

Rhyl'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 Rhyl 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.

- Town Vision
 - Encouraging to see that Rhyl's made significant progress in the last couple of years on a town vision, community engagement and agreed local priorities.
- Tech Hub and Coworking
 - One of the big issues it cites is around the loss of identity in Rhyl. With the investment around fibre in the area and a tech hub, I wonder whether they are ready to embrace 'Digital Rhyl' as part of its identity going forward?
 - In some ways it is similar to the developments going ahead on the south coast of England [Smart Place Investment Plan \(bcpccouncil.gov.uk\)](https://www.bcpccouncil.gov.uk).
 - In line with one of the 'Eight Big Ideas' around *Creating Opportunities for the local community to shape their town and raise aspirations*, it feels as if a Tech Hub could act as a catalyst for this – there are many free skills programmes from the large tech companies that it could signpost to. For example [Digital Skills - Microsoft UK](#) and [Superfast Business Wales](#)
 - One of the issues they mention is that Rhyl is a town of 'two halves' and that the more affluent residents don't venture into town. Would a quality community coworking space give folks a reason to come to town and boost the daytime economy?
- Ongoing community engagement
 - It is mentioned that some of the street furniture is neglected and thought that if they are upgrading the physical assets it might be worth drawing attention your attention to [Hello Lamppost](#) which also gives an ongoing way to continue the community engagement they have already invested in. Is there also scope to work with [QR-Boxx](#) to be able to have a feature that would allow people to voice their opinions on Rhyl.
- Making Rhyl a safer place
 - Reading about potential issues around anti-social behaviour, installing more CCTV, put me in mind of the [How Busy is Town \(howbusyistoon.com\)](https://www.howbusyistoon.com) project in Newcastle. They are soon to go live with an updated version of the site which I think will have access to the onboarding guide.
 - Use of LoRaWAN sensors (light and noise) could help combat ASB and dark alleys in Rhyl.
- Rhyl as an inclusive destination
 - This could be a great opportunity for Soundscape – both as an aid for the visually impaired community ('Rhyl Unlocked' in conjunction with Access Wales perhaps) and the town trails.
- Helping the Business Community

Year of Smart Towns Diagnostic and Actions



- Platform such as [Maybe Tech](#) can help Rhyl's businesses community to better engage with potential customers. YOST hosted a webinar with Maybe Tech that can be watched via this link: [click here to watch](#)
- A trial for the Maybe Tech platform for Rhyl is currently in discussion.

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	
Town / High Street	Rhyl
County	Denbighshire
Intended Start Date of Smart project	
Date of Plan	July 2021

1. Description of the Town

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

Rhyl is a coastal town in Denbighshire, along the North Wales coast, with a population of approximately 30,000.

Established as “Rhyl” in 1840, during the 19th and early 20th centuries, the town boasted a thriving brick-making industry with four clay pits on the edge of town. Many of Rhyl’s red brick buildings, dating between 1860 through 1940, have been built using locally made bricks. The town grew steadily through the mid and late 19th Century, particularly in response to the opening of the Stephenson’s railway from Chester to Holyhead in 1848. In 1853 there were just 604 houses in the town and by 1881 there were 1,300 houses and shops and a population of 6,028. By 1893, Rhyl was the largest settlement in the former county of Flintshire and the distinctive grid form of the town centre was complete by 1912.

From the 1950s, Rhyl positioned itself as an elegant Victorian resort, dubbed “Sunny Rhyl”, due to its temperate climate. However, the town has endured a period of decline.

Today, Rhyl has several important public facilities including three secondary schools, a college, two theatres, a library, a primary health care centre and hospital, harbour and community fire station. Beyond the town centre, Rhyl also has a golf course to the East, and the Marina Quay retail park to the West. Rhyl Golf Club is North Wales’ Oldest Golf Club and a Founder Member of the Golf Union of Wales.

In addition to its promenade and sandy beach, Rhyl is home to a number of attractions including, SC2, the Rhyl Miniature Railway, the Pavilion Theatre, the Little Theatre, Marine Lake, and Seaquarium. Also on the promenade, is the Rhyl Events arena, and the RNLI.

Regeneration of Rhyl has been a Council (and Welsh Government) priority for many years due to the levels of deprivation in the Town, the top 2 most deprived wards in Wales are located in West Rhyl in and around the Town Centre. As such there has been a considerable amount of investment in regeneration in Rhyl, supported by significant grant funding, which has resulted in a lot of good work

being completed. Most recently along the Promenade including the refurbished theatre building and 1891 restaurant, SC2 with a new waterpark and leisure offer, a Premier Inn and Travelodge and two new family restaurants. Investment secured for the West Rhyl Housing scheme resulted in the demolition of poor quality, redundant HMOs which have been replaced with quality, affordable mixed tenure accommodation.

The current phase of Regeneration activity builds on the foundations laid over the previous years with the focus on the regeneration of the Town Centre. In recognition of the challenges facing the Town Centre, in 2019 Denbighshire County Council adopted a “Town Centre Vision” for Rhyl (<https://www.denbighshire.gov.uk/en/community-and-living/regeneration/rhyl/rhyl-regeneration.aspx>).

The Vision Document is the result of a collaborative effort between people from public, private and community backgrounds with an interest in creating a better future for Rhyl. It is based on the issues highlighted by local people and the suggestions, solutions and ideas generated by a great many more during a substantial, phased engagement programme that took place between February 2018 and April 2019. The vision document is intended to be used as a consistent future reference point for decision makers, developers and investors that will speed up the process of regeneration in the town.

Rhyl town centre currently suffers from poor-quality public realm. This is predominantly due to a lack of greenery, run-down shop fronts and neglected buildings, poor quality street furniture and signage with a lot of clutter and mismatched styles. The appearance of the town influences people's perceptions of it and plays a role in determining how long people stay, whether or not they see it as a place they would like to live; and whether or not they feel confident of gaining a return on any investment they might make

There is a significant amount of vacant and underused space in town centre buildings, with many proving difficult to find economic uses for.

The town has become disconnected from its beach, discouraging pedestrian flow into the town centre.

WORKSHOP 1

2. Economic Aspirations

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

Rhyl needs to address grassroots issues in the town centre which impact upon residents, visitors and businesses alike including cleansing, maintenance, enforcement, anti-social behaviour and crime, and also deficient / vacant properties.

Rhyl also needs to improve the public realm so as to be welcoming and encourage visitation, increasing footfall, dwell time, and spend.

Rhyl also needs to attract a mix of offers to extend the summer season, and remain sustainable throughout the off seasons, as part of a two-pronged approach that will invite visitation and usage by both locals and tourists year-round. This mix includes town centre living and good re-use of vacant and underused space for high quality residential accommodation.

This could include:

- Attracting national brands and attracting specific sectors and unique independents eg experiential opportunities, night time offer
- Creating a regular cycle of mini events
- Green spaces, parks / playgrounds and sleek and cohesive street furniture eg “green” benches, “SMART” benches with charging ports (solar powered?), sensors alerts for watering, maintenance issues (e.g. solar bin is full and needs collection)
- Developing Active Travel routes, linking the town to the beach, reviewing vehicular traffic flows, with a view to encouraging increased exploration of the whole town
- Digital signage to draw people into town, ultra-fast Town Wi-Fi to improve linkage to other sites, encourage businesses to invest, and to provide Wi-Fi to users of the town during their visit (data collection), as well as help dissipate pockets of anti-social behaviour where people congregate to attach to specific Wi-Fi hotspots in Rhyl, as well as interactive totems / digital trails (QR codes) to again, encourage increased exploration of the whole town, digital signage to alert motorists of congestion/roadworks/temporary traffic orders
- Developing the town “identity” e.g. celebration of its history as well as its well-known beach
- Supporting existing businesses in the town with and to improve their searchability online
- and supporting and encouraging emerging businesses to set up in the town
- Improving usability of current assets e.g., Events Arena

Specific Actions to take:

Open a consult with business owners/staff and members of the public to generate ideas and collect feedback

Actively market Rhyl to the investors as above; work with landlords to actively market spaces

Develop shopfront regeneration scheme in partnership

Research and cost out specific projects, develop partnership opportunities for joint funding applications / match funding potential

YOST Comments:

Who will be conducting this work? The “partnership” will need to be resourced on the ground.

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?

Consider using Wi-Fi equipment to provide internet access in addition to using it to capture location analytics (footfall, dwell time and visitor loyalty). With the provision of internet access, you could

capture additional information about the visitors who visit the town centre. Having a better understanding could have an influence the priority of certain projects.

3. Convenience Aspirations

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

Consider the de-pedestrianisation of the high street to give ease of access to shops, digital signage to showcase shopping and parking opportunities, including offers as well as availability of spaces, and an enhanced element of free parking

Digital screens to provide information about “What’s On”, as well as about specific businesses / experiential activities / offers that are available in town

Digital totems to facilitate wayfinding and searchability of specific shops / products

Transport to and within the town - potential for in-town transport / bike rentals etc

Specific Actions to take:

Traffic Management Modelling.

Parking Data

Research number of shops who participate in Click & Collect / delivery services.

Research digital options

YOST Comments:

Parking data could be monitored and linked to a digital signage system on route into the town. Think about how the digital signs could draw people into other areas of town. For example, when car park 1 (town centre) reaches 70% capacity, does car park 2 (coastal car park) become free parking for the rest of the day.

It's always useful to analyse any trends between parking schemes and footfall, some schemes might have a greater effect than others.

Internet of Things devices can be used measure urban traffic flow and support plans for active travel routes. Consider watching our webinar with VivaCity, a SMART solution for monitoring urban traffic flow: <https://www.youtube.com/watch?v=i1jQBf2KhoQ>

Great idea to use digital screens for advertisement and wayfinding to encourage people to use different areas of the town. Here's an example of digital screen that might be of interest: [Pulse Smart Hub](#).

4. Engaging and Relevance Aspirations

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

Investment in town centre by way of the Rhyl Town Centre Vision and previous plans to improve the town centre, leisure offer and both day and night time economy.

Work is being undertaken to revitalise a major building in the heart of the town centre to create retail and leisure space and open up a clear route from the prom into the town centre.

Private sector investment in the town from two hotel chains and private accommodation building works have taken place and are all now active. Private business invested on the prom providing leisure activity, food and drink.

County Council investment in the Pavilion to create a new Restaurant and bar space. Harbour has been revitalised to offer Bike Hire and Cafe space as well as funding to create a sand dune walk-way.

Continue this work as planned, engagement through regular mini events and street entertainment

Specific Actions to take:

As above, works to improve offer, make Rhyl safer and more welcoming, and improve public realm.

YOST Comments:

Promotion to highlight improvements to the above and shift perceptions about Rhyl.

Is there a digital way you could capture people's thoughts and opinions on the developments that happen in Rhyl? There might be scope to work with [QR-Boxx](#) to be able to have a feature that would allow people to voice their opinions on Rhyl. Also, another platform to consider it [Hello Lamp Post](#), a fund way to encourage community engagement. YOST will be hosting a webinar with Hello Lamp Post in October and will be available to watch on our YouTube channel if Rhyl is unable to attend.

The twitter pages that you have for Rhyl 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 Rhyl to access new markets and promote Rhyl as a destination in its own right. Also consider using other platforms to support your campaigns, such as Instagram and Facebook.

Platform such as [Maybe Tech](#) can help Rhyl's businesses community to better engage with potential customers. YOST hosted a webinar with Maybe Tech that can be watched via this link: [click here to watch](#)

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/UCQrh2bh3sSloSHBkOmZ6drQ>

5. Resilient and Adaptive Aspirations

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

Future-proofing of the town by:

- Planning for a mixed usage to draw residents (and increase in-town habitation via converted spaces above shops) and visitors at all times of year, as well as to appeal to wider demographic eg more than a "cheap and cheerful sunny holiday"; marketing Rhyl to investors
- Supporting shops to diversify offers eg get online, start delivery services, click and collect services; improving data collection to support shops to make informed choices
- Extending usage of the High St and wider town into the evening by way of a more vibrant night time economy including sit-in restaurants, night time activities eg wine-tastings, craft classes, exercise options for the after work crowd
- Positioning Rhyl as an inclusive destination eg Dementia Friendly, BSL Friendly, Autism Friendly

Specific Actions to take:

As above from the previously mentioned "Vision Document" and further develop steering groups to drive forward the above "inclusiveness"

Research data collection options, provide enhanced and ongoing support to businesses so they can take advantage of this information

YOST Comments:

Resourcing the delivery and getting buy-in from the traders and town council etc. Who will be doing this and engaging with above.

Developing a website and a click and collect service can be daunting for business, however there are other platforms that allow town businesses to trade online. [Shop Appy](#) is a platform that creates a digital trading twin for the town.

[Microsoft Soundscape](#) is a application that can make your town a more inclusive destination. It explores the use of innovative audio-based technology to enable people to build a richer awareness of their surroundings. YOST will be hosting a webinar with Microsoft Soundscape in October and will be available to watch on our YouTube channel if Rhyl is unable to attend.

6. An Authentic Experience

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

Celebrate Rhyl's history as a coastal town, with an excellent 2 mile sandy beach, and a history that includes coastguard / RLNI (eg similar to how Llandudno derives identity from Alice)

Specific Actions to take:

Improve links between beach and town

Create and market historic trails to draw people through the town

Develop collaborative offer eg package (thematic) seasonal offers that combine experiences offered by different local traders / facilities / points of interest

YOST Comments:

To get a better understating on the urban travel in Rhyl, 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](#)). This data could be valuable to help identify where best to locate links between the beach and town.

A [North East Wales Digital Trails](#) app is currently active in Denbighshire, Wrexham and Flintshire, however there is no trail for Rhyl on the app. Consider contacting with Rhyl's tourist information center to find out more about this app and to discuss the scope of having a trail for Rhyl.

7. Improving Dwell Time for the Town

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

Targeted Digital Marketing - Encourage people to look further around the town retail / leisure.

Provide public spaces that encourage people to sit, that draw people through specific streets eg green paths, heritage trails, collaborative offer involving multiple businesses eg “weekend getaway includes...from the following...” and market these as a “menu” of “themed getaways” where the options are prepaid as part of the package

Address issues in alleyways eg lighting, decor to make these attractive spaces and discourage anti-social behaviour / drug use

Improve offer - eg nationals, experiential offer, small independents with “unique” offers

Link beach and prom to town to encourage visitors off the prom and into town.

Specific Actions to take:

Active Travel / Traffic modelling / Themed package creation / Wider marketing (Visit Rhyl website where offer can be viewed and packages can be booked) / Enforcement / Provide spaces as above

YOST Comments:

Once the Cisco Meraki Wi-Fi equipment is installed in Rhyl, it will be able to measure the effect of any interventions to increase footfall and dwell time in the town. You’ve already identified a number of ideas above, consider trailing some of these once the equipment is installed.

Additionally, consider making a wish list, share, gather ideas from traders – what would justify them employing staff and staying open? How about running events in the town with traders aligning offers and window displays to the event?

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.

Regarding you points about dark alley ways, consider using IoT light detection sensors, so you then have data to support any future plans that the Council might have to install additional lighting infrastructure in Rhyl. Additionally, IoT noise sensors could be used in areas where ASB is a problem, this work could take place in collaboration with the local police, to provide them with alerts when noise levels exceed normal levels. YOST hosted a webinar with SENSEi Networks who provide end-to-end IoT solutions that can be watched via this link: [click here to watch](#)

8. Collecting Data – Measuring the Health

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

Footfall and patterns (times and places)
Dwell time / Routes followed within the town / times
Frequency of visitors / Repeat visits
Average spend / Take up of special offers
“Hits” online vs customer numbers
Vehicle numbers vs parking (length of stays)
Where are the users of the Town Centre coming from
Instances of anti-social behaviour

Compare above to numbers on event days

Specific Actions to take:

Data collection

YOST Comments:

Would plan this out over a period of time – say 8 months. Prioritise what needs to be understood and worked on. Start with footfall, dwell time and visitor loyalty which can all be provided by the Cisco Meraki Wi-Fi system. Compare the numbers to supporting building other digital solutions based on hot spots, identify best places for display system for example.

Above you’ve identified some activities that could also be measured by cheap and sustainable LoRaWAN devices, including parking sensors, people counting and movement sensors, noise sensors for ASB. [Alliot](#) is supplier of a range of LoRaWAN sensors.

If you plan to create a LoRaWAN network coverage. This network is supported by LoRaWAN Gateways. For information of your current LoRaWAN coverage visit: <https://ttnmapper.org/>

YOST 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 sensors – look at Tago.io as an example
[Cloud IoT Platform | Internet of Things - TagoIO](#)

9. Build your Team

- Who?
- Resources?
- Experience?

WORKSHOP 2

10.1. Digital Infrastructure - Fibre

- What is the fibre coverage and speed for the Town – document/mapped?
 - Future work planned/when?
- Main areas in Rhyl Town centre, leisure areas across the promenade and throughout the Urban areas of Rhyl have good Fibre coverage.
- Planned activity:
 - WG are investing in premises across Rhyl to upgrade to Fibre by June 2022.
 - The Local Full Fibre Network (LFFN) project which is funded by UK Gov is providing fibre to Council owned buildings which will allow Openreach to upgrade surrounding streets.
 - Openreach plan to enable the remaining areas in Rhyl to Full Fibre by 2026.

Specific Actions to take:

Utilise public Fibre coverage maps to ensure main areas of High Street and Leisure areas have coverage to utilise SMART Town Tech.

YOST Comments:

N/A

10.2. Digital Infrastructure - Mobile

- What is the mobile coverage like?
 - Future coverage plans
- 4G networks covered by Vodafone and EE.
Examples of speed per network provider:

- Vodafone have masts that are using Bands 1 & 20 giving a theoretical speeds of 150Mbps and 37mbps respectively.
- EE are using bands 3, 7 & 20 giving speeds up to 112mbps, 150mbps and 37mbps respectively (detail provided by Philip Burrows).

Specific Actions to take:

Speak with Digital Officer to see when the Mobile Networks plan to introduce 5G. 5G is already available in Llandudno via Vodafone limited area covered. nperf.com shows areas covered and 5g.co.uk shows per provider where the coverage is being rolled out, not planned or completed.

YOST Comments:

Welsh Government can support with getting providers to engage more, Peter Williams (Digital Infrastructure) can be asks to support if Rhyl find there is a gap or lack of supplier engagement.

10.3. Digital Infrastructure - Wireless

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

Public access Wi-Fi - currently this is limited to what is provided by individual businesses in the Town Centre e.g Costa Coffee, McDonalds etc. We don't currently know what this coverage is across the town.

Meraki Cisco Footfall Equipment - WG have provided Denbighshire with some of the Meraki units to utilise within the town. These can be used to provide public access Wi-Fi if required for an additional cost.

Specific Actions to take:

Understand existing public Wi-Fi coverage to help determine placement of Meraki units. Need more information on cost / benefits of public access Wi-Fi using the Meraki units before making any decisions on whether this will be provided.

YOST Comments:

Meraki Units don't have to provide Wi-Fi access. If you already have a free Wi-Fi for internet for people to use, the Meraki can be used purely for capturing the analytics, which would reduce the revenue cost.

From your Action Plan, it seems like Rhyl would benefit from having location analytics to cover the town centre and coastal area from the same system. Therefore, submitting a digital bid to the Welsh

Government for more systems could be something that Denbighshire County Council could consider. Please let us know if this is something that the YOST could support you with.

10.4. Digital Infrastructure - LoRaWAN

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

This requires further consideration and will be dependent on the capabilities of the Meraki (or other) WiFi, and ongoing identification of need (e.g. hello Lamp Post / sensors e.g. solar bins)

Specific Actions to take:

YOST Comments:

The first step would be to see whether you are able to use LoRaWAN – are there more LoRaWAN gateway planned for the area by local authority?

Above you've identified some activities that could also be measured by cheap and sustainable LoRaWAN devices, including parking sensors, people counting and movement sensors, noise sensors for ASB. [Alliot](#) is supplier of a range of LoRaWAN sensors.

If you plan to create a LoRaWAN network coverage. This network is supported by LoRaWAN Gateways. For information of your current LoRaWAN coverage visit: <https://ttnmapper.org/> Once coverage is setup, then you can start looking at what application could be made use of for sensors.

YOST 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 sensors – look at [Tago.io](#) as an example
[Cloud IoT Platform | Internet of Things - TagoIO](#)

10.5. Digital Infrastructure – Other technology

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

Meraki Cisco Footfall Equipment - WG have provided Denbighshire with some of the Meraki units to utilise within the town.

Digital signage on arterial routes and totems within town

Town app / QR codes within digital signage

Development of Rhyl Business page online by sector / QR code usage (ongoing between private residents and Costigan's Coworking)

Digital Trails through town (ongoing between Rhyl BID and Tourism Hub), linked to town instagram

Potential for digital sensors to assist with town maintenance as above

Digital CCTV / Asset monitoring eg defibs

Specific Actions to take:

YOST Comments:

Prioritise and group into the different aspirations you're trying to achieve. YOST have provided comments and suggestions on these initiatives throughout the Action Plan.

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?

Likely to use the Meraki equipment for some of the SMART tech options, will look into other options such as town app / wireless connections - possibly use the Meraki units for this purpose.

Specific Actions to take:

YOST Comments:

Having the Meraki equipment in place will most definitely help you understand what other technologies are needed in Rhyl, as the data will allow you to identify potential problems and measure the effect of interventions.

Footfall data is valuable to support any town initiative, BUT if not shared with the people who want it, it could also be unvaluable. Think of methods of sharing the data that will be gathered through the Meraki systems. Does it go to the Business community, would you consider sharing the data openly

on a platform similar to [Patrwms.io](https://www.patrwms.com). Please contact YOST project if this is something you would be interested in.

12. Barriers to manage

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

Funding
Planning

Possible resistance from Retailers and/or residents.

Speed of 5G coverage rollout by network providers. Although not a complete barrier it may hamper the use of certain tech and its capabilities or the data collection.

Specific Actions to take:

YOST Comments:

Current Funding opportunities for funding for digital:

<https://gov.wales/town-centres-wales-benefit-placemaking-fund>

<https://gov.wales/town-centres-across-wales-receive-over-24-million>

If you plan to submit a bid for any of the funding opportunities above, please feel free to ask us any questions and we'll try our best to support. We've worked closely with Flintshire County Council with their application. Furthermore, your engagement with YOST and your completed SMART Action Plan could support your applications.

Campaign to get the buy-in, demonstrate real change is happening and being planned. Use all means possible - local paper, local chamber, town council, Welsh Gov.

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?

Would need to work with retailers to understand their needs and capabilities. WG Business Wales already hosted a vast range of digital skill workshops and DCC can work with Business Wales to host extra town focused workshops.
EBD can look at the gaps in provision and provide specific training where required.

Specific Actions to take:

Retailers Digital Skills competency / needs survey? Could use the EBD Business Survey.

Explore products / packages available which would support Town Centre businesses with their digital skills, upskilling and maximising the benefits from Social Media. E.g trialling the package of support through “Maybe Tech”

YOST Comments:
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.

As previously discussed, YOST is working with Maybe Tech to trial their platform in Rhyl to see whether it is feasible to deploy in other towns in Wales. This trial will allow us to evaluate the use and deployment of Maybe Tech.

Action Plan from Workshop 2		
Action	Timescale	By Whom

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?

- Measure footfall, routes followed in town, dwell time, and spend more regularly to be able to analyse trends and make better decisions, so as to increase the above in general and at target times/locations (eg a street sees little footfall, so we take steps to improve access, outlook, or specific appeal)
- Measure the above for events to discern which ones bring the most change in usual statistics, so as to learn which events drive the highest economic benefit to the town, and when.
- Use SMART tech to monitor and measure consumer engagement in town-wide events, and consumer-response to specific schemes and offers (eg sign-ups to loyalty schemes), so as to support businesses to make the best decisions for themselves (eg opening times/offers)
- Use SMART tech to support businesses to improve their online presence (only approx 60% have claimed Google listing at present, only approx 30% are “active” on social media), and to encourage them to engage with and manage social media to their advantage (eg via online directory, analytics to help them understand benefits / decide on what to post and where, encourage new and repeat patronage via special offers)
- Use SMART tech to promote Rhyl’s “best bits”, and to “change the chatter” overall to wider communities (eg digital signage on arterial routes), whilst also supporting businesses to promote themselves to users in the town eg via landing page on town wifi, to increase awareness of what is on offer



- Consider De-pedestrianising the High Street
- Parklets / Green Spaces
- Active Travel Routes
- Digital Signage
- Improve Town Identity.

Specific Actions to take:

YOST Comments:

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– getting more people into the town centre, to stay longer in the town centre and make it easier for them to get there?

For example, once the Cisco Meraki have been installed set a target to increase Sunday footfall in Rhyl by 5% over a month. Another target could be associated with the Maybe Tech trail, for example, after the onboard try and increase the number of businesses on social media from 30% to 50%.

Don't set too many challenging objectives, using technology and data can take some time for some business.

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 presented with trends and recommendations?

Notes:

Merkai units - How many and where in Rhyl?

Social Media Management software rollout to businesses eg Maybetech or similar which would provide monthly reports to users.

Current data - Footfall counters, Social Media stats (DCC/ Rhyl BID/ Town Council), Previous leisure events (Sian), Tourism Information (Peter). Park Data (James).

Where and who will host / capture the information? Rhyl BID / Town Council / Other (DCC)

Specific Actions to take:

YOST Comments:

It seems like you've identified some very good questions here that need some further discussion. For your information 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. Numerous users can be added onto this dashboard for use as all the data is anonymous.

Delegate people within your SMART Town Action to take on some responsibilities. Produce a digital skills survey to identify people within your community who have valuable digital 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?

Potential collaboration:

Town Discounts (could be linked to parking and / or shops or tour operators such as Voel)

Town Packages (collaborative offers from businesses which are saleable as a package deal eg “Hen Weekend” package to include accommodation, f&b, activities such as, theatre, mani/pedi, tag)

Events offers (Night time / Day time economy)

Indie Retailers partnering up to use the data and provide key time offers.

Dissemination:

Digital Signage in Town Centre

Social Media platforms

Newsletters

Websites (BID / Town Council / DCC)

Question - can Meraki provide a link to enable an iframe within a site to show live data?

Specific Actions to take:

YOST Comments:

Meraki can be shared to an external source via an API , an example of where this has happened can be seen with Patrwm in Caernarfon – the data for Caernarfon on this platform is being taken from Meraki units.

<https://patrwm.io/>

Please contact us if getting Rhyl’s Cisco Meraki system on Patrwm is something you would like to discuss.

