

TOWN CENTRE WIFI – FREQUENTLY ASKED QUESTIONS (FAQS)

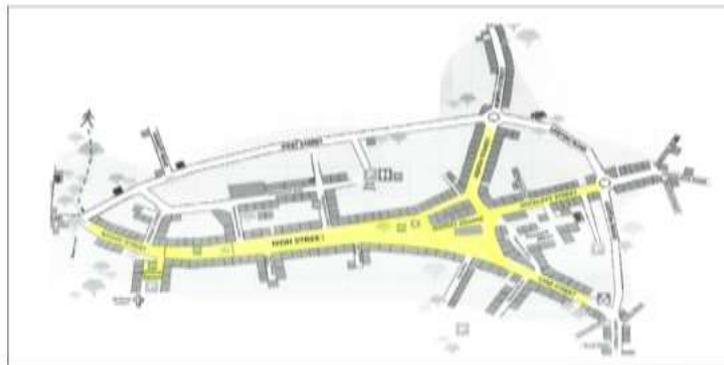
Some of the information below is found in the End User Agreement and Privacy Statement for ElephantWiFi that you accept when signing up to use BUZZARD FREE WiFi. We recommend that you read the information when signing up to use the WiFi.

✓ **Is it easy to use?**

Search for the WiFi name: BUZZARD FREE WiFi. Click on this name to connect to the service. Visitors only need to sign up once using the registration form or via their personal Facebook or Twitter account to have automatic access whenever they come into the town centre. When connecting, they will be asked if they wish to receive information and updates from the Town Council, e.g. diary dates for events. They have control of what they choose to agree to. The Town Council will not hold anyone's personal data. The WiFi provider only holds what they legally require for enabling access to WiFi.

✓ **How much of the Town Centre does the Free Wifi cover?**

It is designed to serve the main outdoor thoroughfares of the town centre covering Hockliffe, Lake, North and Bridge Streets as well as the main High Street. North street will come in line a little later as we await the replacement of a streetlamp column before we can install the kit. It will not be able to cover all alleyways and mews areas. If benefits to having free Wi-Fi become apparent, future expansion could be considered when securing a longer-term scheme.



✓ **Why provide free WiFi?**

Free WiFi gives the High Street another layer of usefulness to visitors, customers and our local businesses. Town Centre free WiFi brings our historic High Street into the modern age helping visitors stay in touch, informed and in our town. Mobile devices now account for 50% of web traffic. Smartphone commerce already accounts for the majority share of mobile commerce, and that share is expected to increase from 58.9% in 2019 to 71.2% by 2023. (Source- VISA, 2019). WiFi is a widely expected amenity and an integral part of everyday life. Visitors want to stay connected whilst enjoying going about their day with their feet firmly in the physical High Street and still able to enjoy the personal customer care from our local retailers and services.

✓ **What does usage data collected tell the Town Council?**

The anonymised data gathered can provide the Town Council with intelligence on how the town centre is utilised. The information we gather could help understand, for example:

- How frequently people visit the town and which days of the week receive the most visits,
- What the ratio of repeat visitors to new visitors (tourists) is,
- How many visitors attend town managed events?
- How people move through the town.

This information can feed into the Council's decision-making processes for how it supports town centre enhancement and promotional activity, etc.

✓ **Is public WiFi safe to use?**

The bandwidth will be enough to access websites and social media platforms, yet not large enough to download films.



Leighton-Linslade Town Council is an approved Friendly WiFi provider.

The Friendly WiFi scheme was nationally launched in 2014 and supported by Government and the UK's main WiFi providers after concerns were raised by leading child safety experts, that children and young people were being put at risk of viewing and accessing inappropriate material when using public WiFi.

The scheme has been designed and developed in collaboration with the Registered Digital Institute and The UK Council for Child Internet Safety (UKCCIS) to ensure that organisations who offer their customers public WiFi and who wish to join the scheme to become a 'Friendly WiFi' venue, have had their WiFi services verified by an independent body to confirm that the correct filters are in place to block anyone from accessing inappropriate material.

Web information regularly changes, if you identify a site that you feel needs to be blocked, please let us know: info@leightonlinslade-tc.gov.uk



WiFi provider only holds what they legally require for enabling access to WiFi.

It is clearly stated within the End User Licence Agreement that:

“by using the Service, you acknowledge and agree that internet transmissions are never completely private or secure. You understand that any message or information you send using the Service could be intercepted and/or read by

other parties (possibly with malicious intent), even if there is a special notice that a particular transmission is encrypted. “

✓ **How is the Town Centre WiFi funded?**

Funding has been received from the developer of Grovebury Road retail park. When development of land takes place within the Parish, a developer is required to make a financial contribution to the Parish which is paid to Central Bedfordshire Council and then released to the Town Council once the spend project is agreed. It is national planning policy that when planning permission is granted, the developer may, by agreement or otherwise, enter into an obligation to provide funds. This is known as Section 106 (s106). (F1 Planning obligations.)