RURAL WiFi ...how to guide

ARLOESI GWYNEDD WLEDIG

Rural areas and villages with unreliable or no mobile data connectivity risk missing out on important socio-economic opportunities and benefits in an increasingly digital World.

Tackling these so-called 'Not-Spots' is a key challenge to prevent Gwynedd communities and visitors from being unintentionally cut-off from crucial online facilities.

✳ Our Aberdaron WiFi Project...

In 2016, with the assistance of Arloesi Gwynedd Wledig, Aberdaron became the first village centre in Gwynedd to offer a reliable free-to-use public WiFi connection. This has brought many benefits in support of key community businesses and has improved the overall visitor experience.

This was made possible by businesses working together to utilise the existing SuperFast Broadband Connection and in order to overcome the lack of mobile data and poor mobile voice connectivity.

If your community or group of community businesses think that this type of initiative could be of benefit, then please read this short introductory guide and top tips on what you might want to consider...

FREE / AM DDIM ABERDARON

WIFI

> " When people login to the free WiFi service, email addresses are required and we offer people the opt-in to receive a series of e-newsletters outlining useful information and the amazing things that you can do in Aberdaron and the surrounding area during the year including in Winter. "
>
> RACHEL ROBERTS
> ARLOESI GWYNEDD WLEDIG OFFICER

94% visitors : 6% residents
WiFi user split

48% login to use social media
Increased awareness and word of mouth

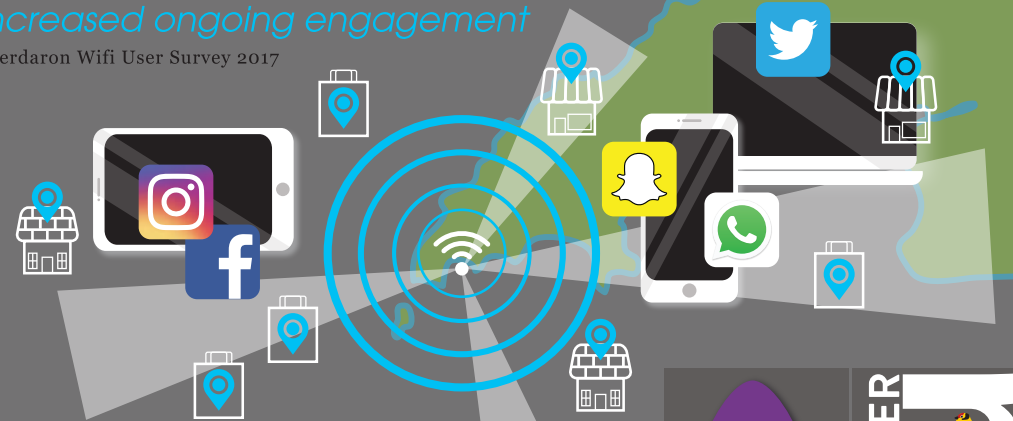**8% login to book accommodation & activities in the village**
Increased revenues and opportunities to sell

28% login to access local information
Increased ongoing engagement

Aberdaron Wifi User Survey 2017

✓ Initial feedback suggests that customer & visitor 'dwell-time' in the village centre has increased significantly since the introduction of the free WiFi zone.

pilot...learn...share

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MENTER MÔN

steps to successful... RURAL WiFi

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1. Get Together

NEFYN 13¾m
ABERDARON
PWLLHELI 16½m

- Hold an initial meeting to discuss the idea, requirements and benefits of introducing a rural WiFi zone into your area or village.

- Ensure that sufficient businesses / stakeholders are willing to commit and support the project. We recommend at least 3 businesses.

  ...this will need everyone working together to ensure that the project works successfully!

- Aberdaron Wifi zone had 5 village centre businesses as founders.

WIFI CYMUNEDOL

← *Watch our film about the Aberdaron WiFi project*

2. Check the Tech!

- Discuss the broad feasibility and whether an existing or new SuperFast Broadband connection can be used to create a hub for a community WiFi zone. See if the area to be covered or very nearby already has access to Super Fast Broadband or can get it. *http://www.superfast-cymru.com*

- Aberdaron decided to use a web managed service to monitor network performance and availability remotely in order to minimise community disturbance and ensure that expansion could be done quickly and with minimal additional hardware costs.

- Hardware will last approximately 5 years and so replacement planning is vital.

- Agree that all the businesses involved would be willing to utilise the new community WiFi in their own premises to contribute to the ongoing running costs.
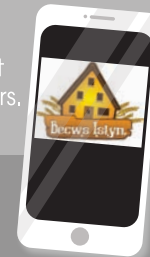
3. Maximise the Benefits

- Advertise your free village WiFi to visitors.

AM DDIM / FREE WiFi

- There are a number of opportunities to connect with people via the WiFi to promote local businesses / services, including on the sign up page and dedicated social media sites / a website / newsletter / blog.

- Try to get momentum going by creating interesting year round content - for example each month one business does a social media 'take over'. Content creation is key to ensure meaningful engagement with customers and visitors.

Becws Islyn

for more information on this project please visit

www.arloesigwyneddwledig.com
f @ArloesiGwyneddWledig
@ArloesiGwynedd

Plan Your Project...

A. SITE VISIT to establish feasibility of a village network and site of Super Fast Broadband hub.

B. EVALUATE 'line of sight' starting from the hub and then from each of the potential connection point buildings within 100m of each other.

C. CREATE A BID SPECIFICATION including written details and photos of each of the potential connection points/views from each of the buildings.

D. SEND BID to potential suppliers of required services and hardware.

E. CHOOSE A PROPOSAL(S) that best fits specification, budget and schedules. Aberdaron chose two suppliers: one to provide the WiFi system and connectivity and the other to install.

F. SUPPLIER VISIT to discuss draft network layout and then create and communicate detailed installation plan.

G. PURCHASE EQUIPMENT & SCHEDULE INSTALLATION - Aberdaron installation network was up and running, available for testing, less than five months from the first meeting!

CYNGOR GWYNEDD COUNCIL

NDA — Nuclear Decommissioning Authority

Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig: Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for Rural Development: Europe Investing in Rural Areas

Llywodraeth Cymru Welsh Government