Digital Place Plan

Abergavenny town centre

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Sections

1. Introducing Smart Towns

2. The opportunity in Abergavenny

3. The Plan for Abergavenny

4. Delivering the Plan

Smart Towns

- Smart Towns is a Welsh Government programme (funding in place until 2025)

- Solving local, place-based problems with digital technology and data

- Enable towns to capitalise on the same opportunities provided by digital (as cities are already doing)

The approach – small steps, big impact
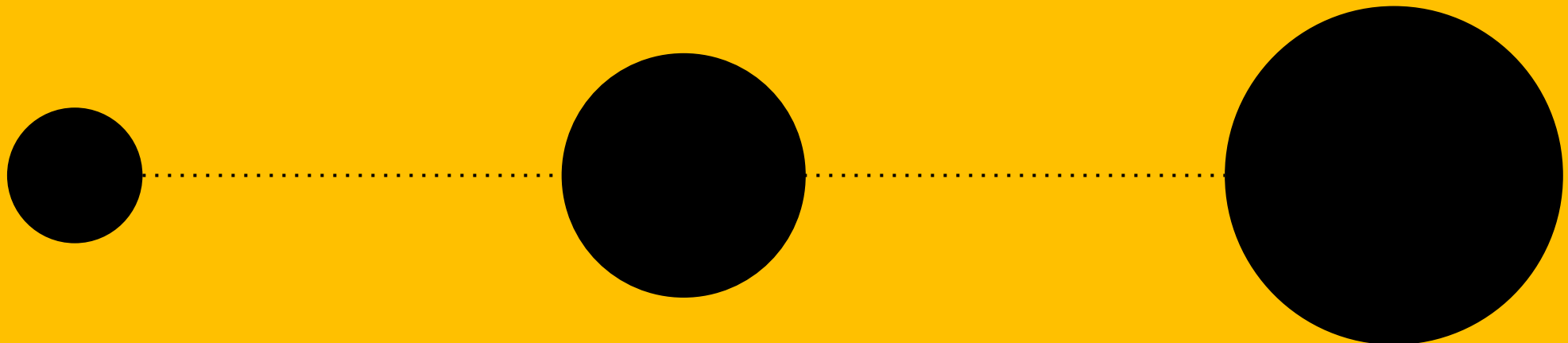
Step 1

- Assess the existing situation

- Make a plan to tackle the most important issues & opportunities with simple digital solutions

Step 2

- Pilot technology & software

- Share data & analytics

- Support businesses & organisation to use this data to improve & grow

Step 3

- Review – how well has it gone?

- Build on your experience with more ambition/ technology

What is a Smart Town?

- Actively embraces new technologies to achieve economic, social and environmental benefits

- Sets goals such as:
  - increased footfall
  - increased spending
  - improved traffic management
  - energy saving
  - cleaner & safer streets
  - increased public involvement

- 'Levelling up' so every business & town organisation has access to the same data/information they need to grow & better manage

Examples of Smart Towns

Smart footfall sensors

Blaenau Ffestiniog, Gwynedd

- Towns across North Wales (e.g. Blaenau Ffestiniog) have installed units which collect smart footfall data

- Measure number of visits, visitors, frequency of visits, dwell time and visitor origin

- Real-time data has been made publicly available via patrwm.io

- Same technology is being installed in Abergavenny

Footfall and dwell-time
# **Blaenau Ffestiniog**
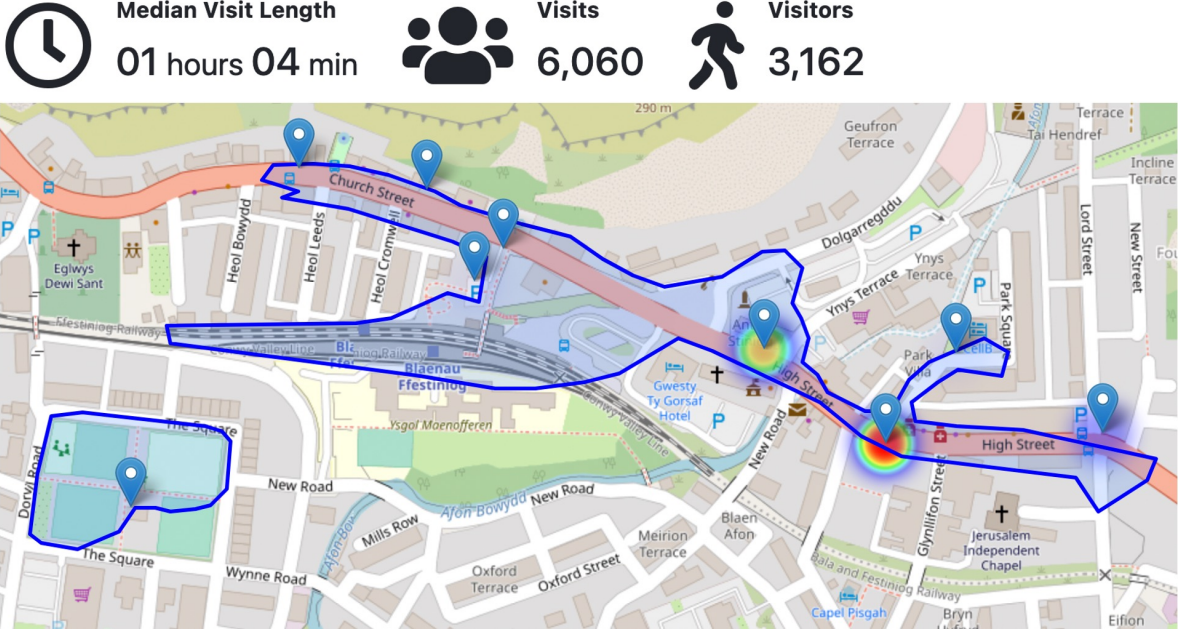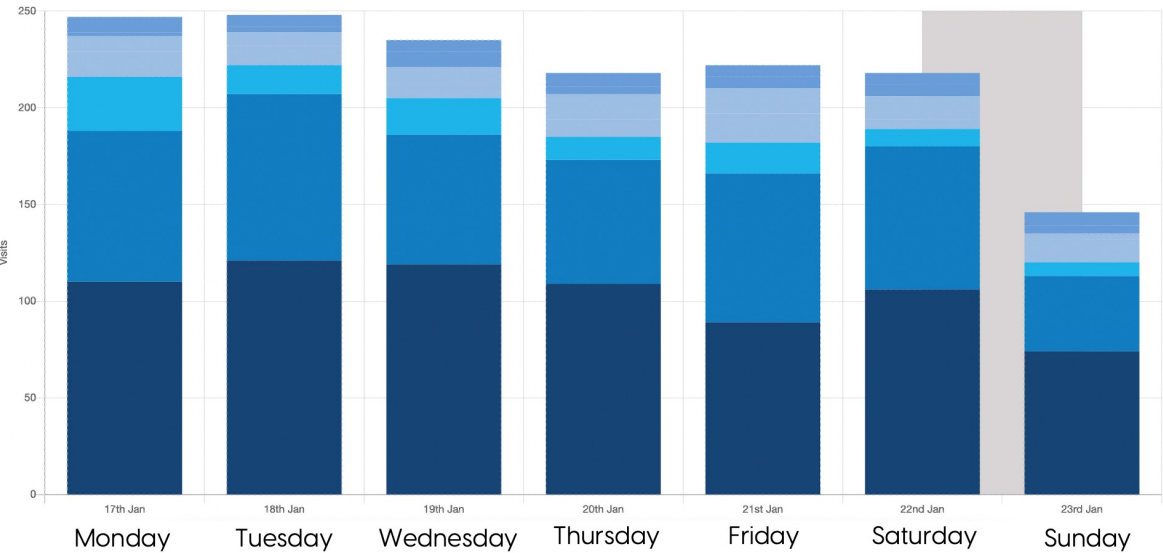
LoRa Sensors for managing the town centre

Cardigan, Ceredigion

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- The town secured funding for the installation of a wide-range of sensors to help manage the town centre

- Sensors are being used to monitor:
  - Bin fill levels
  - Parking and loading bays
  - Hot spots of anti-social behaviour
  - Defibrillators
  - Shop footfall counters

- The infrastructure to support these sensors is being installed in Abergavenny

Component Parts of the Internet of Things
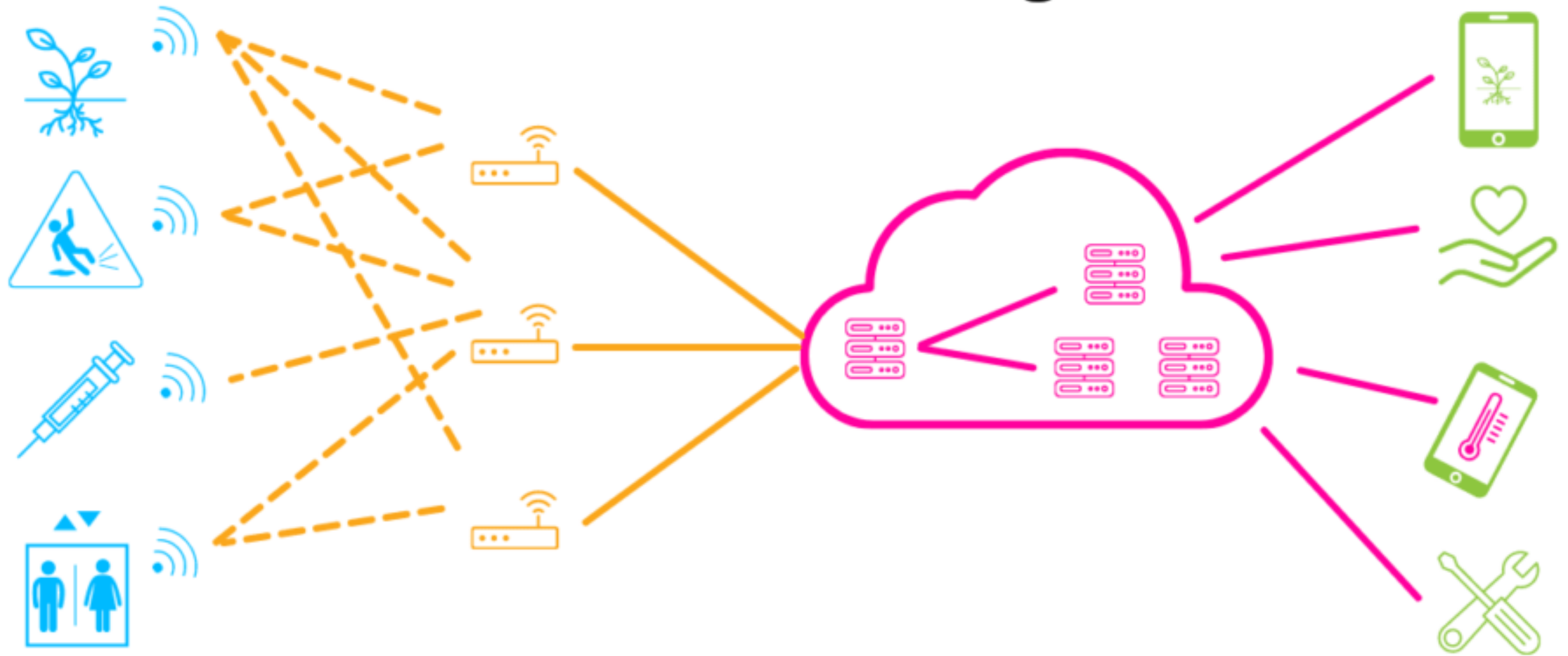
Sensors and Actuators i.e. "The Things"

Wireless Communication Networks & Protocols

Internet i.e. "The Cloud"

Applications

Abergavenny Uses Vivacity Sensors to Monitor Contraflow Cycle Lanes

Tuesday, 8 February, 2022

▷ Contraflow cycle lane implemented in **Abergavenny, Monmouthshire**, to make it safer to cycle in the town

▷ Vivacity sensors installed in three locations to gather multi-modal count, path and speed data

▷ Monmouthshire County Council are using this data to assess if cycling has become more popular in the town as a result of the cycle lane and if vehicle speed has reduced as a consequence of the narrowing of road space
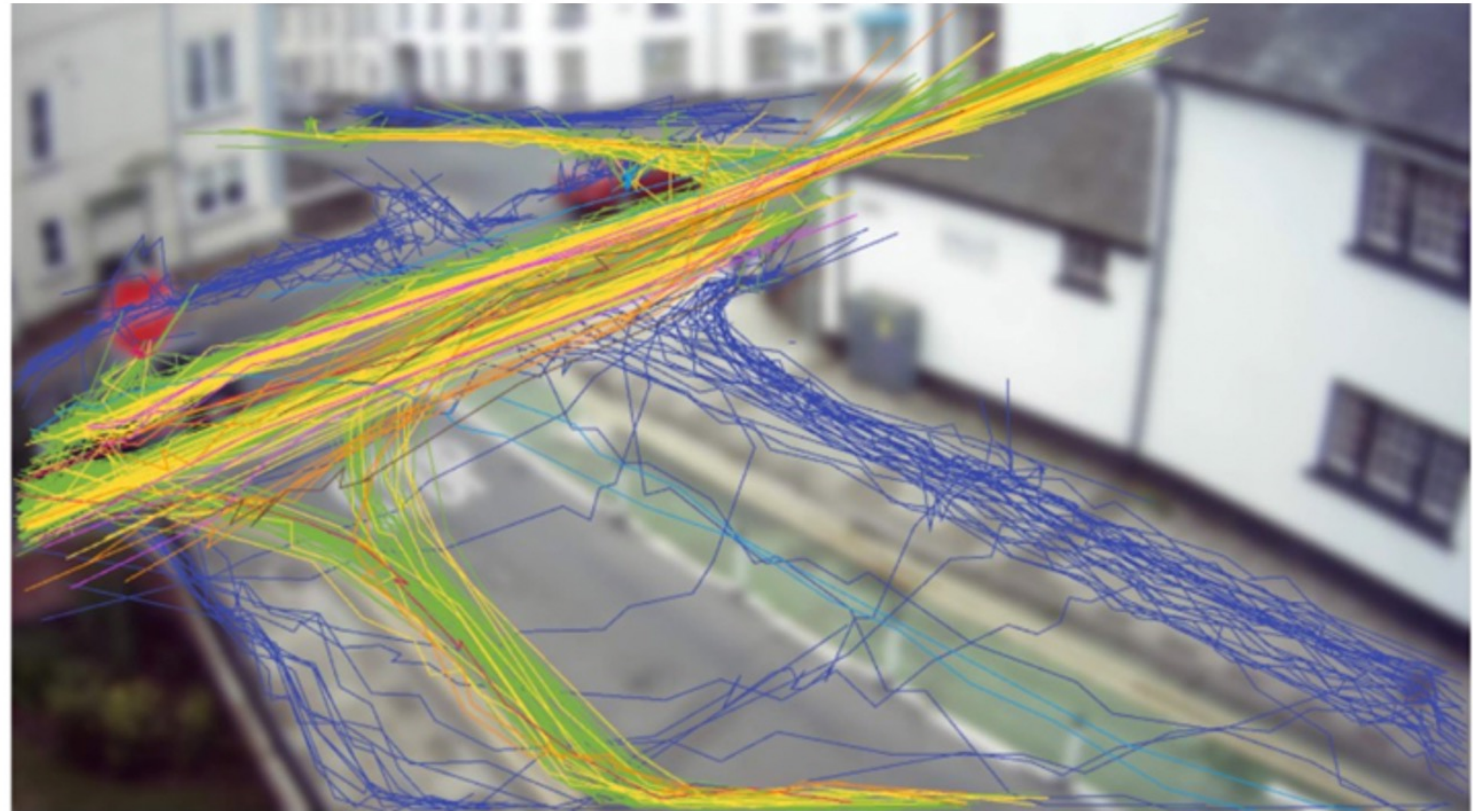
Monitoring cycle lane

Abergavenny

Cyclists using lane & average speed.
Path data illustrates if cyclists are using the pavement.
vehicle behaviour & speed.
MCC able to assess the success in terms of road safety & active travel uptake

The opportunity

- Monmouthshire CC are investing into the town by installing some of the basic building blocks (i.e. digital infrastructure)

- Abergavenny was chosen as the first town for a pilot of the 'Digital Place Plan' approach by Smart Towns Wales

- A plan has been produced for the town which details potential next steps

How we drafted the Plan

- Met and consulted with:
  - Business community
  - Festival and event organisers
  - Local stakeholders
  - Monmouthshire CC officers

- Identified the key issues and stakeholders' priorities for the town

- Matched these with actions that can be taken on the local and county level in a Digital Place Plan for Abergavenny

Priorities for Abergavenny

The Plan identifies four key areas for the town to focus on:

Install smart sensors and LoRa gateway

Support events and festivals

Manage the town centre more efficiently and effectively

Develop the town's online presence

Potential role of the Town Council

- Opportunity for Town Council to play a leading role

- Package and distribute the analytics collected by sensors
  - This is done elsewhere via (regular) newsletter
  - The analytics can support the Town Council's own events & initiatives
  - Opportunity to provide value & strengthen relation with the business community & event organisers

- E.g. - Install low-cost sensors for managing :
  - Planting in the town centre - opportunity to tie in with Wales in Bloom 2024
  - ASB hot spots
  - Loading bays & disabled parking spaces
  - Bin fill levels

Delivery

1) Monmouthshire CC

Installing Cisco Meraki units & a LoRa gateway

Implementation

2) Town Council

Opportunity – help distribute the data to businesses, event organisers & other stakeholders

3) Town Council & Monmouthshire CC

Opportunities to exploit the infrastructure to support events & festivals, managing centre & support independent businesses

Exploitation

Questions or comments?

Thank you for listening

Case studies

Business performance – Cardigan

- Surf shop using footfall data, weather patterns & local knowledge to **target *promotions***

- Café using footfall data to change ***opening hours – evening economy***

Town centre App - Cardigan

Cardigan's App provides a wealth of visitor information & news about the town, capture valuable analytics data regarding visitor habits and behaviors

Attracting investment in a new event

- Annual music event

- Chose Cardigan - able to measure footfall & visitor economy impacts

- Digital data used to attract funding
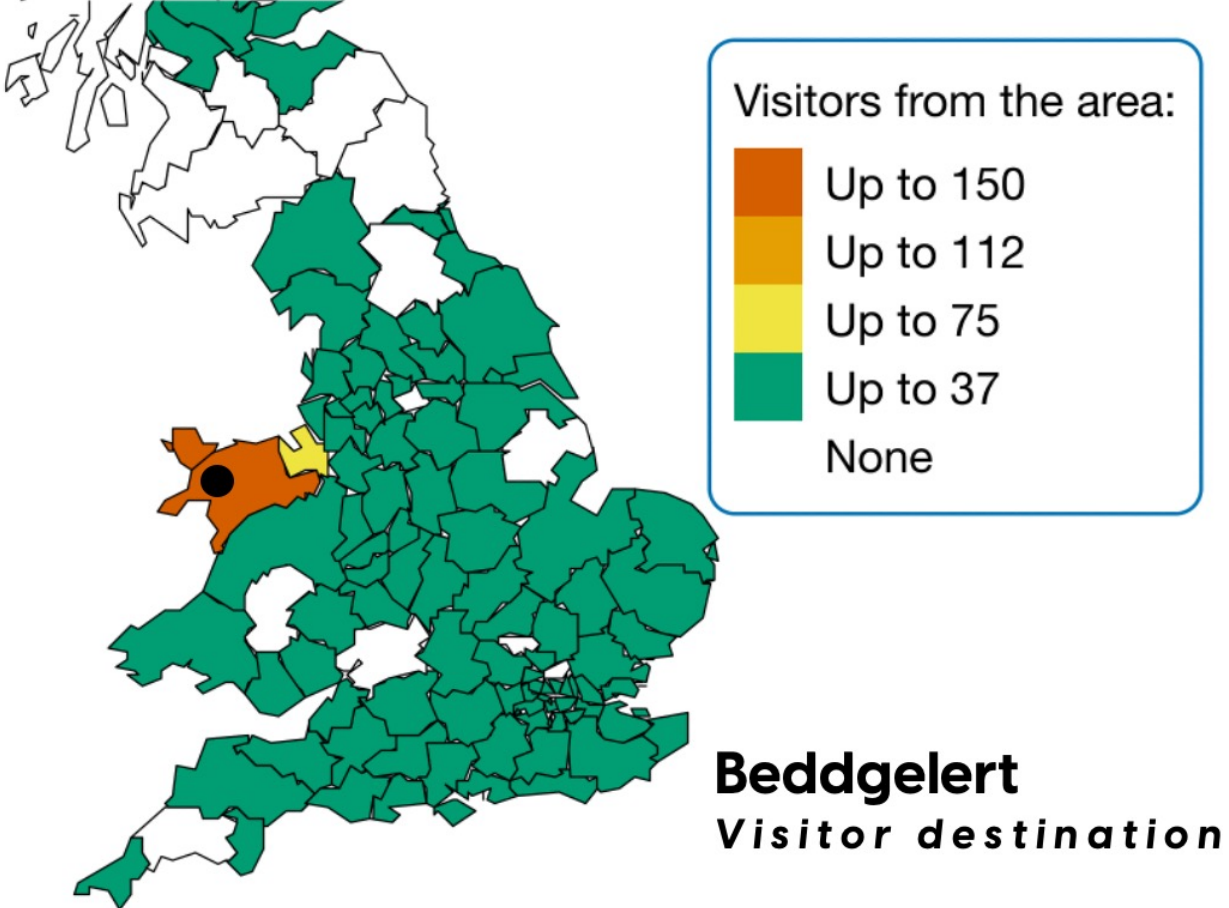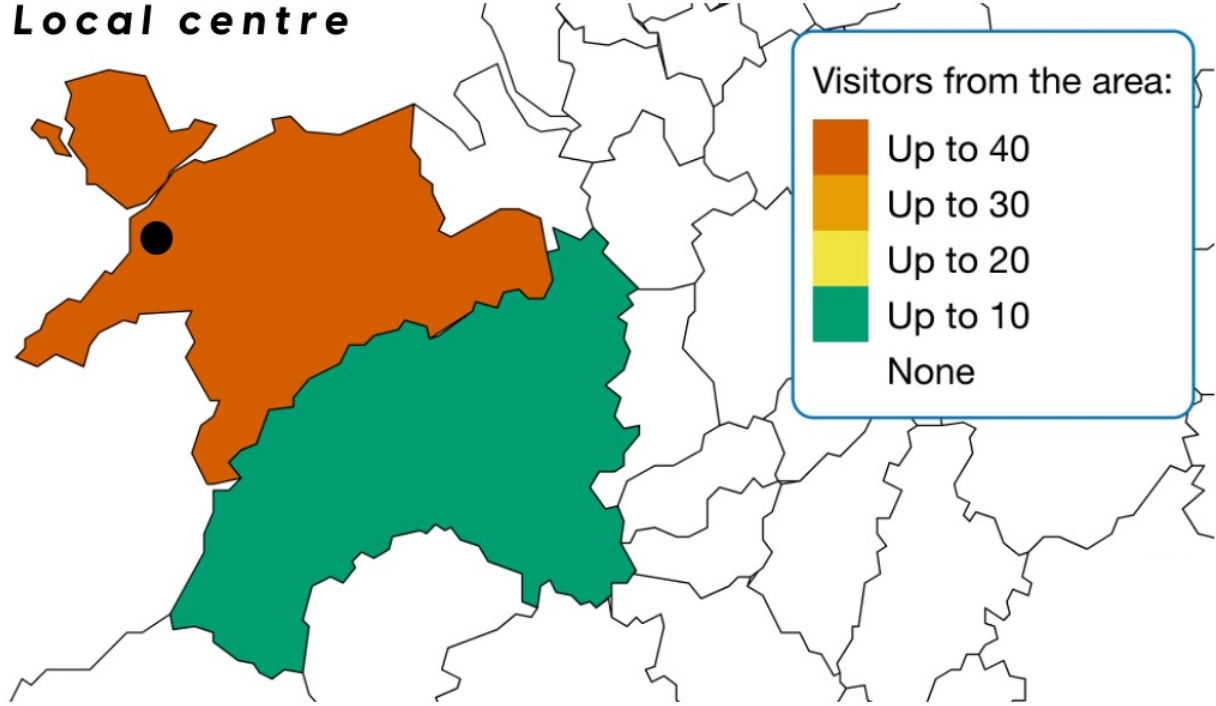
Sensors for managing the town centre

Cardigan, Ceredigion

Home postcode area of visitors
*April 2022*

Penygroes
Local centre

Visitors from the area:

- Up to 40
- Up to 30
- Up to 20
- Up to 10
- None

Visitors from the area:

- Up to 150
- Up to 112
- Up to 75
- Up to 37
- None

Beddgelert
Visitor destination

Local Rewards Scheme - Rhyl

- A "digital high street guide" showcasing the best of the local businesses

- Aimed at complete novices with no digital presence, as well as businesses already expert in using social media

- Free support, advice & inclusion in the Local Rewards programme and digital high street guides.
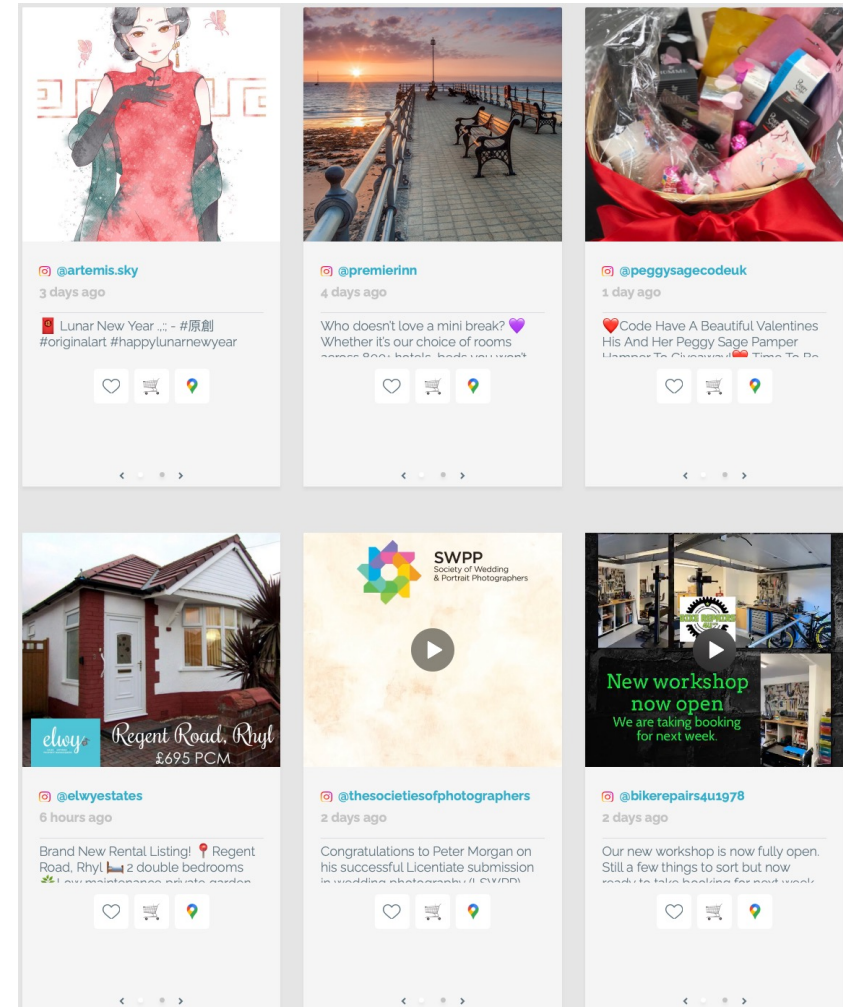
Resident engagement – Porth Madoc

- Launched a resident engagement to share interesting local information with its community & visitors, & to gather community sentiment and insight.

Four phases of work

1 **Strategic digital review –** does your town centre have the right infrastructure & opportunities for investment?

2 **Plans and partnerships –** do you have a plan/identified priorities for the town centre?

Partners ready to act?

How can the Plan support existing priorities?

3 **Place diagnostic** - crucial for understanding what the town is already doing well & where it has the opportunity to improve.

4 **Business and stakeholder views** - meet to identify the direction & actions in the Plan.