Digital Lego Trail in Leicester City Centre

Article by LoyalFree, October 2019. View the original article [here](#).

To mark the 50th anniversary of the Apollo 11 moon landing, the One Giant Leap campaign has come to Leicester City Centre. As part of this, a space-themed LEGO® trail boasting 15 models came to the City during October half term.

BID Leicester worked together with their partners at the LoyalFree app to provide the digital BRICKLIVE® trail to locals and visitors, allowing them to check in at each model by scanning a QR code, and receive competition entries for every scan they collected.

Already used by over 6,000 people in Leicester the LoyalFree app has been funded by BID Leicester as their place app to promote business offers, competitions, tourism information and digital trails. Currently live in 14 towns and cities, the app now looks to help people experience places in new interactive ways.

Over the week the trail was live on the app there were 2,754 trail starts by 773 people. This led to 5,448 scans at the model locations and encouraged the public to discover more of the City by following the trail. On average, those starting the trail visited 8 model locations, demonstrating the success of the initiative to encourage the public to move around Leicester.

A great success, the trail is the first of many interactive trails which will come to the City. Currently, users can also enjoy a variety of trails on the app including 'Activities in Leicester' and 'Vegan Leicester.'

Sophie Hainsworth, Co-Founder of the LoyalFree app, commented "It has been a proud moment to provide technology in our home City which allows the public to engage with the businesses and area more. Working with the BID we have been able to curate many digital trails to promote the City further afield."

The trail comes amidst lots of activity for the partnership, including the imminent launch of a contactless giving charity scheme: https://bit.ly/2N5oshS

To find out more about the app for your place visit www.loyalfree.co.uk or contact the team on hello@loyalfree.co.uk

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