



Carmarthenshire Wi-Fi Towns Initiative: Frequently Asked Questions

1. Has a Business Plan been put forward to justify the initial two year subsidy?

The Business Plan for the Wi-Fi Towns pilot project is part of the Tender Specification document. As such, broad specifications have been developed (based on market and technical research on other similar activities).

It is anticipated that the tender will attract a number of different solutions to meet the anticipated requirements: sample KPIs are contained at the end of this document

2. Whilst the advantage of a Free Wi-Fi can be seen for Tourists and Visitors, how exactly does this translate into an advantage for the Businesses who already have a Web-Presence?

The Carmarthenshire Wi-Fi Towns pilot project puts the Town provision directly in front of the customer. The “splash page” – the first thing the user will come across – will put easy to find links to all activities undertaken in the town, including businesses and organisations. It supplements their web presence and offers an additional channel for marketing.

For example, a visitor or local would need to actively go to the shop or organisation’s web page, either by typing it in directly, or by searching for “butchers in Llandovery”

We anticipate the Wi-Fi working the other way around. As soon as a visitor or resident’s device connects to the Wi-Fi, they will be presented with an easy to access page linking to all businesses and organisations in the town, so would have that information “at a glance”. This should benefit town visitors especially, as it will provide a holistic overview of the town’s presence and profile.

Additionally, the Carmarthenshire Towns Wi-Fi will provide significant additional benefits to local businesses even where they have a web presence. The Wi-Fi system will provide statistical data converted into reports



on usage and customers' data. This will be analysed by the successful tenderer over the two years of the pilot.

The Wi-Fi system will capture town users' data, not just those that have used the business's own websites, so will provide a cross-selling marketing opportunity.

3. Who is going to co-ordinate the marketing of the "Splash Page" Portal and the constantly editing of the page as people either drop out or change their page?

The marketing of the Wi-Fi portal over the two year pilot will be procured as part of the business and organisation support service; upskilling for the Town Council and local businesses and organisation has been written into the procurement tender.

It is expected that, with the training provided to the Town Council Champion, and to town businesses and organisations, coupled with the support of two apprentices and Digital volunteers, that the skills required to maintain a Wi-Fi presence will become integrated into the town's provision by the end of the two years.

The "Splash Page" will provide a hyperlink to the Town Councils', individual business' and organisations' web sites. Any change in content would follow their individual procedures procedure for updating or changing the information viewed by users.

This activity would not be driven centrally. Town users will be provided with best practice examples and upskilling to substantiate the need for refreshing their public-facing information frequently, to drive repeat visitors.

The proposed tender incorporates changes to the Splash Page as a Key performance Indication. The specification states:

"Wi-Fi network must be able to link to existing newsletters, blogs and infographics, and be straightforward to Interface (link) with other systems (for example, but not restricted to Town Council's website, iLocal,



Discover Carmarthenshire - Carmarthenshire County Council Tourism website)".

4. How can you prevent everyone in the area from cancelling their current Broadband contracts and just logging into the Free Wi-Fi and choking it with downloads?

The Tender Specification states:

“The Wi-Fi network needs to provide consistency of speed and service across all identified towns, enabling balanced usage and load.

The Wi-Fi Network must be able to limit bandwidth per user/ device, and to enable restrictions on video streaming, downloading music and other resource heavy applications, by setting an upper cap on device limit (estimated at 0.5 Mbps) suitable for general web browsing, image upload and download.



5. Security of Wi-Fi Network

The Tender Specification states:

The Wi-Fi network must be compliant with the latest Wi-Fi network and security standards (for example, but not restricted to 802.11ac.)

The Wi-Fi network needs the capability to provide content filtering and restriction on accessing certain websites (blacklisting) and implementation of security policies. The aim is to protect both users and the system itself. Examples include enforcement of limits on the number

Of times the same end-user can access the service and having provision for device access control to prevent access to certain networks and subject material.

In addition, the Wi-Fi network needs the ability to block and filter specific Uniform Resource Locators (URLs) / websites of unsuitable content (Adult Content etc.) and restrict access to large downloads by users (films, streaming media etc.)

The Wi-Fi network should include a Wireless Intrusion Prevention System (WIPS) to detect rogue Access Points). Implementation of Wi-Fi certified Passpoint WPA2™-Enterprise and Wi-Fi Certified Miracast and compliance with <https://www.friendlywifi.com/> standards would be beneficial.



The Tenderer will manage access controls and policies, working closely with the stakeholders identified. The Tenderer will provide expert setup for the Wi-Fi network's security profile, and actively manage the Wi-Fi network's security and filtering measures over the two year pilot period.

6. Technical information: who is the IP, what throughput are they contracted to provide, how long will the Council be tied to them etc?

As the activity is being externally procured, it isn't possible to specify the Internet provider until the contract is provided, as different tenderers are expected to have different solutions.

The Tenderer will provide an all-in service, providing the splash page as identified above, as well as reporting analytics (below).

The pilot is for two years. Once a Tenderer is selected through competitive procurement, the entire project will be provided by a single organisation (or consortium, dependent on the successful Tenderer.) It is expected that the successful tenderer will be able to continue to provide the service after the completion of the two years.

However, the option remains for the council to procure a different service provider should they wish.



7. Data & Network Capture / Analysis

The Tender Specification states:

The Wi-Fi network must have an easy to use dashboard/data management system to enable use by relatively non-technical individuals and groups (where required), to support remote management and pro-active maintenance of the Wi-Fi Network. The Tenderer must provide a training and support package to identified stakeholders for using the dashboard

The Wi-Fi network must provide analytic data “capture points” across the identified county towns.

The Wi-Fi Network should provide presence analytics data about Wi-Fi users and their usage patterns. The Wi-Fi network must also have the capability to provide analytical information on the movement of Wi-Fi enabled devices to provide an informed view of the footfall and visitor patterns within the individual towns and across the county, aiming to inform future marketing or business initiatives.

Information and data generated by the Wi-Fi network needs to be in a usable/exportable format for analysis (e.g. Microsoft Office), and enable production of “heat maps” of network usage.



The Wi-Fi network needs to support and capture user registration details, such as email address, with the aim of utilisation of user details for marketing purposes. The Tenderer will share this information with the identified stakeholders. Data captured will be managed by the Tenderer, but shared on legitimate request with stakeholders.

The Wi-Fi network needs to provide options to enable bilingual (Welsh) provision of information to all users, and identify users' language preference, being able to deliver material in that language (as specified in point 10 below).



8. Given that the expertise does not exist within the Council, will it be necessary for the Council to take out a Service Level Agreement for the Day-by-Day management of the System at the end of the two years?

One (amongst many) methods to continue the service would be to take out a Service Level agreement with a provider if the Town Council decides the provision meets their requirements. Indicative costs based on the Tender proposal are identified below (11)

The aim of the pilot project is to develop the expertise within the Town Council, along with businesses and organisations within the town. Carmarthenshire County Council is working with LEADER to facilitate the Carmarthenshire Wi-Fi Towns pilot project on behalf of the 8 towns identified.

Carmarthenshire County Council and the LEADER team will work with the Contractor and the Town Councils to ensure that the pilot project returns effective opportunities for the towns and value for money only for the two year duration of the project.

The aim is for Town Councils and town businesses/organisations to become upskilled during the pilot as part of the project's business support element, becoming more involved with the Wi-Fi towns' pilot, and to make a business decision, based on each town's unique circumstances, on how best to continue the project at the end of the two-year period.



9. Would the Town Council need to take out a long term service agreement with the equipment providers to ensure that, should one or more of the nodes go down that they are replaced to continue coverage?.

This is an option to continue the service. Please see the indicative costs below (11)

10. There is speculation that this two year subsidized period may be a “loss-leader” by those providing expertise and equipment in the knowledge that they will recoup losses and profit at the end of the two years.

The Wi-Fi Towns pilot project is a commercially procured provision over the two years. We plan to procure the service at competitive market rates from a Tenderer, so all profit and loss will be borne by the tenderer over the two year period. After that point it will become a commercial proposition.

It is likely that the successful Tenderer will have a market advantage at the end of the two years, as installation costs and knowledge of how the Wi-Fi system needs to work to best benefit the towns will be inbuilt. It is anticipated that the successful Tenderer will be able to offer any follow on service to the individual towns at a competitive rate, by passing on any savings made to the Town Councils, but this cannot be guaranteed.

11. Indicative Costing based on pilots undertaken.

These costs are ESTIMATED, and based on the two pilot undertaken in Llandovery and Ammanford. They provide a true reflection of the types of costs expected for the continued service of the Wi-Fi Towns Initiative post-pilot, but are subject to change dependent on the different types of provision provided by the Tenderer.

Costs are based on the number of Access Points per town, following network mapping undertaken in summer 2017, Cisco Meraki MR72 access points. These may alter based on new technology (longer range, higher power transceivers) and different solutions from different tenderers.

ITEM	Costs	Detail	Number of access points per town	ESTIMATED Annual Costs
Maintenance costs	£150	per Access point per year	9	£1,350
Licencing	£200	per Access point per year	9	£1,800
Splash Page	£500	per annum	1	£500
9 Access Points				£3,650
Maintenance costs	£150	per Access point per year	6	£900
Licencing	£200	per Access point per year	6	£1200
Splash Page	£500	per annum	1	£500
6 Access Points				£2,600

6. Key Performance Indicators (KPIs).

The successful tenderer will be expected to contribute to the output targets of the Digital Inclusion theme within RDP LEADER. The successful tenderer will therefore be expected to gather evidence and report the numbers achieved against the following indicators:

	Indicator	Number
6.1	WIFI NETWORK	
6.1.1	Number of leased Wi-Fi networks created.	8
6.1.2	Number of Baseline Wi-Fi Town Centre reports completed (usage, baseline).	8
6.1.3	Number of town consultation events for Wi-Fi Access point placement and coverage (Mapping). Process to be completed by January 31 st , 2018.	8
6.1.4	Wi-Fi Access points, Beacons and associated infrastructure to be mapped, connected, tested and fully operational by February 28 th , 2018.	8
6.1.5	Number of Network Usage Reports completed (Wi-Fi Monitoring events - quarterly).	64
6.1.6	Number of Individual Town End of Programme Reports Completed.	8
6.1.7	Number of "Splash Pages" (initial Access portal to Town) created.	8
6.1.8	Number of Splash Page "refreshes" over duration of project (six per annum/ever two months).	96
6.1.9	Minimum number of participants (Wi-Fi users) over two years.	10,000

6.2	WI-FI Towns Business & Organisation Support Resource	
6.2.1	Number of Town Councils supported to implement the Wi-Fi and analyse the most effective ways of raising finance to support or “monetise” their Wi-Fi Network.	8
6.2.2	Number of Town Wi-Fi champions created, developed and supported.	8
6.2.3	Number of Wi-Fi Support Volunteers developed per town.	8
6.2.4	Number of tenderer-run training and support events run during the project, including town support and Wi-Fi champion Support. (4 Town Support events shared between the eight towns and 4 Wi-Fi champion support sessions, again shared between the 8 towns).	16
6.2.5	Number of Businesses supported and developed to exploit Wi-Fi to Level 3 on the DTI Ecommerce Adoption ladder (per town and overall) – minimum 6 per town.	48
6.2.6	Number of Organisations supported and developed to integrate Wi-Fi into Digital activities (per town and overall) – minimum of 5 per town.	40
6.2.7	Number of Businesses and Organisations reporting an increase in activity due to the Wi-Fi Towns project – minimum of 4 per town.	32
6.2.8	Number of Modern Apprentices enrolled and learning programme completed by end of project (minimum).	2
6.2.9	Number of information dissemination actions/promotional and/or marketing activities undertaken.	16
6.2.10	Create and develop a Carmarthenshire Strategic Towns Wi-	8

	Fi Partnership / Steering Group. Number of meetings held (preferably one per town) over the two years	
6.2.11	Two year communication plan created.	1
6.2.12	Wi-Fi Towns logo developed by Procurer, to be used on window stickers. Number of Wi-Fi Town stickers installed by Tenderer in Wi-Fi towns – estimated 100 per town.	800
6.2.13	End of Programme report – case study and continuation document.	1
6.2.14	Pilot Continuation Report; Work with and support individual Town Councils who wish to continue using Wi-Fi after project close to identify the most cost effective infrastructure and maintaining the service.	>8