

Adroddiad Misol Wi-Fi tref Llandysul Tachwedd 2023

Monthly Llandysul Town Wi-Fi Report - November 2023

+ Increase from the previous month. - Decrease from the previous month.

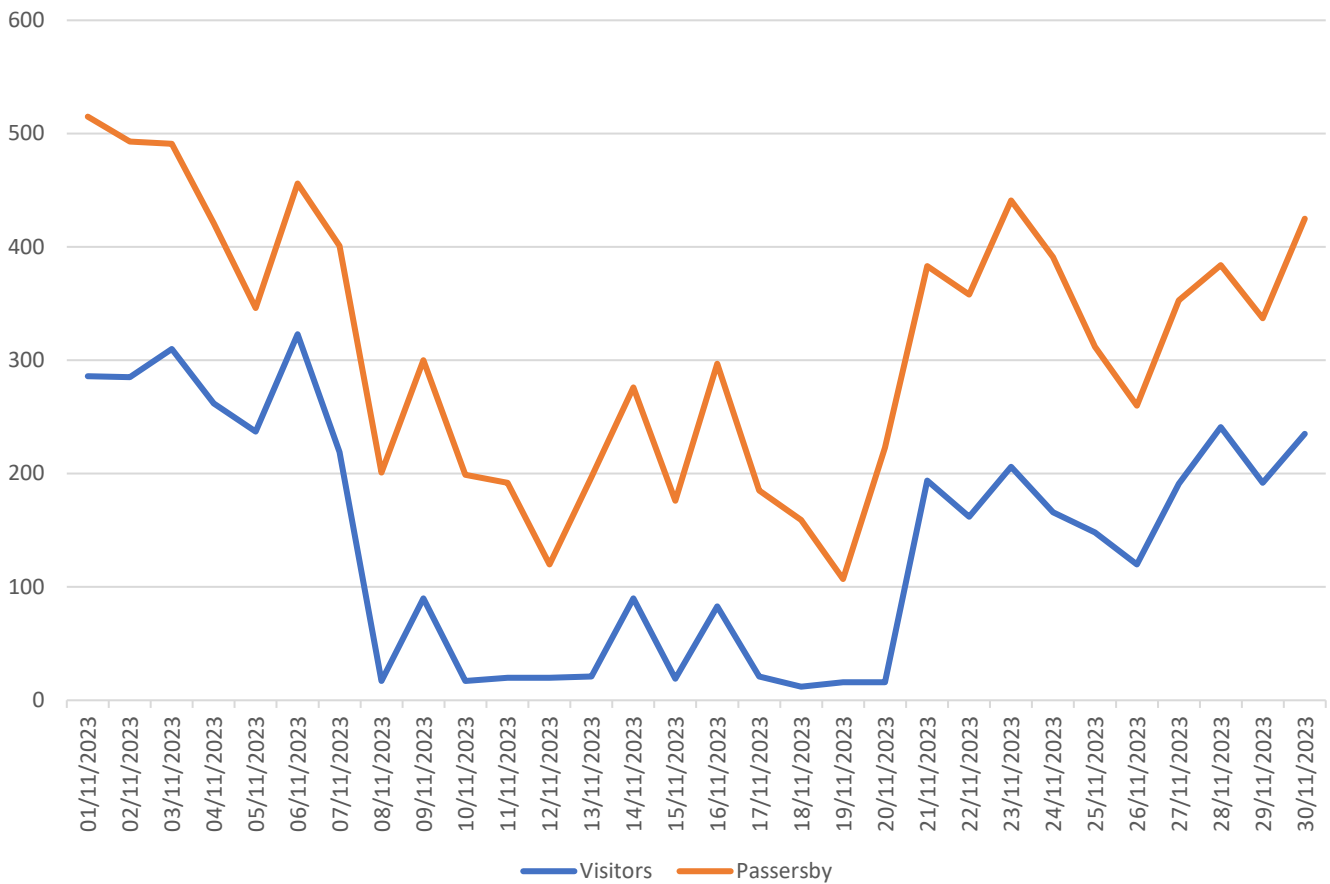
Notes

1. The figures are incomplete for November due to 3 of the access points not working consistently for weeks 2, 3, and 4 of the month.
2. The first week of November began very strong so it is a real shame that we don't have comparative data for the rest of the month.
3. Antur Cymru have been advised and have set up an alert email to come to Lesley Parker when any of the access points are down for more than an hour.

For all the reports since July 2022, go to <https://www.ccllandysulcc.cymru/llandysul-town-wifi>

<p>Access points Adjacent to the following business premises</p>	<p>Teifi Law Llandysul Paddlers Dai Lewis - front & rear Tysul Hall</p>
<p>Total Visitors 4219 (-3935)</p>	<p>Total number of visitors who have been detected by the network within the month. A 'visit' is when the network detects a device for at least 5 consecutive minutes.</p>
<p>New Visitors First time that the network has detected the device. 272 (for the month) (-155) 9 (daily average) (-5)</p>	
<p>Busiest Day Monday 6th November 323 Visitors (-37)</p>	<p>Auction at Tysul Hall Saturday 11th November</p>

Tachwedd / November 2024



The above graph shows the Visitor data in blue (the network detects a device for at least 5 consecutive minutes) and, Passersby data in orange (the network has not detected the device for 5 consecutive minutes so is not as reliable as Visitor data).

Visitor Loyalty

Daily 1878 (-2675)
 Weekly 1660 (-836)
 Monthly 409 (-269)

Daily visitors have visited in at least 5 distinct days in the past 8.

Weekly visitors have visited in at least two distinct weeks out of the past four, but not frequently enough to be considered daily visitors.

Monthly visitors have visited at least once before.

Dwell Time average over a month

6+ hours 31
 1-6 hrs 39
 20 -60 mins 27
 5 - 20 mins 44

Unique visitors by the length of their longest visit. A single visitor who leaves and returns multiple times in the 24hours period is only counted once.

Connected to Town Wi-Fi

68 (-69)

How many devices (smart phones / tablets etc) connected to the network?

Cisco Mercai Dashboard

Technical issues with 3 of the units meant that very little data was recorded during November 2023.

Location analytics

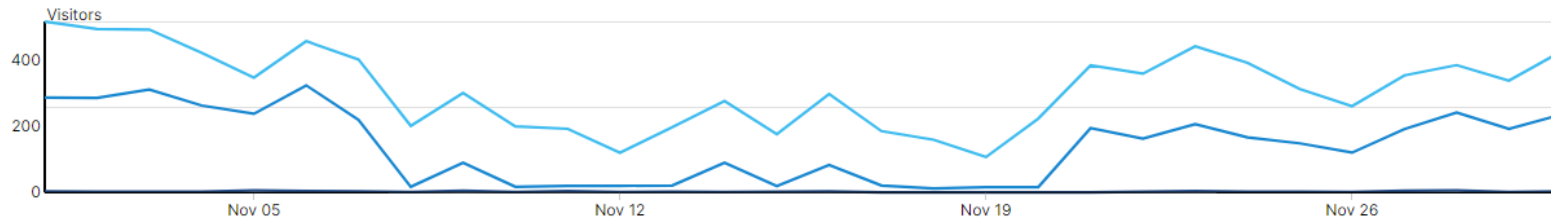
11/01/2023 to 11/30/2023

Llandysul

Proximity-

CSV

Daily average capture rate 31.1%



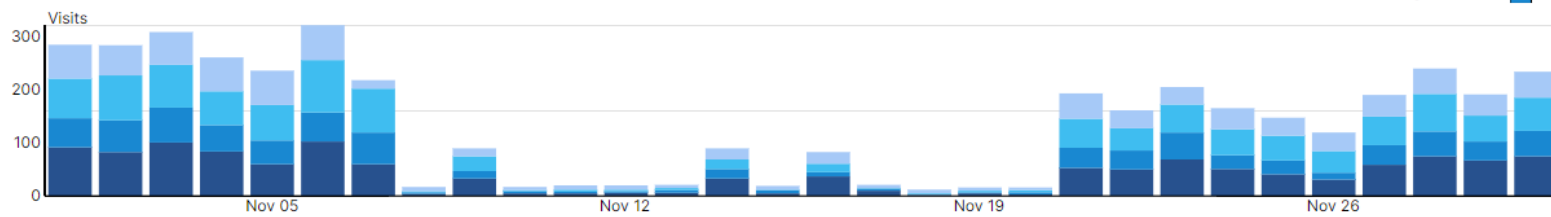
Daily average

- Passersby 313
- Visitors 141
- Connected 2

Engagement-

CSV

Daily average visits 141



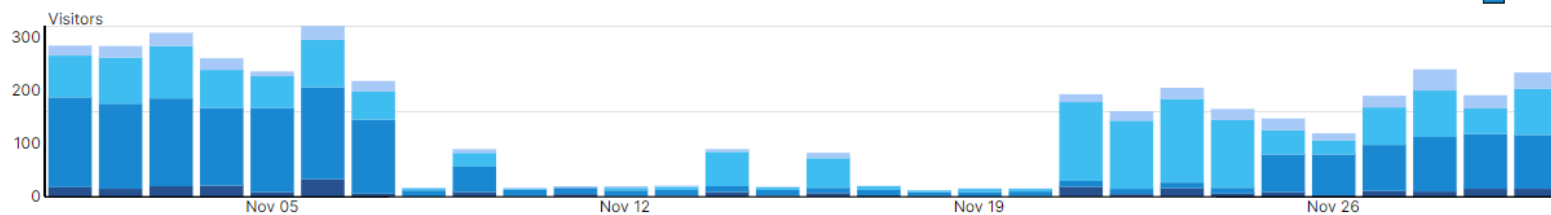
Daily average

- 6+ hrs 31
- 1-6 hrs 39
- 20-60 mins 27
- 5-20 mins 44

Loyalty-

CSV

Daily average repeat rate 93.6%



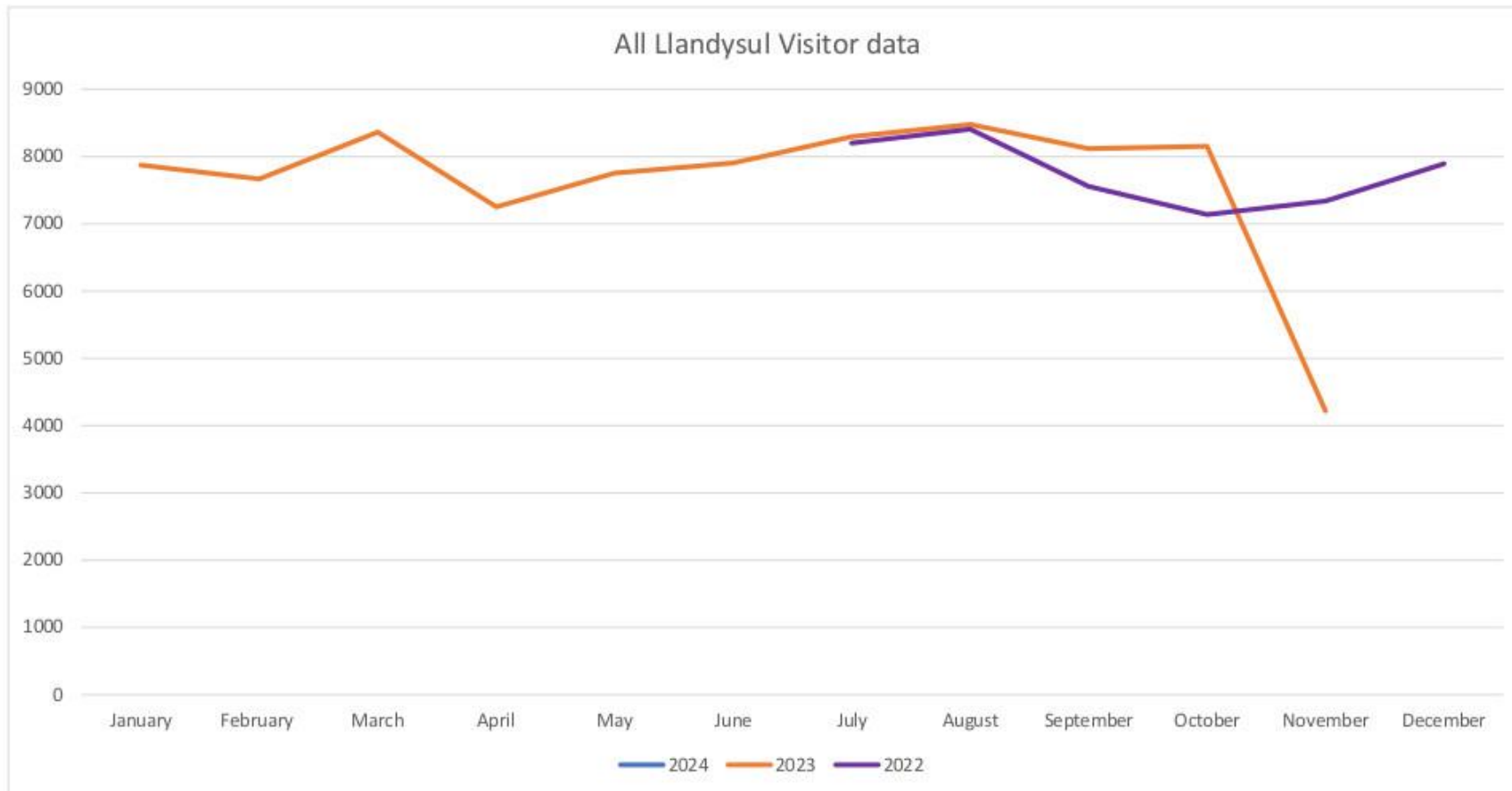
Daily average

- Occasional 14
- Weekly 55
- Daily 63
- First time 9

This is not a true picture of footfall in Nov 2023 due technical issues.

	January	February	March	April	May	June	July	August	September	October	November	December
2024												
2023	7872	7665	8363	7250	7753	7903	8293	8476	8117	8154	4219	
2022							8199	8406	7556	7137	7340	7890

2023 November and December incomplete data due to technical issues.



Gall byd trawsnewid digidol fod yn heriol i lawer o fusnesau, ond heddiw mae'n hanfodol ar gyfer gwella gwerthiant a throsglwyddiad. Gan gydnabod hyn, mae SMART Business yma i helpu busnesau Ceredigion. Bydd y prosiect yn eu galluogi i dderbyn cyngor arbenigol AM DDIM drwy adolygiad personol a datrysiadau ymarferol ar gyfer popeth sy'n ymwneud â digidol a thechnoleg.

CYNGOR SMART - RYDYCH CHI'N DWEUD WRTHYM BETH Y MAE ANGEN HELP ARNOCH CHI

Cyngor busnes AM DDIM drwy adolygiad digidol un-i-un sydd yn personol. Gall SMART Busnes helpu gyda'r canlynol:

- **Ymarfer gorau ar gyfer Cyfryngau Cymdeithasol a chynnal presenoldeb ar-lein**
- **Adolygiadau gwefan**
- **Marchnata Digidol a Rheoli Cysylltiadau a Chwsmeriaid (CRM)**
- **Cyfrifiad Digidol, Cyfrifiadureg Excel, a chyllid ar sail cwmni sy'n seiliedig ar y Cwmwl**
- **Defnyddio meddalwedd ac apiau i wella prosesau eich busnes**
- **Os yn berthnasol, gweithredu Technolegau Busnes Rhyngwrwd (IoT) AM DDIM**
- **Dadansoddiad o'ch presenoldeb ar-lein a'r dref yr ydych yn gweithredu ynddi.**
- **Gweithdai ar-lein a chefnogaeth dilynol**

TREFI WIFI SMART

Mae gan bob tref yng Ngheredigion WiFi, ac mae hyn yn cynhyrchu gwybodaeth sy'n ddefnyddiol i fusnesau yn mhob tref. Mae prosiect SMART Busnes yn cynnig cefnogaeth a chyfarwyddyd arbenigol i drefi a busnesau ar unrhyw gam o'u taith wrth gael mynediad a defnyddio'r wybodaeth hon. Rydym yn cynnig cefnogaeth gyda;

- Mynediad a deall sut i ddefnyddio WiFi Tref
- Defnyddio cofrestrriad drwy e-bost i system WiFi y dref i rannu gwybodaeth am ddigwyddiadau, gweithgareddau, a datblygiadau yn y dref fel rhan o strategaeth marchnata effeithiol.
- Deall manteision WiFi Tref a sut y gellir ei ddefnyddio i helpu i wneud penderfyniadau fel tref neu fel busnes unigol.

SMART IOT

Yng Ngheredigion mae rhwydwaith rhyngwrwd o bethau (IoT), un o'r gorau yng Nghymru. Gall prosiect SMART Busnes ganfod, helpu, a chefnogi gyda gweithredu technoleg synhwyro a allai fod am ddim. Mae arian ar gael i nifer gyfyngedig o fusnesau yn y dref i gael gosod, deall a defnyddio'r technoleg hon. P'un a yw i fesur nifer y bobl sy'n dod heibio, cymryd adborth gan gwsmeriaid, neu efallai lefelau tymheredd ar gyfer siopau bwyd er enghraifft.

CAMAU NESAF

Os hoffech chi gael cefnogaeth i symleiddio neu gael mwy o ddeallusrwydd o'ch gweithgareddau busnes er mwyn cynyddu gwerthiant a throsglwyddiad, cysylltwch â'n cynghorwyr i drefnu cyfarfod. Gallwn gynnig cyfarfodydd wyneb yn wyneb neu ar-lein, y dewis yn eich plwsur chi. Mae'r prosiect yn cael ei ariannu drwy Gronfa Ffyniant a Rennir y DU Cyngor Sir Ceredigion o dan agenda Lefelu i Fyny Llywodraeth y DU.

I drefnu cyfarfod, sganwch yr cod QR, neu ddily y ddolen isod os gwelwch yn dda
<https://forms.office.com/e/Rz5eAPASwN>
neu
email.enquiries@anturcymru.org.uk



Navigating the world of digital transformation can be challenging for many businesses, but it is essential for improving sales and turnover. Recognising this, SMART Business is here to help Ceredigion businesses. The project will enable them to receive FREE expert advice through a bespoke review and practical solutions for all things related to digital and technology.

SMART ADVICE - YOU TELL US WHAT YOU NEED HELP WITH

Free business advice through a 1 to 1 quick bespoke digital review.
SMART Busnes can help with ;

- **Best practice of Social Media and maintaining an online presence**
- **Website reviews**
- **Digital Marketing and Customer Relationship Management (CRM)**
- **Making Tax digital, Excel & Cloud based accountancy**
- **Using software and apps to improve you business process**
- **If applicable, implementing FREE Internet of Things (IoT) business technologies**
- **Analytics of your online presence and the town you operate in.**
- **Online Webinars and follow up support**

SMART TOWN WIFI

Every town in Ceredigion has Wifi and this generates information useful to businesses in each town. The SMART Business project offers support and expert guidance to towns and business at any stage of their journey in accessing and making use of this information. We offer support with;

- Accessing and understanding how to utilise Town Wi-Fi
- Utilising e-mail sign-up to the town Wi-Fi system to share information about events, activities and developments in the town as part of an effective marketing strategy.
- Understanding the benefits of Town Wi-Fi and how it can be used to help make decisions as a town or as an individual business.

SMART IOT

Throughout Ceredigion there is an Internet of Things(IoT) network, one of the best in Wales. The SMART Business project can identify from the diagnostic, help and support with implementing sensing technology which could be free, there is funding for a limited number of businesses in the town to have installed, understand and make use of. Whether to measure footfall, take feedback from customers or maybe temperature levels for food stores for example.

NEXT STEPS

If you would like support to streamline or get more intelligence from your business activity to increase sales and turnover, please contact our advisers to arrange a meeting. We can offer meetings face to face or online, the choice is yours.

The project is funded through Ceredigion County Council's UK Shared Prosperity Fund under the UK Government Levelling Up agenda.

**To Book a meeting scan the QR code
or follow the below link**
<https://forms.office.com/e/Rz5eAPASwN>
or
email.enquiries@anturcymru.org.uk

