

CONWY COUNTY BOROUGH COUNCIL

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PROFILE

The County Borough Council serves a total resident population of 111,800, 80% of whom are settled along the coastal strip in the larger towns of Abergele, Colwyn Bay and Llandudno.

Tourism is as important inland as in the seaside resorts, where visitors find the rugged beauty of the rural landscape perfect for an active or relaxing break. It's little wonder that tourism continues to be the area's main employment sector, with over 1.2 million staying holidaymakers and 4.1 million day visitors each year.

Conwy County Borough Council provides the local authority services to those people who live in, work in, or visit the County Borough.

GOAL

- Free WiFi connectivity across council sites
- Branded User Experience Portal (UEP)
- Data gathered for use by council only
- Marketing opportunities and data analytics
- Virtual installation into existing council data centre
- Centrally managed SPARK® platform
- Seamless device roaming across 50 venues
- Fully compliant to legal requirements
- Internet Watch Foundation certified filtering
- 24/7 UK support service

RESULT

Since implementing the SPARK® service, Conwy County Borough Council's social media engagement has soared.

This multi-site installation integrated into Conwy Council's existing network infrastructure and required no additional physical hardware.

Visitors simply connect to the WiFi network and are then taken to Conwy's branded User Experience Portal. From here, they can choose to log in via their social media account or fill in a simple registration form.

Conwy Borough Council benefit from SPARK's® unique analytics and data collection platform to better understand it's visitors.

"The WiFi SPARK solution has definitely been a success – and not only by the take up of users of the service! The method used in extending the service across the council's network means little additional work or complications for our own support staff"

Adrian Hughes
Principal Network Architect
Conwy County Borough Council

CUSTOMER PROFILE

With a majestic sweep of coastline and approximately 35% of the County Borough lying within Snowdonia National Park, Conwy contains some of Wales' most spectacular panoramic views.

Conwy County Borough's 37 miles of northern foreshore, stretches from Llanfairfechan in the west across to the River Clwyd in the east, extending down a variety of landscapes to Dolwyddelan and to Cerrigydrudion in the south west, covering a total of 113,000 hectares.

GOAL

The council required a solution that was easy to deploy and could integrate with the existing Cisco wireless infrastructure. The solution needed to cover over 50 of the council's venues including libraries, leisure centres, town halls and youth centres, across multiple towns and settlements.

The service was to be offered for free to visitors and residents, with a simple sign-up method via either a one-time registration form or logging in through their Facebook account. Each of these sign-up methods would then allow the user to interact with the council's services and facilities through their website or Facebook profile. Users could also benefit from opting-in to news from the council. The User Experience also needed to support multiple languages including Welsh and English.

The service needed to be managed by the WiFi provider. The provider would then be responsible for the maintenance and compliance of the service.

SOLUTION

Virtualised SPARK® software was installed in Conwy's data centre, alleviating the need for any additional hardware to be installed. The new service is provided over Conwy's existing Cisco wireless infrastructure leveraging further return on investment.

USER EXPERIENCE

WiFi SPARK's design team worked with Conwy County Borough Council to create a User Experience Portal (UEP) that would not only be branded to Conwy's exact requirements, but also provide the relevant data collection information for both marketing and compliance. The UEP also has a multi-language feature allowing visitors to choose to view the Portal in Welsh or English.

Conwy needed to provide guests with the choice to opt-in to news from the Council as well as increase their social media profile. SPARK® supports endless authentication options as well as the ability to tailor the data collection fields to each Conwy's exact requirements.

SAFE BROWSING

With Internet Watch Foundation (IWF) compliant filtering as standard and being a proud member of the Friendly WiFi scheme introduced by the Government in July 2015, WiFi SPARK gives both the end user and the business the assurance that they are protected when they log in to a SPARK® system; especially important where children may be using the Internet.

DATA & ANALYTICS

Conwy receives monthly usage figures and can analyse the data through the SPARK® Analytics Dashboard for a greater insight about the devices connecting to the service.

The take-up has been phenomenal especially through Facebook registrations resulting in a huge increase in social media engagement for the Council.

SUPPORT & MONITORING

As with all clients, Conwy and its end users benefit from WiFi SPARK's fully managed service, giving complete peace of mind. The managed service includes 24/7 technical support and remote monitoring.