

StoryTrails comms & activity toolkit

#SummerofStories

1 May – 30 September 2022

20 YEARS THE READING AGENCY

UNBOXED
CREATIVITY IN THE UK

Story Trails

#SummerofStories

1 July - 17 September

For use of the libraries nationwide

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What is StoryTrails?

StoryTrails is a one-of-a-kind, immersive storytelling experience, where untold stories from the past are brought to life using augmented and virtual reality and the voices of the local community. StoryTrails allows local people to experience their town in a completely new way through the magic of augmented and virtual reality. People will be able to use this new technology to travel back in time, experiencing untold local histories. These stories will be brought to life in the places where they happened, reanimating public spaces and creating a free, entertaining and playful family-friendly experience.

As the UK's largest immersive storytelling archive project, it will change the way we tell stories about ourselves, animating public spaces across the UK and inspiring a national conversation about who we are and where we are going.

StoryTrails is one of 10 projects commissioned for [UNBOXED: Creativity in the UK](#), a ground-breaking UK-wide celebration of creativity in 2022 that will bring people together and reach millions through free, large-scale immersive installations and globally accessible digital experiences in the UK's most ambitious showcase of creative collaboration.

The project is led by StoryFutures Academy, the UK's National Centre for Immersive Storytelling run by Royal Holloway, University of London and the National Film and Television School (NFTS). StoryTrails is delivered in partnership with the British Film Institute (BFI), broadcaster and film-maker David Olusoga, the BBC, Uplands Television and leading immersive technology specialists ISO Design and Nexus Studios. It will use cutting edge technology from Niantic, makers of Pokémon Go, and it will be brought to life in The Reading Agency's national network of libraries and by event-making specialists ProduceUK.



www.story-trails.com



[@StoryFuturesA](https://twitter.com/StoryFuturesA)



[@storytrailsproject](https://www.instagram.com/storytrailsproject)



[@StoryTrailsProject](https://www.facebook.com/StoryTrailsProject)



How will it work?

Town squares, local libraries, streets, and cinemas will be transformed into virtual portals through which to explore stories of historical change in 15 locations across the UK. A team of 50 emerging creatives will work closely with local communities, as well as the vast BFI and BBC archives, to uncover unknown, surprising, and intriguing stories.

Outside their local library, participants will enter the virtual story portal to begin the StoryTrails experience, guided by a free mobile AR app and local performers. Using stunning AR experiences that remix the BFI and BBC archives, local people will experience history where it actually happened, revitalising the streets upon which they stand with new voices and untold stories of the past.

Inside the library, participants will be immersed in a virtual map of their town that will be made up of 3D models and audio stories captured on location. They will also have the opportunity to explore additional stories via bespoke virtual reality experiences.

StoryTrails will put public libraries in the spotlight this summer!



We have developed the 'Summer of Stories' campaign to enable all libraries across the UK to engage in StoryTrails. The Reading Agency has put together a comms toolkit and activity pack that includes exciting opportunities and training from the project's partners so that all libraries can benefit from StoryTrails in 2022. Even if you cannot make it to one of the 15 StoryTrails libraries over the summer, you can still explore the project and the untold histories of that area via the StoryTrails app or website.

How to access the StoryTrails website and app

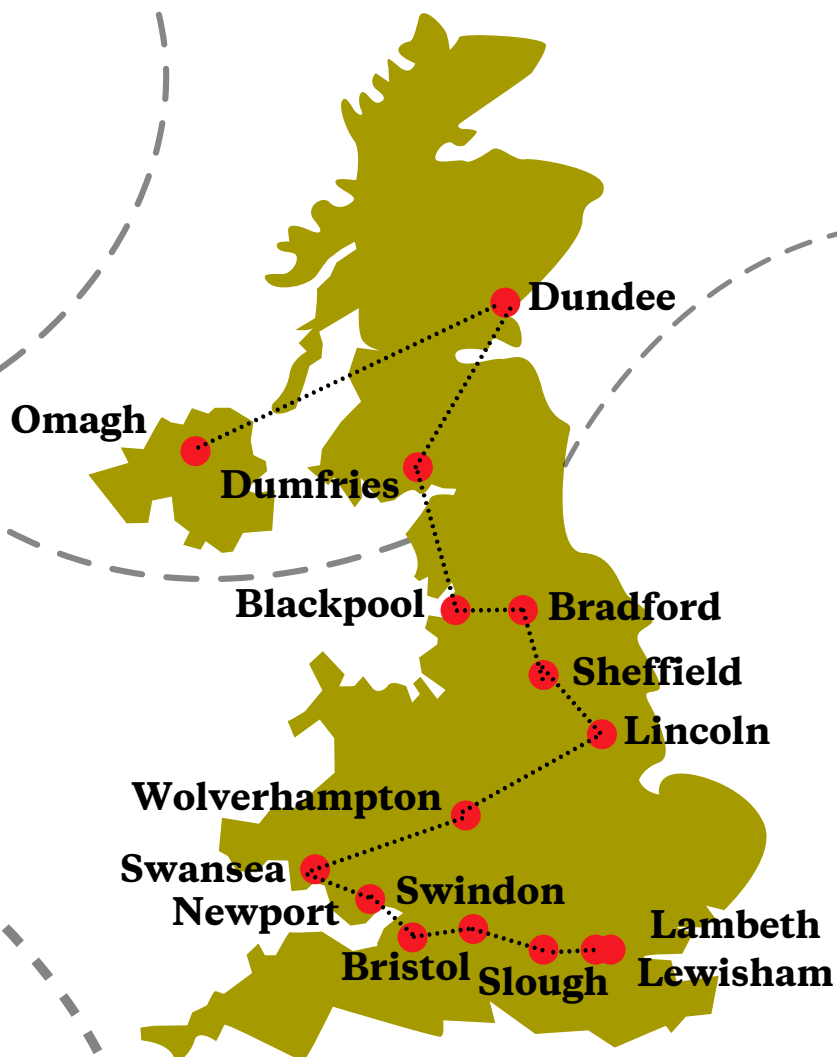
We would love for you to go to one of the experience, but if you can't get to the locations, the 15 unique story map experiences and the mobile augmented reality trails will be available via the StoryTrails app. There is also an 'at home' version so that no matter where you are you can experience and enjoy StoryTrails.

More information on how to download and use the app to follow. In the meantime, keep an eye on the StoryTrails website and Instagram for updates!

Where will it go?

StoryTrails will appear in 15 locations across England, Scotland, Wales and Northern Ireland from 1 July to 17 September 2022.

1-2 July	Omagh
7-8 July	Dundee
12-13 July	Dumfries
16-17 July	Blackpool
22-23 July	Bradford
27-28 July	Sheffield
30-31 July	Lincoln
6-7 August	Wolverhampton
10-11 August	Swansea
13-14 August	Newport
20-21 August	Bristol
27-28 August	Swindon
3-4 September	Slough
10-11 September	Lambeth
17-18 September	Lewisham



What is UNBOXED: Creativity in the UK

UNBOXED: Creativity in the UK is a once-in-a-lifetime celebration of creativity, taking place across England, Northern Ireland, Scotland, Wales and online from March to October 2022. UNBOXED is lifting the lid on 10 awe-inspiring new ideas, shaped across science, technology, engineering, the arts and mathematics by brilliant minds working in unexpected collaborations. Unmissable events and unforgettable experiences are coming to places and spaces right across the UK: from coastal towns and city centres to breathtaking areas of natural beauty.

Everyone in the UK can enjoy UNBOXED in person, on TV, on radio and online - entirely for free. There are countless ways for people to get involved in every part of the UNBOXED programme: by diving into UK-wide learning programmes, taking part in workshops and special events, or even playing a central role in bringing some of these astonishing projects to life.

UNBOXED: Creativity in the UK is the biggest and most ambitious creative programme ever presented on these shores. It is funded and supported by the four governments of the UK, and is co-commissioned with Belfast City Council, EventScotland and Creative Wales. Join millions for this landmark exploration of how creativity - our creativity - has the power to change the world.



unboxed2022.uk



[@unboxed2022](https://twitter.com/unboxed2022)



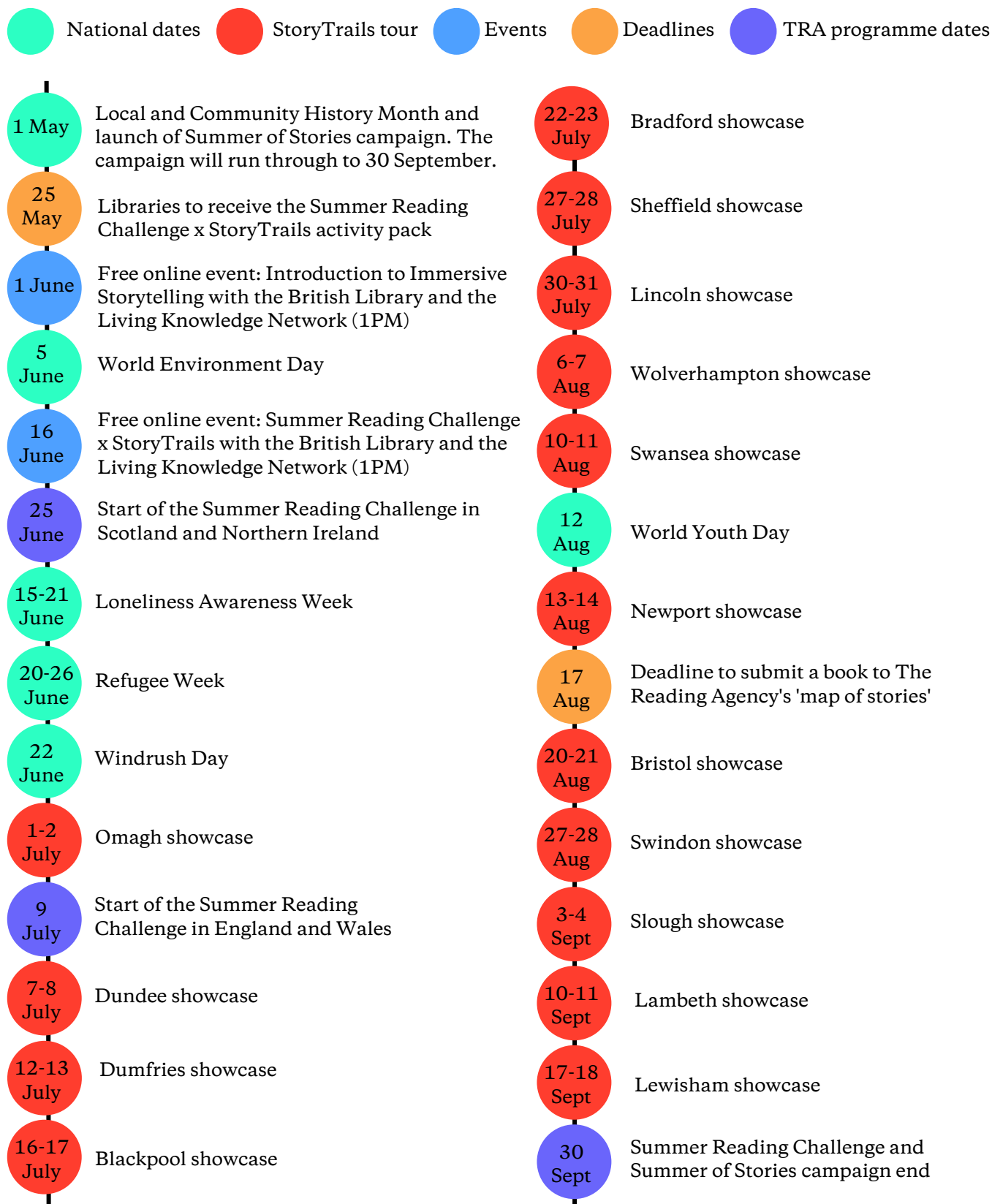
[@unboxed2022](https://www.instagram.com/unboxed2022)



[@unboxed2022](https://www.facebook.com/unboxed2022)

Key dates for libraries

We are encouraging libraries nationwide to celebrate StoryTrails and the spotlight it shines on libraries and their central role in the local community. In the activity toolkit you will find ideas for in-person and online activities to engage your visitors with your area's history and untold stories. Below are some key dates you might want to consider when planning your activity and other opportunities to get involved with.



Comms toolkit – promoting StoryTrails

Here you will find the assets, copy, links and social media information you will need to promote Unboxed: Creativity in the UK, the overall StoryTrails project and, where appropriate, the StoryTrails tour dates for your nearest city.

Assets and brand guidelines

[StoryTrails and Unboxed logos](#)

[General images](#)

[Unboxed brand guidelines](#)

[StoryTrails brand guidelines](#)

General copy

For newsletters and websites

StoryTrails is putting libraries on the map this summer!

StoryTrails is a one-of-a-kind experience where untold stories from the past are brought to life using augmented and virtual reality and the voices of the local community. As the UK's largest immersive storytelling project, it will change the way we tell stories about ourselves, animating public spaces across the UK and inspiring a national conversation about who we are and where we are going.

StoryTrails is part of 'UNBOXED: Creativity in the UK', a ground-breaking UK-wide celebration of creativity in 2022. Find out more about the project and the 15 library authorities that will be taking part by visiting www.story-trails.com.

Social media



@readingagency | @unboxed2022 | @StoryFuturesA | #SummerofStories



@StoryTrailsProject | @readingagency | @unboxed2022 | @StoryFuturesAcademy | #SummerofStories



@storytrailsproject | @unboxed2022 | @readingagency | @storyfuturesa | #SummerofStories

Social media posts for StoryTrails

Twitter	<p><i>As the UK's largest immersive archive project, @StoryTrails_ aims to inspire a national conversation about who we are and where we are going.</i></p> <p><i>StoryTrails will travel to 15 libraries across the UK from July to September. Find out more at www.story-trails.com @unboxed2022</i></p>
Facebook	<p><i>@StoryTrailsProject is a one-of-a-kind, immersive storytelling experience, where untold stories from the past are brought to life using augmented and virtual reality and the voices of the local community. As the UK's's largest immersive storytelling project, it will change the way we tell stories about ourselves, animating public spaces across the UK and inspiring a national conversation about who we are and where we are going.</i></p> <p><i>StoryTrails will travel to 15 libraries across the UK, shining a line on the invaluable role they place in their local community. Find out more about the project and your closest library at www.story-trails.com @unboxed2022 @StoryFuturesA</i></p>
Instagram	<p><i>@storytrailsproject is a one-of-a-kind, immersive storytelling experience, where untold stories from the past are brought to life using augmented and virtual reality and the voices of the local community. As the UK's's largest immersive storytelling archive project, it will change the way we tell stories about ourselves, reanimating public spaces across the UK and inspiring a national conversation about who we are and where we are going.</i></p> <p><i>StoryTrails will travel to 15 libraries across the UK, shining a line on the invaluable role they place in their local community. Find out more about the project and your closest library at www.story-trails.com @unboxed2022 @storyfuturesa</i></p>

Twitter	<p><i>.@storytrailsproject shines a light on the invaluable role libraries play in their local community whilst bringing untold stories from 15 locations across the UK to life through cutting-edge technology!</i></p> <p>Find out more at www.story-trails.com @unboxed2022 @StoryFuturesA</p>
Facebook	<p><i>@StoryTrailsProject shines a light on the invaluable role libraries play in their local community whilst bringing untold stories from 15 locations across the UK to life through cutting-edge technology!</i></p> <p>StoryTrails is part of 'UNBOXED: Creativity in the UK', a ground-breaking UK-wide celebration of creativity in 2022. Find out more at www.story-trails.com @unboxed2022 @StoryFuturesA</p>
Instagram	<p><i>@storytrailsproject shines a light on the invaluable role libraries play in their local community whilst bringing untold stories from 15 locations across the UK to life through cutting-edge technology!</i></p> <p>StoryTrails is part of 'UNBOXED: Creativity in the UK', a ground-breaking UK-wide celebration of creativity in 2022. Find out more at www.story-trails.com @unboxed2022 @storyfuturesa</p>

StoryTrails activity toolkit

#SummerofStories @readingagency

These are ideas for activities you can deliver both in your library and online to engage people with your collections and the history and lesser-known stories of your local area.

The library campaign is called 'Summer of Stories' because we would love for libraries to use the summer months to encourage storytelling, share archive material and celebrate your library and local area.

For all activity you share online, remember to tag @readingagency and use the hashtag #SummerofStories so that we can share your content and celebrate with you! If you have space in your post, please also tag StoryTrails and Unboxed (details below).



@readingagency | @unboxed2022 | @StoryFuturesA | #SummerofStories



@StoryTrailsProject | @readingagency | @unboxed2022 |
@StoryFuturesAcademy | #SummerofStories



@storytrailsprojects | @unboxed2022 | @readingagency | @storyfuturesa |
#SummerofStories

Activity Ideas

Contribute to our map of stories!

Readers are encouraged to submit a book they feel represents their city, town or local area. It can be a book set in their area or written by an author from there. From these suggestions, The Reading Agency will shortlist the titles and use them to create a 'map of stories', a visual map locating books from across the UK. This will be turned into a poster for libraries to download and display in their library.

Submissions open on Sunday 1 May 2022 and close at 5pm on Wednesday 16 August 2022. Make your submission [via this online survey](#).

#ThrowbackThursday - uncovering the archive

Every Thursday, share a piece of material from your local archive on social media, such as a photograph or a newspaper cutting, with a bit of information about the story behind it and using the hashtag #ThrowbackThursday. This is a great regular activity to start in May, which marks Local and Community History Month.

TIP

Why not get your local history society or school to recommend their favourite stories or learn how to use the archives?

Create a story trail in your library

QR codes are a great way to share pockets of information via a smart phone and they're easy and free to make. Print off QR codes to place around different parts of the library, each one bringing up a different part of an untold story or piece of local history on visitors' phones.

Why not use QR codes as a way to share the untold stories of your library users? Encourage visitors to share their stories by writing them down or sharing them aloud during book club or Reading Friends meetings. With their permission, use their audio recording or written story to create a community story trail around the library.

www.qr-code-generator.com allows you to easily upload an image, audio file, URL or plain text to appear on visitors' phones once the QR code is scanned.

Place postcards

Ask your visitors to fill in the gaps on a postcard or slip of paper and create a story exhibition with the responses. You can also share the postcards and stories online, tag @readingagency and we will share - make sure you get permission from the author's before sharing online.

You could decorate the other side of the postcard with a map of the area or you can leave it blank and ask them to design their own postcard picture based on the story they add to the postcard!

[Download the template](#)

Why not peg people's responses to a piece of string or pin them to an exhibition board for people to read? We can't wait to see how your team displays these community stories!

TIP

Place slips at different points around the library and share them with visiting groups, for example books clubs or parent and toddler groups.

Hope Notes

StoryTrails is not just about the past, it is about looking to the future. Provide visitors with a slip of paper on which to write down their hopes for the local area, their community, or the world. Once enough have been collected, plant them around the library or even the local area with social media information for people to share online.

[Download the template](#)

Tip: Invite people to get involved on social media by adding a question to your library's Instagram stories and collecting people's responses. You can exhibit the Hope Notes along with the Place Postcards - or even combine the two activities with a 'Hope Note' on one side and a story about the place on the back!

Create a social media story trail

Is there an unsung hero in your local area? Was your hometown the first place to do something of historical significance? Do visitors have memories of celebrations that happened in times gone by? Find a story connected to your local area that you have a substantial amount of information on.

Each library within your authority that has its own social media platform shares a section of the story on either Twitter, Facebook or Instagram and directs followers where to find the part of the story.

Host an event with a local author

Invite an author who grew up in the area or has lived there for a long time to take part in an event. Or perhaps any author whose book is set in your city or town? To tie together StoryTrails and the Summer Reading Challenge, we are working with author Japhet Asher whose book, *The Ghostkeeper's Journal and Field Guide* uses augmented reality through a free app to bring the story to life! If you are taking part in this year's Challenge, contact info@readingagency.org.uk to enquire about booking Japhet for an event in your library.

TIP

If you would like support approaching a publisher to set up an event, get in touch with the Reading Partners team on info@readingagency.org.uk.

Reading groups

If your library runs a reading group, why not find a book by a local author, or a book set in your region, city or town, to discuss? Find opportunities to win free sets of books on the Reading Groups for Everyone noticeboard.

TIP

If the book references a specific spot in your area, such as a park or a café, why not host your book club meeting there!

Reading Friends

If you deliver Reading Friends in your library, why not have discussions with participants about their memories of where they grew up? If they are from the area, discuss what it was like when they were children, how much has changed, their favourite places etc.

Find out more about Reading Friends, including resources for delivering the programme in your library at <https://readingfriends.org.uk/>



Other opportunities for libraries to get involved in...

Webinars with the British Library and Living Knowledge Network

We will be hosting two free online events in partnership with The British Library's Living Knowledge Network. The first event, which will take place on 1 June at 1PM, will be an introduction to immersive storytelling exploring some of the accessible and affordable ways you can incorporate this into your library offer. The second event, which will take place on 16 June at 1PM, will focus on how to make the most out of your Summer Reading Challenge x StoryTrails activity pack and ideas for engaging children aged 4 to 11.

Introduction to Immersive
Storytelling
1 June, 1-2PM

REGISTER

Summer Reading Challenge x
StoryTrails
16 June, 1-2PM

REGISTER

David Olusoga's docufilm (available on BBC iPlayer from November 2022)

StoryTrails will culminate in a new film presented by David Olusoga and created by Uplands Television which will screen in cinemas across the UK and be made available to audiences on BBC iPlayer.

Find out more about the film at [\[insert link to further info\]](#).

BFI Replay

BFI Replay is a brand-new free to access 'living digital archive' from the BFI, designed to give public access to thousands of newly-digitised programmes and films; spanning 50 years of life captured from videotapes across the 20th century and almost lost forever. BFI Replay is available exclusively via public libraries on a secure IP address across the UK. It is free for both the library service and users and is easy to sign up to.

BFI Replay is currently being tested with small groups of library services and users across the UK. The plan is to commence roll out of the platform from autumn 2022 with an aim to reach across UK library services and their users from 2023. The platform is an ever evolving 'digital archive' that will grow and enhance as newly digitised content continues to be added; and as the libraries and public engage and respond to the content on the platform.

If you are a UK lending library service and would be interested in knowing more about BFI Replay please contact nicky.williams@bfi.org.uk or Ella.Ferguson@bfi.org.uk.

Summer Reading Challenge and StoryTrails Activity Pack

The Summer Reading Challenge and StoryTrails have developed an immersive storytelling activity pack for a fun filled summer of innovation in your library. The pack will share ideas on immersive storytelling including ideas on how to create immersive experiences without any expensive tech and ideas if you have a smartphone or tablet to hand. The pack will be available from the 25th May and will be accompanied by a webinar to help you make the most of this exciting partnership. Available at [The Reading Agency's resource hub](#) from the 25 May.

Contact info

For enquiries about libraries' involvement in StoryTrails, please contact Simon Savidge: simon.savidge@readingagency.org.uk

For enquiries about the Summer of Stories campaign please contact comms@readingagency.org.uk

For all other enquiries, please contact Sara Parsons, PR & Media Manager for StoryTrails: Sara.Parsons@royalholloway.ac.uk

Information about our partners

StoryFutures Academy

StoryFutures Academy is the UK's National Centre for Immersive Storytelling, run by Royal Holloway, University of London and the National Film and Television School (NFTS). Funded by the Arts and Humanities Research Council, part of UK Research and Innovation, the Academy develops cutting-edge creative training and research programmes, to ensure the UK creative workforce is the most skilled in the world in the use of virtual, augmented and real-time production technology for immersive storytelling.

StoryFutures

StoryFutures is based at Royal Holloway University of London and is funded by AHRC's Creative Industries Cluster Programme. StoryFutures fuels innovation and growth in immersive storytelling by sharing cutting-edge research with creative SMEs in the Gateway Cluster and Greater London.

Uplands Television

Uplands Television is an independent TV company where people of all backgrounds can do their best work so that viewers of all backgrounds all over the world see great TV. They make history, current affairs, specialist factual and travel and adventure programmes.

BFI

The British Film Institute (BFI) is a cultural charity, a National Lottery distributor, and the UK's lead organisation for film and the moving image. Founded in 1933, the BFI is a registered charity governed by Royal Charter with the mission to support creativity and actively seek out the next generation of UK storytellers.

ISO Design

ISO is a digital media and software studio that designs, directs and build large-scale interactive and immersive media projects. Specialising in design-led cultural projects for museums, galleries and brand experience centres, they also create motion graphics and animated content for television and create ambitious online digital projects that are experienced across web, social and mobile.

BBC

The BBC is home to the very best of British creativity. Combining the strengths of the UK's most-commissioned production company and a world-class distributor, they are an unrivalled creator of - and investor in - UK programmes reaching audiences around the world.

PRODUCE UK

PRODUCE UK are award-winning artists, curators, place-makers and event-making specialists who create jaw-dropping experiences for world class organisations and brands. They are highly collaborative, driven by an obsession for details and a passion for legacy.

Nexus Studios

Nexus Studios is a global creative studio fostering world-class talent to produce high quality branded content, film and episodic tv and immersive content. With studios in LA, London and Sydney, they create meaningful stories and creatively innovative experiences that positively add to the cultural conversation.

The Reading Agency

The Reading Agency is a national charity that works every day towards a world where everyone is reading their way to a better life. We mean everyone - from toddlers to children to young adults, prisoners and older people - irrespective of age or economic background. We believe that reading can tackle life's big challenges, from social mobility to mental health - and we're determined that no one is left behind as we strive towards realising our vision. In 2020-21, The Reading Agency reached over 1.9 million people across the UK, including more than 800,000 children and over 1 million adults and young people.

Information about our supporters

Niantic

Niantic is the world's largest leading augmented reality company with an initial focus on augmented reality games. Creators of Lightship, Ninantic have built the world's only planet-scale AR platform for current and future generations of AR hardware.

Libraries Connected

Libraries Connected is a membership organisation, representing heads of library services in England, Wales and Northern Ireland. We take a leading role in the development of public libraries through advocating for the power of libraries, sharing best practice and helping to shape the public library service now and in the future. www.librariesconnected.org.uk

The Living Knowledge Network

The Living Knowledge Network is a UK-wide partnership of national and public libraries. Together we share ideas and spark connections between libraries, their collections and their people. Created by the British Library to explore new ways for libraries across the country to work as one, the network currently includes 31 public library partners, the British Library itself, the National Library of Scotland and the National Library of Wales.