

TKBTC Clerk

From: Katie Minton-Rowlands (Economic Development) <katie.minton-rowlands3@conwy.gov.uk>
Sent: 27 November 2024 13:37
To: TKBTC Clerk
Subject: SMART Towns update

CCBC
update 2

Dear All,

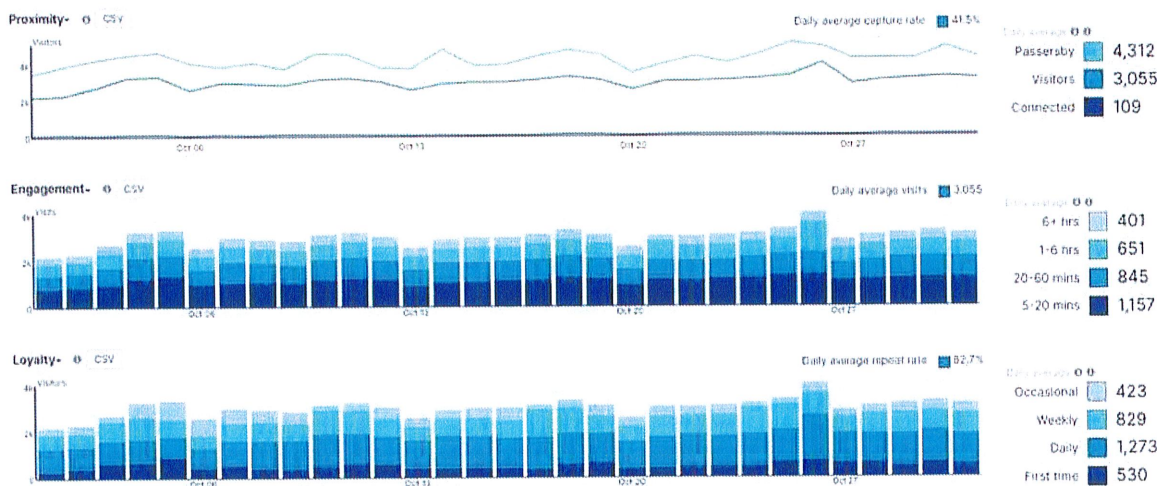
Many thanks for your patience with the SMART Towns project. We would like to give you a quick update of progress to date with the installations as they stand.

We have now completed the initial installs for both Towyn and Kinnel Bay. We are currently investigating continuing on to second phase of the approved project so that the outstanding agreed areas of coverage are serviced.

Smart Towns forms a part of the wider “digital towns” agenda for the provision of capital items to support Wi-Fi, Wi-Fi analytics and LoRaWAN networks securing technical resources for their installation. So in addition to access to publically available wi-fi, the data generated through the project will enable CCBC, and therefore your Town Council, to gain a better understanding of customer behaviours and trends to make more informed town centre and investment decisions. The information collected can be fed back to local businesses to support business growth. It will identify ways to capitalise on the analysis of how people in these areas use your spaces, by identifying trends in higher / lower areas of footfall, dwell time, and visitor presence.

Phase 1 has now been installed, but remains under testing at present. Phase 2 will further allow for the comprehensive collection of data as outlined above.

We would like to share some indicative examples of data available to us in other areas, these areas are further along in their installations and have historic data which could allow for comparison.



As you can see, unsurprisingly the data shows that Saturdays are busier but that there are steady levels of interactions throughout the time period.

Through further analytics we anticipate system will allow us to generate reports which will allow us to see how people engage with your town centres. Through monitoring directions of travel via these interactions, in may be possible to analyse which directions visitors usually approach your town centre, or when approaching from the direction of caravan park in the area how often do these interactions then move on through to locations further along the 'high street' to visit businesses or other attractions. Do visitors to specific attractions, if so - when or why, i.e have promotions or offers made a difference to passer-by

numbers, or have people visited to attend an event? Phase 2 should allow us to offer these types of insights for your continuing digital town developments.

The below maps outline the areas currently covered by phase 1 installation;

Kinmel Bay



The area outlined in green represents the area currently covered by the new installation. The area outlined in orange represents the area originally approved for the project. This will be phase 2.

Towyn



The area outlined in green represents the area currently covered by the new installation. The area outlined in orange represents the area originally approved for the project. This will be phase 2.

Phase 2

We are currently investigating the best options for phase 2 installations, and will keep you informed of progress as more information becomes available.

Many thanks again for your time and continued patience,
Katie

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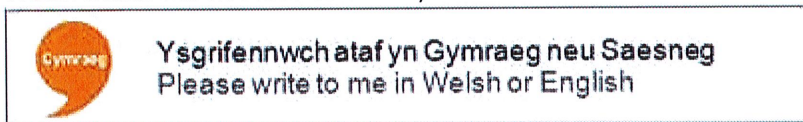
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