

Tenterden at a touch as app prepares for launch

by Rachael Woods

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A town's attractions will be easier to locate and shoppers will be able to find a bargain at the touch of a screen.

That's the promise of Cllr Sue Ferguson, who is behind the soon-to-be-launched Tenterden app, which is compatible with iPhone and Android and will enable tourists to make the most of the visit to the town.

Cllr Ferguson and marketing firm WillCreate in Bethersden have asked developers to come up with a bespoke app to promote Tenterden, which it is envisaged will also be a useful tool for residents.

The app will include Tenterden news, a what's on section, attractions in the town, places to stay, where to shop and eat out, as well as information about services such as council information or the location of doctors' surgeries.

Latest bargains on offer will flash up on push notifications and messages will appear direct-

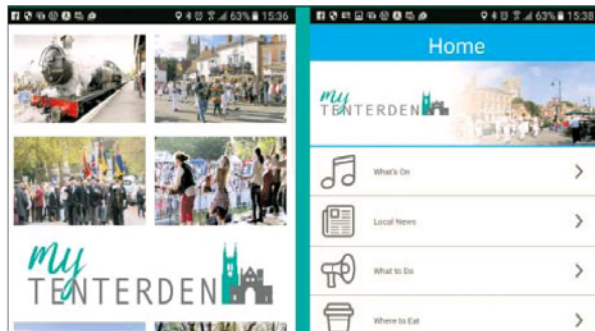


Cllr Sue Ferguson is behind several My Tenterden social media initiatives

ing shoppers to where they can find a good deal. The app is set to be available by the end of July.

Cllr Ferguson, who is behind a number of My Tenterden branded social media sites, including Facebook, Twitter and Instagram, as well as a website, says the time is right for Tenterden to have its own app.

She said: "We live in a digital world where many people walk around with a phone in their hands and they want information instantly at their fingertips



without having to look it up. If you're sitting having a coffee in Tenterden you could see all the latest local offers from businesses there on your phone for your shopping trip."

The app will use the latest technology and Cllr Ferguson believes it will be a boon to businesses and another way of marketing the town's attraction to the wider world.

She said that businesses with listings on the My Tenterden website will automatically

appear on the app and, although there is a charge for businesses, community groups are offered free listings.

Cllr Ferguson said: "Tenterden is an online town and is punching above its weight in terms of social media and it's nice that we are ahead of the rest."

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