



Cardigan / Aberteifi
What we are doing in our town

Background

- ▶ Clive Davies
 - ▶ Cardigan Town Councillor
 - ▶ Mayor 2016-17, 2020-2021
 - ▶ Ceredigion County Councillor for Penparc Ward and Digital Champion
 - ▶ Member of the Town Centre Partnership
- ▶ Cardigan
 - ▶ Over 900 years of history
 - ▶ Population circs 4,200
 - ▶ Circa 80 independent traders

Town Centre Partnership

- Formed in 2016
- Membership is from broad representation of Cardigan
 - Arts, Education, Local Authority, Town Council, Traders, Civic Trust, Tourist attractions, Event organisers.
- Meet quarterly and set agenda covering plans for next quarter, longer terms plans, brand considerations for town, place plan, well being plan and projects and sources of funding

Town WiFi and App



- 2016 - EU Funding approved in 2 phases, feasibility and actual implementing.

Our data sources

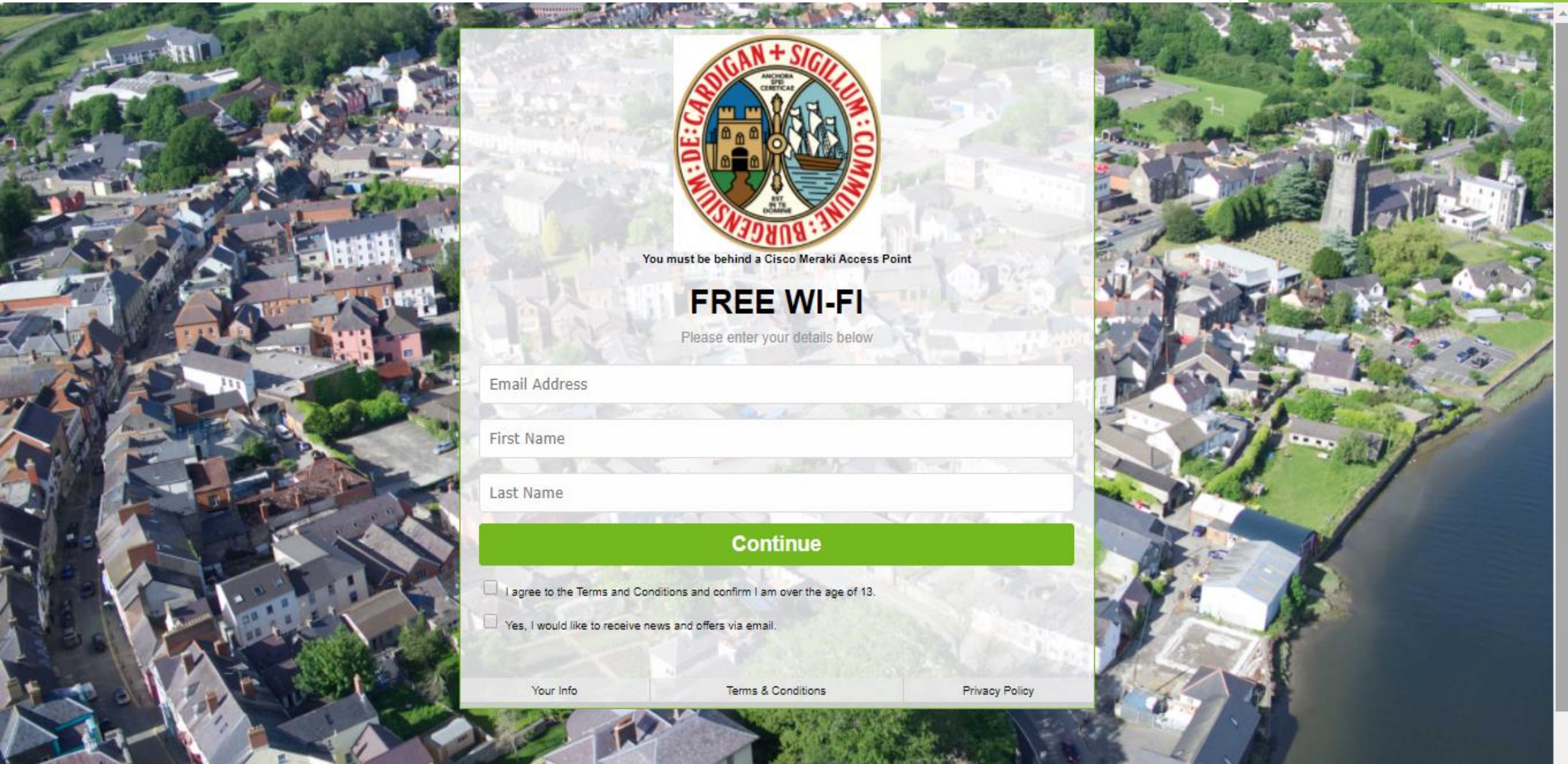
- ▶ Town WiFi passers by (no interaction with visitors)
- ▶ Town WiFi logins (Email addresses for opt-in newsletter)
- ▶ Town App (demographics)
- ▶ Future Plans - LoRaWAN and IoT (Town “wellbeing” dashboard)

Anonymised data is owned by the Town Council, and used for the benefit of the town.



Located
Across the
Town Centre

“Cardigan Town WiFi” (optional login)



You must be behind a Cisco Meraki Access Point

FREE WI-FI

Please enter your details below

Email Address

First Name

Last Name

Continue

☐ I agree to the Terms and Conditions and confirm I am over the age of 13.

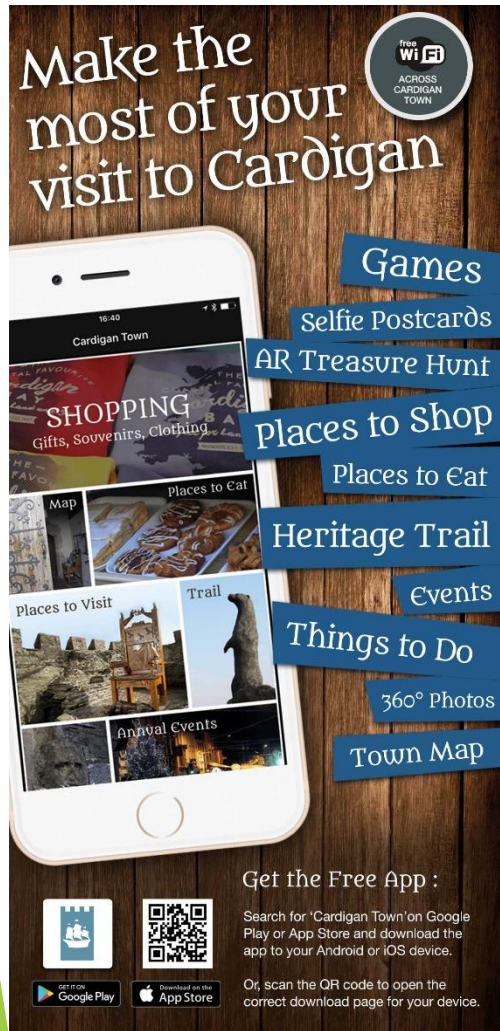
☐ Yes, I would like to receive news and offers via email.

[Your Info](#)

[Terms & Conditions](#)

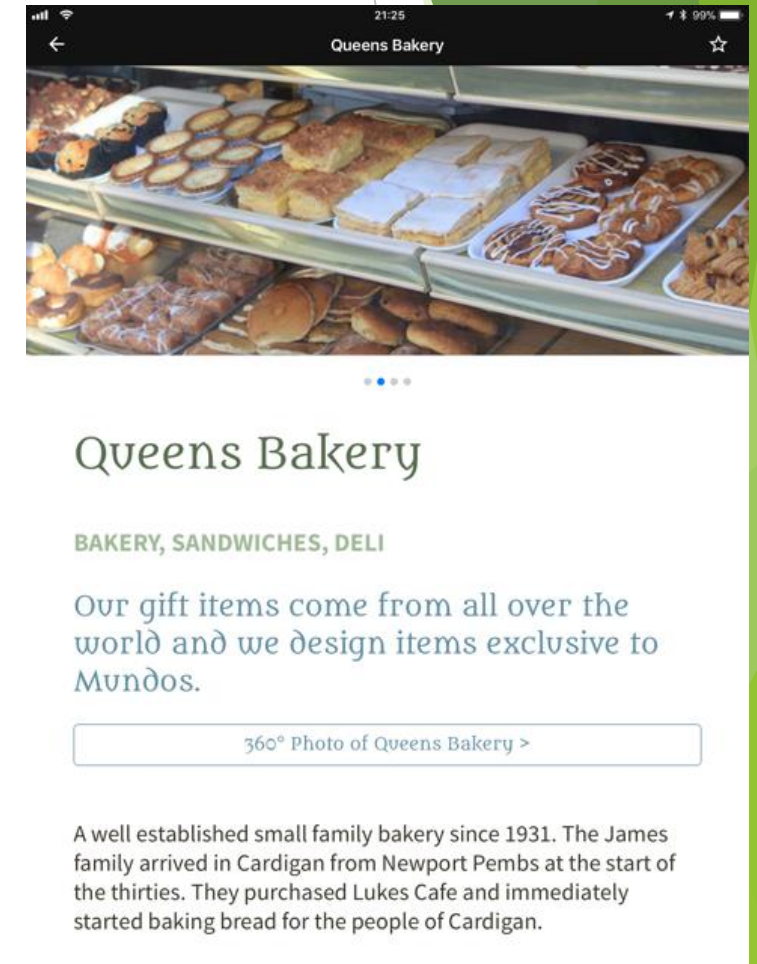
[Privacy Policy](#)

Cardigan Town Visitor App



- ▶ Available for iPhone, iPad, Android Phone and Tablet.
- ▶ Free to download from Apple AppStore or Google Play.
- ▶ Available in Welsh and English.
- ▶ Provides everything needed to know about the Town:
 - ▶ Selection of retail shops
 - ▶ Places to have a meal
 - ▶ Visitor attractions
 - ▶ A guided Town walk
 - ▶ The history of Town
 - ▶ The Annual Events
- ▶ Updated regularly.

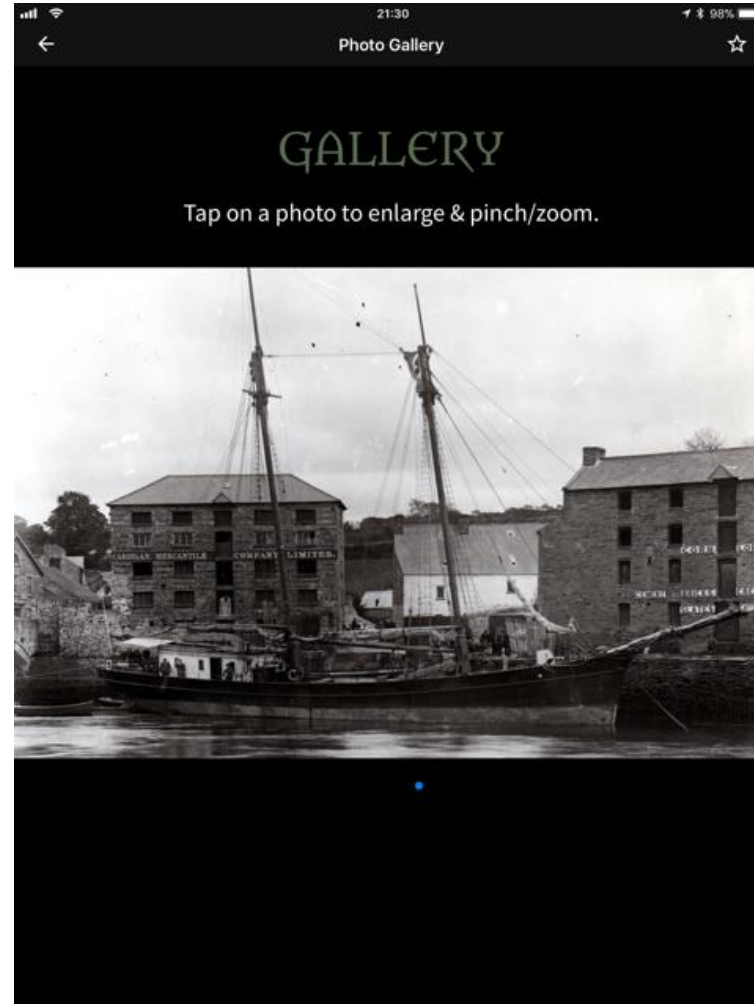
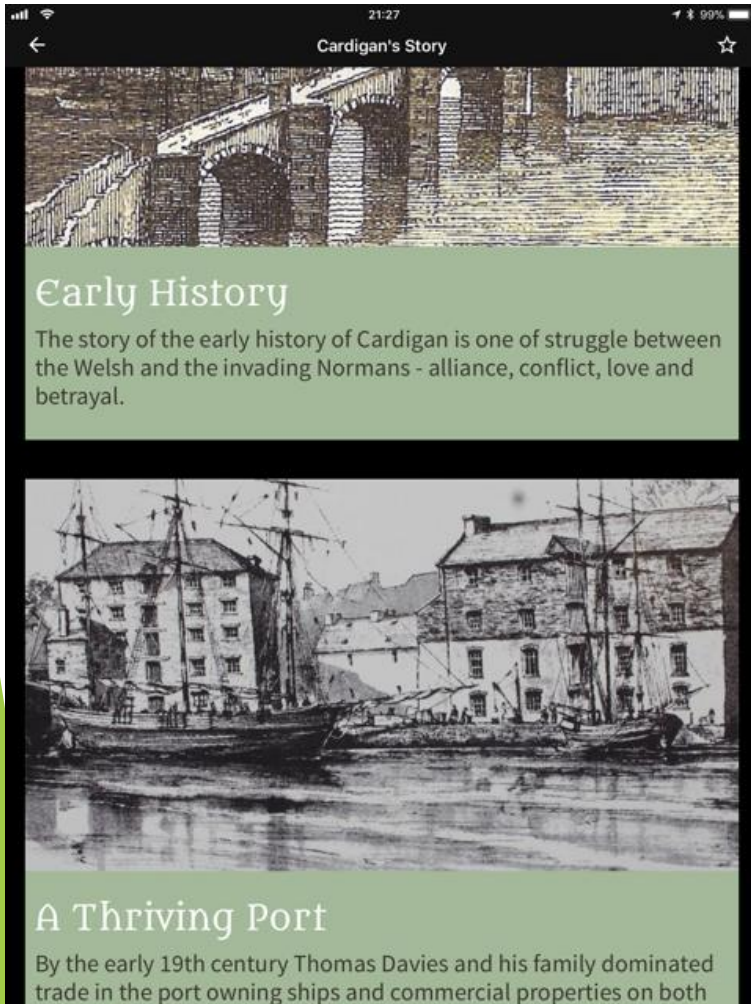
Our Town App - Shopping



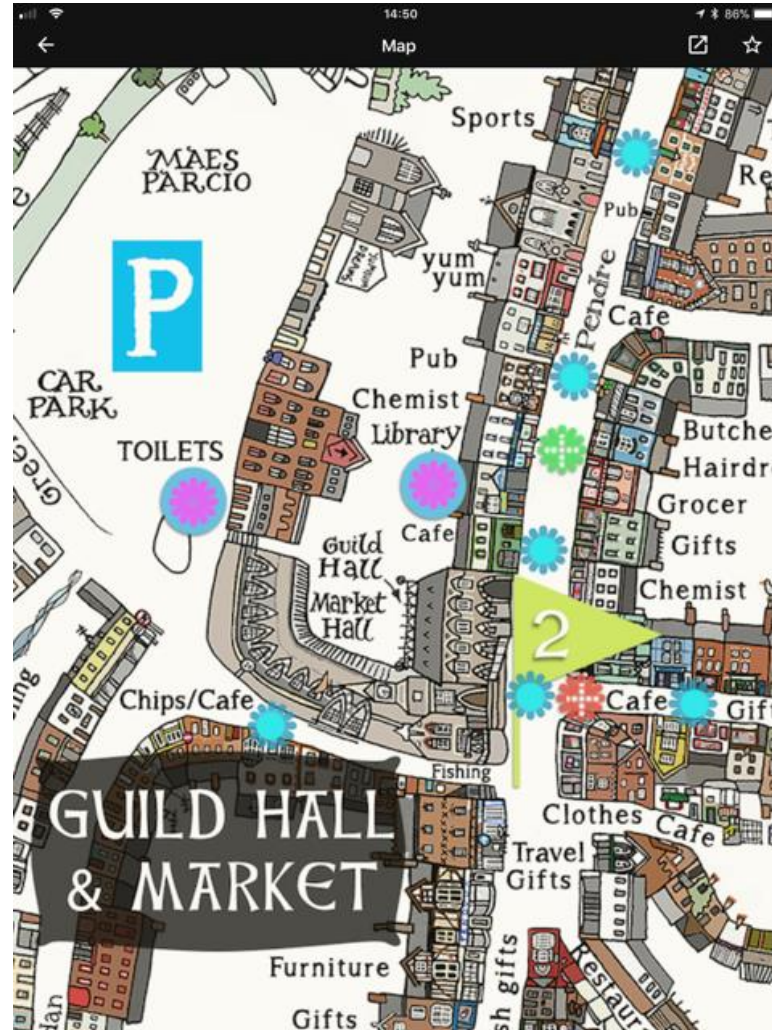
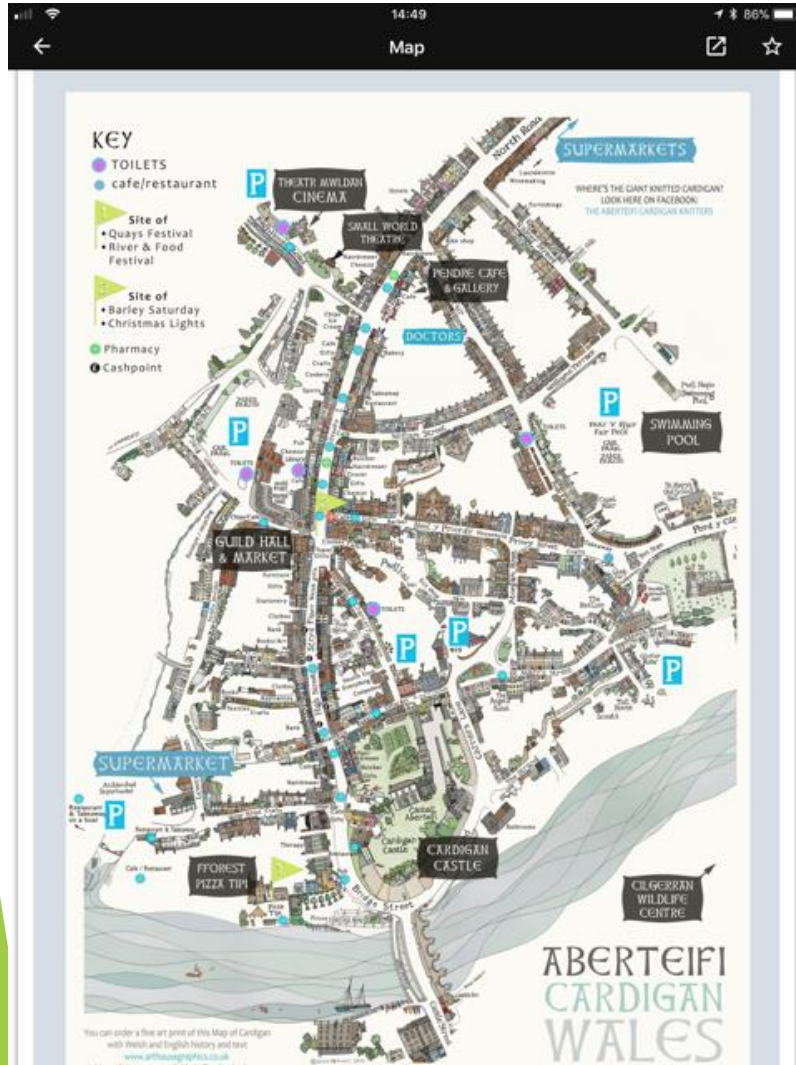
Our Town App - Eating



Our Town App - Our History

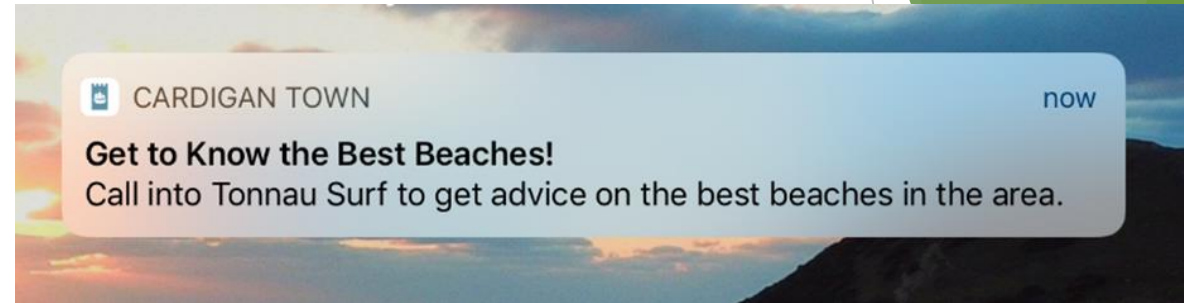


Our Town App - Town Map

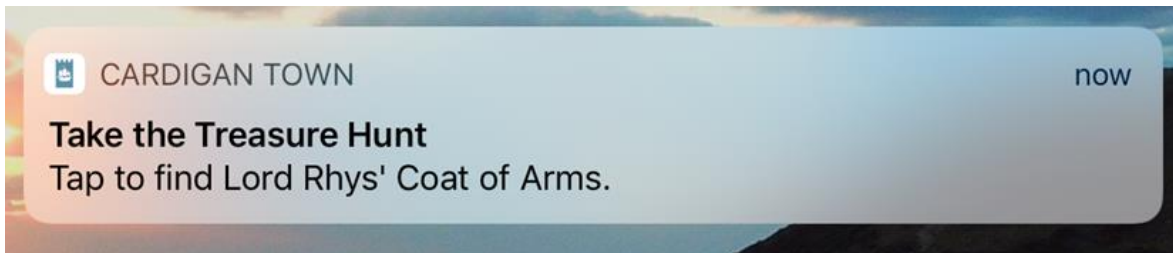


- ▶ Licenced and kept up to date with changes in Cardigan
- ▶ Is the same as planned maps for all car parks

iBeacon (Works with the Town App)

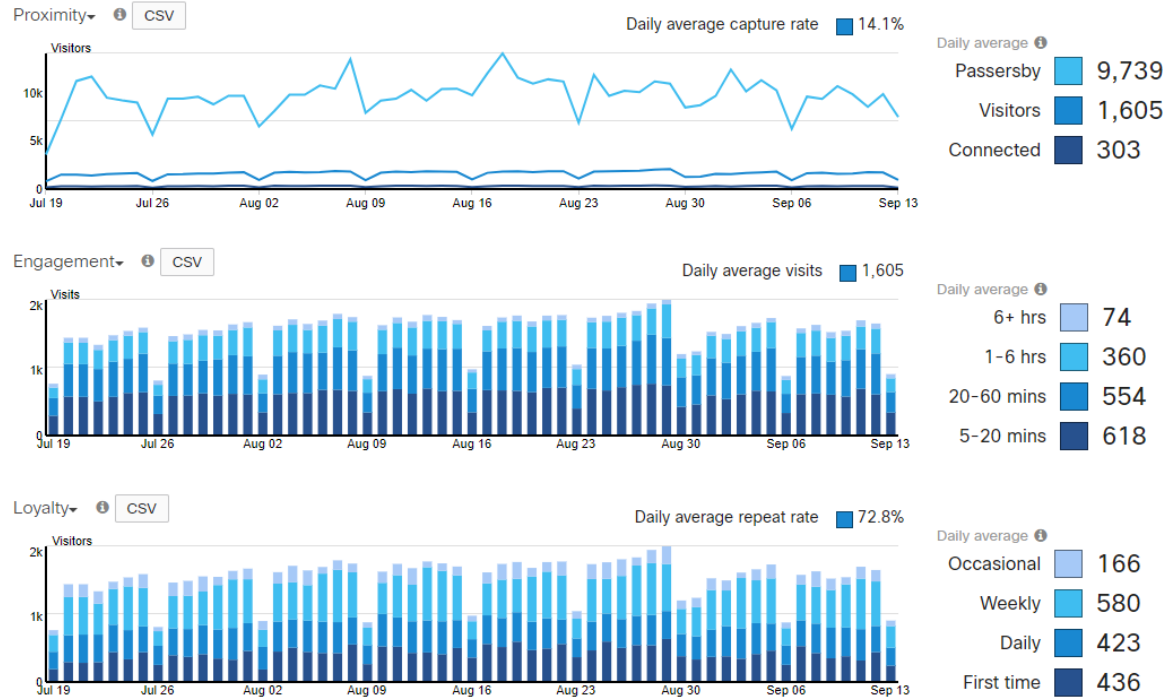


- ▶ Located around Cardigan Town
- ▶ Used to inform and guide and sometimes entice
 - ▶ Shopping
 - ▶ Heritage / History



Blended Analytics

Data from the Town WiFi Scheme.



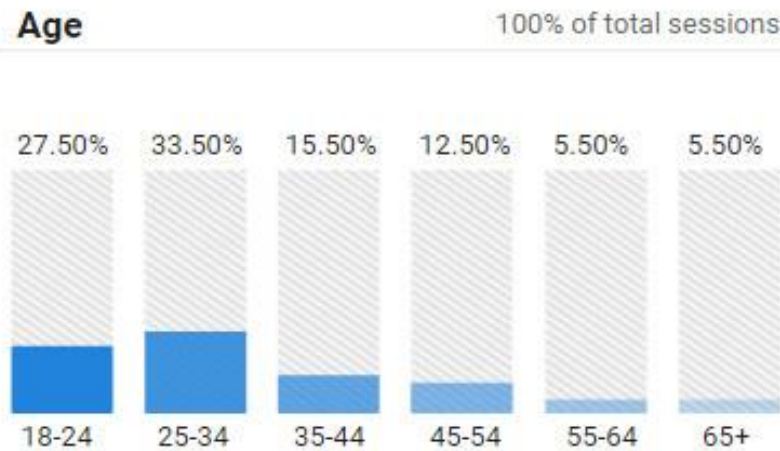
- Traffic Flow.
- Footfall.
- Dwell Time.
- Frequency of visits.
- Are they tourists (new).
- What days are busiest / quietest.
- What time of day is the busiest / quietest.
- Which part of town gets busiest over a day.
- How many use the WiFi to browse.
- What (in general) does the WiFi get used for e.g social media platforms.

Data from the Town App.

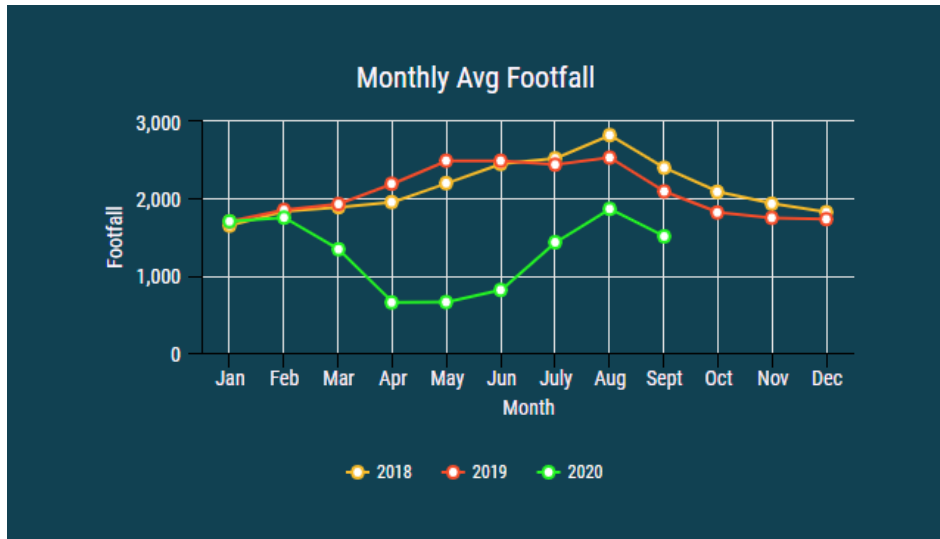
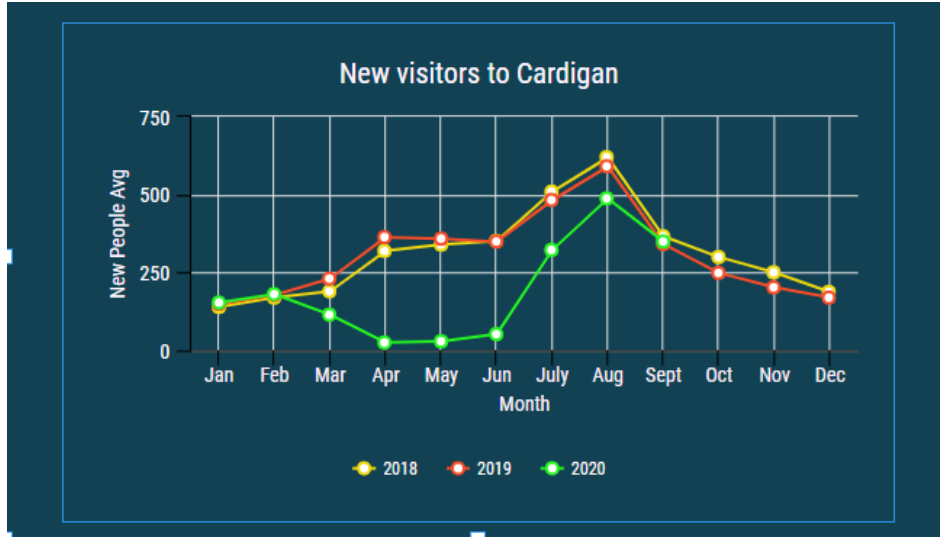


Country ?	Users ? ↓
	672 % of Total: 100.00% (672)
1. United Kingdom	614 (88.09%)
2. United States	33 (4.73%)
3. Australia	6 (0.86%)
4. Netherlands	5 (0.72%)
5. Ireland	4 (0.57%)
6. Italy	4 (0.57%)

- ▶ What are our Unique Selling Points.
- ▶ What are popular shops/ hospitality for the visitor to Cardigan.
 - ▶ Eating /shopping.
- ▶ What elements of our history/heritage is popular.
- ▶ What kind of age groups are using the App.
- ▶ Which country or region are they from.
 - ▶ UK breakdown for staycations.



Historical Data v Current (WiFi).



- Data reflects COVID crisis
 - Tourist numbers similar but local people stayed away
 - Shielding /avoiding crowds



Future - Blended data to inform policy.



- ▶ In addition to the current sources of data
 - ▶ Localised Weather (IoT).
 - ▶ Air Quality (IoT).
 - ▶ Noise (IoT).
 - ▶ Business turnover (Survey returns).
 - ▶ Social spatial dynamics.
- ▶ Creating a 360 degree picture of a Town's Health
 - ▶ A Market Town Fit Bit

Selling Cardigan

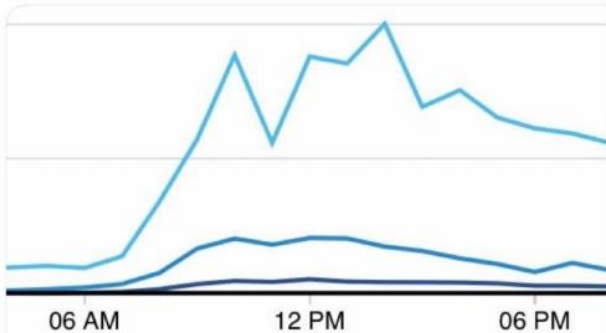
Using Social Media / messaging for analytics.



Cyng/Cllr Clive Davies
@CliveBronydd

Record numbers of people in Cardigan last Saturday. Combination of The National @eisteddfod visiting, a Beer Festival @pizzatipi & @GwylFawr #Aberteifi - 13,500 people in town , just under a 1,000 new visitors. Huge boost to night time economy too @VisitCardigan @visitceredigion

Translate Tweet



Using Social Media / messaging for analytics.



The circus comes to town during Giant Lantern Parade

themed lanterns such as Carnifal Aberteifi's beautiful stag, The Young Farmers' sleigh, cow/ barrel, several giant stars and a Christmas stocking.

This year's grant has enabled the partners to expand the reach of the parade.

Data collected by Cardigan Town App showed an increase in last year's spectators with 250 first-time visitors present. The town attracted 13,268 visitors during the day thanks to the parade, Cardigan Guildhall Market's Christmas Fair and local businesses.

The equivalent of more than half Cardigan's population turned out to watch, or take part in this year's spectacular event.

Ann Shrosbree, Director of Small World Theatre said "It was a huge success with many community members in attendance. Thanks to everyone who helped to stage the Parade; stewards from Cardigan Show and Barley Saturday committees, Cardigan Castle, Cardigan Town Council, Cardigan's traders, musicians, performers, volunteers, St John's Ambulance and so many more. Well done everyone who made such beautiful lanterns and created the spectacle".

4

5

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SR

6

Using Social Media / messaging for analytics.

Other Voices festival was 'big boost' to town



The walls of Cardigan Castle were lit up to welcome the Other Voices music festival to Cardigan

ORGANISERS behind the Other Voices music festival in Cardigan have been praised by the town council.

A letter is to be sent to **Theatr Mwldan** thanking it for its efforts and the work it put in to running a fantastic weekend of live music gigs at multiple venues in Cardigan.

Cllr Clive Davies said: "They had little notice and turned it around very quickly. It was an exceptional event and very good for the town. It attracted so many people into Cardigan, both in the day and at night and was a big boost to the local economy."

Ad closed by Google

Stop seeing this ad

Why this ad? ▶

Cllr Davies is also keen to examine the possibility of twinning Cardigan with the town of Dingle, in Ireland, where the Other Voices festival has its roots.

"We have so much in common with them, with a similar population and challenges, and it would be something to explore," added Cllr Davies.

Newsletter to opted in users.



Quarterly News on Events and Offers

EVENTS IN TOWN

Taste of Wales

Stiwlio 3
May 25th



5 Course dinner, pop up food event to showcase the best local produce from our very own award winning chef

SAMPLE OF OUR UNIQUE SHOPS & EATERIES

Tonnau Surf

<https://www.tonnausurf.com/>

Mundos

<https://www.cardiganbaycompany.co.uk/>

Solo

<https://steil-clothing-aberystwyth.business.site/>

Cleos

<https://www.cleo-of-cardigan.co.uk/>

New Image Bicycles

<https://www.bikebikebike.co.uk/cycle-hire/>



Cardigan Castle

13th July

Scottish singer-songwriter KT Tunstall will be performing live at Cardigan Castle in the summer.



Since exploding onto the scene in 2004 with her smash hit debut album 'Eye to The Telescope', platinum selling KT Tunstall has enjoyed success after success with countless hits, numerous awards (Ivor Novello and Brit Award winner, Grammy and Mercury prize nominated) and a number of her songs being used in TV shows and films (including The Devil Wears Prada).

[View More Information >>](#)



Parti Haf

Piza Tipi
19th July

A parti to start the Summer!
We will have live music in abundance and glasses overflowing. One not to miss!
Dress in theme: 70's festival vibe (WOODSTOCK)



Crwst

Re-usable Coffee Cup

Have you got a Crwst reusable cup yet? Reasons why we should all have one!...

- Free coffee with a purchased cup!
- 20p off your coffee when you bring it back!
- It cuts plastic and waste pollution footprint by a huge amount!

[View more information >>](#)

Tonnau Surf

Up to 60% off

Tonnau Surf Co. - Our new range of Tonnau branded tees and changing robes have arrived. It's a pretty exciting time for us. We also have our largest ever sale on for our Winter '18 lines, with upto 60% off.



The sun keeps on showing its face, so come check

- ▶ Using MailChimp.
- ▶ 2000+ on Circulation.
- ▶ Events for next 3 months.
- ▶ Online shops.
- ▶ Special Offers from shops.

Events - Some images -Winter



Events - Some images -Summer





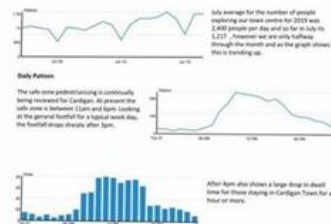
Cardigan Town Centre Partnership

Are you a small business looking to grow your business or open a shop on Cardigan High Street?

Here are additional things available to support you...

Monthly Town Analytics and trends

Provided monthly, report provides town data analytics generated by the system installed across town centre. Report includes, trend, footfall numbers, visit frequencies, busy and quiet times for days, months and years. Email clive@4cg.org.uk



Entry on the Town App

Developed to promote the town overall, used mainly by infrequent users of the town centre and those visiting the town for the first time. Has an easy to navigate screen, also has built in intelligence and adapts to your location within the town. Each entry has a number of images to showcase their business, brief introduction, contact information, any online shop link and map to show where you are in relation the business. Free to download for iPhone, iPad and android phones and tablets. Email clive@4cg.org.uk

Visit Cardigan Website

Introduce yourself to Visit Cardigan and get listed on the website and mentioned on their social Media channels. www.visitcardigan.com



Quarterly Newsletter

Promote any offers you have to the quarterly newsletter subscribers, currently around 1200. Email clive@4cg.org.uk

Town Map Leaflet

Have an advert in the Town Map leaflet, published every 3 years and distributed throughout the area Email clive@4cg.org.uk



Ceredigion Local Authority

For enquiries around Business rates, food hygiene, trade waste, licencing and premises, 01545 570881 or Email cliv@ceredigion.gov.uk

Welsh Government Business Wales

To get support with business planning, finance, staffing, policies, sustainability and online selling and marketing. 01267 233749 or Email westwales@businesswales.org.uk

Business Wales
Supporting businesses in Wales

Stakeholder Usage

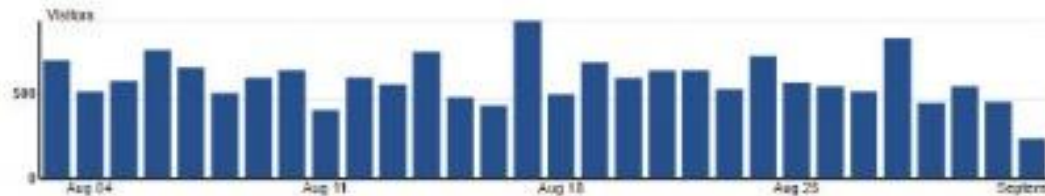
Data driven decisions.

- ▶ Detect total client visits.
- ▶ Optimise staffing by time of day.
- ▶ Analyse visitor dwell-time and repeat frequency.
- ▶ Optimize and run A/B tests to see if changes in one variable affect outcome of measurable parameters (e.g. free parking, pedestrianising).
- ▶ Analyse data with external factors (e.g. weather).
- ▶ Prepare town for weekly or seasonal fluctuations by optimising advice on opening, events.
- ▶ Evidence demand using historical information .
- ▶ Funding and campaign evidence.
 - ▶ For justifying a new facility in the town.
 - ▶ Measure footfall/dwell before and after the project.
 - ▶ Other Voices Cardigan (Collaborative event with Ireland).
 - ▶ Cardigan Skate Park.
 - ▶ Cardigan Lantern Parade.
 - ▶ Cardigan Carnival.

Data helps inform decision making in an opinionated environment.

Distributing this information.

- Busiest weekday in general for August , **Saturday**
-
- New visitors to Cardigan 581 per day on average with 994 on 17th August (River,Food,Castle Festival). Higher than July average of 521 daily



WiFi Usage

For those that did login to use the free Wifi , the top 5 uses were for social Media - so get socialising Cardigan!

Applications details

#	Description	Group
1	Facebook	Social web
2	Instagram	Social web
3	Snapchat	Social web
4	Twitter	Social web
5	Pinterest	Social web

App user source Data for August (APP DATA)

Country	Users	% Users
1. United Kingdom	150	39.62%
2. United States	8	4.76%
3. Italy	2	1.20%
4. Netherlands	2	1.20%
5. Belgium	1	0.60%

The UK figure breakdown

74 from Wales, 99 from England , 5 from Scotland, 0 Northern Ireland

Demographic:

Most visitors last month aged between 18-34

Top Affinity Categories of the users who visit Cardigan in order of popularity:

Sports/ Individual Sports/ Running & Walking

Sports/ Individual Sports/ Cycling

Food & Drinks/ Cooking & Recipe/ Soups & Stews

Travel/ Tourist Destinations/

Historical Sites & Buildings

Distributing this information.

The pattern for footfall visits to Cardigan ...

2018

June +8% , July +8% , August +20% , September -25%

October -8% , November -6% , December -7%

2019

January -8% , February +4% , March +12% , April +12%

May +2% June +0.5% July +13% August +7%

- Lower increase in August than last year (20% last year)
- Last year avg daily visit was 2,760 , this year 2,511 ,however 2 large events were cancelled (Barrell Run and Carnival)
- Majority average stay time less than an hour
- Busiest Day Saturday **August 17th with 2,934 in town** , mostly between 10am and 8pm (River,food,castle festival)
- Busiest time of day in general
 - **more people in town earlier and later this month 10am to 8pm** .Stay time in Town has lengthened since last year and with higher numbers - the night time economy has improved since 2018 .Sample below of August day



Please continue to promote the use and of the App for our town , feel free to use the image above for your own promotion.

Update on Statistics from Cardigan Town App

1,330 loaded app since launch, of which **83 are new users in August.**

In August there where **711 App access sessions** to find out information about Cardigan

Top 4 App uses in August in order of popularity

Treasure Hunt Game (Augmented reality)

Annual Events - Carnival Week Events

Places to Eat

Town trail - History

Distributing this information.

► Other information conveyed

Other Voices Cardigan 2020

We need your feedback to ensure Other Voices happens this year..

Complete the survey through the medium of English:

<https://forms.gle/cmKUVLq7KVZ4jMuA8>

Complete the survey through the medium of Welsh:

<https://forms.gle/xaeCZrVq8eVMe1Vs8>

Don't forget also, last years event is being broadcast on S4C in 3 episodes starting with the first on January the 2nd, second 9th and third 16th.



<https://www.bbc.co.uk/programmes/p07ygtw9>

Castle Events Summer 2020



Some of the acts for Cardigan Castle's summer events programme have been announced....

LOST IN MUSIC 11 July

<https://spark.adobe.com/page/4n7oLR7sN8NZV/>

RADIO GAGA 24 July

<https://spark.adobe.com/page/5c9DSn5ZBq9nA/>

Avg Visitors in Town	
01 December 2019	912
02 December 2019	1869
03 December 2019	1990
04 December 2019	1759
05 December 2019	1725
06 December 2019	2604 Lantern Parade
07 December 2019	1801 FREE PARKING
08 December 2019	803
09 December 2019	1832
10 December 2019	1537
11 December 2019	1690
12 December 2019	2024
13 December 2019	2099
14 December 2019	1900 FREE PARKING
15 December 2019	817
16 December 2019	1989
17 December 2019	2086
18 December 2019	1950
19 December 2019	2219
20 December 2019	2636 Busiest Day
21 December 2019	2210 FREE PARKING
22 December 2019	1060
23 December 2019	2606 The last minute Rush
24 December 2019	2017 Get the veg and Turkey
25 December 2019	410 ALL STOP
26 December 2019	869
27 December 2019	1649
28 December 2019	1755
29 December 2019	906
30 December 2019	2189
31 December 2019	2083 New Year Celebrations

► Tom Samways - Butcher - tsamwaysbutcher.co.uk

Customer have said they like using the free WiFi in town and its fast, useful too with no mobile signal in parts of town centre



► Catrin & Osian - Crwst - Crwst.cymru

We align our Social media and consider footfall opening hours and also for our night time opening offers



► Rod - Mundos- www.cardiganbaycompany.co.uk

I receive the analytics and always read them, it always make interesting reading. It will be valuable as the information accumulates over time, to see how visitor numbers correlate with turnover and the demographic.



► Jackson Lynch - Pizza Tippi - pizzatippi.co.uk

We receive the monthly report, I think its great and the stats are really helpful. The comments are interesting , with time being short we would welcome a more visual summary such as infographics.



► Ann Barlow - Crafters Cwtch - facebook.com/crafterscwtch

Good to know what the seasonal pattern is and what goes on in summer months, especially the American Cruise Ships from nearby Fishguard. (App loaded by visitors on route from port)



► Geraint James - Awen Teifi - awenteifi.com

It is a useful information to see specific events or decisions make a difference , such as the free parking.



► Suzi Park - Stiwdio 3- stiwdio3.cymru

The stats we receive from the data collated from the town WiFi gives businesses such as ours in the town, the opportunity to understand more deeply footfall, length of stay of visitors and returners to the town. All valuable information when trying to plan menus, opening times and craft courses.



► Jonathan Thomas - Cardigan Castle - cardigancastle.com

The monthly report provides a useful insight into past month, past year , footfall patterns. Gives us feedback on event draws and the impact in Cardigan in numbers and dwell time when we have a concert.



► Ben Robins - Tonnau - tonnausurf.com

Always useful. Keep sending me them please. The Quarterly News is useful for me to promote sales and of line offers at our online shop and high street shop.



Other Projects

small world theatre
theatr byd bychan
smallworld.org.uk
live music · performance · classes

MWLDAN
cinema, music theatre, comedy and more...
Pittville, Cardigan and...
01239 521 200

ARGRAFFWYR
E.L.JONES
LITERATURE
01239 521 200

ALLWEDDOL KEY

- TOILEDAU TOILETS
- GWYL Y CFI ABERTEIFI
Cardigan Quays Festival
- GWYL AFON A BWYD
ABERTEIFI Cardigan
River & Food Festival
- SADWEN BARLY
Barley Saturday
- GOLLUDAU NADOLIG
Christmas Lights
- DIMBELLTWR
Defibrillator
- Fferylfa
Pharmacy

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© The Argaffwyr Co. Ltd
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FISHERMAN'S REST
Cafe on the River
01239 521 200
01239 521 200

Mundos GIFTS
CLOTHING
LIFESTYLE
Tel: 01239 613486
www.cardiganbaycompany.co.uk

STUDIO 3
Caffi • Cafe
Open daily 9-5pm
A Place to Meet, Eat & Create
Joining delicious homemade food, drink, coffee, speciality teas and great music
Full menu and info on the menu
Tel: 01239 753006



Other Projects



What next.

- ▶ Cardigan is too small to generate funds from a BID structure.
 - ▶ Project based funding sources
- ▶ As part of the town centre partnership further develop ideas around
 - ▶ Digital skills
 - ▶ Teifi Basket - click and collect
 - ▶ Town Dashboard for sensor technology (Internet of Things)
 - ▶ Carbon neutral using local generators and IoT smart meters
 - ▶ Making the town economically strong, engaging, relevant, diverse, adaptive and more so now experiential



▶ Clive Davies Ward Penparc



▶ @CliveBronydd