

Meeting	Community Development
Date	5 th August 2025
Report Title	Mouldon Hill QR Code Trail
Agenda Reference	10
Proposer:	Councillor Leanne Stevenson
Seconder:	Councillor Vinay Manro

Exploring the Creation of a Heritage and Nature Trail at Mouldon Hill

Recommendations

1. Implement a small-scale trail at Mouldon Hill to develop a heritage and nature trail.
2. HWPC agrees to councillors leading the creation of digital content, in collaboration with partners.
3. HWPC website will be used to host the trail content and capitalises on existing web traffic to Mouldon Hill.
4. To note indicative costs are £15.00 per port. QR code and signage permissions still to be established – there is S106 money assigned to Mouldon Hill with SBC that HWPC could apply for to fund the project.
5. Councillors Stevenson & Manro to finish scoping 2 walking routes as part of trial, and work with partners to establish key areas that will have QR codes describing the heritage or bio-diverse element.

Motion

That this Council supports exploring the creation of a heritage and nature trail at Mouldon Hill, inspired by the Cricklade Court Leet model. It has been recognised that Mouldon Hill is one of the most visited pages on haydonwick.gov.uk, the Council will build on this high engagement to help promote and enhance the site further.

This motion aligns with our community action plan:

A green and sustainable place - guided walking routes

Nature benches - S106 funds could be allocated for benches along routes

Project Inclusions

1. HWPC would develop walking routes that would showcase the area's natural beauty and the ecological importance of the environment. Also demonstrating that walking can enhance mental and physical wellbeing, promote nature and encourage low cost accessible recreation.
2. HWPC would install QR codes along the route to provide information about local wildlife, plants, and historical points of interest, including the canal and other heritage features. Each QR code will link to a dedicated section of the Mouldon Hill page on haydonwick.gov.uk for a clear and engaging user experience.
3. HWPC will create a dedicated micro-site hosted on haydonwick.gov.uk, led by councillors, featuring audio, text, and possibly video. Councillors will work with partners to research, script, and record content that highlights Mouldon Hill's rich heritage, its evolving ecology, and community stories. The micro-site will also show mapped walking routes, approximate distances, and accessibility information to support inclusive use. This would lead to working with local historians, Wiltshire Wildlife Trust, Swindon Borough Council and other appropriate groups to gather context and support. Permission would need to be sought



from Swindon Borough Council to install signs and QR codes. Wiltshire Wildlife would be asked to provide information on key ecological and biodiversity features around Mouldon Hill to help the Parish highlight the significance of the site and promote understanding of the environment that surrounds us.

With this information gathered HWPC would ensure that content is maintained, accessible and secure. That community groups and residents are invited to help shape the trail.

The Council will also ensure:

- Content is maintained, accessible, and secure
- Community groups and residents are invited to help shape the trail
- QR scan data and visitor feedback are used to evaluate and improve the project over time.

Reason

To celebrate and protect our local heritage and ecology, encourage healthy outdoor activity, and educate residents and visitors about Mouldon Hill's significance.

Mouldon Hill is home to a diverse range of habitats, important species, and significant local history, including the route of the historic North Wilts Canal. Highlighting both heritage and ecology helps deepen public understanding of the area's past, present, and future importance, and strengthens the connection between people and place.

Additional Considerations and Responses

Do we have permission to install signs?

We will seek formal permission from Swindon Borough Council, who own the land. We already work with them to deliver services such as bins, benches, and events.

What about accessibility?

The micro-site will clearly show accessible walking routes. We'll consult with local disability groups and follow best practices to ensure inclusive access.

How will we manage and update the content?

Councillors will lead the content creation, and the Council will assign ongoing responsibility for maintenance and updates.

Will QR codes and the site be secure?

Yes. We will use trusted tools and ensure all web content complies with accessibility and data protection requirements.

How will we measure success?

We will track QR scan data, site visits, and offer a feedback option for residents.

Who will we involve?

We will involve local groups, historians, conservation partners, and residents in shaping content and promoting the trail.

What kind of posts will be used for QR codes?

The height, design, and material of the posts will need to be carefully considered to ensure they are accessible, weather-resistant, and in keeping with the natural environment. Options will be reviewed to balance visibility, durability, and visual impact on the landscape.



Appendix 1: Micro-Site Example – Digital Trail Format

To help visualise what a digital heritage and nature trail could look like for Mouldon Hill, here are illustrative mock-ups and real examples from Cricklade Court Leet.

Each QR code would link to a specific section of the micro-site on haydonwick.gov.uk, featuring:

- A title and summary
- Photographs or illustrations
- Audio narration
- A written explanation of the location's importance
- Mapped walking routes with distances and accessibility information
- Optional video, interviews, or community-led content

Example Pages from Cricklade Court Leet

Entry Pages

[The Portwell](#)

[St Sampson's Church](#)

[The High Street](#)

[The Town Cross](#)

[North Wall](#)

[The Thames Path](#)

Point of Interest Pages

[P1: Market Cross](#)

[P2: Jubilee Clock](#)

[P3: Saxon Town Wall](#)

[P4: Court Leet Plaque](#)

[P5: Town Hall](#)

[P6: War Memorial](#)

[P7: Abandoned Railway Bridge](#)

[P8: Canal & Locks](#)

[P9: Environmental Features](#)

[P10: Water Meadows](#)

Example Post and Signage Designs

- Timber angled posts with inset QR panels
- Vertical posts with conservation branding and directions
- Gate-mounted signage with layered messaging
- Use of green panels and weatherproof fixings
- Clear visibility while blending into the landscape

Photos on overleaf. Panels should change in keeping with HWPC branding

