

StorieD turns Eye's streets into a **fully narrated self-guided walking tour**, opened by scanning a QR code on any phone. There is no app to download and none to build. The tour publishes under the Town Council's own name and branding. You keep full control of the words. We build and run the platform.

Why it works for Eye

Eye already has a town trail

The Council's own website invites visitors to walk the town trail past Eye's historic buildings. This narrates that walk. The same route and the same buildings, with a voice in the visitor's ear, working on Sunday afternoons and bank holidays with no opening hours and nobody to staff it.

No app, and nothing to build

There is no app to commission and no software for the Council to own or maintain. Visitors scan a QR code and the tour opens in the browser already on their phone. Nothing is charged until Eye chooses to publish, and edits after that are unlimited and free.

A sponsor line for the Council

Local businesses can sponsor a stop or a whole trail, which is a route to covering the cost. The sponsor income is the Council's. StorieD takes a share of it to cover payment processing, so the Council never has to handle the transaction.

Figures for members

Every scan, every stop reached and every completion is logged. For the first time that gives real numbers on how many people walk the trail, rather than estimates, and evidence for Mid Suffolk District Council or any future funding bid.

57%

of visitors to Britain rank history and heritage their top reason to visit

68p

of every £1 spent on a heritage visit stays with local businesses

VisitBritain, cited by Historic England, Heritage Counts (2024). Historic England, Heritage Counts, using National Lottery Heritage Fund data.

RECOMMENDED FOR EYE

Trail plan £59 / month

One published tour, up to 20 stops. Narration, hosting, unlimited edits once live, and our support for as long as the tour runs.

£708 a year billed monthly, or £590 paid annually. No build fee, no licence, no charge per visitor. The only other spend is printing your own QR signage.

Adding a second trail later? The Town plan covers up to three tours for £99 a month. No contract, cancel or pause at any time.

Two weeks to live

From receiving Eye's story content to a working, published tour. Mark and I are happy to build the first stops ourselves before anything is agreed. We need the local facts. We write the finished narration.

Nothing is charged until you publish. The account is free to open, the tour is free to build, and the first month live is free. Cancel or pause at any time and the build is kept.

Free to visitors. StorieD has no ticketing layer, so tours cannot currently be sold to the public. Sponsorship is the income route.

We support your team for as long as the tour runs, at no extra cost.

"Somewhere worth walking."



SCAN TO WALK A LIVE TOUR

Louise Stevenson, StorieD

team@thesetupcrew.co.uk | storiedtours.co.uk
Working example: tours.storiedtours.co.uk/herford