

From: Katie Minton-Rowlands (Economic Development) <katie.minton-rowlands3@conwy.gov.uk>
Sent: 25 November 2025 12:15
To: Dylan Thomas <clerk@towynkinmelbay-tc.gov.uk>
Subject: SMART Towns 2025/26 - PATRWM

Hi Dylan,

Apologies for not contacting you more recently than this regarding the 2025/26's SMART Towns plans. Following your requests in May I worked with our IT colleagues to devise and cost potential additional APs for both Sandbank Rd in Towyn and St Asaph Avenue in Kinnel Bay, which were then presented to the Council Members for approval. Unfortunately, as you know, the Town Council felt that they could not support the additional spending at that time. With this in mind we have prioritised improving the data analysis for the schemes you already have in place, there will still be a match requirement. However, following discussions with our colleagues in the Community Team we believe there may be an avenue for the Town Council to secure the match funding needed utilising your £10,000 allocated to you under the Town and Community Council Fund. In essence, subject to funding approval, you would be able to add PATRWM to your schemes at no cost to the Town Council for the 5 year period. If you remember PATRWM was the company Menter Mon presented to us as a data partner in Jan 2024.

Patrwm

Examples of other locations using PATRWM and the dashboards you can build are available here;

Patrwm

The project costs would be as follows;

Total Project Costs	-	£16,906
Match Funding 30%	-	£5,071.80

Although the Town and Community Council fund has closed, we have had discussions with the team and they would be willing to accept an application from yourselves for this worthwhile project as a late addition. The reason for the late application would be that the SMART Towns scheme was not 'open / live' when applications for the Town and Community Council applications were being accepted.

Would you be able to get back to me with your thoughts about the above please?

We will also be working to get your 4 replacement commando sockets installed if you could let me know which lighting columns you'd like us to look at please? These will be at our cost of course as agreed previously.

Many thanks,
Katie

Datblygu ac Adfywio / Development and Regeneration
Gwasanaeth Economi a Diwylliant / Economy and Culture Service
Cyngor Bwrdeistref Sirol CONWY County Borough Council
✉ regen@conwy.gov.uk
☎ 01492 577329

gael rhagor o wybodaeth am ein trefniadau preifatrwydd, ewch i wefan y Cyngor lle gellir gweld ein Hysbysiadau Preifatrwydd, Gwybodaeth a Pholisi Diogelu Data manwl.

From: Katie Minton-Rowlands (Economic Development) <katie.minton-rowlands3@conwy.gov.uk>

Sent: 25 November 2025 13:40

To: Kath Evans <deputy@towynkinmelbay-tc.gov.uk>; Dylan Thomas <clerk@towynkinmelbay-tc.gov.uk>

Subject: RE: SMART Towns 2025/26 - PATRWM

Hi Kath,

The wifi schemes you have in place already have supply the wifi and we collect the footfall data, i.e the footfall data which we can pass on the reports you asked me for earlier. We're now able to offer to integrate your schemes / networks with PATRWM who will be able to securely access the footfall data etc from your network of sensors and compile a much more detailed and dynamic set of data analytics for you. The reports are available as open source public data, meaning businesses in your towns could access the data dashboards at any time. Dylan was at the PATRWM presentation with me in Jan 2024 I'm sure - which set out what PATRWM could do. We had hoped to offer it last year as part of the phase 1 projects, but there were a number of issues which prevented this, including budgetary constraints. We now have a SMART Towns budget for 2025/26 for phase 2 which has enabled us to re-look at integrating PATRWM to our schemes.

Feel free to have a look at the links below to look at the sort of data displays etc PATRWM produce and what PATRWM are about;

[Patrwm](#)

and

[Patrwm](#)

The costs for the integration are 70% covered by our allocation, but you would need 30% match funding. The Town and Community Council's fund could be used for this match, so that the Town Council wouldn't have to use any of their own budget. You would have been offered £10k by the Community Team for projects under this fund, I don't believe an application was put forward so you could still use this £10k to pay for your match.

Should you decide not to go with PATRWM that's fine, there is no obligation and your wifi and reporting would be unaffected. I just didn't want you to miss out on this improvement given it would come at no additional cost.

Feel free to give me a ring if you wanted to chat it through at all.

Thanks,
Katie

Katie Minton-Rowlands

Swyddog Prosiect Datblygu ac Adfywio / Development and Regeneration Project Officer
Gwasanaeth Economi a Diwylliant / Economy and Culture Service
Cyngor Bwrdeistref Sirol CONWY County Borough Council

✉ katie.minton-rowlands3@conwy.gov.uk

☎ 01492 577329

💻 www.conwy.gov.uk

💻 www.dewchigonwy.org.uk | www.visitconwy.org.uk

💻 www.sioptonwy.cymru | www.shopconwy.wales