

# Adroddiad Misol Wi-Fi tref Llandysul Chwefror 2024

## Monthly Llandysul Town Wi-Fi Report - February 2024

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

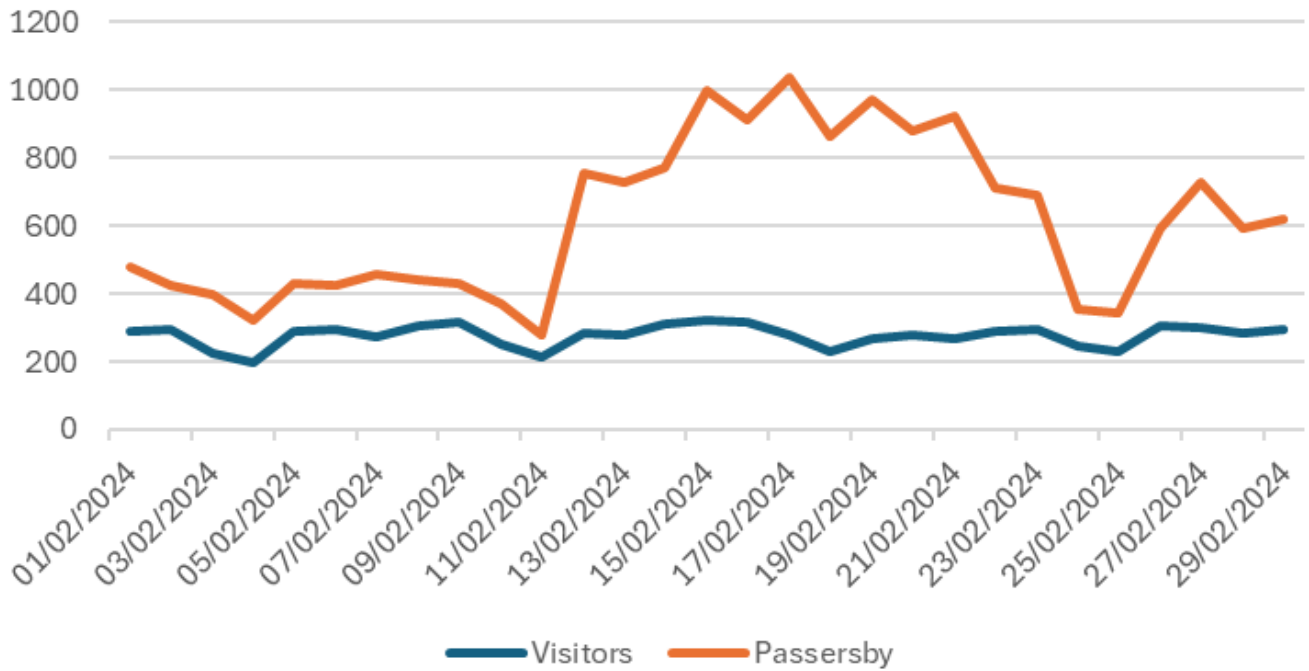
### Notes

1. The Cisco Meraki system stopped sending data in December 2023 - for nearly 3 months! Most of the data is now available, and has it been noted where it is not. Again the Visitor Loyalty section has incomplete data.
2. Antur Cymru were advised that data was unavailable. The responded to say the system was down and they were chasing it.
3. The Gardening Weekend brought in more people, which can only be seen in the passerby data.

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

<p><b>Access points</b> Adjacent to the following business premises</p>	<p>Teifi Law Llandysul Paddlers Dai Lewis - front &amp; rear Tysul Hall</p>
<p><b>Total Visitors</b> 8030 (-115)</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><b>New Visitors</b> First time that the network has detected the device. 483 (for the month) (-278) 17 (daily average) (-8).</p>	
<p><b>Busiest Day</b> Thursday 15<sup>th</sup> (Gardening Weekend) 322 Visitors (-18)</p> <p>Gardening Weekend Friday 16<sup>th</sup> 319 visitors Saturday 17<sup>th</sup> 281 visitors Sunday 18<sup>th</sup> 229 visitors</p>	<p>12<sup>th</sup> - 16<sup>th</sup> Ceredigion Schools Half Term. Thursday 15<sup>th</sup> to Sunday 18<sup>th</sup> Llandysul Gardening Weekend at Tysul Hall Saturday 24<sup>th</sup> Auction at Tysul Hall</p>

## Chwefor / February 2024



The above graph shows the Visitor data in blue (the network detects a device for at least 5 consecutive minutes, this is the reliable data we should quote) 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 4652 (+4389) but only had 2 days data last month.**  
**Weekly 2117 (-917) last month only had data for 1st - 17th**  
**Monthly 778 (-3309) suggest that figures for Visitor loyalty in January and February are nonsense.**

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 62  
 1-6 hrs 75  
 20 -60 mins 55  
 5 - 20 mins 85

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

115 (+23)

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

# Cisco Meraki Dashboard

## Location analytics

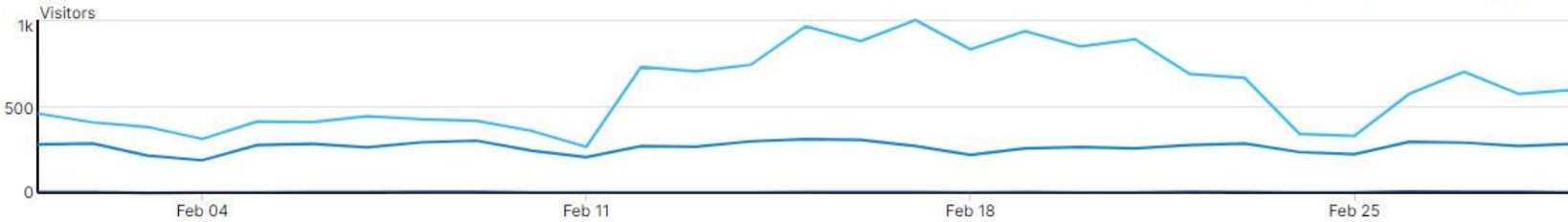
02/01/2024 to 02/29/2024

Llandysul

### Proximity

CSV

Daily average capture rate 30.9%



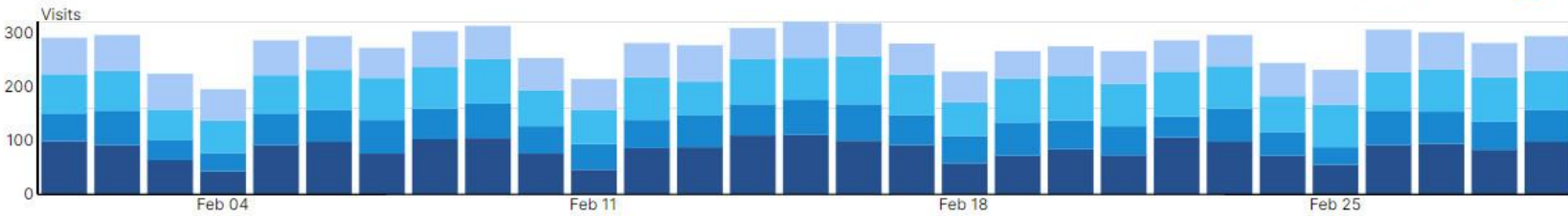
Daily average

- Passersby 618
- Visitors 277
- Connected 4

### Engagement

CSV

Daily average visits 277



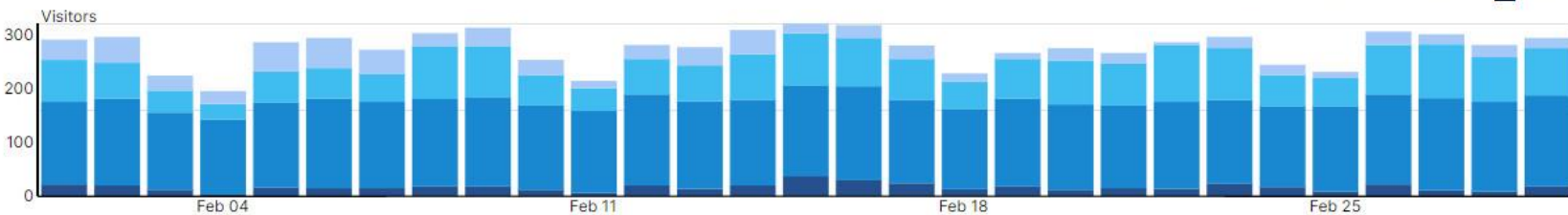
Daily average

- 6+ hrs 62
- 1-6 hrs 75
- 20-60 mins 55
- 5-20 mins 85

### Loyalty

CSV

Daily average repeat rate 93.9%

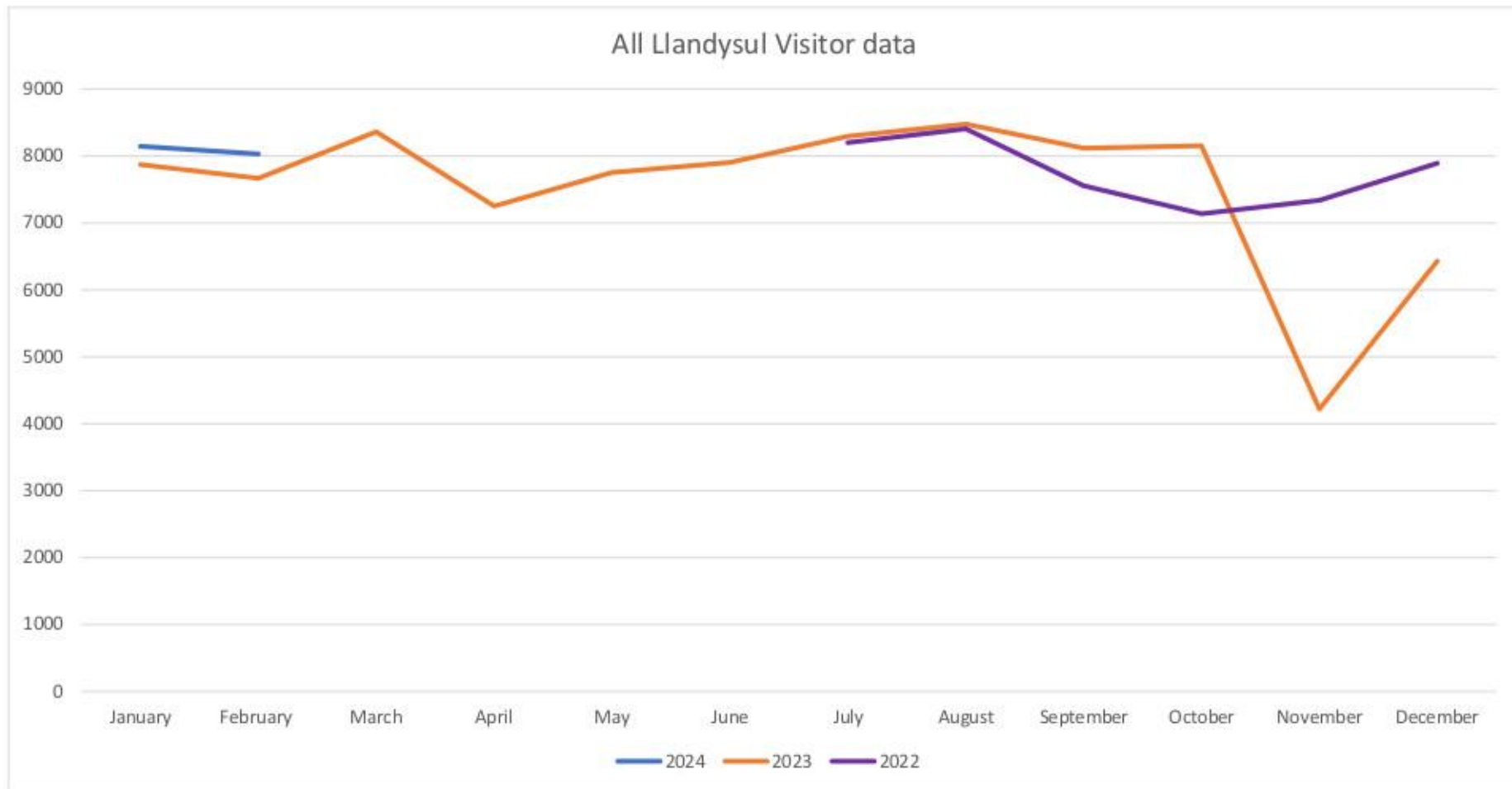


Daily average

- Occasional 27
- Weekly 73
- Daily 160
- First time 17

	January	February	March	April	May	June	July	August	September	October	November	December
2024	8145	8030										
2023	7872	7665	8363	7250	7753	7903	8293	8476	8117	8154	4219	6428
2022							8199	8406	7556	7137	7340	7890

2023 November and December incomplete data due to technical issues.





# SMART BUSNES

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 â 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 Rhyngwrwyd (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 rhyngwrwyd 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](mailto: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](mailto:email.enquiries@anturcymru.org.uk)**

