

Powys SMART Towns

Free Town WIFI

Providing Free WIFI using the Cisco Meraki system is a SMART thing to do in your town. Read on...

What is Cisco Meraki?

It's a complete technical solution for town WIFI and provides visitor insights. We'll be exploring the WIFI benefits in this document.



The system consists of self-contained WIFI access points which are placed at strategic points around the town. It also has a web-based management system.

The access points create an intelligent network in the town, which means that if a visitor is within range of any of the access points, they will be able to access the free WIFI. This provides a flexible solution for towns with limited high-speed Internet connectivity or tall buildings.

Visitor Benefits

After registration, the system allows visitors to access emails, social media and the Internet on their smart phones, tablets and laptops without using up valuable data on their phone. It also informs visitors of any events or promotions in the town during their visit.

Town Benefits

A simple registration process allows the town to ask visitors for information about themselves in a GDPR friendly way. This may include email address, gender, age, where they are from and why they are visiting. Visitors can also sign up for the towns' newsletter.

Once registered, the town can use the demographic information voluntarily provided to consider changes to the town, its events or facilities. For example, Sunday opening, more EV charging points or improved public conveniences. Additionally, using the email addresses, the sending of a targeted newsletter becomes easier to promote upcoming events and draw attention to special offers and information about the town which may encourage repeat visits and increased trade.



How To Get It

Welsh Government, local councils and other organisations offer a number of funding schemes for towns to provide free WIFI access.

While any such project will require some effort on the part of the town, in particular Town Councils and Chamber of Trade, the economic benefits through better visitor engagement and contact will most likely be worthwhile.

In the first instance please contact Focus Newtown Enterprise Hub via their website focusenterprisehubs.wales or phone **01686 806349**