



DOLGELLAU

CYNLLUN GWEITHREDU ACTION PLAN

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V 1.0 –Sept 2022



Ymddiriedolaeth
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Town / High Street	Dolgellau
County	Gwynedd
Intended Start Date of SMART project	12.07.23

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1. Description of the Town



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Dolgellau is a market town in southern Snowdonia which relies primarily on tourism and agriculture. Although the town is well placed for outdoor activities and has a rich history, there is a perception that it is overlooked as a tourist destination. The town has a number of high-quality independent shops, cafes restaurants and pubs, as well as local services.

The town is benefitting from Gwynedd County Council's initiative to install free town WiFi on the high street, which will be installed pending wayleave agreements in September. Dolgellau is in a good position to benefit from the Smart Towns programme as there is a strong community of forward-thinking business owners/ town councillors/ town partnerships.

2. Existing SMART Technologies

What technologies are in place?

Dolgellau already has an app in place with walking tours for visitors, however more work needs to be done marketing the app and raising awareness among businesses.

Public Wi-Fi is in the process of being installed on street furniture, pending the signing of two wayleave agreements- one from Spar and one from the Ship.

A LoRaWAN gateway and environmental sensor will also be installed.

What data will be collected?

1. Footfall and dwelling times of all visitors with a smart device who are in the WiFi coverage area for more than 5 minutes.
2. Demographic data of those who log into the WiFi and answer the following questions: Age group, gender, purpose of visit, home postcode area, preferred language.
3. Email addresses of those who consent to be contacted through log-in portal for marketing campaigns (stored securely, access via Listmonk)
4. Particulate, pollution and pollen levels, and temperature/humidity (not yet on dashboard)

- What use will be made of the data?



Businesses will use the data to inform decisions regarding the day-to-day running of their businesses, such as opening hours, staffing, stock levels and marketing.

The town are keen to compare the high street data with other locations, such as the car park and supermarkets to see how people are using the town. This data will also be useful to prove the need for cheaper/free parking.

Footfall data could be used to analyse the impact of the walking tour app- and to see if footfall can be improved/ redirected in the town through different trails.

The group is also keen to make the most of opportunities to market the town through email campaigns.

Environmental (particulate) data on the square could be used to support a campaign for cleaner air and better traffic management.

3. Economic/ Regeneration Aspirations

There are concerns in the town that parking is too expensive and this is off-putting to potential visitors. The town would like to present a case to the county council that offering free or reduced parking will improve the towns footfall, which in turn will help businesses prosper.

The town would like to see a maker space/ co-working space opening in order to promote a circular economy. This would require a fast broadband connection.

Specific Actions

- Smart Team to research and present options for extending coverage or alternative ways of measuring car park visitors. (3k for coverage of car park) Menter Môn/ Gwynedd council to provide information on process of opening a co-working space



4. Marketing Aspirations

The town has a good visitor offering but could be benefitting more from tourism. A coordinated marketing campaign could help the town capitalise on visitors who are in the area but not visiting the high street. This could include:

1. **Email marketing campaigns as a town.** This could target different groups depending on their purpose of visit, age etc. This can also help the town council and other groups inform residents of upcoming events and meetings, as community engagement is also a barrier in the town.
2. **Digital signage at tourist hot spots.** See case study from Zip World
3. **Businesses improving their digital presence and online offering** – there is support through Smart Towns Wales and Business Wales for this.

Specific Actions

1. Form a working group to take charge of email marketing. Sign up for free training from Smart Towns Team.
2. Contact National Park to discuss permission to place a digital sign in Cadair Idris car park
3. Get quotes for digital Aframes (around 3.5k) and consider funding applications
4. Businesses to sign up to programme of training with Smart Towns Team.

5. Cultural aspirations

- Dolgellau has a town app with walking tours which celebrate the history of the town.
- Sesiwn fawr and other cultural events are held annually in Dolgellau. Having data on how these events effect the high street could help grow the events- by encouraging more funding/ investment, and also getting more businesses to support the events. Email campaigns could also help organisers gain feedback about the event and advertise upcoming events.

Specific Actions

1. Identify individuals/ groups who run events in the town, Smart Towns to provide dashboard training to help them interpret footfall data.
2. Advertise the app on the WiFi landing page in order to get more downloads.



6. Green Aspirations

- Concerns were raised regarding air quality on the square, this could be caused by stationary vehicles such as buses idling, or cars circling the town to avoid paying for parking. There is an opportunity to use the LoRaWAN service to deploy air sensors which would help gain evidence of the issue and identify the cause by comparing data sets.

Specific Actions

- Smart Towns team to confirm LoRaWAN coverage and installation of particulate sensor.
- Smart Towns team to provide training to interpret the data.

7. Collecting Further Data

What data needs to be measured / recorded and analysed

Workshop attendees raised concerns that WiFi will not cover a sufficient area to be able to draw the insights that they require about the town, particularly as it omits the car park.

Options for collecting this data include:

- Placing a WiFi access point on one of the businesses which face the car park. This would not provide a WiFi service in the car park, but would count WiFi enabled devices, including their dwell time in the car park. This solution would allow for the easiest comparison with the high street as this is the same method of data collection.

Potential cost:

- Placing a LoRaWAN sensor on the car park entrance in order to count vehicles- this data would only give an indication of the volume of traffic going in and out of the car park- it would not give insights into how long people stay, or any other information.

Potential cost:

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3. Placing a LoRaWAN sensor on the parking meter and comparing this data with the council's sales data (if they were willing to share) -this solution would allow the town to demonstrate how many people approach the car park and decide to leave due to parking costs. This solution may be difficult to calibrate as a 'beam braker' would count anyone approaching the parking meter.

Potential cost:

4. AMPR/ Smart Cameras. The most accurate way of demonstrating how people are using the car park would be through cameras using 'automatic number plate recognition' – however this is also the most invasive and expensive solution. This would allow the town to definitively prove if the same car entered and exited the car park, as well as their dwell time.

Potential cost:

Demographic information

In light of a recent study which found that Wales is not well marketed to the rest of Europe, the group would be interested to ask WiFi users which country they come from (Post code area only currently covers UK) This would help them assess the impact of any international marketing campaign.

1. Smart Towns team to discuss logistics and cost of solutions with tech specialists
2. Consider funding sources (Transforming Towns, Shared Prosperity Fund)

8. Building your SMART Team

- There are several groups/ partnerships which are active in Dolgellau, and the Smart Towns programme could support the goals of various groups. It would be a good idea to form a 'Smart Town' working group which could represent all of these groups and individuals. This project is also an opportunity to bring various groups together, to improve cohesion and to conduct more community consultation.
- Dolgellau is home to a further education college- would it be possible to collaborate? Recruit students seeking work experience to help with digital marketing/ data analysis.

It was agreed that the Town Council should take the lead on this, in order to ensure the longevity of the project.



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10. SMART Town Action Plan Tasks		
Intended Start Date of SMART project	13.07.23	
Action	Timescale	By Whom
Review draft action plan and suggest any changes. Make sure the plan integrates with Ardal Ni plan.	Short Term (by October?)	Dolgellau team
Share action plan with all town stakeholders	Short Term September	Everyone
Follow up meeting to discuss next steps / working group. Consider separate working group for marketing.	Short Term date TBC	Everyone
Workshops to become familiar with Patrwm dashboard and simple data analysis	October date TBC	Businesses/ team members with an interest in data.
Decide on landing page for town WiFi- existing page or new platform? Consider using QRBoxx (£250 set up fee, or £500 with design, then 1 year free trial)	Short Term Before WiFi is installed	Dolgellau team
Explore options for measuring footfall in car park, provide quotes for sensors/ extending WiFi.	Short Term	Smart Towns team
Confirm location of environmental sensor and LoRaWAN coverage	Short Term	Smart Towns team



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Consider second phase installation to cover bottom of the bridge/ car park / skate park	Mid term	Smart Towns team

Thank you for engaging with the Smart Gwynedd and Mon project. Please feel free to contact us directly with any question, and we will try our best to support you.

✉ rhian@mentermon.com

Further reading Section

[Smart Towns Delivery Manual](#) – everything you need to know about starting a Smart Towns project

What is LoRaWAN?

How do WiFi location analytics work?

Case studies



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