CONSIDERATION OF PETITION PE1524

In 2009/2010 the Scottish Government acknowledged Fife Council's successful bid for funding to install a Public WiFi System in Kirkcaldy Town Centre.

In due course the System was installed, commissioned and launched. The launch attracted a substantial amount of publicity and was quickly adopted by town centre users. The system is still functioning and continues to be well used by both members of the public and some Businesses.

With the advent of 4G phones and subsequent technological developments it could be argued that our Town Centre WiFi system will become outdated and possibly redundant. With this in mind consideration should be given to the initial project cost versus return on investment.

Like all things the system has required maintenance along the way. Unfortunately this was not budgeted for at the outset and the resulting burden has fallen onto Kirkcaldy 4 All's limited budget.

Here in Kirkcaldy we are keen that our Levy Payers utilise the benefits of Social/Digital Media and acknowledge the positive impact that it can have not only for our businesses but also on the vitality, viability and sustainability of our Town Centre in general. To assist businesses, residents and visitor to the town centre, Kirkcaldy 4 All has introduced a product known as Social iStreet. Social iStreet is a bought in service that effectively manages, signed up, small and independent businesses social/digital marketing needs. Allied to this is a constant flow of promoted news/information items designed to promote Kirkcaldy both locally and nationally. One such item was tweeted and picked up by the magazine "The Economist" then re-tweeted to a further 25,000 followers. Kirkcaldy 4 All is the first BID in Scotland to offer this service.

Without doubt WiFi is now considered normal in many peoples day to day life, and as such, I fully support the petition for easily accessible, good quality WiFi to be readily available in public buildings.

Bill Harvey
Manager
Kirkcaldy 4 All