

Mold's SMART Town Action Plan Reviewed by



gwerth mewn gwahaniaeth
delivering on distinction



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government

Review Summary

Firstly, the SMART Towns team want to thank Mold 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.

Totally Mold

The <https://totallymold.org.uk/> bilingual website is great for both visitors, residents and the business of Mold. Currently, there is a lot of links on the page that may provide useful analytics. It could be possible to use to access these analytics, if possible, to provide some insights of why and how the website is being used. Consider sharing these insights to the business and stakeholders who are part of the website.

Local Vouchers

Your local voucher scheme is an excellent initiative by Mold to encourage local spend. It is highlighted in your Action Plan that this scheme has been successful but requires better marketing (please find a Marketing plan template). Following the success of the TotallyMold voucher scheme, Mold 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*](#)
- [MI-Reward by MICONEX](#)

Location Analytics

It is encouraging to see that you've already been able to access footfall data for Mold on Linetop, and that it is showing that town events are increasing the footfall. The Cisco Meraki Wi-fi system that FCC has applied for will provide additional data on location analytics, such as dwell time and loyalty (returning visitors or new visitors). In response to the questions that has been raised about the Cisco Meraki offer, the 'Year of SMART Towns' project are putting together a guidebook to support and guide towns on using the systems. The Cisco Meraki Wi-fi system will be Isobel Smith once ready. In the meantime, feel free to watch a short webinar to explain the Cisco Meraki Wi-fi system: [watch here](#)

LoRaWAN and IoT Sensors

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/>
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](#)

There are many sensors that can be used for a variety of use cases, here are some examples:
<https://www.alliot.co.uk/products/sensors/>

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

Contact Name	[REDACTED]
Town / High Street	Mold
County	Flintshire
Intended Start Date of Smart project	July/August 2021
Date of Plan	15th June 2021

<p>1. Description of the Town</p> <ul style="list-style-type: none"> • Setting the scene • Provide an overview on past, present and future <p>Market town with busy Wednesday and Saturday Street Market. Indoor Market, Farmers Market and monthly Sunday Artisan Market.</p> <p>Good mix of independent retailers, some of which are award winning and chain stores.</p> <p>Strong network of business champions.</p> <p>Very Few vacant units, empty unit rate of less than 7%.</p> <p>A number of charity shops and cafes.</p> <p>A year round calendar of events Mold Food and Drink Festival held each September (no Festival was held in 2020 due to C-19).</p> <p>Pancake races, Live on the Square, Mold Carnival, The Daniel Owen festival, NovemberFest, Blues and Soules, Festive Markets.</p> <p>Mold Bailey Hill (site of former Castle) has been developed into a new Visitor Centre, with restoration of the public park, woodland, and bowling green on site.</p> <p>The Rec - public green space with children's play area, football field, bowling green and tennis courts, and landscaped town park with benches. Location for range of events, including Mold Carnival. (no events in 2020 due to C-19).</p> <p>Heritage – Mold has a number of historic buildings and blue plaques from Mold Civic Society denote buildings of particular historic interest. Mold has a wealth of history and culture from the stunning parish church of St. Mary's said to be one of the finest ecclesiastical buildings in Wales, to Plas y Dre,</p>

the winter residence of the Nercwys Hall family, and the fine Georgian gothic structure of the former Pendref Chapel.

It would be hard not to walk around Mold without coming across reminders of its most famous son, Daniel Owen considered to the 'Welsh Charles Dickens'. The Daniel Owen statue stands in the Daniel Owen square and its inscribed words 'Not for the wise and learned have I written, but for the common people' this sums up the authors philosophy. Daniel Owen also lends his name to a week long festival.

The Gold Cape of Mold was unearthed by workers quarrying for stone just off Chester Road. The Cape which dates from between 1900 and 1600 BC and made from 23-carat gold and is believed to have been a garment for religious ceremonies has been restored to its former glory and now resides in the British Museum. A fantastic replica is displayed in the Mold Museum within the library.

Parking – parking in the town has been free since March 2020 due to C-19. Resulting in loss of income?? (I'm not sure of exact details but MTC has a % cut from the parking revenue which is held in account by Street Scene) this goes towards projects to improve the Town, the most recent being a contribution to the refurbishment of the Bus Station Toilets.

Short stay parking – Mold has a number of max 30 min car spaces on High Street – which are in constant use, and a number of people use to visit the High Street for short trips – these are utilised for food outlets and non-essential short shopping trips, and to collect heavy and bulky items.

Green spaces – Mold has a number of established street trees – TPO's? (I'm not aware of TPO's would FCC planning be able to advise?

There is potential to increase the number of green spaces and street trees.

Daniel Owen Square – landscaped area close to Town Hall – host to musical events and market – also has seating and street trees? More seating here is required as well as improvements to the stage area as it does not work well with in adverse weather conditions.

Mold is also home to Theatr Clwyd, renowned for its great plays, music, cinema, and community activities. Here you can experience many performances that have featured on the West End of London and major cities, as well as performances that have a more Welsh cultural appeal.

In 2019 Mold was one of only six towns in Wales to be a finalist for the Great British High Street Awards.

Overall aim to increase dwell time and increase purchase and average spend amount.

WORKSHOP 1

2. Economic Aspirations

- What kind of steps do you think your Town needs to make it stronger and more resilient

Making Mold a Destination – there is so much to offer, it could become a destination in its own right.

Building restoration? Which are used most? Greatest footfall areas? Increase dwell time? Co-ordinate workshops and activities in locations in town centre to attract more local and visitor spend, and draw in more spend in town centre.

Publicise offers using co-ordinated social media promotions/use of hashtags and monitor increased hashtag use in response to campaigns/increase in till takings/increase in footfall from Cisco Meraki counters. Encourage more businesses to embrace 24 hour browsing/click and collect. Explore ways to co-ordinator visitor experience – shopping/eating/exploring via one click/online. Enhanced online offering.

Attract a broader demographic through immersive experiences and online presence?

Reduced reliance upon large scale organised events and increased business resilience through broader offering, more flexible offer to reflect customer choice, self-directed use of outdoor space/outdoor eating and drinking. Explore use of outdoor facilities to attract extra customers. 365 day provision through online promotions – New Year's Day walks etc.

Need to extend trading activity into other times where the town could be busy (if the footfall data shows it) early evening and Sundays.

Need to generate a stronger sense of place management in the town (using the data) with businesses working with the two Councils to respond to what the data is telling us and to proactively respond to collective customer need.

Linnetop footfall data (attached) shows that events do attract footfall into town.

Maximise the use of social media of new platforms such as Instagram campaigns to increase footfall into the town. E.g. Dog Friendly, Bailey Hill visitor center and blogs on website.

Current footfall data shows that Mold is not currently strong on tourism as August footfall figures are only just higher than the other months. Aim is to increase tourism visits to the town.

Build on the TotallyMold brand and specific marketing for the town.

TotallyMold (Shop local) Vouchers can be bought on-line. The website: <https://www.totallymoldvouchers.org.uk/> provides a full list of participating businesses and service providers and a link to buy direct on-line.

Specific Actions to take:

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?

Following the success of the TotallyMold voucher scheme, Mold 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*](#)
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3. Convenience Aspirations

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

Mold is situated in the beautiful North East Wales.

It is easily accessible by road, rail or bus and only 12 miles from Chester benefiting from a direct bus link from Railway Station.

It is the Gateway to the Clwydian Range Area of Outstanding Natural Beauty with loggerheads County park less than three miles away.

Most of the businesses in the town do not respond to the needs of the proportion of shoppers that work and can only access the town in early evening and Sundays.

Dog Friendly Mold – maximise ways to order takeout/areas to sit outside – expand offering to attract more tourists into town centre.

Many of our retailers and service providers have the facility to sell online through their website or Facebook pages. The business listing within the new town website <https://totallymold.org.uk/>

More needs to be done to promote its convenient location and ease of access not just by car but by public transport too. It has all the offering of a much larger town and some cities but is easily accessible to explore, experience and enjoy. Increase dwell time and broader range of visitors.

Specific Actions to take:

Specific marketing campaigns and new channels of promotion and measure the success through footfall levels and dwell time. Businesses who already have online presence should develop specific for their business, but Mold also needs a bespoke marketing strategy. Year of SMART Towns project will share a marketing strategy template for the businesses and the town.

Ensure that all traders have an up-to-date entry on Google My business to allow better coverage or service for future app / social media use

- [Maybe*](#) is a company that can provide SMART insights into social media data for business and towns.

Mold has made the SMART Towns team aware that they have applied for a public Wi-Fi equipment for the town, which will be used to measure footfall only. However, we suggest that you 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 their opinion on convenience.

Consider introducing Active Travel plans for the town to make it more convenient, such as green routes, bike rack and storage.

To get a better understating on the urban travel in Mold, it could be an option to install AI technology that can monitor urban traffic, including pedestrians, cyclist, car and other vehicles. One provider of this technology is [Vivacity Lab](#) (webinar is available on the [SMART Towns resource hub](#)).

4. Engaging and Relevance Aspirations

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

Mold Town Council launched the Totally Mold vouchers in response to the massive, unprecedented challenges of the Coronavirus. Totally Mold voucher is a local voucher scheme to help encourage people to shop local / use local services and look at what Mold has to offer before taking your custom outside of the town meaning that all the money is kept within the local economy here in Mold. We currently have 82 fantastic Mold businesses accepting the vouchers with further businesses coming on board soon.

A New Town website: www.TotallyMold.org.uk has also been developed which includes a business listing where you can find information, links and more about the many great businesses and services we have in Mold. This has helped increased awareness locally of what is available but more needs to be done to access new markets and promote Mold as a destination in its own right.

Celebrate events programme.

Highlight Mold's location as the gateway to North East Wales and to the Clwydian Range and Dee Valley (AONB) (National Park?)

Specific Actions to take:

It is encouraging to see those 82 businesses in Mold accept the Totally Mold vouchers. Is there any data on the voucher scheme, how many have been downloaded, where have they been used etc?

Following the success of the TotallyMold voucher scheme, Mold 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:

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- [Local Rewards by Maybe*](#)
- [MI-Reward by MICONEX](#)

The website, twitter, and Facebook pages that Mold already have are a great opportunity to gain insight. Having an online presence offers the town several sources of analytics. Although the town have their own website and social media accounts, it is important to encourage other to mention Mold via their own streams. Consider running hashtag# campaigns with the business, people and visitors of Mold to access new markets and promote Mold as a destination in its own right.

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/UCQrh2bh3sSloSHBkOmZ6drQ>

5. Resilient and Adaptive Aspirations

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

Making Mold a year round destination, less resilience on events to attract footfall. Use data to undertake target marketing.

Encourage conversations with and between businesses about how they meet customer needs – customer service, presentation, opening hours, product range. Provide training and support.

Support businesses to adopt e-trading.

The Coronavirus pandemic has changed that way that many businesses operated. From Click and collect, personal shopping or private appointments to home delivery. Many developed websites and used social media to promote their businesses.

Local Residents have been keen to support local and that has been apparent with the sales of the TotallyMold Vouchers as feedback received is a strong support locally.

The Towns Street Markets have been hugely popular and Mold in addition to the twice weekly street market, the monthly farmer's markets will now also see the introduction of a monthly Sunday Artisan market.

Specific Actions to take:

Mold's business community have shown that they are very adaptive by developing their own online presence and other solutions. It is important for the Town Council/BID to encourage the businesses to promote Mold 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 location analytics will also be able to estimate average dwell time for the town, which can also be very useful. Town street markets are events that can increase dwell time in a town, thus increase the likelihood of 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.

Develop a Marketing Plan with costed campaigns and measure effect – suggested template provided

6. An Authentic Experience

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

Our independent retailers are award winning, you can be sure to receive a warm Welsh welcome and exceptional customer service. We have a huge array of specialist and unique shops, an indoor market and twice weekly street market, all alongside national High Street names.

If you are searching for a unique gift or a new outfit, take time to explore Mold and all its side streets.

Its fascinating historical past, strength of community, independent shops and vibrant cultural activity mean there is always something going on in Mold.

We want you to find the hidden gems, the quirky independent shops, the culinary delights and experience the cafe culture of our wonderful town.

Celebrate Welsh language, especially to visitors to Chester.

Mold provides an authentic experience, Theatr Clwyd re-created the Mold Riots of 1869 in the streets of Mold through a community production.

Historic Mold events by local historian and author David Rowe are always very popular and fully booked.

Specific Actions to take:

More needs to be done to capitalise on this and promote Mold as a destination to a wider audience. Using data to undertake targeted marketing campaigns. Use new channels to convey uniqueness of offer and experience in Mold. Think of what actions are being done to improve the 6pm to 9pm economy – venues and events over the trading year?

Mold has so much heritage and history that can be shared with residents and visitors. 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 Food and Drink page or .



7. Improving Dwell Time for the Town

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

Promoting the offer in Mold, combine a shopping trip with a great meal out followed by a walk in Bailey hill.

Enjoy an evening meal before heading to the Theatr.

Creating the experiences and promoting the offer.

Use data to encourage shops to open longer hours.

Help businesses to work together to create packages and linked offers.

Feedback on the TotallyMold Vouchers was that a lot of people were unaware of the offer already in Mold. A list of the participating businesses provided with the purchase of vouchers has highlighted the offer in the town.

A Mold Map has been created showing the streets and shopping areas in Mold this is included within the new Town website. Distribution of visitors around the town to ensure all side streets are visited and dwell time maximized.

Increase the number of repeat visits to the town

Maximise on the evening economy.

Specific Actions to take:

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

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 event 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

Static footfall counters are already in place – but this just measures the number of passersby.

Using the SMART data to define specific times / days of high footfall and aim to increase the dwell time and repeat visitors.

Weather typically effects the footfall within the outdoor market, weather sensors would be a great addition to the data capture as this would provide actual data.

The free on-street parking should create a churn of people visiting the town but I'm unsure if sensors would capture the data here as there are no defined bays? It's a strip of parking?

Data on where visitors are coming from could shape specific marketing campaigns. The anecdotal evidence shows there is a high proportion from the local area and hinterland.

Specific Actions to take:

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 lot as an example

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

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

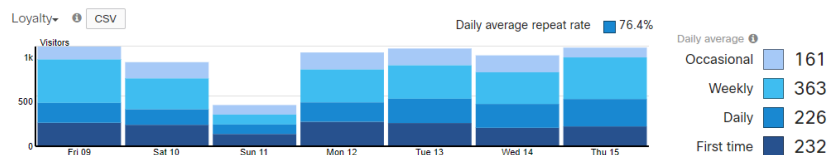
<https://www.alliot.co.uk/products/sensors/parking-management-sensors/bosch-lorawan-parking-sensor/>

Bin sensors

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

Mold has made the SMART Towns team aware that they have applied for a public Wi-Fi equipment for the town, which will be used to measure footfall only. However, we suggest that you consider using the Wi-fi system also to provide public internet access. By activating this feature, you could considers 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.

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.



9. Build your Team

- Who?
- Resources?
- Experience?

Stakeholders

Local Police – PCSO Connor Freel - connor.freel@nthwales.pnn.police.uk

Business Community – Richard Olive Tree

Theatr Clwyd (not sure on range – evening economy?)

Bailey Hill / Friends of Bailey Hill

Mold Plastic Reduction

Specific Actions to Take:

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 Mold that you were not aware of.

Actions from Workshop 1		
Action	Timescale	By Whom
Need support from Welsh Government.		
Explore potential for funding via Digital Towns? The furthering of the 'digital towns' agenda through the provision of capital items to support Wi-Fi analytics and LoRaWAN networks. Transforming Towns Placemaking grant for SMART towns? Here are some links of potential funding sources: https://gov.wales/town-centres-across-wales-receive-over-24-million https://gov.wales/town-centres-wales-benefit-placemaking-fund		IS/NW/JD
Research: Find out what the current LoRaWAN coverage for your area is?		
Increase dwell time : Make a wish list, share, gather ideas from traders – what would justify them employing staff and staying open , footfall events in the town with traders aligning offers and window displays to the event?		
Decide on some actions that can improve the 6pm to 9 pm economy – venues and events over the trading year?		
Develop a Marketing Plan with costed campaigns and measure effect – suggested template provided		
Convenience: Ensure that all traders have an up to date entry on Google My Business to allow better coverage or service for future app / social media use Active Travel: consider ways of measuring active travel and how this may be improved.		
Research Resources available and distribute to traders in town centre on Superfast Business Wales https://businesswales.gov.wales/superfastbusinesswales/		
Arrange a meeting with Stakeholders: Local gov / Town Council reps to discuss the Mold's SMART town initiative.		

WORKSHOP 2

10.1. Digital Infrastructure - Fibre

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

Is there support from FCC ICT department to advise on this? There are a number of schools close to town center and FCC would know what the speeds are like?

Very hard to get data from infrastructure provider (BT Openreach) as they have no inclination to share it. FCC buildings including schools will have fibre connectivity. BT Openreach have a planned programme of withdrawal of legacy copper systems.

Specific Actions to take:

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.

If the results of the Survey indicates that are several options are available on the Welsh Government's Broadband in Wales portal.

10.2. Digital Infrastructure - Mobile

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

Mobile coverage is good across all providers.

Specific Actions to take:

No actions.

10.3. Digital Infrastructure - Wireless

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

Specific Actions to take:

Installing a town Wi-Fi system that has location analytics, such as Cisco Meraki (MR86) will allow Mold to estimate footfall, average dwell time for the town and visitor rates. Location analytics is a feature of the system that is independent on user connection, meaning that anonymous data will be collected regardless of people connecting to the internet.

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.

10.4. Digital Infrastructure - LoRaWAN

- Is there LoRaWAN coverage for the town or planned
 - Further work needed / when?

Being considered for a later phase.

Specific Actions to take:

LoRaWAN may need to be considered sooner with some of the information mentioned in Workshop 1.

'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](#).

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/IoT Gateways. For information of your current LoRaWAN coverage visit: <https://ttnmapper.org/>

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 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](#))

10.5. Digital Infrastructure – Other technology

- Are there other digital infrastructures being considered or already in place?

Is there support from FCC ICT to advise on what there is currently available in Mold and what might be required.

Specific Actions to take:

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. SMART Technologies

- What technologies are in place or will be adopting based on the dialog in Section 8 ?
- What use is being made / When is this being enabled?

Static footfall counters already in place within the town.

Unsure if parking sensors would work given there is no actual defined bays for the free on-street parking?

Specific Actions to take:

If you plan to use “sensors” you will need the underlying infrastructure in place and also the software platform to capture the data. See ‘Digital Infrastructure – LoRaWAN’.

Consider using parking sensor on specific bays, to gather intelligence, such as disabled bays, electric car charge bays or taxi bays.

Consider weather sensors would be useful to show the impact of changes in weather on footfall and dwell.

12. Barriers to manage

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

Mold is situated in a conservation area and as such the conservation team will need to be consulted upon?

Can the SMART sensors be mounted onto Street Lighting columns? Thereby negating the need to mount on actual building and gain consent from the building owners? (Many building are let and the owners are not local and therefore this could cause significant issues).

Specific Actions to take:

Invite someone from Conservation / Planning to take part in the SMART Action team. Rather than seeing them as a barrier, try to include them early on to prevent issues further on.

Consult with FCC ICT team to discuss possible options for installing digital infrastructure on council resources. This is a very sustainable solution but would require collaboration within FCC. It is common for Street Lighting columns to have network feed and therefore could be a candidate to install the Cisco Meraki Wi-fi equipment.

13. Digital Skills

- What digital skills will be necessary based on plan so far, what are the gaps?
- How to plug the gap? Who will upskill?

Pre-pandemic a number of free digital skills courses were run these included social media training and what film can do for you. Run in partnership with FCC, Business Wales and MTC.

More recently as part of a marketing project for FCC, Outwright RP have run a number a free training courses on the use of social media.

Actions: Skills levels vary considerably, and future courses may be best approached on a tiered level?

Specific Actions to take:

Create a survey to what skills members of the SMART Town Action Team have and what training is needed?

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.

Action Plan from Workshop 2		
Action	Timescale	By Whom
Discuss issue on plans by Openreach for Mold centre with Welsh Government Technical team to encourage Openreach to be more engaging.		
Develop a plan for deploying the Wi-fi scheme for the Centre?		
Develop a plan to use “sensors” you will need the underlying infrastructure in place and also the software platform to capture the data.		
Create a survey to what skills members of the SMART Town Action Team have and what training is needed.		
Produce a list of what data is needed to be gathered which then leads to what sensors or tech is needed and where.		

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 in hits to the Town website <https://totallymold.org.uk/>

Launch campaign for new round of TotallyMold Vouchers – hits to the voucher website and purchase of TotallyMold Vouchers (data from sales can be measured year on year)

Specific Actions to take:

Ensure that TotallyMold has Google Analytics to show geographical location data about the people who are visiting the website and where the vouchers are being purchased from.

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:

- [Reward-it](#)
- [Local Rewards by Maybe*](#)
- [MI-Reward by MICONEX](#)

It is also possible to use digital Loyalty Scheme to gather data on where and when money is being spent in the town.

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 ae 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?

Specific Actions to take:

Investigate what platform are provided (I know you have queried this)?

- The Cisco Meraki Wi-fi system offer comes with a 10-year licence which provides access to a cloud-based dashboard that captures location analytics.
- For LoRaWAN/IoT technology look at Tago IoT as an example [Cloud IoT Platform | Internet of Things - TagoIO](#)

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?

Resource implication / training – who will be responsible for the data capture (this is raised in other considerations below – as to who is the data controller)

Is there a chart template that can be adapted?

Quarterly template to share information with interested parties?

Informing the wider businesses community and ask them to sign up if they want to receive this data on a quarterly basis??

The Mayor of Mold Cllr Sarah Taylor is holding an on-line meet and greet with Businesses on the 6th July but intends to make this a quarterly feature - this may be a good opportunity to provide an update in a future meeting??

Cuppa with a Copper? (Daniel Owen Centre?)

Specific Actions to take:

IS to develop a 1 page list of FAQ's to go online, and help transparency and outline very basic aim – how many people visit?

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
https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/accountability-and-governance/data-protection-impact-assessments/		IS/JD
Information/components for the installation requirements/costs (unlikely to be an exact figure), maintenance requirements etc. What is needed (meshing/locations/functionality/support needed/costs). This will be included in the Cisco Meraki guidebook.		Requested by IS from TJ.
For any sensors on any non-Council owned properties, we require a contract between FCC and business, and a contract between FCC and the landlord. Correct, this is a wayleave agreement that will be included in the Cisco Meraki guidebook.		Requested by IS from TJ.
Information/advice/toolkit/suggested/preferred suppliers in our locality. E-mail conversations have been had, but this will also be included in the Cisco Meraki guidebook.		Requested by IS from TJ.
Guidance/toolkit for ITT and contracts. This will be included in the Cisco Meraki guidebook.		Info requested from TJ by IS.
Explore licence to purchase Tago.io and some sensors to trial. (Cardigan Town Council purchased the platform on a 1 year licence etc (about £420 for Tago)		IS/JD to assess viability via Tago website.
Should IoT development be required as a result of this initial pilot then funding would be sought through either Local Government or Welsh Government depending on what benefit or insight the IoT will provide. If initial pilot shows footfall and environmental project could be further developed. You are already asking the right question, and we suggest that you create an internal document whereby ideas for IoT projects can be added onto.		IS/NW/JD/TJ
Ensure compatibility with the industry standard recommended is: iso 37106:2018		IS/NW/JD

Year of Smart Towns Diagnostic and Actions



Aspirations of Mold business community/how it could be best serve them, and others.		Richard/JD/IS
Ensure compliance with standards required/guidelines via other areas of best practice/guidance available elsewhere (since 2019) https://ihbconline.co.uk/newsarchive/?p=19944		IS/TJ/JD
Consider sending a monthly fact sheet to all the town centre shops and stakeholders?		

