

St Magnus Way – Phase 1

Area – Orkney Mainland

Summary

This project will see the development of a 51-mile walking route through the Mainland of Orkney inspired by the life of St Magnus. The development of the route is seen as a significant legacy of the Magnus 900 celebrations.

The St Magnus Way will link Evie, Birsay, Dounby, Finstown, Orphir and Kirkwall in a varied route that is predominantly on core path and minor roads. LEADER funding is going to assist in the works to promote and encourage use of the St Magnus Way a website and app that provide a range of information and resources on the route – including information on the natural environment, local history and a range of poetic and spiritual reflections in response to the landscape and history. These are brought together through the innovative use of Bluetooth low energy transmitters (Bluetooth Beacons), encased in weather proof housings along the route. When people pass a Bluetooth Beacon, resources relevant to their interests and the location are displayed on their smartphone without the need for internet access.

It is intended that the launch of the first section of the St Magnus Way will be marked with an event on the 16th of April 2017, the 900th anniversary of his martyrdom. Subsequent section event launches are planned to tie in with other key events throughout the year, to maximise publicity.

A summary of project aims are:

- To develop and launch an innovative smartphone app that uses Bluetooth Beacons to provide resources relevant to location and interests along the route.
- To develop and launch a website companion to the physical route and smartphone app with all resources and an online experience of the pilgrimage route for those unable to walk the entire route.
- To launch the pilgrimage route in stages throughout the Magnus 900 year, maximising publicity for both Orkney and the St Magnus Way.
- To populate the app and website with further resources from the launch events and activities, creating an online record of the Magnus 900 year.
- To use the launch events and online presence to identify members of the community willing to be companions of St Magnus Way, adopting sections of path and helping support and maintain them.

The proposed project includes the following elements:

Financial Information	£	%
Total Project Costs	29,267.08	
Total Eligible Costs	19,392.08	100
LEADER	9696.04	50
Evie and Rendall Community Council	690.00	3.56
SSPKC	5000.00	25.78
Church of Scotland	4006.04	20.66