> ***Tips***

- Decide who you are going to allow to 'update' the points of interest. Points of interest 'Articles' on TiCL can only be edited by the TiCL user that added them (though they can be removed completely by the user that created the headline – YOU!)
- You might decide that you are going to create the whole trail, but it might be more interesting to let Friends 'adopt' points of interest' and leave it up to them to update the content from time to time, for example, to reflect leaf colour change, leaf fall, fruiting, flowers etc

13. Go to the point of interest with the TiCL App open on your phone
14. Find and open the Headline about the trail. Keep the app open and running so that it calculates the most accurate GPS position
15. Press refresh (curly arrow top left) a couple of times (this also helps the app calculate your position accurately)
16. Press 'Add article to the list below'
17. Add a description of the point of interest
18. Take a Photo of the Point of interest
19. Press Submit at the location of the point of interest
    Tip if you have moved away from the point of interest to take the photo move back to it before you press submit
20. Check where you have geo-located the point of interest by looking at it using 'Map'
21. Now repeat this process until you have finished the trail / guide.

That's it!

More options
If you are happy with what you've created and want to:

- Create more guides or trails for your green space
- Edit your content more easily via a PC
- Create Check-Ins or Treasure Hunt Games
- Explore extended branding opportunities (e.g. your 'splash screen logo' or banner)

… then please contact the TiCL Response Team on contact@ticl.me