

Report Purpose:

WIFI Figures

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Wifi connection figures had steadied in the spring, and since May have shown a marked increase.

December 2023 vs December 2022 – 4% decrease

January 2023 vs January 2023 - 6% decrease

February 2023 vs February 2023 - 10% decrease

March 17,658 vs 17,690 in March 2023 – stayed the same

April 16,754 vs 16,796 in April 2023 – stayed the same

May 18,116 vs 17,472 in May 2023 – 4% increase

June 24,071 vs 17,923 in June 2023 – 34% increase

July 17,573 vs 15,994 in July 2023 – 10% increase

The most popular time of day remains across the lunchtime period from 12-2pm

In March the Town Council Comms Officer started promoting the free wifi, with social media posts, and posters in high traffic area and has continued to promote, which may account for the recent increases.