# Llanelli Area Team

**Carmarthenshire Summer**
**Geocache Challenge**
More people, more active, more often

**July 20 - August 31, 2013**

# What is Geocaching?

- Geocaching is a real world, outdoor treasure hunting game using GPS enabled devices.

- Participants navigate to a specific set of GPS co-ordinates and then attempt to find the Geocache (container) hidden at that location.

# The Geocache Challenge

- Five Geocaches were hidden around Llanelli. Each Geocache contained three questions.

- Participants needed to locate each Geocache and answer the questions inside.

- The five Geocache co-ordinates and clues were made available on July 20, 2013 on **www.geocaching.carmarthenshire.gov.uk**

# Promotional Material

# Open Day and Town Centre Launch

- Llanelli Area Team used the Fred Robert's room in Llanelli library to give Geocaching demonstrations throughout day.

- The Area Team used Llanelli town centre re-launch to hand out flyers to the mass of public attending the re-launch

# Radio Interview

- The team were interviewed by Scarlet FM about the summer challenge and the school visits – Nerve wracking but great promotion!

# School Presentations

- Llanelli Area Team invited 5 schools to take part in Geocaching activities. Activities took part in the Athenaeum Hall, Llanelli Library

- A Geocaching presentation was delivered to each school

- Each school took part in Geocaching activities, which involved finding hidden treasures throughout the entire library building

- 174 children attended throughout the day

# The school challenge . .

# . . More school challenge

# Website Development

- A lot of work went into developing the IT side of things, including:

  – Working with IT to design several interactive web pages relating to the challenge

  – Pre-testing the official geo-caching website by placing a tester cache and logging it on the web

  – Loading the coordinates of the competition caches onto the geocaching website and providing links to those from our own website

# Hiding the Competition caches

- 5 sites in Llanelli Town were selected where the competition caches could be hidden - all handily near to Council Facilities

- The caches were made up, including the competition information – hidden and logged onto the Geocache website ready for the big launch . . .

# GO LIVE!!!

- On July 20$^{th}$ the cache locations were published onto the website and the competition began.

- Feedback was immediate and positive – with those taking part logging their finds and commenting on how much they enjoyed taking part

# Newspaper coverage

- The competition was well supported by the local press with the Llanelli Star publishing a full double page spread on the competition after about 2 weeks in

- This produced a noticeable increase in the numbers taking part

# PRIZES!!!

- The competition closed on August 31$^{st}$ and it was time to pick the lucky winners

- All of the entrants had filled in a web form with their answers and contact details – names were put into a hat and drawn at random

- 1 lucky winner – Hannah Margery – won an **ipad mini** presented to her by the singer **Cerys Matthews** at the Ffwrnes Theatre

- 28 more recieved smaller prizes

# Summary

- Over 100 people of all ages took part in the competition

- A further 174 children took part in a geocaching session at the Library

- We got loads of positive feedback from those taking part

- A lot of those were new to geocaching and were introduced to a new hobby for life!

# Geocaching – fun for all the family!