

## **To receive a report on commissioning a review of the feasibility of Augmented Reality trail experiences in Saltash**

**Report to:** Town Team

**Date of Report:** 21.05.2025

**Working Group:** Saltash AR Trail

Cllr. Hilary Frank (Cornwall Council)

Cllr. Sarah Gillies (Saltash Town Council)

### **Working Group / Cllr Recommendations**

To recommend that Town Team commission Carbon Pixel to carry out a feasibility review at a cost of £450.00 + VAT to be drawn from the S106 ring-fenced funds.

### **Report Summary**

A productive meeting was held with Antonia Lowther and Shane Manaton of the Saltash-based firm Carbon Pixel to explore the concept of augmented reality (AR) trails in Saltash.

Carbon Pixel demonstrated a strong understanding of the project's ambitions and shared genuine enthusiasm for the concept. The discussion was collaborative and generated a range of promising ideas for delivering engaging AR experiences.

Carbon Pixel proposed undertaking a one-day discovery and feasibility review to assess the most appropriate approach for developing flexible, seasonal AR trail experiences with a focus on balancing visitor experience with cost efficiency. This would include consideration of community-led, visitor-focused, and commercially sponsored trail models.

The proposed review would cover:

- Technical delivery approaches
- Content structure and management
- Opportunities for seasonal customisation
- Long-term support and maintenance requirements
- Budget considerations
- Strategic recommendations

Findings would be compiled into a report to inform any future commissioning decisions.

Carbon Pixel has proposed to undertake this work at a reduced community rate of £450 + VAT (standard rate: £600 + VAT).

While Carbon Pixel expressed interest in bidding for any subsequent delivery phase, it was agreed that delivering the feasibility review was non-prejudicial and would not commit the Town Team to appointing Carbon Pixel should the project go ahead following the review.

Given that £450.00 + VAT is below the threshold for requiring three quotes, the Working Group recommends that Town Team commission Carbon Pixel to carry out a feasibility review, with the money being drawn from the S106 ring-fenced fund.

**Signature of Cllr / Working Group Title:**

Hilary Frank