

Digital Photo Posts



Project overview

The Digital photo post project involves installing a number of interactive smartphone holders onto existing trail marker posts to allow walkers to:

- take selfie's in safe locations
- take photos of trail conditions and send reports back to trail manager via their website
- photograph scenic views and upload them automatically to the trail managers website



Rationale for project

“selfies” and trail safety

Trail user safety

A 2018 study from the *Journal of Family Medicine and Primary Care*¹ found that 259 verifiable selfie related deaths were recorded from 2011 to 2017. Clare recently had a tragedy where an Indian student fell from the Cliff of Moher and eye witness reports said he was taking a selfie at the time. A way to alleviate this is to create “safe selfie” locations. These are sites that:

- the trail user is safe and away from danger
- provide the “exciting” view for the selfie taker

Outcome:

The Clare interactive photo posts will be located in locations that fulfil the above criteria.

Trail monitoring and insurance

The trail insurance environment changed in 2016 when Theresa Wall took a case against the National Parks and Wildlife Service claiming they were liable for damages resulting from her tripping on a piece of trail furniture in the Wicklow National Park. The case was fought by the NPWS and Theresa Wall lost in the High Court. This case brought a whole new light onto the trail standards in Ireland, how they are inspected, audited and monitored.

All official walking trails in Ireland are insured by the Sports Ireland Trails Office under a government scheme. Up until 2017 the scheme relied on an external inspection of the trails organised by the Sports Ireland Trails Office but this system changed two years ago where a system of local monitoring was developed.

Trail inspection & Monitoring

The Clare RRO manages the trail inspection and monitoring of the majority of the trails in Clare. The Clare RRO set up a team of volunteer trail wardens who monitor the trails once every 3 months and send the paperwork to be filed by the RRO. The Clare RRO sourced funding for the initial roll out via winning the *Caminoways Greenlife Fund in 2016* and a further roll out it planned in a cooperation



project with Clare Sports Partnership.

Burren Way warden project wins award

The Burren Way trail warden project is the worthy winner of **Greenlife Fund 2016**. The Greenlife Fund, administered by Greenlife Tours Ltd, aims to encourage ecotourism and social responsibility. It helps to fund a project's activities while offering marketing support and other advice and assistance. A project is selected for the award each January.

The Burren Way project is designed to educate and train wardens to help maintain and manage the Burren Way trail in County Clare. This long-distance trail takes hikers from the village of Lahinch across the Burren, passing the spectacular Cliffs of Moher along the way.

Greenlife Fund 2016 will support the Burren Way trail warden project devised by

Rural Recreation Officer for Co Clare, **Eoin Hogan**. "Our goal is to set up a team of six trained wardens who can patrol the trail regularly and report back on any issues, so we can make sure the trail is maintained to the highest standards for all walkers to enjoy," said Eoin.

Announcing the award, **Roland Monsegu**, owner and director of CaminoWays.com and IrelandWays.com, said "We are proud of our responsible travel policy and delighted to give back to the communities and destinations we work with. The Greenlife Fund has been able to support a number of great projects in the past two years and the Burren Way trail warden project is another fantastic initiative we are happy to support" ■



Outcome:

To supplement the monitoring process the Clare RRO has selected a number of challenging trail area's where more regular trail monitoring is required. The photo posts will be installed in the locations where a trail section needs additional monitoring

Trail images and promotion

The outdoor trails are some of the most scenic in the World. From the 300 metre cliffs of Moher to the unique limestone landscape of the Burren to the panoramic view over Lough Derg no county in Ireland has the variety of landscapes and topography.



Outcome:

A picture tells a thousand words so promoting the trails via beautiful images fulfils our objective for rural tourism to get visitors out onto the trail, slow them down so they spend more time in the Hidden Heartland Region and spend money in the café's pubs and restaurants.

The Digital photo posts will be located at scenic locations to encourage trail users to take photos. The USP of the posts is that users will be able to automatically upload the photos to the trails website via:

- NFC Chip
- QR code
- direct website address



NFC

Near Field Communication (NFC) is defined as:

“Near field communication (**NFC**) is a wireless technology that allows a device to collect and interpret data from another closely located **NFC** device or tag”

In practical terms this is the technology that allows you to “tap and pay” with your visa card or pay for purchases in a shop using your phone. When a smartphone is tapped off a NFC chip it instructs the phone to do something, in the case of the Interactive photo posts it opens a webpage on the users phone and they can take a photo and upload it to the trails website.

QR codes

A QR code is defined as:

“a machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone”

The trail user scans the QR code using an app on their smartphone and it opens a webpage allowing them to upload a picture to the trails website



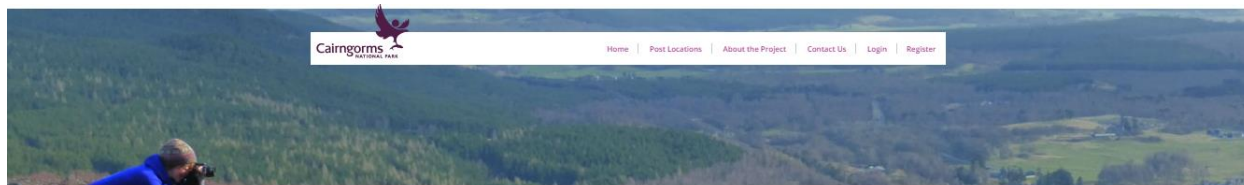
Direct website address

To cover all options we include a shortened website address where a smartphone users can type this into their smartphone browser and it will open a webpage allowing them to upload a picture to the trails website



Project idea background

The original idea came from the Cairngorms in Scotland. They piloted the idea of attaching camera holders to the top of marker posts to allow trail users to take photos. The initial idea was good but the execution didn't work because users had to set up a login and password, confirm the password and then go through the process of uploading the picture. This proved to much work for most users so very few pictures were updated.



Cairngorms Scenic Photo Posts

The Cairngorms Scenic Photo Posts project is a pioneering citizen science initiative to gather information about our landscapes as they change from day to day and year to year.

Recording our changing landscapes

Having found the post, you pop your camera, phone or tablet into the bracket, take a photo and then you can register and upload the image on to the Photo Posts website and contribute to a visual record of our changing landscape. Whether you are simply taking one photo whilst on holiday or you become an avid Photo Post volunteer (tagged) we welcome your photographic contributions and your comments too.

We have chosen a variety of locations and some are a short walk away from settlements, others require a bit more of a hike.

Remember that there are risks associated with being in the outdoors and that you are responsible for your own safety and wellbeing.

[Find out more about the project >](#)

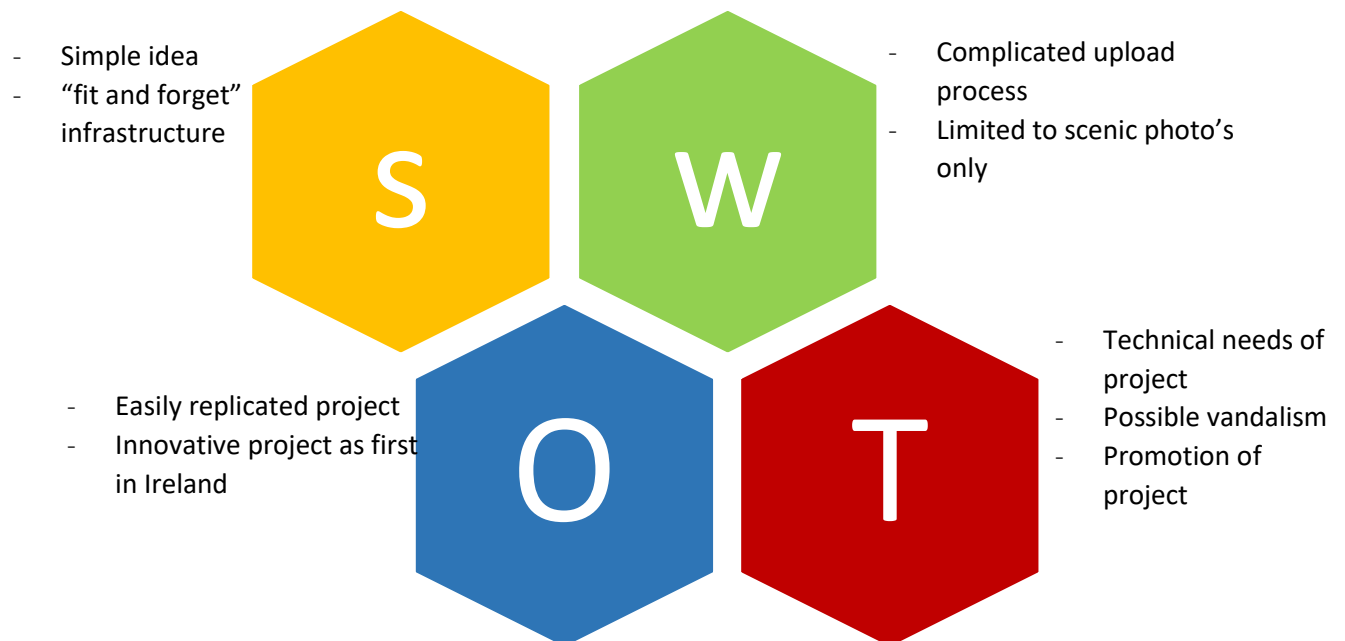


[Visit Photo Posts Map >](#)

Cairngorms scenic photo posts v Clare Digital photo posts

	Cairngorms	Clare
Camera holders installed on existing marker posts	✓	✓
Information plate with instructions on marker post	✗	✓
Interactive NFC chip on post	✗	✓
Ability to upload photo's without setting up a login and password	✗	✓
On-line gallery displaying uploaded photos	✓	✓
Scenic photo locations selected	✓	✓
Safe locations for "selfies" selected	✗	✓
Problem trail maintenance locations selected	✗	✓

SWAT Analysis of Cairngorms Scenic Photo Posts



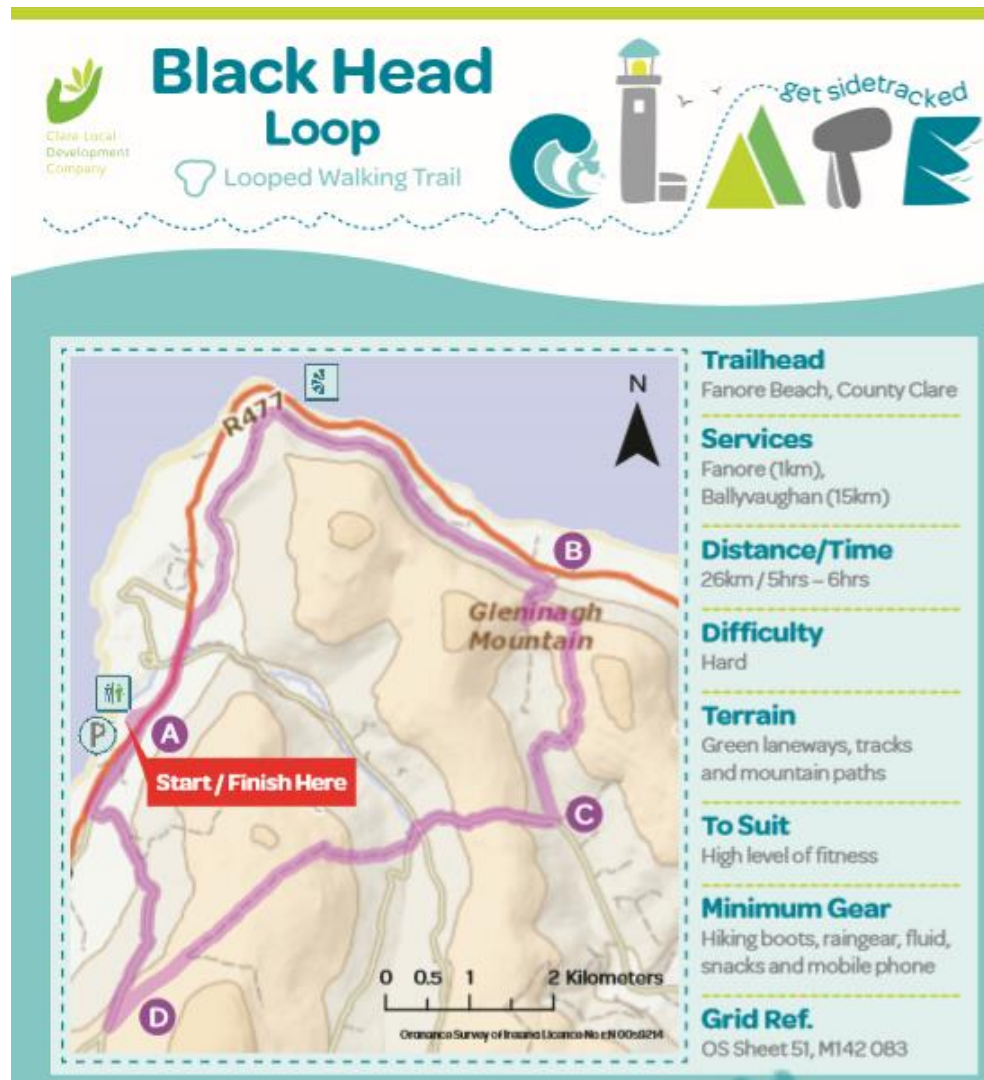
Project Timeline

No.	Outline	Timeframe
1	Write project brief and get quotes for project elements	3 weeks
2	Calculate project budget	1 week
3	Write general funding application including project brief and quotes	1 week
4	Investigate funding options and apply	2 weeks
	Once funding secured	
5	Order NFC chips and program with information	.5 week
6	Get sample made of marker post camera holder	1 week
7	Bring programmed NFC chips to sign maker and make up working demo of information plate	.5 week
9	Select programmer and brief him / her on website upgrade works required	1 week
10	Approve camera holder and information plate and order, estimated lead time 2 weeks	2 weeks
11	Select locations for posts against criteria	(on going over past 6 weeks)
13	Upgrade website and test uploads	1 week
14	Install camera holders and information plates (.5 day per site, 5 days in total)	4 weeks
15	Launch project via social media and magazines	1 week intensive and on going
TOTAL		18 weeks

Project costs

	Supplier	Invoice 1	Invoice 2	TOTAL
Website	Neal Walsh	€320.00	€320.00	€640.00
Promo	Outsider	€873.30		€873.30
Camera holders	Signiatec	€276.75		€276.75
Marker posts	Signiatec	€324.72		€324.72
Post stabilization	Signiatec	€295.20		€295.20
Information plates	Signiatec			
NFC Tabs	Seritag	€33.67		€33.67
TOTAL		€2,123.64	€320.00	€2,443.64

Project sample – Blackhead Loop (Digital photo post 1)



Location

Blackhead Loop, scenic section of trail overlooking Galway Bay. The site is has a marker post already installed in a suitable location. It is a busy trail so should provide good feedback and the location is far enough into the trail to minimise vandalism.



Site Criteria check	
Fulfil either:	
- safe selfie spot	x
- scenic location	✓
- problematic trail maintenance area	x
Suitable marker post in situ or location available for installation	✓
Post far enough along trail to discourage vandalism	✓
Mobile reception quality at the location (bonus)	✓
Space on marker post to add additional information plate	✓



Trails website

The outdoor recreation website for Clare has been upgraded to add a section allowing users to upload pictures from the Digital posts and also to view pictures that have been uploaded by other users



The screenshot displays the Clare Trails website interface. At the top, a green navigation bar contains the following links: HOME, WALKS, PHOTO POSTS, CYCLING, ACTIVITY PROVIDERS, and CONTACT. Below the navigation bar is the website's logo, which includes a green hand icon, a lighthouse, and the text "get sidetracked" and "CLARE". The main content area features a teal header with "LOOPED WALKS" and "LINEAR WALKS". Below this is a large photograph of three hikers on a cliffside path overlooking the ocean. The text "get walking" is overlaid on the photo. Below the photo is a teal box with the heading "Upload your viewing post photo of the Black Head Loop to our gallery". To the left of the heading is an "Upload Your Image" button with a camera icon and a close icon. Below the heading is a short paragraph: "Help us share the beauty of this spot through all four seasons! Upload your picture by clicking on the icon to the left, you can select to upload it now or when you get to a wifi area. Your image will be added to the gallery below within one working day or so."

The gallery of photo's uploaded by other trail users:

Black Head Loop Post Gallery (BH1)



things to do



MULLAGHMORE BURREN:
Immerse yourself in the magic of the hidden
[Read more](#)

BURREN GUIDED WALKS:
Burren Guided Walks and Hikes are a guiding
[Read more](#)

DOOLIN CLIFF WALKS:
Join Pat Sweeney on a guided walk along
[Read more](#)

events



BURREN PEAKS WALKING FESTIVAL:
Burren Peaks Weekend of Walking Festival promises you
[Read more](#)

ULTIMATE BURREN MOUNTAIN BIKE EVENT:
The Ultimate Burren Mountain Bike Event will take
[Read more](#)

tweets



Clare-gebridetracked @ClareG21
This amazing snap was taken by @thecostalracer / IG down in Killybeg, Co. Clare Beautiful, isn't it? [@7m4qpm-carrq/23P/m2k4/78Z](#)



Jul 29, 2017

Clare-gebridetracked @ClareG21
Our friends from Ireland-1st / FB hooked us up with a 50€ voucher. Tweet your best cycling snap of Clare using @ClareG21 #claregebridetracked to win it.