

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

Carmarthenshire Summer Geocache Challenge

More people, more active, more often

For a chance to **WIN** an **iPad Mini** and lots of other fabulous prizes enter our **FREE** challenge between **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.

Your challenge

- Five Geocaches have been hidden around Llanelli. Each Geocache contains a small number of questions.
- You must locate each Geocache and answer the questions inside.
- The five Geocache co-ordinates and clues will be live from July 20, 2013 on www.geocaching.carmarthenshire.gov.uk

What do I need to take part?

- You can start Geocaching using your GPS device or GPS enabled Smartphone.
- If you don't have access to a GPS device, you can attempt the challenge by entering the Geocache's co-ordinates into Google Maps to find/print the location of each Geocache.

Once you find each Geocache

- You will need to answer all the questions hidden inside the Geocache.
- Keep a log of your answers as they will need to be emailed to: geocaching@carmarthenshire.gov.uk for your chance to win an iPad Mini and more.

WIN
Apple
iPad
Mini

For further details about Geocaching take a look at the Geocaching 101 guide on: <http://geocaching.com/guide>



Her Geogelcio Sir Gaerfyrddin yn ystod yr Haf

Mwy o Bobl yn Fwy Egniol yn Amlach

I gael cyfle i **ENNILL iPad Mini** a llu o wobrau gwych eraill, rhoddwch gynnig **AM DDIM** ar ein **HER** rhwng **Gorffennaf 20 ac Awst 31, 2013**

Beth yw Geogelcio?

- Gêm hella drysor yn yr awyr agored ac yn y byd go lawn drwy ddefnyddio dyfais System Leoli Fyd-eang (GPS) yw geogelcio.
- Mae'n sawl sy'n cynryd rhan yn yr hella yn dilyn cyfres o gyfesurynnau System Leoli Fyd-eang (GPS) ac yn i'n caisio dod o hyd i'r Geogelc (sef cynhwysydd) sydd wedi ei guddio yn y leoliad hwnnw.

Eich her

- Cuddiwyd pum Geogelc o amgylch Llanelli. Mae pob Geogelc yn cynnwys nifer bychan o gwestiynau.
- Mae'n rhaid i chi dod o hyd i bob Geogelc ac yna ateb y cwestiynau sydd yn y cynhwysydd.
- Bydd cyfesurynnau a chllwiau'r pum Geogelc ar gael o Orffennaf 20, 2013 ymaen ar www.geogelcio.sirgar.gov.uk

Beth sydd ei angen arnaf i gymryd rhan?

- Gallwch ddechrau Geogelcio drwy ddefnyddio dyfais GPS neu ffon clyfar sydd â darpariaeth GPS.
- Os nad oses gennych ddyfais GPS gallwch roi cynnig ar yr her drwy roi cyfesurynnau'r Geogelc yn Google Maps er mwyn darganfod/argraffu leoliad pob Geogelc.

Ar ôl dod o hyd i bob Geogelc

- Bydd angen i chi ateb yr holl gwestiynau sydd wedi eu guddio y tu mewn i'r Geogelc.
- Cadwch gofnod o'ch atebion gan y byddwch yn gofod eu hanfon ar flurf e-bost at: geogelcio@sirgar.gov.uk er mwyn cael cyfle i ennill iPad Mini a'r gwobrau eraill.

ENNILL
Apple
iPad
Mini

Mae rhagor o wybodaeth am Geogelcio ar gael ar y wefan ganlynol: <http://geocaching.com/guide>



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 20th 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 31st 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!

