

Llanddysul's SMART Town Action Plan Reviewed by



gwerth mewn gwahaniaeth
delivering on distinction



Review Summary

Firstly, the SMART Towns team want to thank Llanddysul for completing a SMART Action Plan for their town. We consider this to be the first step to making your town SMART. In this Action Plan, the team has provided feedback and provided guidance wherever possible (all the comments are in **red**).

In addition to the comments, here is a summary of our comments and support.

Llanddysul are at quite an early stage with their plans and the complex administrative boundary issue isn't an easy one to solve. Nevertheless, aside from the Cisco Meraki footfall and town app projects, here are some initial thoughts:-

- The town seems to have a history of the community stepping in and running local services (library and swimming pool), which is interesting. [Grand Bequest](#) would be something to introduce them to if they have any historic or socially significant buildings to save e.g., they mention 2 school buildings (here's a webinar with Grand Bequest: [click here](#)).
- The addition of a coworking space, or using the community centre for coworking could be a way of driving footfall to the centre of the town – or potentially one in Llanddysul and one in Pont Tyweli.
- In order to increase engagement and get the community talking, perhaps a short [Hello LampPost](#) project – it would also serve to see if the QR code idea they mention has any take up (here's a webinar with Hello LampPost : [click here](#))
- The plan mentions a single point for online shopping – this is a good fit for [ShopAppy](#) or similar and may be worth trialling. This may encourage local spend and also help with the inconsistent business opening times that get a mention.
- Digital information boards put me in mind of [Pulse SmartHub](#) and also [City Gecko](#)
- Flooding sounds as if it is a particular problem for the towns – they could take a look at [Previsico | Predicting and Preventing Flood Impacts](#) for hyperlocal flooding alerts that may supplement what they already have.

Thank you for engaging with the 'Year of SMART Towns' project. Please feel free to contact us directly with any question, and we will try our best to support you.

✉ smarttowns@mentermon.com

SMART Use Cases Examples	
Use Cases	Suggestions (to be completed by SMART Towns team)
Location Analytics (Footfall/Dwell time)	<p>The Cisco Meraki equipment will ensure that this data will be captured. Please find our video providing an overview of the equipment: https://www.youtube.com/watch?v=UjS6Gpr8TXs</p> <p>Additionally, feel free to watch for our webinar with Cisco Meraki: https://www.youtube.com/watch?v=kV5KC6LyFrk</p>
Maintenance of Green Infrastructure	<p>Consider using a citizens engagement platform, such as Hello Lamppost to encourage residents and visitors to provide feedback on current green infrastructure. Having a platform like this could also allow you to know if citizens would like more green infrastructure in the town, which could be valuable data to support a funding bid for more green infrastructure.</p> <p>Please feel free to watch for our webinar with Hello LampPost: https://www.youtube.com/watch?v=wOSzig9y2mg</p> <p>Also consider using IoT sensors to monitor soil moisture to ensure that during dry seasons that green infrastructure is maintained sufficiently.</p>
Waste management	<p>Internet of Things sensors has been used for waste management in several towns and cities. Blaenau Gwent County Borough Council are currently considering using this technology for several towns and the YOST would be more than happy to arrange an introduction.</p> <p>YOST also recorded a webinar with a company called SENSEi Networks, who provide end-to-end IoT solutions and could assist with waste management sensors. Feel free to watch the webinar <i>via</i> this link: https://www.youtube.com/watch?v=O8D2YRjyLO8</p> <p>Lastly, there are several other companies who provide a SMART waste management service including: BrighterBins, Mr Fill and Sensoneo.</p>
Air quality	<p>Think Air is a company based in Wales that specialize in air quality technology, which is accessible, affordable, and easy to understand. Superfast Business Wales produced an article on Think Air which can be accessed here: https://businesswales.gov.wales/superfastbusinesswales/case-studies/improving-air-quality-across-wales-iot</p> <p>Monitoring indoor air quality has become more important since the COVID-19 pandemic, thus having sensor in key building in the town, could give citizens the confidence needed to return to the high street.</p>

	<p>Outdoor air quality can be used as evidence to support decarbonization initiatives, such as Active Travel projects which promotes a Healthier Wales.</p>
Parking	<p>YOST are planning to host a webinar with a SMART Parking solution company, AppyWay. This is one company that offers a SMART solution for parking, however, another company called SMART parking has deployed their technology in Cardiff, case study can be accessed here: Cardiff SMART Parking case study</p>
Crowd management	<p>Consider looking at a project called 'How Busy is Toon', which is project based in Newcastle that provides an insight into how busy the city is.</p> <p>The project has a very helpful onboarding guide that can be accessed on their website <i>via</i> this link: https://urbanobservatory.github.io/howbusyistoon/</p>
Wayfinding	<p>A free and open to use audio technology called Microsoft Soundscape can be piloted in your town. It uses audio cues to help guide people in your area. The technology uses Open Street Map which allows the town community to upload and edit some of the locations, such as new businesses. Microsoft Soundscape presented at one of our webinars, and would welcome enquiries: https://youtu.be/bTGyF7_jRIQ</p> <p>Digital screen is another option to support wayfinding in towns. Examples of such screen include the Pulse SMART Hub which was mentioned in the YOST, 'Become a SMART Town' workshop. We are looking to host a webinar with this company in the future.</p>
Anti-social behavior	<p>Internet of Things people counters and a noise sensors in combination can be used together to be an indicator of anti-social behavior. For example, in an area that is vulnerable to anti-social behavior and alert could be sent to the local police department when 4+ people exceed noise levels of 90dB.</p>
Flood monitoring	<p>Floods is another problem in many rural areas of Wales that the Internet of Things sensors can be used to support flood monitoring. For example, consider looking into rain sensors to collect local data on annual rain patterns.</p> <p>Furthermore, in areas vulnerable to flooding, sensors to measure fluid levels could be installed to monitor under bridges or wells to assess relationship between rainfall and water levels.</p>
Workspace management	<p>Towns and cities are increasingly investing in having co-working spaces. If this is something that Llanddysul might be considering for the future of the town, consider looking into applications such as District Technology as a workspace management tool. Earlier this year, YOST recorded a webinar with this company that can be accessed following this link: https://district-tech.com/</p>
Tourism trails	<p>A North East Wales Digital Trails app is currently active in Denbighshire, Wrexham and Flintshire. Once the app is downloaded, visitors will receive push notifications when pacing key locations of the trail, such as historic landmarks. Consider contacting with Rhyl's tourist information center to find</p>

	<p>out more about this app and to discuss the scope of having a trail for Llanddysul.</p>
<p>Local economy</p>	<p>Consider developing the local voucher scheme digitally. Companies such as MICONEX produce digital local Gift Cards that can only be spent in the local area. Every time a local Gift Card is bought or used, data on local spend is generated. Alternatively, this data can also be capture by using digital Loyalty Schemes such as:</p> <ul style="list-style-type: none"> • Reward-it • Local Rewards by Maybe* • MI-Reward by MICONEX <p>It is also possible to use digital Loyalty Scheme to gather data on where and when money is being spent in the town.</p> <p>Watch a webinar with recorded with MiCONEX where Gift Cards and Loyalty Schemes gets discussed: https://www.youtube.com/watch?v=eahs8PIPqRs</p>
<p>Urban traffic monitoring</p>	<p>Vivacity Lab have been helping communities to analyse pedestrian, cyclist, and traffic flows, in order to optimise their networks with regards to the implementation of schemes such as Active Travel, Low Traffic Neighbourhoods, High Street Regeneration and School and Streets programmes.</p> <p>YOST hosted a webinar on this technology that can be viewed <i>via</i> this link: https://www.youtube.com/watch?v=i1jQBf2KhoQ</p> <p>YOST will also be putting together a case study some towns in Wales that is already making use of this technology.</p>

Contact Name	Lesley Parker
Town / High Street	Llandysul & Pont-Tyweli
County	Ceredigion & Carmarthenshire
Intended Start Date of Smart project	
Date of Plan	

1. Description of the Town

- Setting the scene
- Provide an overview on past, present and future

Llandysul is an historic town nestled on the banks of the river Teifi. It straddles the boundary of two Local Authorities with Pont-Tyweli located in Carmarthenshire and Llandysul in Ceredigion Unitary Authorities. The area is served by three Community Council areas that converge at Llandysul, namely Llanfihangel-ar-arth, and Llangeler in the Carmarthenshire, and Llandysul in Ceredigion. It is one of a chain of market towns that runs the length of the Teifi Valley, with Cardigan to the South, Newcastle Emlyn, Llandysul, Llanybydder, Lampeter, and Tregaron at the source of the Teifi in the north. It is a traditional market town where agriculture continues to play a significant role in the areas economy. It is very difficult to see Llandysul and Pont-Tyweli as separate communities, services, properties straddle the county boundary.

Past

In past times the hinterland made great use of the river as a trading route with woollen mills being a very prevalent employer in the area. This was increased with introduction of the railway in the 1860s which saw a dramatic improvement in building quality in the town. Hydro electricity was introduced in the 1920s at the Powerhouse in Pont-Tyweli until just before the outbreak of world war two. The livestock market was conveniently located at the railhead to maximise the opportunities that the railway brought and that continued to trade even after the closure of the railway. The final passenger train ran in 1952, although freight traffic continued until 1972. Regrettably the livestock market has ceased due to change in agricultural practices and to make way for the Llandysul Bypass, which formed a part of the Ceredigion link road scheme.

Present

Population: approximately 2000

Decline public and private services. All 4 major banks closed. The post office moved from the high street to the supermarket in Pont-Tyweli.

Very little public transport. Bwcabus was introduced about 10 years ago but never fully accepted or utilised by the population. Private car use is very high.

Dolen Teifi Community Transport was created which provides accessible transport for groups and now for individuals running a fleet of minibuses and electric accessible cars.

A new 3-19 year school built on the outskirts of town, at least a mile from the town centre. The old secondary and primary schools still stand empty and are privately owned but show little sign of development.

Austerity cuts led to the swimming pool being funded by the community and the County Council announcing closure of the leisure centre as they suggested that the new school would replace it. The community came together and a volunteer led charity Calon Tysul now run the swimming pool and leisure centre.

The County Council announced closure of the library. The community came together and working in partnership with the Council library service run the library with volunteers. October 2018 brought Storm Callum and areas Llandysul town and most of Pont-Tyweli were flooded as both the Teifi and Tyweli broke their banks. Action plan for dealing with future floods has not materialised from NRW, Ceredigion County Council or Carmarthenshire County Council.

The afon Teifi is a great asset. Historically fishing and otter hunting have brought in visitors since the mid 19th century. Today there is no otter hunting but fishing still attracts visitors to the area although with the decline of fish in the Teifi that number probably not as high as it once was.

The NRW report regarding phosphate pollution in the rivers of the Teifi Valley has stifled development in the area as Ceredigion County Council has put all planning on hold.

There is a very active watersport centre in Llandysul, The Llandysul Paddlers Cub and Canoe Centre. From slalom competitions to stag and hen weekends the Llandysul Paddlers Centre is a growing concern and is attracting a large number of visitors per year – they claim up to 25,000. They are based in Pont-Tyweli.

Llandysul & Pont-Tyweli achieved the Walkers are Welcome status in 2009 and hold monthly guided walks and an annual walking festival. The group have begun working with the other Walkers are Welcome towns and villages in the Teifi Valley to get the Teifi Valley Trail officially recognised as a long distance trail.

The park which is bordered by the river is the home to Llandysul Cricket, Football and Bowling Clubs. The town has multiple societies and clubs for adults and for youth.

The Welsh language continues to flourish in this predominately Welsh speaking area of West Wales.

Future

Llandysul and Pont-Tyweli Ymlaen, Llandysul Community Council Ceredigion County Council and Welsh Government working together to regenerate Llandysul – the mid Wales Partnership.

The businesses themselves need to work together and LLPY have started that process but it needs businesses to be more proactive.

WORKSHOP 1

2. Economic Aspirations

- What kind of steps do you think your Town needs to make it stronger and more resilient
-
- Work with businesses to increase footfall and get people to stay longer.
 - get local people to shop local
 - foot bridges across the Teifi to improve walks
 - making more of events at Llandysul Paddlers
 - art and culture galleries or pop up events
 - digital high street
 - Empty shops need to be kept tidy. Maybe pop up art or display in the window until the shop is filled.
 - Develop a package to show off the unique character of Llandysul. Make it desirable to visit.
 - Llandysul and Pont-Tyweli although in two counties are one community.
 - Signage from the bypass needs to be improved, or be more creative. Highways are a stumbling block.
 - Make plans, develop ideas to improve the high street.
 - Work with nearby accommodation providers on both sides of the river so they can be ambassadors for us when they have guests.

Specific Actions to take:

Most of this is part of the Llandysul & Pont-Tyweli Business plan, and working with Ceredigion CC. Take full advantage of the Cynnal y Cardi team with ideas and revenue funding.

YOST Comments:

Plan projects that lead to Economic Growth – better understanding of customer base and trends. Think of ways that capturing this data.

- Can the business produce weekly report to the town council, which can then be compared against the town's footfall data?

Llandysul could possibly develop this local currency concept digitally. Companies such as MICONEX produce [digital local Gift Cards](#) that can only be spent in the local area. Every time a local Gift Card is bought or used, data on local spend is generated. Alternatively, this data can also be capture by using digital Loyalty Schemes such as:

- [Reward-it](#)
- [Local Rewards by Maybe*](#) (here's a webinar with Maybe*: [click here](#))
- [MI-Reward by MICONEX](#) (here's a webinar with MICONEX: [click here](#))

3. Convenience Aspirations

- Provide details of ideas for the Town in context of convenience

INCONVENIENT LLANDYSUL and Pont-Tyweli

Llandysul is built on various levels with steep paths between each level particularly from the public car park to the high street where the shops are. It is not convenient to have parking on a different level and encourages people to park on the high street which is free for a limited time. This encourages short stays, which means that dwell time is less. There are parking issues as residents and traders fill the spaces unless the traffic warden is around. The town is not easily accessible to those with mobility issues.

Narrow, uneven pavements.

Parking fees in the car park are high and not value for money. No fees have been taken since March 2020, but they will inevitably be reintroduced. They need to be cheaper and offer free parking for short periods.

Shops are closed on various days of the week so discourages people visiting as they don't know when things are open.

Pont-Tyweli is in Carmarthenshire but probably attracts more footfall than Llandysul.

Pont-Tyweli, in no particular order has the petrol station, the post office, the arts centre, the community allotment project (Yr Ardd), the fire station, a supermarket (with free parking), three garages, the oil depot, a pub, a convenience store, Jewsons, the Vets and the Llandysul Paddlers Canoe Centre. Llandysul Paddlers Canoe Centre which pre-covid was attracting up to 25,000 visitors per year.

Out of that list, Llandysul only duplicates with a convenience store, and it also has 3 pubs. However, Llandysul has the school, medical centre, the library, the swimming pool & leisure centre, the cafes, a host of shops, a community hall, children's play area, clothes and glass recycling facilities as well as the park where cricket, football and bowling clubs are based. Most of the social organisations which pull members from the area meet in Llandysul.

Specific Actions to take:

Work with both Ceredigion and Carmarthenshire county Councils as measuring footfall in Llandysul only will only give a limited picture. Dave Owen from Ceredigion CC has been in talks with Mared Pemberton and others from Carmarthenshire CC Leader Programme.

A physical map of Llandysul & Pont-Tyweli displayed in appropriate places

Electronic information boards at key points for residents and visitors.

Add QR code on windows.

Look into town apps with shopping facility. One online shop or app for all the shops so people can shop order online – maybe collect in person.

YOST Comments:

QR codes can be a very effective way to use technology to guide people in the town. A company called QR Boxx has trialled this concept in Rhyl, Denbighshire. The QR Codes are distributed in the town and direct people to a comprehensive directory of the town (here's a webinar with MICONEX: [click here](#))

Consider Generating QR codes for specific pages of the town website that can shared in various ways. Here is a website that can generate bespoke QR codes: <https://www.qr-code-generator.com/> For example, you could create coasters to be shared with pubs and restaurants that includes a QR code that directs people to the Attractions page.



4. Engaging and Relevance Aspirations

- What has been done or could be done to make the Town engaging / relevant

The mentor group Llandysul a Phont-Tyweli Ymlaen Cyf started an online business group in June 2020 this led to the application for the Mid Wales Transforming Towns Covid-19 Grant Programme by businesses with support from LLPY and financial support from Llandysul Community Council. This funded an attractive umbrella canopy in Lôn Wesley which has proved popular on social media. The fund was also used for covid social distancing signs placed around the shopping area; new information boards to be used to display additional safety and community information; the fund also enabled the group to buy a wi-fi router which will form a wider project working with Ceredigion County Council to set up a town wi-fi service.

The Umbrella installation showed that an attractive art feature can engage visitors and residents alike and more should be done in a similar vain.

Colourful town map at key points.

Empty shop windows could kept clean and have pop up displays eg art, or history photos.

Some businesses have updated their stores eg FFAB, Y Porth, Nyth y Robin.

Specific Actions to take:

Marketing plan for the town.

Regular e-newsletter for events and business advertising.

Leading to a town app

Would this be done by Llandysul A Phont-Tyweli Ymlaen Cyf? Have you the resource?

Start small and have a 3 to 5 year plan.

YOST Comments:

The twitter pages that you have for Ymlaen Llandysul is are a great opportunity to gain insight. Having an online presence offers the town several sources of analytics. Consider running hashtag# campaigns with the business, people and visitors of Llandysul to access new markets and promote

Llandysul as a destination in its own right. Also consider using other platforms to support your campaigns, such as Instagram and Facebook.

Could you create a single brand for the trading community to attract more loyalty?

To facilitate your marketing campaigns, the Year of SMART Towns project can share a marketing strategy template for the businesses and the town. Consider marketing the town's events online and ask the business community to share them through their business platforms to encourage returning visitors and entice new ones

Here are some useful resources on how to best use social media:

<https://www.youtube.com/channel/UCQrh2bh3sSl0SHBkOmZ6drQ>

You may also consider using the Wi-fi system also to provide public internet access. By activating this feature, you could consider asking a range of questions on the 'log-on' page to understand how people have accessed your town and from where. You could also ask for people's e-mail addresses for marketing purposes pending of your Privacy Policy and acceptance of the Terms and Conditions.

To support your public Wi-Fi initiative the 'Year of SMART Towns' are putting together a guidebook.

To support your public Wi-Fi initiative the 'Year of SMART Towns' are sharing with you a guidebook that could support your town Wi-Fi, which also contains examples of Privacy Policy and Term of Use documents.

5. Resilient and Adaptive Aspirations

- What has been done or could be done to make the Town resilient and adaptive

During covid high street businesses adopted new ways of trading (or reverted to old ways!). The SPAR took orders over the phone and delivered them (something they used to do). Nyth y Robin had opened a café just before lockdown, so took to taking orders and delivering picnic hampers, cream teas, and Sunday lunches.

Organisations such as the Llandysul Paddlers could be more open about when they are holding their big events and give businesses time to respond to more people being in the area.

Specific Actions to take:

Figure a way to get the community to communicate with each other.

Hold regular zoom or in person meetings between the key people who drive llandysul's economy and footfall.

YOST Comments:

It is important for the Town Council or Menter Ymlaen Llanddysul to encourage the businesses to promote Llanddysul as a destination as much as possible.

Consider creating some short videos with some businesses who've adapted in response to the Coronavirus pandemic that can be shared on the town's website and social media accounts

Installing a town Wi-Fi system that has location analytics, such as Cisco Meraki (MR86) will allow to target specific relevant posts when the town is most busy. The system will also be able to give you information on what applications are most used in the area; thus, you could target certain marketing campaigns to the most popular applications.

The location analytics will also be able to estimate average dwell time for the town, which can also be very useful. Measure how certain events can increase dwell time in a town and consider asking the traders if this correlates to more local spending. Consider asking the business community to raise awareness of the markets and share them through the town website and social media accounts.

6. An Authentic Experience

- What has been done or could be done to add authenticity to the Town

Llandysul Paddlers
The Park
Afon Teifi

The town is a conservation area due in part to it being built as layer leading from the river level up the hillside.

Heritage. History.
Language

Close to country and sea. In the Teifi Valley.
Local Food and Drink.

Specific Actions to take:

Build and expand on these points , ask the village what else is there, as an outsider ...Just as an example does the church have some significance St Tysul was related to St David patron saint of Wales. Contains Velvor stone and Owain Glyndwr's family has links there.

YOST Comments:

More needs to be done to capitalise on this and promote Llanddysul as a destination to a wider audience. Using data analytics from social media accounts and public Wi-Fi users to undertake targeted marketing campaigns.

Use new channels to convey uniqueness of offer and experience in Llanddysul. Think of what actions are being done to improve the 6pm to 9pm economy – venues and events over the trading year?

7. Improving Dwell Time for the Town

- Ideas on what could make people stay longer more often in the Town

Street art.
Street market.
Community events in the street.
Increase café culture.

Specific Actions to take:

Need to find people who will take on creating some street art or murals.
Organise street events.

There a number of creative people around and clever ideas being used such as the puffins in? Haverfordwest and the mice in Aberporth.

YOST Comments:

Make a wish list, share, gather ideas from traders – what would justify them employing staff and staying open?

Consider running events in the town with traders aligning offers and window displays to the event?
Install public Wi-Fi system to gather location analytics to better understand the effect of your action or experiments.

Once footfall and dwell time data is being generated for the town, investigate what effects your current markets are having on these parameters. Insight to this data could encourage and justify having more events in the town. Possibly the data would suggest that an evening market or other events that could potentially increase the evening economy significantly.

Set seasonal/monthly targets for your evening (after 6pm) town activity.

8. Collecting Data – Measuring the Health

- What needs to be measured / recorded and analysed with your aspirations

We need to measure
Footfall – eg how many people cross from Pont-Tyweli to Llandysul during a Paddlers event.
Parking – where do they go from the car park?
Dwell time
In would be nice to measure
Footfall in shops
Weather – rainfall.
Potential flooding alert (although NRW has an alert system).

There are no digital metrics available.
We can gather information if events have had bookings eg the Walking Weekend.
Otherwise it's guesswork.
It is likely that the sport facilities eg Llandysul Paddlers, Cricket Club would have an idea from their events.

Specific Actions to take:

First step is to get the equipment installed via support from Ceredigion CC. Would suggest the footfall and dwell is the priority to start then you can gather baseline information and see whether actions and events makes a change.

YOST Comments:

Footfall Data

Public Wi-Fi equipment (Cisco Meraki) for the town can be used to measure footfall and dwell time. Additionally, the Cisco Meraki Wi-fi system will give you information on new and returning (town loyalty). This data can be captured independently of user connection, meaning people would not have to sign-in.

If you plan to create a LoRaWAN/IoT infrastructure to monitor weather and parking, then you need to consider your LoRaWAN network coverage. This network is supported by LoRaWAN Gateways. For information of your current LoRaWAN coverage visit: <https://ttnmapper.org/>

'Year of SMART Towns' are arranging going to be arranging webinars to demonstrate potential use cases for Town. However, there are some resources on the [Business Wales website](#).

To use LoRaWAN sensors you will also need to create a dashboard for capturing LoraWAN IoT sensors – look at Tago IoT as an example

[Cloud IoT Platform | Internet of Things - TagoIO](#)

Here are some examples of Internet of Things (IoT) sensors to that can be used in dashboard for:

Temperature and humidity example:

- <https://www.alliot.co.uk/products/sensors/environment-sensors/netvox-r712/>

Parking sensors

- <https://www.alliot.co.uk/products/sensors/parking-management-sensors/bosch-lorawan-parking-sensor/>

Bin sensors

- <https://www.brighterbins.com/request-a-sample> (set-up instruction video: [watch here](#))

9. Build your Team
<ul style="list-style-type: none"> Who? Resources? Experience?
Starting off in LLPY with me!
<p><u>Specific Actions to Take:</u></p> <p>Identify people working in IT and social media and the media, in the community and see if they would to be involved.</p> <p>Could Bro Teifi help in anyway – students?</p> <p><u>YOST Comments:</u> Consider arranging a meeting with the Town Council and other mentioned stakeholders to discuss your SMART Action Plan. It is possible that a discussion like this could help develop the Action Plan further and may have some resources in Llanddysul that you were not aware of.</p>

Actions from Workshop 1		
Action	Timescale	By Whom
Identify people working in IT and social media and the media, in the community and see if they would to be involved.		LLPY

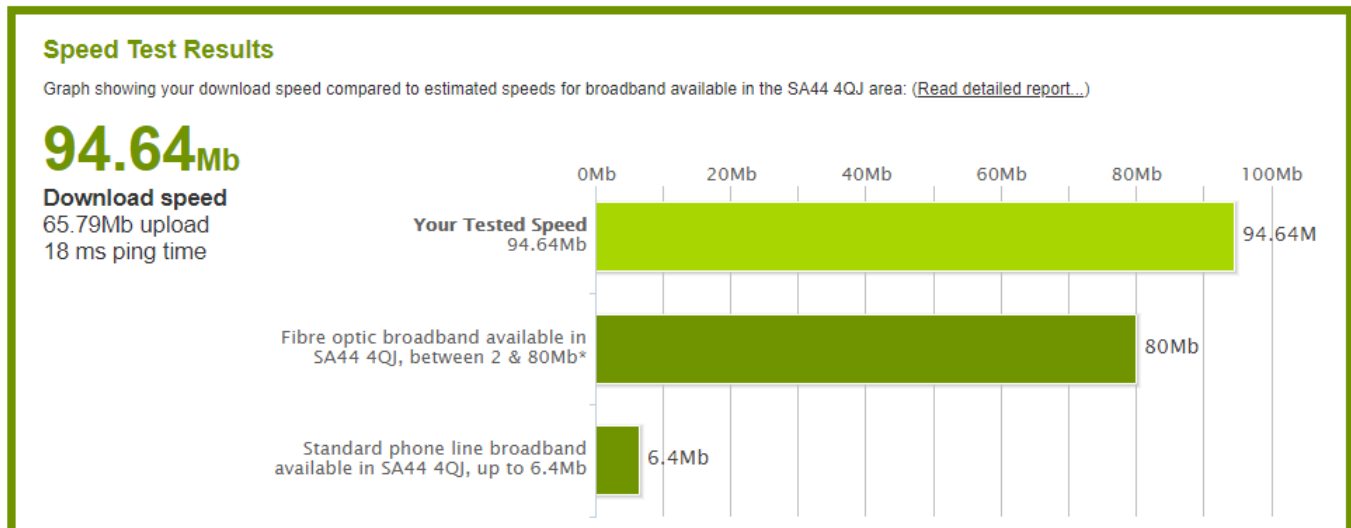
WORKSHOP 2

10.1. Digital Infrastructure - Fibre

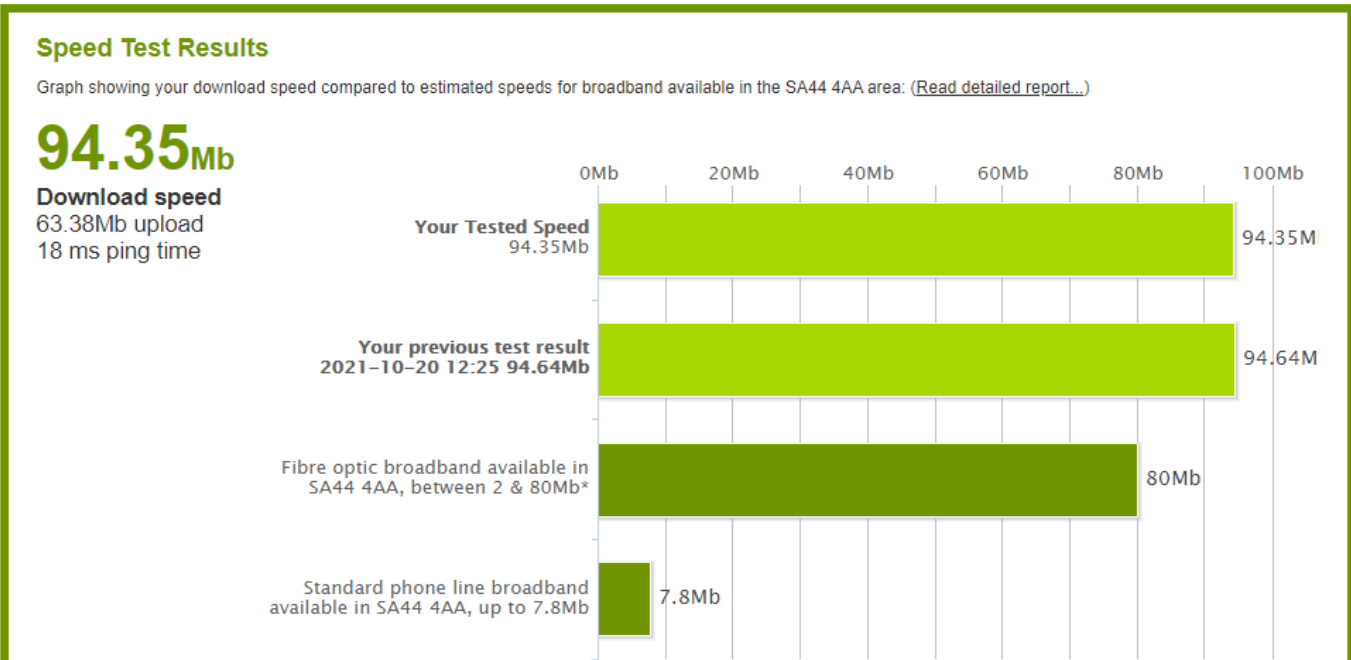
- What is the fibre coverage and speed for the Town – document/mapped?
 - Future work planned/when?

Using <https://www.broadband.co.uk/> for speed tests. Indicating Standard and Superfast are available in Llandysul and Pont-Tyweli.

This is for the Llandysul & Pont-Tyweli Ymlaen postcode.



Speed test for Llandysul Paddlers (in Pont-Tyweli) postcode



However, broadband coverage by community council areas (Pont-Tyweli is in both Llanfihangel-ar-arth and Llangeler). Both Llandysul & Pont-Tyweli are in the worsts 10% of areas in the UK for connectivity.

<https://commonslibrary.parliament.uk/constituency-data-broadband-coverage-and-speeds/>

Which small areas overlapping the constituency have the best and worst connectivity?

Key to table shading: **Best 10% of areas in the UK** **Best 30% of areas in the UK** **Worst 30% of areas in the UK** **Worst 10% of areas in the UK** Click [here](#) to view maps of small area data ("Detailed region maps")

Area name	Average download speed (Mbps)	Superfast availability	Gigabit availability	Unable to receive decent broadband	Lines receiving under 10 Mbps	Lines receiving over 30 Mbps
Aberaeron & Llanrhystud	41.7	77.2%	22.0%	4.6%	25.7%	54.1%
Aberystwyth North	49.7	94.0%	0.2%	0.0%	3.7%	74.8%
Aberystwyth South	46.4	98.1%	15.8%	0.1%	10.7%	74.4%
Beulah, Troed-yr-aur & Llandysul	38.7	74.0%	30.3%	6.0%	31.7%	47.6%
Borth & Bont-goch	41.3	89.2%	28.5%	2.2%	16.5%	57.3%
Cardigan & Aber-porth	43.2	90.0%	15.1%	1.1%	13.2%	61.3%
Lampeter & Llanfihangel Ystrad	39.0	71.5%	24.3%	8.7%	29.2%	47.1%
New Quay & Penbryn	36.9	72.6%	35.2%	9.7%	36.4%	43.6%
Rheidol, Ystwyth & Caron	39.0	70.7%	23.4%	10.4%	31.8%	50.8%

Key to table shading: **Best 10% of areas in the UK** **Best 30% of areas in the UK** **Worst 30% of areas in the UK** **Worst 10% of areas in the UK** Click [here](#) to view maps of small area data ("Detailed region maps")

Area name	Average download speed (Mbps)	Superfast availability	Gigabit availability	Unable to receive decent broadband	Lines receiving under 10 Mbps	Lines receiving over 30 Mbps
Abergwili, Llanegwad & Carmel	36.5	57.5%	15.3%	8.3%	29.4%	48.7%
Ammanford & Betws	44.2	97.0%	13.6%	0.1%	6.7%	67.7%
Brynaman, Y Garnant & Glanamau	45.6	94.6%	9.9%	0.0%	17.6%	72.4%
Carmarthen South & Llangynnwr	44.1	93.5%	42.2%	0.3%	16.3%	66.7%
Glyn & Pontyberem	42.0	90.0%	3.3%	0.5%	10.3%	66.9%
Llanddarog, Llangyndeyrn & Fer...	42.6	78.8%	14.4%	3.4%	20.3%	62.6%
Llandeilo, Llangadog & Maenord...	32.8	60.5%	17.7%	12.2%	31.6%	39.4%
Llandovery, Cil-y-cwm & Cynwyl ...	35.3	60.7%	26.7%	14.3%	34.0%	41.7%
Landybie & Saron	37.6	82.9%	4.7%	1.3%	14.7%	58.4%
Llanfihangel-ar-arth & Llanybyd...	37.6	68.5%	23.1%	6.0%	31.8%	47.4%
Llan-non, Cross Hands & Pen-y-g...	44.5	93.9%	4.6%	1.2%	12.5%	73.6%
Tre-lech, Cenarth & Llangelor	39.5	73.6%	17.0%	7.8%	27.0%	49.6%

Specific Actions to take:

Do a quick check and speak to some of the town shops and maybe the Porth. What are their internet speed to get a feel for the centre to be measured with the wifi scheme.

YOST Comment:

Consider performing a survey with the traders in the town center to see if there are any broadband issues. Survey could include asking business what their current internet speeds are and if they have any issues.

Having details on your town's fibre broadband will facilitate any future digital plans that rely on broadband.

10.2. Digital Infrastructure - Mobile

- What is the mobile coverage like?
 - Future coverage plans

No 5G
<https://www.signalchecker.co.uk/> for the Llandysul & Pont-Tyweli Ymlaen office
 SA44 4QJ Mobile Signal Result

		Voice	3G	4G	5G	
Three	Indoor	✓	✓	✗	✗	See Coverage Map
	Outdoor	✓	✓	✗		
O2	Indoor	✓	✓	✓	✗	See Coverage Map
	Outdoor	✓	✓	✓		
EE	Indoor	✓	✓	✓	✗	See Coverage Map
	Outdoor	✓	✓	✓		
Vodafone	Indoor	✓	✓	✓	✗	See Coverage Map
	Outdoor	✓	✓	✓		

✓ Good coverage
 ○ You may experience problems
 ✗ No coverage
 5G AREA Some 5G availability

Specific Actions to take:

Similar picture in the region

YOST Comment:
N/A

10.3. Digital Infrastructure - Wireless

- What is the wireless system planned or already installed?
 - Further work needed/when?

Llandysul, Ceredigion

We have 1 x Meraki MR74 WiFi Access Point - including 3 year Enterprise licence, aerials, PoE switch and installation bought with a covid resilience grant from Antur Cymru– and with advice from Ceredigion County Council.

Ceredigion County Council are applying for funding from the Transforming Towns Fund to install the following in various Ceredigion Towns including Llandysul:

- Equipment/ hardware
- Installation
- 5 years licence to access data
- 5 years maintenance/ software updates
- 5 years 'login page' to enable visitors to access the public Wi-Fi

Llandysul Community Council have agreed to the £500 contribution to the project with our support from Llandysul & Pont-Tyweli Ymlaen.

Pont-Tyweli, Llandysul

Myself, Dave Owen (Digital Programme Manager, Ceredigion County Council) had a meeting with Mared E Pemberton and Ceri Jenkins (LEADER Co-ordinators, Carmarthenshire County Council) to see if there is a chance to have some cross border co-operation.

Carmarthenshire CC are of course concentrating on their 10 towns but they seem to have 3 (spare) beacons which they could assign to Pont-Tyweli (eg Paddlers, CKS, Half Moon or Premier). They need to discuss the compatibility with Dave. BUT, the licences would need to be paid for. They are looking into this too.

Specific Actions to take:

YOST Comment:

Installing a town Wi-Fi system that has location analytics, such as Cisco Meraki (MR86) will allow Llandysul to estimate footfall, average dwell time for the town and visitor rates.

You may also consider using the Wi-fi system also to provide public internet access. By activating this feature, you could consider asking a range of questions on the 'log-on' page to understand how people have accessed your town and from where. You could also ask for people's e-mail addresses for marketing purposes pending of your Privacy Policy and acceptance of the Terms and Conditions.

To support your public Wi-Fi initiative the 'Year of SMART Towns' are sharing with you a guidebook that could support your town Wi-Fi, which also contains examples of Privacy Policy and Term of Use documents.

<p>10.4. Digital Infrastructure - LoRaWAN</p>
<ul style="list-style-type: none"> • Is there LoRaWAN coverage for the town or planned <ul style="list-style-type: none"> ○ Further work needed / when?
<p>There is partial coverage in Llandysul via the school , however with the valley , signal loss is probable, therefore at a future point in the plans , identifying locations in the village for Internet of Things sensor use for measuring or alerting .</p>
<p>Specific Actions to take:</p> <p>If you plan to create a LoRaWAN/IoT infrastructure to monitor weather and parking, then you need to consider your LoRaWAN network coverage. This network is supported by LoRaWAN Gateways. For information of your current LoRaWAN coverage visit: https://ttnmapper.org/</p> <p>‘Year of SMART Towns’ are arranging going to be arranging webinars to demonstrate potential use cases for Town. However, there are some resources on the Business Wales website.</p> <p>To use LoRaWAN sensors you will also need to create a dashboard for capturing LoraWAN IoT sensors – look at Tago lot as an example Cloud IoT Platform Internet of Things - TagoIO</p> <p>Examples of sensors that can be added into the LoRaWAN network has been included in the SMART Use Cases Examples table and below:</p> <p>Temperature and humidity example:</p> <ul style="list-style-type: none"> • https://www.alliot.co.uk/products/sensors/environment-sensors/netvox-r712/ <p>Parking sensors</p> <ul style="list-style-type: none"> • https://www.alliot.co.uk/products/sensors/parking-management-sensors/bosch-lorawan-parking-sensor/ <p>Bin sensors</p> <ul style="list-style-type: none"> • https://www.brighterbins.com/request-a-sample (set-up instruction video: watch here)
<p>10.5. Digital Infrastructure – Other technology</p>
<ul style="list-style-type: none"> • Are there other digital infrastructures being considered or already in place?
<p>Community e-newsletter Digital information boards Town app – businesses are very keen on having a town app.</p>

Specific Actions to take:

Community e-newsletter

In respect to the technology it would be easy enough to create community e-newsletter. Need to identify people to collect the 'news' especially as expecting organisations and businesses to provide content would mean a short lived product.

Digital information boards

There are static, tatty info boards and then there is a digital board – up to date etc. Need to look into the technology, identify potential sites and the costs, find funding.

Town App

Need to investigate and find funding.

SMART Comment:

Consider asking business in the town what current data that they are collecting.

- Is it possible to find out from the business what social media platforms work best?
- Are SMEs willing to share they transactional data?
- Do business have bespoke apps that collect data that can be shared?

11. Barriers to manage

- What Barriers if any?
- How will they be managed?

The full cost of the wifi for businesses might be too much to bear – so funding is needed, and maybe ask for contribution.

Anti wi-fi

Anti big brother

Llandysul is mostly in a conservation area. Will fitting the units be a problem?

Listed buildings may require permission, apart from that should have no issue.

Persuading a business to have a unit on their wall and host the wi-fi.

Need to give them the benefit it would bring and outline of cost which is pence, the security in place, controls in place. Helping support change in Llandysul. Encourage more to visit , measure changes.

Specific Actions to take:

Talk to businesses. See what they think.

Find funding

YOST Comment:

Consult with the County Council ICT team to discuss possible options for installing digital infrastructure on council resources. This is a very sustainable solution but would require collaboration within the County Council. Street Lighting columns could also be a candidate to install the Cisco Meraki Wi-fi equipment

12. Digital Skills
<ul style="list-style-type: none"> • What digital skills will be necessary based on plan so far, what are the gaps? • How to plug the gap? Who will upskill?
Skill gap in understanding the hardware.
<p><u>Specific Actions to take:</u></p> <p>Superfast business wales – have a look at their website . Also Wales co-operative and Ceredigion CC provide training online, some is free. Check dysgubro.org.uk</p> <p><u>SMART Comment:</u> Create a survey to what skills members of the SMART Town Action Team have and what training is needed?</p> <p>Arrange training sessions for the town centre stakeholders and members of the SMART Town Action Team. For more support on developing digital skills, visit the Business Wales website for free courses and one-to-one tailored support.</p>

Action Plan from Workshop 2		
Action	Timescale	By Whom
Contact business in Pont-Tyweli and in Llandysul to introduce them to a Town Wi-fi scenario, get them involved, see if any would have a wi-fi beacon.		Lesley Parker and LLPY

WORKSHOP 3

14. SMART Objectives

- With the town's aspirations and a measures and technology in place. What are your SMART objectives moving forward?
- E.g. Measure an event ?
- Increase dwell time on Saturdays to 1-hour average within the next 6 months?

Increase dwell time and footfall to improve the local economy.

Street art to make the town landscape more colourful and interesting.

Events on the main street, where most of the shops are eg Christmas Fair.

Work with businesses to see how if these events / attractions have improved the dwell time and footfall. Initially will have to do this by word of mouth.

By next spring, early summer, if the Ceredigion County Council bid is successful, will have at least 3 wifi units in place to give actual data.

Information for visitors at Llandysul Paddlers to entice them over the bridge.

This could be a simple information board, or colourful map, or electronic display board.

Specific Actions to take:

YOST Comment:

Set some specific, measurable, achievable, realistic and timely objectives as suggested in the workshop. Base them on what you highlighted as aspiration for the town centre in workshop 1 – getting more people into the town centre, to stay longer in the town centre and make it easier for them to get there ?

15. Analytics / Interpretation

- What tools are you going to employ gather the data
- Will you adopt a standard approach?
- Who will be doing the work to collect the data and analyse?
- How is it going to be presented with trends and recommendations?

Part of the Ceredigion County Council funding bid includes training, which will hopefully help cover this.

However, the analytics programs are likely to be similar to Google Analytics and we simply (at first) want to measure footfall, times of day etc).

Use information about events and compare to the data collected.

Graphical information, done properly, is a lot easier for people to understand and a template can be developed.

Use weather data and compare footfall.

Wider considerations

Investigate a standard for SMART CITIES, there are ISO frameworks but might be overkill for us.;

Policies for GDPR,

DATA protection impact assessment (DPIA)

privacy data sheets.

WIFI T&C and privacy policy.

Specific Actions to take:

Do you have templates for the following, which we could have?

- Policies for GDPR,
- DATA protection impact assessment (DPIA)
- privacy data sheets.
- WIFI T&C and privacy policy.

Data storage – if data is anonymous, what security do we need?

YOST Comment:

The Cisco Meraki guidebook that we produced has examples of all documents requested. All the data is anonymous, a data protection impact assessment will still be required.

The data from the Wi-Fi will be just totals, so basic storage and security, there is no danger of personal data being shared as there is none.

If you are gathering email addresses – they will opt in to you list as required under GDPR. This list should only be used for the exclusive use they opted in to, such as information about the Llandysul or newsletter. The storage of the names needs to be controlled and not shared with any 3rd party. So for example a computer with a mailing application such as mail chimp could be used to store the list.

Delegate people within your SMART Town Action to take on some responsibilities. From your digital skills survey it is possible that you might have people skills, including analysing data, producing infographics and gathering insights from data sets.

16. Collaboration / Dissemination

- What collaboration opportunities can you identify?
- Who will receive the information from the analysis?
- How often will be sent
- What is your process for specific request from individual businesses or organisations?

Using an email program, or even just email to update businesses and organisations with the relevant analysis, maybe every quarter.

With reminders of what's coming the next 2 quarters – if they can then prepare advertising.

Set up a public e-newsletter, send out quarterly., What's coming? Maybe what's happened? New shop opening? Adverts from shops?

Lists: town traders; MPs; AMs; town and parish councillors. Clubs and societies.

Specific Actions to take:

A Public Newsletter could be set up now – need to have a small team to collect the information.

YOST Comment:

Create an internal document whereby for all the SMART Town Team and stakeholders to encourage and share digital project ideas. Alternatively, consider creating an informal online discussion group on social media platforms.

Consider sending a monthly fact sheet to all the town centre shops and stakeholders?

Do you have a list of email addresses for everyone?

Action Plan from Workshop 3

Action	Timescale	By Whom

Year of Smart Towns Diagnostic and Actions



