

**Correspondence File 1**

**Marketing & Promotion SC**

**28<sup>th</sup> October 2021**

## Smart Towns

The Clerk has been provided with a brief on work that is been carried out by the Menter Môn, on behalf of the County Council. Further information will follow in due course.

Abergele Town has been provided with free Wi-Fi which captures information on people who tap into the application in the Town. There are 12 Wi-Fi access points in the Town. The system is GDPR compliant as it does not collect personal data, merely a record of where a person has visited, how long they stayed for, where people gather, when are the quiet times and when are peak times, how often they visit etc. It records when they arrive and depart from the area

There are two licences available for this service:

1. The basic licence holds information on how many people came in and out of town and what time – this information is held by Conwy IT
2. The upgraded licence at £800 p.a. follows people around town, logs how long they stayed and where they went, how have they come to town i.e. car, bus etc., are they visitors, or regulars,

The software can also be used to measure how successful an event was, target quiet times and two 4 one offers etc. Accessed via a Town application.

If the Council wish to consider this tool moving forward consideration must be given to what the data would be used for, would the local businesses see a value in the information?

A Digital Champion from the Council would be required to take the project forward and engage with the businesses.

### Update

There are other options that will detect the public coming into a town without joining the WiFi Network but picks up from the smartphone . Codsty for a licence to track is £582.58 until June 2023 charged per access point. Abergele has 9 access points @ £32.31 or half price for just presence.

Digital boards and incentives can be offered.

Useful tool for business

## SMART TOWNS

### Miconex Solution Showcase -Presentation

Miconex offer a full service to create a giftcard and loyalty scheme to help regenerate towns in North Wales.

Miconex is based in Scotland and is working with towns, cities and BID programmes.

Towns that have signed up to date include numerous Scottish towns and cities, York, Halifax, Kendal, Wolverhampton, Chester to name a few. Wales so far has Merthyr Tydfil, Cardiff and Newport. Swansea is about to sign

#### The GIFTCARD Programme

Giftcards designed with the town branding are made available for sale for spending anywhere in the named town.

#### 5 reasons to introduce a giftcard scheme

1. Amazon making \$10,000 per second. Giftcard promoted as a better than Amazon giftcard because the shopping experience in town is preferable to online shopping.
2. The giftcards use the Mastercard infrastructure which means it is free for businesses to use. The customer uses it as they do their other cards
3. Drives local spend
4. Engages local employers – use as a reward or incentive for staff.
5. Now is the right time to do it. Giftcard can be added to the wallet on your phone.

#### Q& A

##### What are the costs?

Generally the setup of the programme is 9-10k per year to have a fully supported programme in place (i.e call centre for customer support, picking&packing resources for online purchases) business support

##### What sort of organisations take responsibility for setting up?

The best way is for a single entity to pick up the cost e.g LA. LA's provide the infrastructure

##### Is there a minimum number of businesses that need to sign up?

If you have 20 of the right businesses on the card that could be enough otherwise nearer 50 businesses.

How long to set up?

5-6 weeks

So far it seems larger towns and cities have signed up. Do you have any success with smaller towns?

Vague answer. Flagged Enniskillen as an example.

However, larger towns and cities have a greater area to reach out to and it is harder to capture high density of cardholders whereas it is the opposite with smaller towns, the capture is easier.

## LOYALTY SCHEME

There are no Welsh towns with a loyalty scheme. Launch of a scheme is not time critical.

Cited Tesco's research which gathered detailed data about sales of their products which channelled distribution, but nothing about WHO was buying and when. Clubcard was created and issued to every customer and the data gave Tesco a greater understanding of customer behaviour and informed their product lines, store layout, distribution patterns, pricing and offers.

The loyalty scheme is a mirror image, issue a loyalty card and ask customers to scan every time they shop.

This presents a few problems:

Traditionally customers find loyalty schemes too much hassle carrying cards and counting purchases etc.

The incentive here is to ask businesses to offer discounts or freebies whenever the loyalty card is presented

All the businesses have different PoS systems, no data can be collected because the card can only be compatible with one system not a variety

Staff need training in the promotion and application of the loyalty scheme

SOLUTION: Miconex have created a website called Mi Rewards with the strapline Spend Local Win Big

Setup an account, Link your debit and giftcards and the work is done

Purchases earn points, points earn an entry into a prize draw

Valuable data on customer habits is now being gathered

App is also available

Businesses and Place Managers can gain access to the data

Q&A

Mi Rewards works with the town to analyse the stats to come up with ideas and schemes. Is there an opportunity to link under a wider Agenda eg track active travel?

Referred to bus travel. Basically anywhere money is being spent tracking is possible, but not walking or cash.

Can the giftcard be linked to the loyalty scheme?

Yes but they are designed to be standalone

What are the costs?

The more volume of data there is, the more expensive it will be.

5k setup costs 33-2k per month depending on the potential data

Can businesses see data applicable to their own individual business?

Yes – all businesses can have access to the data as part of their registration. Businesses will be able to create and promote for their own business and customer base. After that, there is a huge communication potential.

Who would win the prize draw and how

£=1pt      10 pts = entry into the prize draw.

Winner details go back to business client to create an opportunity for press and publicity

Deputy Clerk

16/06/2021

More 'Become a SMART Town' workshops are being released for September, come and learn more. Click on the links below to register:

[Afternoon of September 7th \(14:00-16:00\)](#)

[Evening of September 8th \(18:00-20:00\)](#)

[Afternoon of September 10th \(15:00-17:00\) Welsh Session](#)

[Afternoon of September 21st \(14:00-16:00\)](#)

[Evening of September 22nd \(18:00-20:00\)](#)

**#BLWYDDYNTREFISMART**  
**#YEAROFSMARTTOWNS**

**CYMRU**

**TREFI SMART TOWNS**

**Choose your SMART Team**  
There is a need for a mix of skills within the town's SMART team who will be responsible for leading this initiative, including:  
leadership  
perseverance  
innovative  
organised  
engagement

**Data Driven Decisions**  
Once towns have implemented their action plan, data can be collected to inform decisions and support applications.

**SMART Towns Cymru Support**  
SMART Towns Cymru will ask to review the action plan to determine what further support can be offered.

**01**  
Choose the Team

**02**  
Arrange Workshops

**03**  
Action Plan

**04**  
Stakeholders

**05**  
Further Support

**06**  
Using the Data

**SMART Towns**

**Arrange 'Become a SMART Town' Workshops**  
SMART Towns Cymru will be able to organise a 'Become a SMART Town' workshop for your town's SMART team. Sign up using the QR code.

**Complete Action Plan**  
As part of the 'Become a SMART' workshops, the town's SMART team will be required to complete an action plan to set goals and objectives.

**Stakeholder Engagement**  
The initiative will require several stakeholders to support the implementation of the action plan. The type of stakeholder who can support the initiative is:  
Town Council  
Traders  
Digital Champion  
Better Business Areas





SMART TOWN WORKSHOP SEMINAR (notes in brief)

Data gathered used to manage assets resources and eservices efficiently

Inform and make better decisions to improve prosperity of town

Workshop created to support that principle

You will:

Review and consider the aspirations for your town

Define aspirations for town's attributes

'Sticky' High Streets – people stay longer

Understand the kind of people needed to make it work.

96% of businesses are microbusinesses of less than 10 employees mainly on the High Streets

Action Plan Template:

Prepare the plan for submission to Tomos

Review

High Street

What you want to achieve

What resources do you have to make improvements?

Measure

Things don't happen overnight because of size and nature of the problem

Need well paid people spending their disposable income in you town

What's on offer?

What are the Rents and rates

Businesses need to look at website and SM, PoS

Accessibility – trading hours, parking, products

Digital Click and collect contributes to convenience

Digital book a table

Digital window shop

Engaging and relevant

Social – human connections with the local communities High Street must offer consumer needs to warrant local visit

Digital offers analytics

Town Needs to be/so

Change and adapt to consumer preference

New uses for commercial premises and public spaces

New types of street markets/pop up shops

Night-time economy

Digital services to inform, book, access

Accessible to disabilities

Authenticity – local features, heritage, diversity of offer, Blue plaques

Kind of people needed for workshop

Willing to take initiative

Good at negotiating

Self-confidence

Decision maker risk taker

Patience, able to plan ahead

e.g Theatre group, Chamber of Trade, TC, CC, Digital  
Trade Champ Civic, Trust, Creative thinkers, College,  
Regeneration Project, Social Enterprise, Marketing

Informal arrangement –

No constitution - so funding derived from one of the Constituted members who take it on as their own project

Minute taking responsibilities

TECHNICALS

Understand the digital infrastructure

Example of technological barriers to overcome –

Digital skills where lacking, undervalued

FIBRE is essential – enough to cover the town centre (get a map of existing bandwidth) for your area

4G/5G what is the coverage for the proposed area get a map

Wireless – gateways, repeaters, capacity, security restrictions, planning

Long range – LoRaWan gateways

WiFi Analytics

Seamless free internet

Link to Chamber of trade

Newsletter

Business need buy in

Analytics show activities of visitors

TOWN APP

On the beer mats in pubs



Everything you need to know about shopping

Update regularly - – who does this

Local rewards

Each business needs to have a good setup.

Who will maintain upskill?

Nogginhub.com

Geo-location

Augmented reality

Referral to Miconex – rewards scheme, app, giftcard.

Gathers card spend across town – shopper profile

See what's trending, the spend type of each customer

Talk to street furniture! report issues back to the Council,

Sensors can – gather data, react, count footfall in a shop, street, building,

Track how many people are using active travel route

## BARRIERS

Permissions – for WiFi equipment to be installed

Shop owners bandwidth

Electric source to power it

Equipment needs to be discreet to avoid vandalism

GDPR – has a role – Impact assessment must be done

Skills audit (possibly)

**Need the right kind of people on the team – this is key to avoid the slow and onerous processes of getting things done by the Council**

**Need the right kind of businesses buying into it to make it work.**

Contact Name	
Town / High Street	
County	
Intended Start Date of SMART project	
Date of Plan	

### 1. Description of the Town

- Setting the scene
- Provide an overview on innovative activities

### 2. Building your SMART Team

- Who?
- Resources?
- Experience?



### 3. Collecting Data – Measuring the Health

- What data needs to be measured / recorded and analysed

### 4. Existing SMART Technologies

- What technologies are in place?

- What data is being collected?

- What is use being made of the data?

5. Use Case Priority List		
Use Cases	Top 3 (1 being biggest priority; 3 being lowest priority)	Suggestions (to be completed by SMART Towns team)
Location Analytics (Footfall/Dwell time)		
Maintenance of Green Infrastructure		
Waste management		
Air quality		
Parking		
Crowd management		
Wayfinding		
Anti-social behaviour		
Flood monitoring		
Workspace management		
Tourism trails		
Local economy		
Urban traffic monitoring		



7. SMART Town Action Plan Review (to be completed by SMART Towns team)

Empty box for SMART Town Action Plan Review.



M47

Please could these two go on the new website

Diane Woodrow <barefootatthekitchentable@gmail.com>

Wed 18/08/2021 10:18

To: Info <info@abergele-towncouncil.co.uk>

📎 2 attachments (859 KB)

barefoot writing groups.doc; Little Yellow Boat.doc;

Hi there

Could these two both please go on the new Abergele website please?

Let me know if you need any more info.

I've emailed to get the writing groups into the next newsletter. I wondered if I could get the Little Yellow Boat book on there too?

Look forward to hearing from you  
Diane

Blogging, information about writing groups and much more can be found at <https://aspirationaladventure.com/>

CFI page 18.



## **Barefoot At The Kitchen Table Writing Groups**

1st and 3rd Tuesday of each month 2-3.30pm  
1st and 3rd Wednesday of each month 6.30-8pm

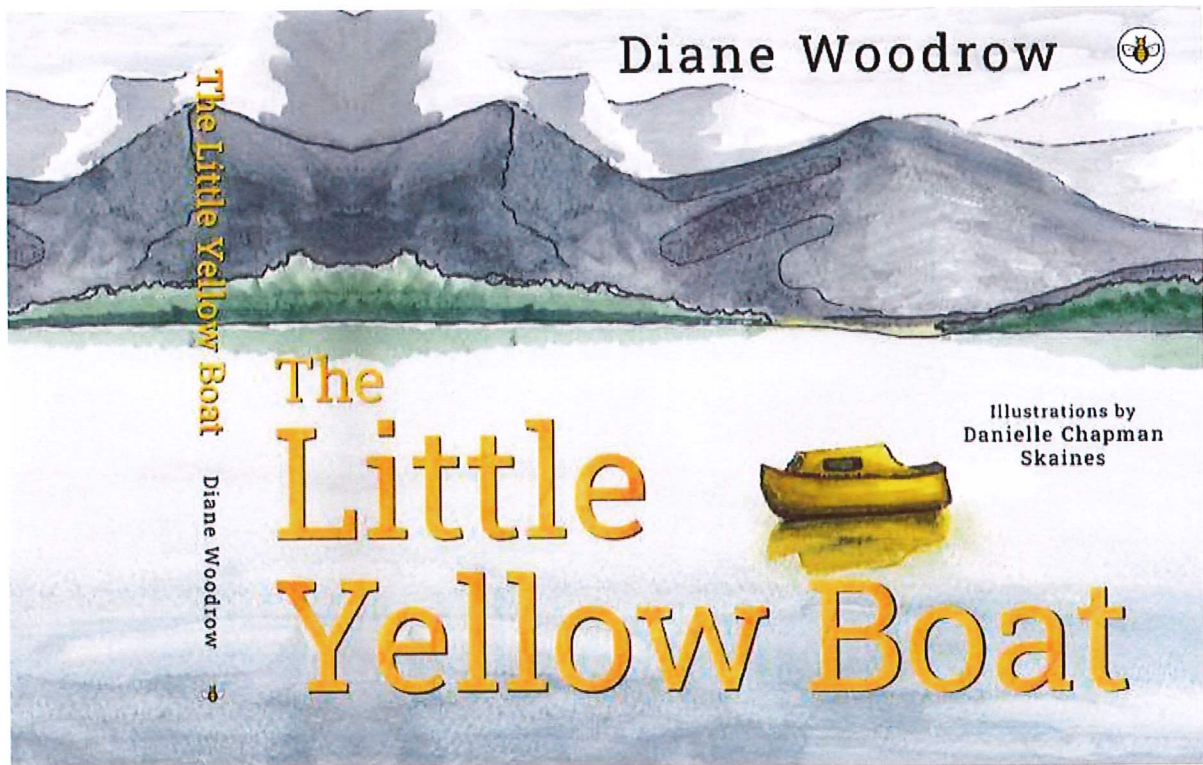
Cost £10 per person per session payable by BACS, Paypal or cash.

Booking in advance advised but still check on the day to see if there are spaces

Join a great, supportive group of writers from the local area for some challenging exercise, encouragement with your writing and lots of laughs

Contact Diane on [writinggroups@aspirationaladventure.com](mailto:writinggroups@aspirationaladventure.com) or 07792460329 for more information or to book a place

Blogging, information about writing groups and much more can be found at <https://aspirationaladventure.com/>



Diane Woodrow is a local author who has just published her first book.

The beautifully illustrated *The Little Yellow Boat*, is a story about a boat that is desperate to go on adventures but every time she goes out alone she gets into difficulty. She comes to realise she can go further and achieve more if she asks for help from her friends.

Even though this is being sold as a children's picture book I believe that adults will gain as much from it as the children who they read it to. In fact my husband calls it the perfect lockdown book because it talks about connecting with people even if you cannot be together.

To see a video recorded by George Frost of Diane talking check out [The Little Yellow Boat](#) video on YouTube. The Little Yellow Boat also has a [webpage](#) and a [Facebook](#) page. The Little Yellow Boat also appeared in The Rhyl Journal on 8<sup>th</sup> June in [The Little Yellow Boat on life's ups and downs and the importance of friendships](#)

## Town Guide 2022/24

October 2021

The following sections of the 2022/24 Guide to be reviewed by members of the sub-committee and staff:

**Theme for N.Wales Promotion = THE ADVENTURE CAPITAL**

<b>Section:</b>	<b>To be reviewed by:</b>
1. Welcome Message	In situ
2. Acknowledgements	In situ
3. Article 1 -	
4. Article 2 -	
5. Places of Interest	In situ
6. Article 3	
7. Article 4	
8. Map	In situ
9. Shopping in Abergele	In situ
10. Article 5 –	
11. Article 6 –	
12. Walks in Abergele	In situ
13. Abergele Town Council	In situ
14. Further Interesting Reading	In situ
15. Key Annual Events	In situ
16 General Information	In situ
17. Useful Information	In situ