

Celebrate the Platinum Jubilee with a free family story-trail in Queenborough & Rushenden

This Spring, families in Queenborough & Rushenden will be able to celebrate the Platinum Jubilee and have a great day out with this augmented reality story-trail.

29th April 2022

As part of local plans to celebrate the Queen's Platinum Jubilee, from April 30th until June 12th, [Queenborough Town Council](#) has teamed up with High Street Safari to run a free story-trail in [Queenborough & Rushenden](#). This innovative experience let's family choose what happens in the story and is completely contactless, with anyone with a smartphone being able to take part for free. Players will not only discover cute characters along the route, but they also get to see them burst to life in augmented reality and take selfies and record videos with them!

The idea behind the event is to encourage families to come into the Town with a safe, socially distanced and ambitious event. Parents will love being able to get the kids on board with this amazing experience and families looking for a relaxing day out can encourage kids to have a screen-time break, do some walking and get rewarded at the end.

The Queen's Platinum Jubilee Beacon Trail is located at seven stops around Queenborough and Rushenden to visit. Families will be guided on their trip by Sir Barnaby Beacon as he visits seven memorable and magical friends, like Charlie Crown or Theadora Throne, who have come to life from Buckingham Palace and gone on a trip to see Queenborough & Rushenden.

The trail takes about forty-five minutes to complete but can be completed in more than one visit. It's completely free for families and groups to take part in and they win a free, digital fun pack at the end.

Schools are also being sent colouring sheets to enter a competition to have their works displayed on the trail, with £20 gift voucher being awarded to ten lucky national winners, as well as their winning entry printed as a specially designed commemorative poster.

The trail works without the need for families to download or sign up to anything. With safety in mind, it has been designed so that there is no need to go inside the venues.

Not only is the trail an innovative and fun day out for players, but they can also choose to donate to Help for Heroes to support our veterans and their families. Melanie Waters, chief executive of the charity said:

“We’re thrilled to be the charity partner for the Queen’s Platinum Jubilee Beacons Trail and really looking forward to taking part in this innovative, community-based activity, as part of our plans to celebrate the Queen’s Jubilee this year.”

The trail runs from April 30th to June 12th. To find out more about the trail, visit the website: www.jubileebeacontrail.com

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About High Street Safari:

High Street Safari is a project being coordinated by Martin Blackwell, former CEO of Assoc. of Town & City Management (ATCM) and the Charity Retail Association. It was set up to create a unique high street family experience that aimed to raise significant sums for local good causes.

The trails work by utilising QR codes, without the need for players to download or sign up to anything. The trail consists of 7 vinyl window characters with QR codes that local businesses, as well as cultural and public venues, will host.

Families will be able to start the trail by scanning any of the characters. For families on the trail they will be able engage with the experience by scanning each character’s QR code and learning their names and stories and seeing them in AR. Younger children will delight in spotting the cute and colourful characters in window corners and older (and grown-up children) will engage by learning more about them. Everyone will have fun taking silly selfies in augmented reality. They can do this in their own time and pace, if it takes a week it doesn’t matter.

After spotting all 7 characters, families will be rewarded with a free, e-book that concludes the story.

About Help for Heroes:

Help for Heroes believes those who serve our country deserve support when they’re wounded. Every day, men and women have to leave their career in the Armed Forces as a result of physical or psychological wounds. The Charity helps them, and their families, to recover and get on with their lives. It has already supported more than 26,500 people and won’t stop until every wounded veteran gets the support they deserve.

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