

Carmarthen'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 Carmarthen 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.

- **Parking and transit hubs**
 - We have invited [AppyWay | Kerbside Management, Mobility & Parking Solutions](#) to present on a forthcoming Solutions Showcase, which may be of interest.
 - Re transit hubs Space Syntax presented in our 2nd masterclass and have the concept of a [‘Soft Hub’](#)
- **Social integration and human connection with local communities**
 - Maybe a ‘community coworking’ space would be a good intervention here – coworking is mentioned later in the document, but one specifically that is low cost/social impact based may be of interest
- **Pop-ups shops are mentioned – [Appear Here](#).**
 - What about pop-up food stalls? [StreetDots](#) was a very successful (pre-pandemic) innovation. It has been hit by COVID, or course, however they are working on making a comeback
 - Digital solutions for booking workspace – could [District Technologies](#) solution be useful here?
- **Disability and inclusion**
 - [Microsoft Soundscape - Microsoft Research](#) is a good fit here and could potentially run an OSM-based project to get the mapping up-to-date and relevant
- **Historic trails**
 - An additional piece of functionality in Soundscape is the ability to create trails, so the ‘blue plaque’ idea fits into this. This is the approach that brought to life [Wheathampstead Heritage: Village Centre Trail](#) which is essentially a trail marked by blue plaques.
- **Traffic calming**
 - Potentially [AppyWay](#) (as above) or maybe [Vivacity Labs](#).
- **Air quality**
 - This could be an interesting project, perhaps in conjunction with display technology like [Pulse Smart Hub](#). Could also link into a schools project [ScienceScope – Linking Digital Technology with Science](#).
- **Town centre app/directory – consider including the town’s SMART team in the design of the application to ensure that it contains the appropriate functionalities.**
- **Noise pollution – might be worth checking out [Tranquil City – Curating Urban Calm for Healthier City Living](#).**
- **Digital consultation - [Hello Lamp Post](#) and other solutions such as [The Future Fox](#)**
- **Local Economy Voucher scheme - [Miconex - Gift Cards for Towns \(mi-cnx.com\)](#)**

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	George Reid
Town / High Street	Carmarthen
County	Carmarthen
Intended Start Date of Smart project	TBC
Date of Plan	29/06/2021

1. Description of the Town

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

Huge potential for growth and development.
Vibrant town with aspects of old and new.

Hub / Centre for commerce in Carmarthenshire – Large L.A presence / Police HQ / Ambulance HQ and major hospital. Strong University presence.

Historic Market town servicing the surrounding hinterland.
Straddles a once important river.

Heritage and History is strong with early influences still visible in street layout and structures.

Serviced by major arterial east / west routes with excellent links to London, M4 corridor, South East England and Midlands as well as routes to other parts of north Wales.

Easy access to stunning coast, coastal path and forthcoming Celtic Routes as well as stunning countryside.

Train links.

Address the balance of customer numbers / amount of retail and service space. Either reduce capacity or increase footfall and encourage higher spend.
We have many non profitable / life style business.

WORKSHOP 1

<p>2. Economic Aspirations</p> <ul style="list-style-type: none"> • What kind of steps do you think your Town needs to make it stronger and more resilient <p>96 % of businesses are micro – Less than 10 people. 17% of spend is from Tourists and Visitors to the town. Secure the existing high level of local operations in town such as L.A. etc - vital spend 5 – 7% Attract higher paid / secure jobs. Further / future investment should provide a varied offer to attract people to come into the area to work and for young people to secure local employment. Restructuring of the Rates and rental agreements that are currently in position. Need to develop the digital economy and the ways in which businesses engage and transact with customers. Improvement in service levels.</p> <p>Specific Actions to take:</p> <p>Encourage stay local – buy local message. Continue to attract spend from outside the town – not only circulate within the local area. Ensure government policies do not restrict the flow of talent into the area. e.g. language and recruitment policies. Local colleges to provide relevant courses to support new investment businesses. L.A. to take the initiative on rents to influence the local commercial pressures. Support businesses with training and digital skill uplift. Constantly supporting businesses to increase the quality of service that they deliver. Test Shopping / ambassador programmes etc.</p> <p>SMART Team Comments:</p> <ul style="list-style-type: none"> • Parking and transit hubs <ul style="list-style-type: none"> ○ We have invited AppyWay Kerbside Management, Mobility & Parking Solutions to present on a forthcoming Solutions Showcase, which may be of interest. ○ Regarding transit hubs Space Syntax presented in our 2nd masterclass and have the concept of a ‘Soft Hub’

<p>3. Convenience Aspirations</p> <ul style="list-style-type: none"> • Provide details of ideas for the Town in context of convenience
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Removal of barriers to accessing services and goods.
Parking arrangements / Improvements and cost.
Location of parking and transit hubs.
Review / Ease of hours for shopper's convenience.

Availability of products and services. Right product at the right time.

Specific Actions to take:

Consistency of opening hours across the town to give complete product and service availability.
Review of opening hours – Late night / evening shopping backed up with parking incentives etc.
Provision of town App to assist customers remotely in making decisions.

SMART Team Comments:

Carmarthen County currently present footfall data to the town on a monthly basis. However, you could encourage business to submit a request for weekly or daily breakdown to create their own data base. Alternatively, it could be requested that the County attempts to make the live data to an open source to allow business to gather evidence and inform changes to opening hours. Please get in touch if you would like to discuss adding the data into our open platform [Patrw.io](https://www.patrw.io).

4. Engaging and Relevance Aspirations

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

Installation of Town Centre WiFi. This needs to be improved and developed for the benefit of visitors, businesses and management of the town and its resources.

Town centres of the future will need to provide a vibrant and dynamic feel and provide the background for social integration and human connections with the local communities. This involves the consumer of products and services, public and private services and the wider business community.

If town centres fail to satisfy the needs of the consumer, then there will be no need for those consumers to enter the town centre. Almost every product can be purchased remotely in many cases more cheaply without the need to leave the front door.

Specific Actions to take:

Consideration to be given to creation of visitor style attraction in town.
Focus on Business and service hubs which people can visit.
Create events in town to augment the shopping experience – provide ambience and encourage a longer dwell time.
Provision of personal services such as toilets.
Improved communications and engagement of digital technology to direct consumers to product offers.

SMART Team Comments:

Social integration and human connection with local communities

- Maybe a 'community coworking' space would be a good intervention here – coworking is mentioned later in the document, but one specifically that is low cost/social impact based may be of interest

5. Resilient and Adaptive Aspirations

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

Recognition of constant change and the need to be flexible in approach.
Understanding of changes in consumer preferences.
Dynamic Competitive threats from outside the High Street by organisations with billions of pounds to continue domination.
Need to adapt and engage with the digital revolution.
Find new and innovative uses for vacant commercial spaces and public areas.
Safety Initiatives. Non Covid related as well as covid related.

Specific Actions to take:

Provide Training support for digital future.
Think tank for renewed uses.
Creation of POP UP shops
Youth Markets to encourage knowledge and experience.
Young entrepreneur schemes supported by training through F.E. colleges.
Novel Street Markets. – Themed.
Encourage community activities and use of third sector.
Develop the night-time economy by supporting live music and cultural events.
Themed events with themed food nights.
Competitions around the pubs , quizzes / darts competitions.
Consider better uses for first floor spaces. Residential (planning restrictions removed / flexibility).
Provide digital solutions / systems to assist with booking /accessing and general information.
Fashion parades outside shops, etc.

Inclusive attitude to disability – large number of consumers are registered with some form of disability. Not all are visible.

Active travel policies and review of current provision to support night time economy and attract students into the town centre at night.

Explore Purple Flag. Street Angels etc

SMART Team Comments:

Pop-ups shops are mentioned – [Appear Here](#), may be relevant

- What about pop-up food stalls? [StreetDots](#) was a very successful (pre-pandemic) innovation. It has been hit by COVID, or course, however they are working on making a comeback

Digital solutions for booking workspace – could [District Technologies](#) solution be useful here?

- Disability and inclusion
 - [Access WALES](#), but from memory, I think it started here
 - [Microsoft Soundscape - Microsoft Research](#) being a good fit here and could potentially run an OSM-based project to get the mapping up-to-date and relevant

We've been talking to Microsoft Research about Wales and I believe they would be interested in seeing whether we could trial an approach we've been calling 'Communities Unlocked'

6. An Authentic Experience

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

We already have an authentic town – we need to make more of.

Character of town is largely determined by its history.

Develop the local features – this is our distinctiveness.

How can we make the current offering more attractive to a wider audience – Diversity.

Does our town reflect the uniqueness of the local community – produce, culture, heritage, etc.

How can we make the visit to our town a memorable / unique experience?

Specific Actions to take:

Look at re-enactments and culture appreciation.

Provide maps and create heritage trails.

Encourage more Blue plaques that highlight past local achievements.

Murals that depict the county towns heritage. Mural Trails.

Introduce augmented reality depicting events of the past.

Improved use of digital technology and services to create new tools and channels to convey uniqueness and encourage citizens to experience their own High Street and in so doing create advocacy.

SMART Team Comments:

Historic trails

- An additional piece of functionality in [Soundscape](#) is the ability to create trails, so the 'blue plaque' idea fits into this. This is the approach that brought to life [Wheathampstead Heritage: Village Centre Trail](#) which is essentially a trail marked by blue plaques.

7. Improving Dwell Time for the Town

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

Encourage repeat visits from surrounding areas.
Ensure that locals spend in Carmarthen and don't go elsewhere.
Create an environment in which people can dwell longer.
How do we guarantee that visitors spend. Product, price and place.
Create a bubble of interest.
Traffic arrangements – pedestrianisation, speed limits, traffic camming measures.
Linked to air quality.
Does less traffic mean more customers?

Specific Actions to take:

Create an itinerary / plan for the day.
Use of air quality display monitors to reassure visitors.
Create events. Pop up shops of interest.
Festivals. Musical background. Reflecting culture as well as modern entertainment.
Parklets.

SMART Team Comments:

Traffic calming

- Potentially [AppyWay](#) (as above) or maybe [Vivacity Labs](#).

8. Collecting Data – Measuring the Health

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

Footfall
Dwell Time expanded.
Frequency of visit.
Weather for analysis and lighting / temperature levels.
Number of empty units / premises.
Air Quality.
Parking length of stay / turnover time.
Origin of Destination.
Amount of refuse collected.
Customer satisfaction survey.
Benchmarking.

Specific Actions to take:

Benchmarking
Survey creation. Creative / positive people.
Traders / Chamber of Trade.
County Council.
Town Council.
Town Pride / Historical / Civic Trust/ Heritage
Appointed a Digital Champion.
Social Enterprises
Regeneration
Brand / Marketing experience.
College / education

SMART Team Comments:

- Air quality
 - This could be an interesting project, perhaps in conjunction with display technology like [Pulse Smart Hub](#). Could also link into a schools project [ScienceScope – Linking Digital Technology with Science](#)

Suggestions for further data collection:

- Smart waste project
- Town centre app/directory – consider using a platform like [Maybe Tech](#) or [Near Me Now](#)
- Customer satisfaction survey/interactive screens – smiley faces

9. Build your Team

- Who?
- Resources?
- Experience?

Specific Actions to Take:

Hire a Digital Champion/Town Centre Manager

SMART Team Comments:

Consider arranging a meeting with the Town Council and other 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 Carmarthen that you were not aware of.

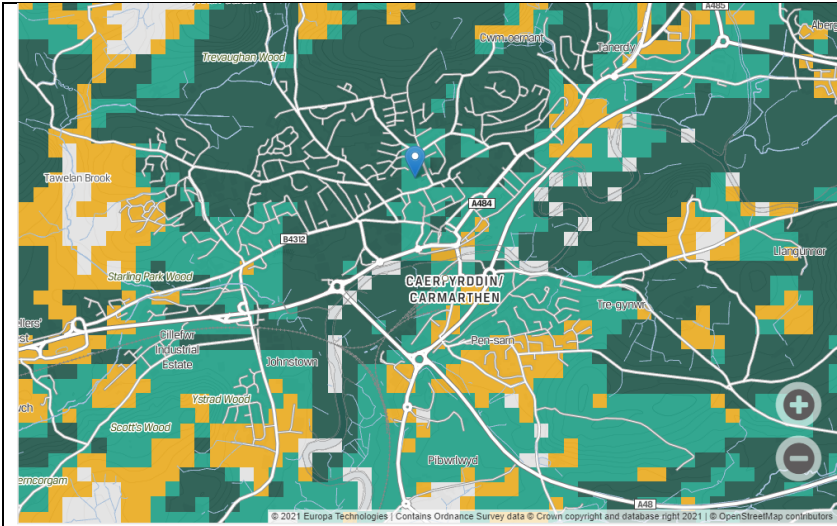
Actions from Workshop 1		
Action	Timescale	By Whom
Encourage and promote shop Local and support Independent Traders by attracting custom from outside the town.		
Support Traders with positive marketing and Promotion campaigns and PR		
Training and Digital Skill improvements		
Increase the standard of service offered to customers.		
Ambassador / Advocate Training.		
Prepare a list of functions/activities that require measuring.		
Encourage consistency of opening times.		
Creation of a Town App to assist customers remotely in making buying decisions.		
Explore the possibility of bringing a visitor attraction (destination attraction) to the town centre, creative events and activities.		
Creation of Young entrepreneur schemes backed by colleges, appropriate training and support.		
Use of surveys for business barometers and customer feedback to encourage engagement, develop trust and rapport between the various stakeholders.		

Creation and development of itineraries and day planners to encourage increase in Dwell time and demonstrate the variety of product and services available in town.		
Appointment of a Digital Champion.		

WORKSHOP 2

10.1. Digital Infrastructure - Fibre
<ul style="list-style-type: none"> • What is the fibre coverage and speed for the Town – document/mapped? <ul style="list-style-type: none"> ○ Future work planned/when?
Not Known – specialist info?
<p>Specific Actions to take:</p> <p>Discuss with Ceri Jones – Council Digital lead.</p> <p>SMART Team Comments:</p> <p>No Comments</p>

10.2. Digital Infrastructure - Mobile
<ul style="list-style-type: none"> • What is the mobile coverage like? <ul style="list-style-type: none"> ○ Future coverage plans
<p>Centred on SA31 1GA</p> <p>Broadband Download speed - Standard 15 Mbps, Superfast 80 Mbps, Ultrafast 330 Mbps Mobile phone coverage Indoor 4G, Outdoor No 4G Providers EE, Three, O2, Vodafone</p>



Specific Actions to take:

Improve coverage in yellow and grey areas

SMART Team Comments:

No Comments.

10.3. Digital Infrastructure - Wireless

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

Don't know – specialist info.
Information required from council.

Specific Actions to take:

Discuss with council digital lead.
Check on current capability / capacity and expansion options.

SMART Team Comments:

Installing a town Wi-Fi system that has location analytics, such as Cisco Meraki (MR86) will allow Carmarthen 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?

Attached to County Council building.

Specific Actions to take:

Establish its functionality and capacity for expansion / improvement.

Create a centralised point for data collection.

SMART Team Comments:

'Year of SMART Towns' are 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?

Meraki – Wifi in place but gaps in Beacons across the town centre

Specific Actions to take:

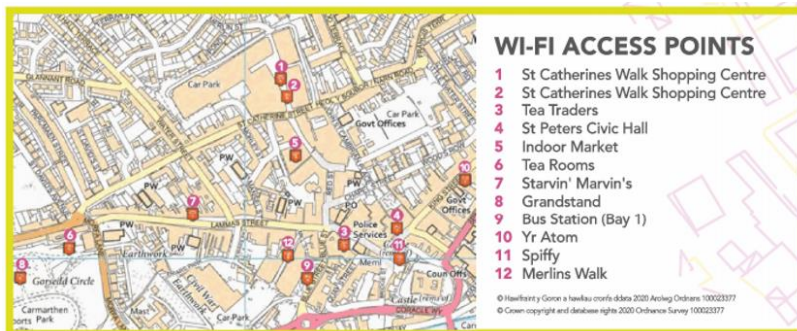
More beacons in more places to reduce the drop off – joined up Wi-Fi – whole town centre needs quality and stable coverage.
Reduce access to the free Wi-Fi to residents.
Creation of a digital map of the town.

SMART Team Comments:

Could you consider using the Cisco Meraki equipment that has been offered by the Welsh Government to extend the Wi-Fi coverage within the town.

Rather than reducing access to the free Wi-Fi, considered limiting the available bandwidth to prevent residents from taking advantage of the service.

Carmarthen County Council provides the town with monthly reports of the data that is captured from the Wi-Fi system. Here's a map of the locations of these devices.



Consider asking the Council if it would be possible to make into an open source? Please get in touch if you would like to discuss adding the data into our open platform Patrwm.io.

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?

Footfall – Counters – not just King Street – needs to be where the market is.
Dwell Time expanded – electronic/interactive signage directing people to attractions and activities.
Can this be something like the Pokémon trail that was all virtual – taking people to different areas of the town.

Frequency of visit. Town App could generate vouchers/discounts based on frequency of visits to specific businesses in town – linked to spend??

<p>Weather for analysis and lighting / temperature levels – Number of empty units / premises. Air Quality. Parking length of stay / turnover time. Origin of Destination. Amount of refuse collected</p>
<p>Specific Actions to take:</p> <p>Town Centre App – this should be linked to directory to let people know where a certain category/type of business is in the town centre, automatically linking a way finder to direct them to the business. It should also allow push notifications for deals next to them if they are stationary for more than 2 minutes (suggests they are resting/in a queue/taking a break etc.)</p> <p>Customer satisfaction survey. Smiley faces work best as they don't take any effort. Options to provide further comments by going to a website/other. Relate back to time of day, opening times, market days etc. These could be on interactive screens that provide other information to visitors.</p> <p>Benchmarking. All of these are statistics to show where people are in the town centre and when, and for how long – to be analysed and interventions put in place to circumvent people going home. Also use to direct services, such as how often the bins need emptying – divert resources to other more pressing areas of work.</p> <p>Noise Pollution.</p> <p>Add more counters.</p> <p>Customer satisfaction surveys linked to digital consultation.</p> <p>SMART Team Comments:</p> <ul style="list-style-type: none"> • Noise pollution – might be worth checking out Tranquil City – Curating Urban Calm for Healthier City Living <ul style="list-style-type: none"> ○ And also a way to connect into Noise and soundscape action plan 2018-2023 GOV.WALES

<p>12. Barriers to manage</p>
<ul style="list-style-type: none"> • What Barriers if any? • How will they be managed?
<p>Lack of in-house expertise. Requires a Digital Guru to lead who is innovative and forward thinking. Costs associated with Digital technologies being installed Apathy from businesses Lack of engagement – Visitors</p>

Specific Actions to take:

Make whatever visitors are asked to do 'fun' or 'rewarding' or do it without them having to do anything by signing up to something like the app. (user agreement/licence)

Interrogate areas of the town centre for periods when footfall was higher – what was happening, can it be repeated elsewhere?

Case studies/real life examples of how engaging with technology improved individual businesses

Work with Regen/BID/Apply for WG funding to develop schemes

Regular liaison with businesses to develop awareness of aims and intentions, getting some businesses involved where possible by having individual footfall counters.

SMART Team Comments:

- Digital consultation
 - [Hello Lamp Post](#) and other solutions such as [The Future Fox](#)
- Voucher scheme - [Miconex - Gift Cards for Towns \(mi-cnx.com\)](#)
- Voice operated car park tickets – [Wluper | Conversational Artificial Intelligence](#) .

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?

Large gap in knowledge – whole group. Need youngster or someone who is technically knowledgeable – Go to Yr Egin, provide action plan and see if any of the businesses are interested in engaging? – Speak to Angharad Harding.. rep in Yr Egin.

Specific Actions to take:

Provide specific Digital/Social Media training to bring all persons up to date.
In the meantime provide funding to use competent local companies to take on the gaps.

SMART Team 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.

Action Plan from Workshop 2		
Action	Timescale	By Whom
More beacons to support the existing system		
Creation of a digital town map.		
Work on understanding the existing service provision and challenge its current capabilities.		
Skills Gap – Need a digital ‘guru’.		
Engage with partners with those skills – Yr Egin.		
Benchmark parameters for future reference and progress check.		
Creation of a Town Centre App		
Seek out and Highlight case studies to demonstrate the success of digital technologies for our reluctant businesses.		
Visitor, customer and business surveys linked to digital technologies.		
Improved signposting.		

WORKSHOP 3

14. SMART Objectives
<ul style="list-style-type: none"> With the town’s aspirations and a measures and technology in place. What are your SMART objectives moving forward? <ul style="list-style-type: none"> e.g., measure an event? Increase dwell time on Saturdays to 1-hour average within the next 6 months?
<ul style="list-style-type: none"> Increase footfall into the market by 25% through targeted campaign 10% p.a. growth for town.

- Establish Targets. KPI's.
- Make people aware of what routes are busy when getting into the town, where there are parking spaces (how many available) (Town Parking App)
- Direct those arriving on public transport to businesses they are looking for – directory search (online Directory)
- Increase the use of e-commerce – businesses (for click & collect/delivery services)
- Creation of a click and collect / delivery hub
- Increase the use of Social media - businesses to attract people to Carmarthen – single 'tag' e.g. Carmarthen town to drive access to a single area – example -directory
- Electronic Signage/interactive single point access to wayfinding, events, activities, offers, free parking, offers in the town – suggest Town App
- Unaffected Free Wifi across the whole town centre without breaks
- Interactive Visitor attractions – use concepts like Pokemon trail to find Carmarthen figures and information behind it.
- Measure Footfall.
- Measure Dwell Time.
- Establish a business Barometer.
- Similar to Google searches then pinging something 'similar' on Facebook, track google searches/social media searches to develop push notifications to people visiting that tell them there is a business supplying things that they have recently searched for?!
- Interactive maps in town centre – allowing user to type in searches?
- Groupon deals – hotel, meals (packages)-take up measured-feedback gathered
- Groupon deals – Cinema, local restaurants-take up measured-feedback gathered
- Voucher Scheme – BID payers (like Llanelli) – extend to whole town (any funding for this?)
- Measure Parking bay useage.
- Measure Litter volume / collection rates.
- Air Quality monitoring.
- Where is data stored.
- How is it accessed, monitored and reviewed.
- How often is it reviewed.
- Governance of data / security.

Specific Actions to take:

- Establish Parameters – Footfall, Dwell time etc.
- Set Targets for parameters.
- Explore the development of a Town Centre App.
- Use of Data to inform businesses – best time to open / staff the business.
- Linked to event activity / communication.

SMART Team Comments:

No comments.

15. Analytics / Interpretation

<ul style="list-style-type: none"> • 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?
<p>Cisco Meraki system is prevalent – will this do the job we require?</p> <p>Spring Board is already operating.</p> <p>Data collection may need to be reviewed and standardised where possible.</p> <p>Compatibility.</p> <p>No party has been identified for role of collecting data.</p> <p>Presented and interpreted on a regular basis. Annual comparisons of weekly data.</p>
<p>Specific Actions to take:</p> <p>Select a system that is agreeable to all. Identify Data collection role and responsibility. Establish a format for data intelligence to be reported and interpreted and then acted upon.</p> <p>SMART Team Comments:</p> <ul style="list-style-type: none"> • 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 <p>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.</p>

<p>16. Collaboration / Dissemination</p> <ul style="list-style-type: none"> • 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?
<p>Joint initiatives with partners – coordinated Social media approach, tags – Joint development of Town App – push notices Extension of WIFI capability – needs more beacons situated at more places across the town</p>

Joint working with CCC to develop interactive Tourist Information points (virtual/non-virtual)
 Analytics to gather search data – used to promote products/services/certain types of business.
 Digital parking signage, free disabled parking – number of spaces, parking offers etc.
 Interactive visitor attraction information boards – updated with events/activities/where to go to next
 Digital TV linked to Carmarthen Business Social media updates (approved)
 Voice operated car park tickets – simpler systems for those who find them complicated.

Specific Actions to take:

Town centre partnership between CCC, CTC, BID and Chamber of Trade.
 Consider the establishment of a town centre parliament which would include businesses.
 All partners should receive the information unless commercially sensitive.
 The timing of information should be agreed by the group. Suggest Monthly.
 Communication is key in engagement process with businesses. Refer to Parliament idea.

SMART Team Comments:

No comments.

Action Plan from Workshop 3		
Action	Timescale	By Whom
Establish Town centre partnership / town Parliament.		
Select a system that is agreeable to all.		
Identify Data collection role and responsibility.		
Establish a format for data intelligence to be reported and interpreted and then acted upon.		
Establish Parameters – Footfall, Dwell time etc.		
Set Targets for parameters.		
Explore the development of a Town Centre App.		
Use of Data to inform businesses – best time to open / staff the business. Linked to event activity / communication.		