

MINUTES OF THE WELLINGTON TOWN COUNCIL ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD AT UNITED REFORMED CHURCH HALL ON WEDNESDAY 15 MAY 2024 AT 6.00PM

PRESENT: Councillor C. Booth (Chair),
Councillors M Lithgow, M. McGuffie, J. Thorne. K. Wheatley.

IN ATTENDANCE: David Farrow – Town Clerk
Annette Kirk - Assets & Events Officer
One member of the public

As Chair of the former Town Centre Committee, Councillor C Booth opened the meeting.

39 TO ELECT A CHAIRMAN FOR THE FORTHCOMING YEAR

RESOLVED to elect Councillor C Booth as Chairman.

40 TO ELECT A VICE CHAIRMAN FOR THE FORTHCOMING YEAR

RESOLVED to elect Councillor M Lithgow as Vice Chairman.

41 APOLOGIES

Apologies were received from Councillor J Lloyd. Councillor S Mercer was absent.

42 DECLARATIONS OF INTEREST

No declarations of interest.

43 MINUTES

RESOLVED to approve and sign the minutes of the Town Centre Committee held on 12 March 2024.

44 PUBLIC PARTICIPATION

One member of public spoke, raising concern over the number of inappropriate shops signs that had appeared in the town centre conservation area.

45 WELLINGTON MARKET

Councillor K Wheatly updated the Committee on the current position of the town market. Wellington Independent Market will hold their first market on 21st September 2024. After much discussion it was agreed that after the September market, we look at the structure of the market for 2025. Officers will work with Wellington Independent Market to agree the number of markets, location, and trading day in readiness for submitting a road closure application for 2025.

46 EVENTS 2024/25

(a) 80TH ANNIVERSARY OF D-DAY EVENTS

Project plans for Street Fair on Saturday 1st June and Thursday 6th June were circulated to the Committee. No questions were raised. Councillor McGuffie wanted it noted what a commendable effort the Council Officers had put in to pull both events together.

(b) 2024 Events in Diary – Information Only:

Remembrance – Armistice Day – Monday 11th November
Remembrance Sunday - 10th November
Christmas Market and Lights Switch on – Saturday 30th November.

47. WORKING GROUP TERMS OF REFERENCE AND MEMBERSHIP

- (a) **RESOLVED** to accept and adopt the Event Working Group terms of reference as presented.
- (b) **RESOLVED** to set the membership as Councillors C Booth, C Govier, and J Lloyd

48 HERITAGE UPDATE

A report from Amy Kemmish, Project Manager, Somerset Council – Heritage at Risk was available to the Committee to read and ask questions. The Town Clerk confirmed that the Heritage at Risk Team was now solely focussed on the Levelling Up Bid work at Tonedale Mill and Toneworks so any other matters relating to the conservation area and Rockwell Green Water Towers would be for the Town Council to raise. He reminded the Committee that a budget had been set aside for 2024/5 for specialist heritage support for this reason and that it may want to consider how it wanted to use that.

49 CORNHILL VICTORIAN LANTERN

RESOLVED to approve the quotation from Gown Engineers for £650.00 and additional fee of £350.00 should a return visit be needed to assess and advise on the installation of the lantern. The Assets & Events Officer to work with Gown Engineers and look at other possible locations in Cornhill.

50 WORKING PLAN

The Committee members to come back with ideas to cover the scope of economic development in the town e.g. events, market arrangements, conservation area, the promotion of Wellington, tourism, Heritage action plan.

Councillors to get in touch with the Clerk or Assets & Events Officer

There being no further business the meeting closed at 7.15 pm.

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Wellington Town Centre – Town Centre Notice Board (outside co-op)

The current notice board outside the co-op supermarket is in need a major repair/replacement. Economic Development Committee to consider options.

Current notice board photo:



Refurbishment: Montaz Engineering to provide quotation.
To repaint: Completed by Community Warden
To replace/straighten door panels
To replace two magnetic backboards
To consider fitting "Wellington Town Council" header board

COST OF NEW BOARDS TO CONSIDER:

Option 1



Freestanding “Mendip” Outdoor Notice Board Dual Door 32A4

£2,785.00

Mendip design includes Header Panel designs with text and logo included in pricing

Case Dimensions 1982mm W x 1343mm H x 95mm D

Display 16 sheets of A 4 per window 4 columns x 4 rows (890 x 1238mm x 2)

90mm Post D Shaped Design

Aluminium construction with powder coated finish

Standard Colour Choices Red RAL 3020, Green RAL 6005, Blue RAL 5010, Blue RAL 5002, Burgundy RAL 3004, Brown RAL 8017, Black RAL 9005, Silver Grey RAL 9006.

Choice of Header panel as shaped or as Integrated Box with text

Option 3



Double Sided Post Mounted Notice Board 54A4 Display

£1,737.65 – £2,375.90

Double Sided External Freestanding Noticeboard 27A4 display per side
Perfect for large maps, notices and visitor information

Round post set 76mm diameter with cast aluminium clamps requires no drilling

Case Dimensions 1000mmH X 2010mm W

Viewable display 889 x1899mm

Key lock operation with Gas Strut Supports for ease opening

Weatherproof and Waterproof design

Anti condensation and Elastomer seals

Available with title Header panel includes text and logo

By email

Our ref.: r7723.00 - 22229

Your ref.:

Thursday, 27 June 2024

Wellington Town Council
28 Fore Street,
Wellington,
Somerset
TA21 8AQ

F.A.O. Annette Kirk

Dear Sirs,

Wellington, Cornhill
Siting of a Victorian Lantern

Following the site inspection carried out on Wednesday 19th June 2024 please find below our report on the findings and our opinion as how best to proceed.

1 Introduction

The Town Council is planning the re-siting of an existing lantern, understood to date from the Victorian period, in the Cornhill area of Wellington, Somerset.

This commission is to help inform the plans by helping to identify the best location for the lantern, considering its structural support. Also, to identify the easiest safe method of supporting the lantern in the locations identified.

To inform this report a site visit was made on the 19th June 2024 to see the lantern first hand and to survey the possible locations for siting the lantern.

2 The Lantern

The lantern is pictured in Figure 1 and is a four sided glass hanging lantern in a metal frame. The lantern hangs on two rolled metal rectangular bar hangers on to which a bolting lugs are welded. The rectangular bar of the lugs and hangers are of circa 6 mm thick 25 mm wide bar.

The mass of the lantern and hanger is around 40 kg.

General Notes

- 1) This report may not be used for any purpose other than that for which it was commissioned.
- 2) This report has been prepared for the sole benefit, use and information of the organisation named within the report and in accordance with terms of the commission. It has been prepared for the purposes detailed in the report only.
- 3) The copyright in this report and other plans and documents prepared by GOWN Engineers is owned by them and no such report, plan or document may be reproduced, published or adapted without their consent.
- 4) This document is Uncontrolled, for the latest version and/or to confirm you have authorisation to use it please contact GOWN Engineers.



Figure 1 Lantern when previously hung in the Cornhill alley way.

3 Proposed Locations

3.1 General area

The area of Cornhill is located around the street of Cornhill which is a predominately pedestrianised throughfare between Fore Street (B3187) and North Street (B3187) within the centre of Wellington. It is centred at approximate National Grid Reference ST 138 206, see Figure 2.

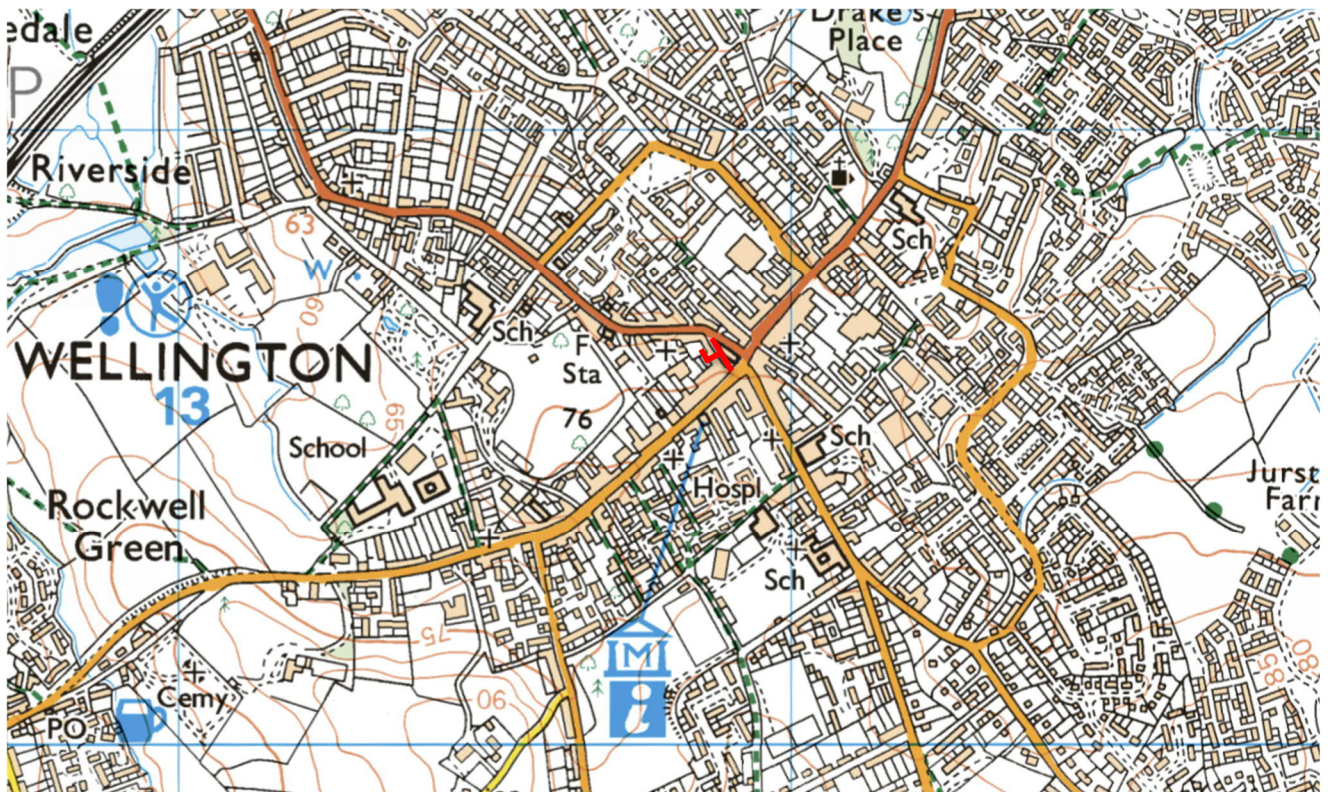


Figure 2 Cornhill area of Wellington, site location Reproduced under Licence Number (100064460)

3.2 Specific location – previously location

The lantern was originally hung off a timber beam at the back of number 3 Fore Steet (see Figure 1). Number 3 is a three-storey brick-built building with part of the upper two storeys bridging the pedestrian throughfare. The building forming number 3 is shown highlighted in Figure 3.



Figure 3 Number 3 Fore Street, Cornhill throughfare through arch.

The condition of the timber beam to the rear of Number 3 is poor with approximately 25% of the timber (based on a visual inspection from ground level) being lost to rot; see Figure 4. This beam supports the rear wall of the upper two storeys of the building and is therefore considered unsafe and it should be subject to a more detailed inspection, and ameliorative action taken as required.

In its current condition the existing timber beam is not suitable to support for the lantern. The brick work over, however, appears to be in a reasonable condition.

The condition of the brickwork below the timber beam and around it is good.

The width of the alley way is around 2.6 m.

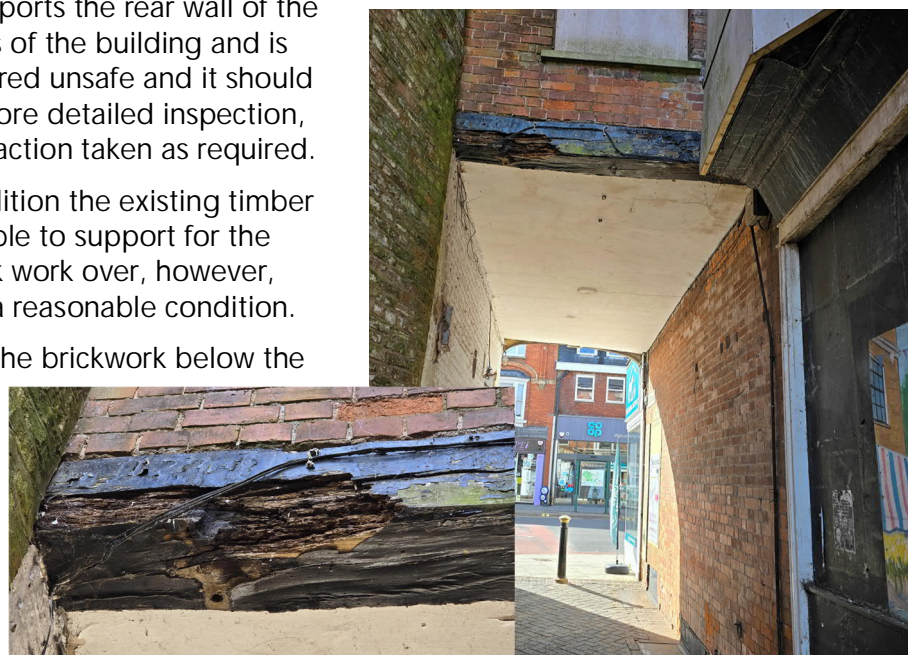


Figure 4 Number 3 Fore Street, rear view Cornhill throughfare through arch.

3.3 Specific location – Cornhill/Fore Street Junction

Siting the lantern at the front of the throughfare above the bollard on Fore Steet (see Figure 3 and Figure 5) is feasible providing head height allowances are sufficient.

The decorative arch above the throughfare should not be used to support the lantern, the stonework there is decorative only and is unlikely to be able to carry additional load safely.

Behind the stone arch and hidden by the covering to the soffit of the walkway is likely to be a further timber beam, the condition of this beam is unknown. Given the beam condition at the rear end of the walkway the condition of the front beam is also likely to be poor.



Figure 5 Decorative stone arch over Cornhill throughfare entrance.

The condition of the brickwork within the throughfare is good.

The width of the alley way is around 2.8 m.

3.4 Specific location – residential access off Cornhill to Old Court Mews

Siting the lantern in the new residential street off Cornhill and giving access to Old Court Mews is feasible. There is no structure spanning the road at this location. The condition of the structures at both sides is good.

The width of the alley way is around 3.6 m.

4 Lantern support

Given the condition, and potential condition, of the structure of Number 3 Fore Street above Cornhill it is not reasonable to use it to hang the lantern.

A pragmatic and cost-effective solution to hanging the lantern, that would work at any of the three locations considered is proposed. The lantern should be hung from new steel beam. Plates would be welded to the end of the beam through which fixings could be made in the to the brick or masonry walls at either side of any of the proposed locations. The lantern could be used



Figure 6: Cornhill to Old Court Mews

unmodified on lugs welded in to position on the new beam and the two joined with bolts. Of course, the lantern frame could be modified to achieve a neater finish.

The size of the beam required is a RHS 70x70x5 mm by length to suit (not to exceed 4 m):

- To allow the beam to be fixed to the walls:
 - The beam shall be welded all around with a 6 mm FW centrally to a 170 mm square by 6 mm thick steel plate at each end,
 - 4 no. M10 holes shall be drilled at a 130 mm pitch in the plate,
 - To allow the plate to be fixed to the wall at each end with 4 no. M10 x 100 mm resin fixings.
- To allow the lantern to be fixed to the beam:
 - Lugs to match those on the lantern shall be welded to the underside of the beam to allow the lantern to be bolted to the beam
 - (or the lugs on the lantern frame may be modified to allow them to carry a through bolt through the beam).

5 Conclusions and Recommendations

The condition of the structure over the entrance to Cornhill from Fore Street has been found to be in a poor or unknown condition.

The exposed timber beam to the rear of the number 3 Fore Street and above the pedestrian way needs to be properly assessed and may pose a risk to public safety.

However, a solution for hanging the lantern is proposed that suitable for the locations considered in Cornhill.


We trust the foregoing provides an adequate report and ask that you do not hesitate to contact us should you have any questions or if we could help further.

Yours faithfully,

On behalf of GOWN Engineers Ltd

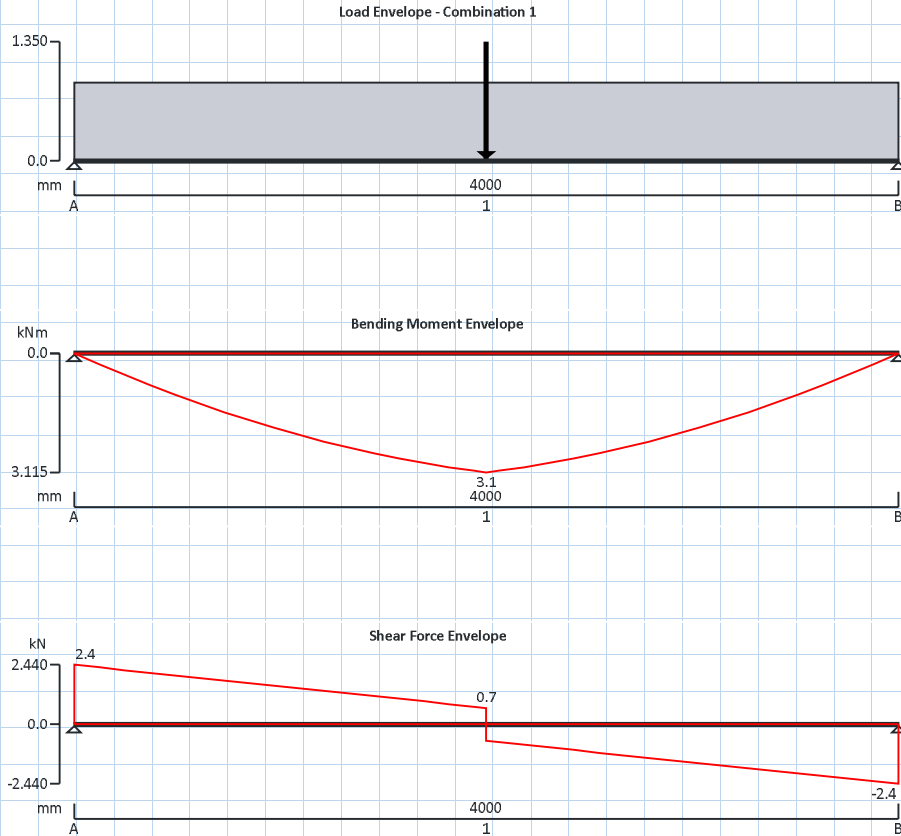
Copied to: Annette Kirk <annette@wellingtontowncouncil.co.uk>

Attachments: Calculations herein referenced

Project number:	22229	Page:	1 of 3	 Three Winds, Downside, Shepton Mallet, Somerset, BA4 4FH 01749 400 101 info@GOWN-Engineers.co.uk
Project:	Victorian Lantern in Cornhill, Wellington	Revision:	00	
Subject:	001 Lantern support beam	Calc. by:	MON	Date: 27/06/24

STEEL BEAM ANALYSIS & DESIGN (EN1993-1-1:2005)

In accordance with EN1993-1-1:2005 incorporating Corrigenda February 2006 and April 2009 and the UK national annex



Support conditions

Support A	Vertically restrained Rotationally free
Support B	Vertically restrained Rotationally free

Applied loading


Beam loads	Variable full UDL 0.5 kN/m Permanent point load 1 kN at 2000 mm Permanent self weight of beam $\times 1$
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Load combinations

Load combination 1	Support A	Permanent $\times 1.35$ Variable $\times 1.50$ Permanent $\times 1.35$ Variable $\times 1.50$
	Support B	Permanent $\times 1.35$ Variable $\times 1.50$

Analysis results

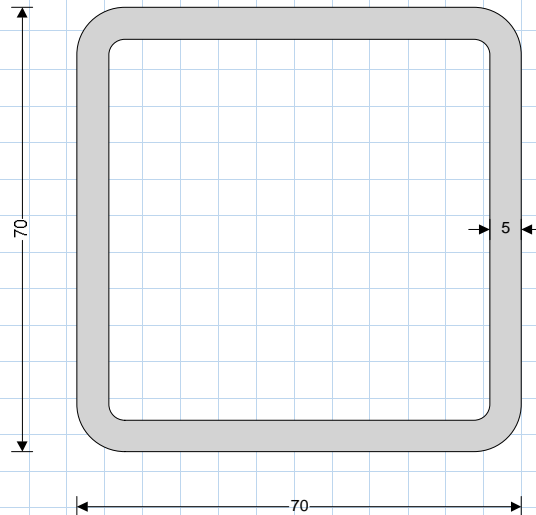
Maximum moment	$M_{\max} = 3.1$ kNm	$M_{\min} = 0$ kNm
Maximum shear	$V_{\max} = 2.4$ kN	$V_{\min} = -2.4$ kN
Deflection	$\delta_{\max} = 9$ mm	$\delta_{\min} = 0$ mm

Project number:	22229	Page:	2 of 3	 Three Winds, Downside, Shepton Mallet, Somerset, BA4 4FH ☎ 01749 400 101 ✉ info@GOWN-Engineers.co.uk
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Subject:	001 Lantern support beam	Calc. by:	MON	Date: 27/06/24

Maximum reaction at support A	$R_{A_max} = 2.4 \text{ kN}$	$R_{A_min} = 2.4 \text{ kN}$
Unfactored permanent load reaction at support A	$R_{A_Permanent} = 0.7 \text{ kN}$	
Unfactored variable load reaction at support A	$R_{A_Variable} = 1 \text{ kN}$	
Maximum reaction at support B	$R_{B_max} = 2.4 \text{ kN}$	$R_{B_min} = 2.4 \text{ kN}$
Unfactored permanent load reaction at support B	$R_{B_Permanent} = 0.7 \text{ kN}$	
Unfactored variable load reaction at support B	$R_{B_Variable} = 1 \text{ kN}$	

Section details

Section type	SHS 70x70x5.0 (Tata Steel Celsius (Gr355 Gr420 Gr460))
Steel grade	S235H
EN 10210-1:2006 - Hot finished structural hollow sections of non-alloy and fine grain steels	
Nominal thickness of element	$t = 5.0 \text{ mm}$
Nominal yield strength	$f_y = 235 \text{ N/mm}^2$
Nominal ultimate tensile strength	$f_u = 360 \text{ N/mm}^2$
Modulus of elasticity	$E = 210000 \text{ N/mm}^2$



Partial factors - Section 6.1

Resistance of cross-sections	$\gamma_{M0} = 1.00$
Resistance of members to instability	$\gamma_{M1} = 1.00$
Resistance of tensile members to fracture	$\gamma_{M2} = 1.10$

Lateral restraint

Span 1 has lateral restraint at supports only

Effective length factors

Effective length factor in major axis	$K_y = 1.000$
Effective length factor in minor axis	$K_z = 1.000$
Effective length factor for torsion	$K_{LT,A} = 1.000$
	$K_{LT,B} = 1.000$

Classification of cross sections - Section 5.5


$$\varepsilon = \sqrt{235 \text{ N/mm}^2 / f_y} = 1.00$$

Internal compression parts subject to bending - Table 5.2 (sheet 1 of 3)

Width of section	$c = h - 3 \times t = 55 \text{ mm}$	
	$c / t = 11.0 \times \varepsilon \leq 72 \times \varepsilon$	Class 1

Internal compression parts subject to compression only - Table 5.2 (sheet 1 of 3)

Width of section	$c = b - 3 \times t = 55 \text{ mm}$	
	$c / t = 11.0 \times \varepsilon \leq 33 \times \varepsilon$	Class 1

Project number:	22229	Page:	3 of 3	 Three Winds, Downside, Shepton Mallet, Somerset, BA4 4FH ☎ 01749 400 101 ✉ info@GOWN-Engineers.co.uk
Project:	Victorian Lantern in Cornhill, Wellington	Revision:	00	
Subject:	001 Lantern support beam	Calc. by:	MON	Date: 27/06/24

Section is class 1

Check shear - Section 6.2.6

Height of web $h_w = h - 2 \times t = 60 \text{ mm}$

Shear area factor $\eta = 1.000$

$$h_w / t < 72 \times \varepsilon / \eta$$

Shear buckling resistance can be ignored

Design shear force $V_{Ed} = \max(\text{abs}(V_{\max}), \text{abs}(V_{\min})) = 2.4 \text{ kN}$

Shear area - cl 6.2.6(3) $A_v = A \times h / (b + h) = 637 \text{ mm}^2$

Design shear resistance - cl 6.2.6(2) $V_{c,Rd} = V_{pl,Rd} = A_v \times (f_y / \sqrt{3}) / \gamma_{M0} = 86.4 \text{ kN}$

PASS - Design shear resistance exceeds design shear force

Check bending moment major (y-y) axis - Section 6.2.5

Design bending moment $M_{Ed} = \max(\text{abs}(M_{s1_{\max}}), \text{abs}(M_{s1_{\min}})) = 3.1 \text{ kNm}$

Design bending resistance moment - eq 6.13 $M_{c,Rd} = M_{pl,Rd} = W_{pl,y} \times f_y / \gamma_{M0} = 7.2 \text{ kNm}$

PASS - Design bending resistance moment exceeds design bending moment

Check vertical deflection - Section 7.2.1

Consider deflection due to variable loads

Limiting deflection $\delta_{lim} = L_{s1} / 360 = 11.1 \text{ mm}$

Maximum deflection span 1 $\delta = \max(\text{abs}(\delta_{\max}), \text{abs}(\delta_{\min})) = 8.967 \text{ mm}$

PASS - Maximum deflection does not exceed deflection limit

Wellington Town Centre – Annual Street Trading Consent Permit

The Economic Development Committee to consider generating income from hiring out pavement space to stall traders. Town Council to obtain an annual street trading consent permit. To allow stall traders to have a pitch on the pavement in the town. Town Council to select stall locations in the Town Centre. E.g: Corner of Fore Street/South Street, High Street.

For example: To charge the stallholders a pitch fee of £45.00. Food Vans: £60.00
Trading days – twice weekly e.g. Wednesday and Saturday. 9am to 2.30pm

3 stall pitches = £135.00 x twice weekly = £270.00 per week.
Potential Annual Income: £14,040 (trading 52 weeks a year)

9 stall pitches = £405.00 x twice weekly = £810.00 per week.
Potential Annual Income: £42,120 (trading 52 weeks a year)

Somerset Council - Street Trading Consent. Annual Fee = £531.00

Stallholders to provide supporting documents e.g. public liability insurance and food hygiene certificate.

Bookings via Town Council Office.

Income to go towards Town Centre Projects e.g. Hanging Baskets and planting annually. On going maintenance of railing, troughs, planters, bus shelters and notice boards.

Photos of Suitable Locations below:

South Street/Fore Street



Upto 5 Stalls

High Street (to include Lay-by)



Upto 4 Stalls

Subject to further enquiries to be made with Somerset Highways and Parking to apply for a parking waiver-suspensions and dispensations to use the parking layby in the High Street outside the front of the Old Post Office.

Somerset Council Website Costs as follows:

£12.00 per (or equivalent) day

£35 per bay (or equivalent) weekly

£120 per bay (or equivalent) monthly.

The Stallholders to use their vehicles as a barrier behind their stalls to protect stall holders and pedestrians from the High Street traffic.

Wellington Town Council
Listing of Payments in each Code for All Cost Centres
 (Between 01-03-2024 and 31-03-2024)

Agenda Item: 9a

Cost Centre Town Centre

Code Number		140 Summer Street Fair									
Vchr.	Date	Invoice No	Minute	Bank	Cheq. No.	Description	Supplier	Vat Type	Net	Vat	Total
649	08/03/2024			Lloyds Treasurers I Card		Trading Permit	Somerset Council	X	80.00		80.00
672	19/03/2024			Lloyds Current Acc BACS		Advertisement	Carly Press	S	100.00	20.00	120.00
Subtotal for Code: Summer Street Fair									£180.00	£20.00	£200.00
Subtotal for Cost Centre: Town Centre									180.00	20.00	200.00
TOTALS									£180.00	£20.00	£200.00

Wellington Town Council
Listing of Receipts in each Code for All Cost Centres
 (Between 01-04-2024 and 04-07-2024)

4 July 2024 (2024 - 2025)

Agenda Item 9a

Cost Centre Town Centre

Code Number 140 Summer Street Fair

Vchr.	Date	Invoice No	Minute	Bank	Cheq. No.	Description	Supplier	Vat Type	Net	Vat	Total
1	04/04/2024	2024 - 2025/36		Lloyds Current Acc		Stall Fee	The Little Soapery Wellington	X	45.00		45.00
4	08/04/2024	2023 - 2024/35		Lloyds Current Acc		Stall Fee	Wood Works	X	85.00		85.00
5	08/04/2024	2024 - 2025/36		Lloyds Current Acc		Stall Fee	The Toy Boyz	X	45.00		45.00
17	18/04/2024	2024 - 2025/37		Lloyds Current Acc		Stall Fee	SallysFrocks	X	45.00		45.00
19	19/04/2024	2023 - 2024/35		Lloyds Current Acc		Stall Fee	Prettybaby93	X	55.00		55.00
20	19/04/2024	2024 - 2025/37		Lloyds Current Acc		Stall Fee	Luxe Lollies	X	45.00		45.00
22	25/04/2024	2024 - 2025/36		Lloyds Current Acc		Stall Fee	Peter Gibbs	X	45.00		45.00
31	09/05/2024	2024 - 2025/37		Lloyds Current Acc		Stall Fee	Somerset Airsoft	X	45.00		45.00
32	09/05/2024	2023 - 2024/35		Lloyds Current Acc		Stall Fee	Gallery 59	X	70.00		70.00
33	09/05/2024	2024 - 2025/38		Lloyds Current Acc		Stall Fee	Thai Style Thai Food	X	70.00		70.00
34	16/05/2024	2024 - 2025/38		Lloyds Current Acc		Stall Fee	Tweety Heaven	X	45.00		45.00
35	16/05/2024	2024 - 2025/38		Lloyds Current Acc		Stall Fee	Ridgeway Cider	X	45.00		45.00
36	16/05/2024	2023 - 2024/34		Lloyds Current Acc		Stall Fee	Isla-Rose	X	45.00		45.00
40	28/05/2024	2024 - 2025/39		Lloyds Current Acc		Stall Fee	Bluebell Gems	X	45.00		45.00
41	28/05/2024	2024 - 2025/38		Lloyds Current Acc		Stall Fee	Riverside Plant Nurseries	X	70.00		70.00
42	28/05/2024	2024 - 2025/38		Lloyds Current Acc		Stall Fee	Amy's Crystals and Crafts	X	45.00		45.00
43	28/05/2024	2024 - 2025/36		Lloyds Current Acc		Stall Fee	Utility Warehouse	X	45.00		45.00
44	28/05/2024	2024 - 2025/37		Lloyds Current Acc		Stall Fee	The Magic Fairy	X	45.00		45.00
50	30/05/2024	2024 - 2025/39		Lloyds Current Acc		Stall Fee	Rheas Raw	X	45.00		45.00
51	30/05/2024	2024 - 2025/38		Lloyds Current Acc		Stall Fee	Everyone Active	X	45.00		45.00
							Subtotal for Code: Summer Street Fair		£1,025.00		£1,025.00
							Subtotal for Cost Centre: Town Centre		1,025.00		1,025.00

TOTALS £1,025.00 £1,025.00



Wellington Film Festival 2024

Summary

During April 2024, over 1200 people attended 14 events including screenings, outdoor projections and other activities that took place in Wellington across 7 venues.

A 48 hour film competition ran before the festival opened, to create short films for screening at an awards ceremony during the festival weekend.

A steering committee of local residents shaped the events and a 16 page print programme designed by committee member Tim Baigent (Glyder Graphic Design) was delivered to 5,000 homes in Wellington before the event.

The festival was featured on BBC Points West as well as local radio stations. There was coverage in the Wellington Weekly, County Gazette and a feature spread in What's On Somerset magazine. Thanks to committee member Sean Pringle-Kosikowsky, fellow members of the 501st legion helped promote the festival at Taunton Independent Market.

Aim

To deliver the second Wellington Film Festival over three days, including a chance to see some films that would have been screened locally.. The key goals were accessibility and affordability for the local community and to attract visitors from other areas.

Headlines

A new event - 48 hour film challenge - took place in advance of the festival to help develop the next generation of filmmaking talents. Their challenge was to create a short film that included a specific line of dialogue and a prop. We received nine original and highly entertaining entries.

Thanks to committee member Tim Baigent, the festival's opening day featured a fantastic performance by cult band Palooka 5, playing an original soundtrack to the classic silent film 'Metropolis'. Created especially for the festival, it has gone on to appear at other festivals in the region.

We had great weather for all the outdoor events and families were wowed in turn firstly, by the projections created by committee member Jon Stay and secondly, by the dinosaur puppets presented by Stars of Time. The latter appeared to the theme tune from Jurassic Park, courtesy of the brilliant Wellington Silver Band.

BBC Radio presenter Simon Parkin chaired a challenging film quiz, expertly compiled by Mark Bond, which closed the festival.

Impact Areas

Social Cohesion & Stronger Communities |

Wellbeing - Lives Enriched | Environmental Responsibility



Economic | Screen Heritage | Young Audiences

Knowledge and Experience - Inspiring young people to imagine & realise their full potential

Spurring Creativity - nurturing the next generation of creative talent

Films

Three new documentary films were created especially for the festival: the first BBC news cameraman and local resident Brian Hulls, the second celebrated Hollywood actor Jack Ackroyd, who retired to Wellington and the third showcased the amazing community farm.

Heritage films from the BFI National Archive (celebrating the GWR) were screened alongside those of local filmmakers.

A panel discussion, thanks to support from the Transition Town group, followed the sell out screening of "Six Inches of Soil".

Wellesley Cinema hosted two screenings, bringing film classics Jurassic Park and Saturday Night Fever back to the big screen, whilst the award winning Untouchable moved audiences from tears of sadness to roars of laughter.

Key Partnerships

Wellington Town Council

Community

501st legion
Friends of Wellington Park
St Johns Church
The Pritchard Family
Wellington Arts Association
Wellington Rugby Club
Wellington School
Wellington Silver Band
Wellington Town Transition Group

Businesses

Carly Press
Clocktower Records
Merlin Cinemas (Wellesley)
United Reformed Church
Wetherspools
Okee
Everys
Last Minute Car Hire
DCK Garage Services
Brazier Coffee
Changing Colours Exhibition

Budget in brief

Income: Wellington Town Council £8k Somerset Council (formerly Somerset West and Taunton Council) £4k and £2803.39 ticket income from the 2022 festival.

In kind support from Carly Press, Glyder Graphic Design, Friends of Wellington Park, United Reformed Church and Wellington School.

We generated approx £1955.06 of ticket revenue, £450 in advertising revenue and £260.66 in donations, t-shirts sales and other sponsorship, which will support the next festival.

What worked

There are so many positives (see above) these are just a couple of additional points:

- The strong branding / reputation of the first festival and the excellent social media presence developed by Rebecca Hunt (Wellington Town Council) gave the festival a flying start.

- Partner Carly Press successfully delivered the programme to 5,000 houses. This is key to reaching local people and Wellington has a distinct advantage over other towns because of this partnership and The Edge publication.
- Whilst Somerset Film were the delivery partners, this festival was strongly rooted in the community thanks to the Chair Cllr Keith Wheatley and those on the steering committee brought excellent ideas to the programme. Additional volunteers also returned during the festival run.
- Programming mix - the steering committee chose a good diversity of films and there was something to appeal to all ages. It was great to get feedback from audiences: Untouchable proved a real hit amongst those who attended and staff who worked on Metropolis were so wowed by the event they went to Bridport to see it again properly.
- Six events were free and ticket prices ranged from £3 to £10.
- The 48 hour film competition had a really positive impact. A grandmother of one participant said “Because he’s got issues with his life this meant everything to him. He was hoping to win a prize and he did. He won two and that made him so happy. He felt that what he done was worth doing, which before he felt he was perhaps worthless.”
- The United Reformed Church was a great location and an amazing back drop for the projections, thanks to support from the Pritchard family.
- Including a lesser known but award winning film in the mix such as Untouchable.

What was difficult or could be improved

- Once again the main free event was booked out but only half of ticket holders attended on the day.
- There were a couple of negative comments about ticket booking through the website.
- Whilst at the previous festival there were a number of events which took place at the same time, those events programmed too closely together had a negative response from those who wanted to attend everything.
- The timing of the programme delivery meant that the awareness and anticipation built at the first festival was slower to achieve this time.
- The double page spread in The Edge caused a little confusion because it did not include timings, costs or locations. It was intended to be accompanied by the programme but copies of The Edge went further and were produced in greater quantities than the programme.
- As a result of the paid Facebook advertising, our events were targeted by ticket scammers.
- Our drinks provider for the outdoor screening let us down (again) though the P Daddy Street Food provider stepped in brilliantly for us!

What could we do differently

- Introduce ‘pay what you can’ instead of free events, which still has the option of ‘zero’
- Next time the events should all be listed on the front page of the website rather than expecting visitors to have to do multiple clickthroughs.
- Introduce more opportunities to donate, especially at the park event
- Provide an exclusive opportunity at the park event for those with a festival ticket?
- Programme more films in conjunction with local groups (transition group event by way of example)



29/05/24

Design, Management & Operational Statement

urban
innovation
company

.pulse



Foreword

This document supports applications for Planning Permission and Advertisement Consent for Pulse Smart Hubs by Urban Innovation Company (UIC).

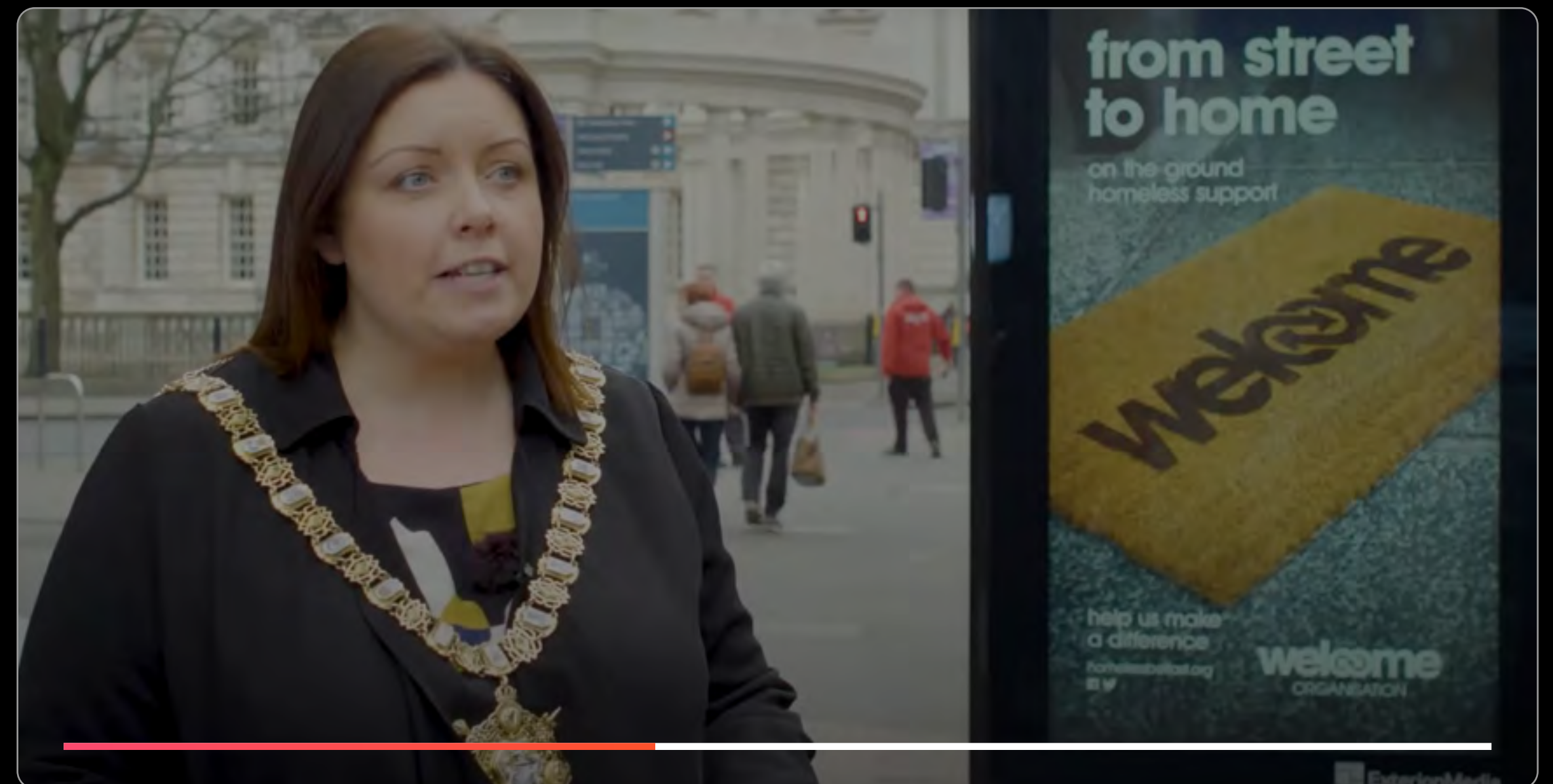
The Pulse Smart Hub is a modern-day piece of street furniture that supports the health and vitality of the communities we serve. The Pulse Smart Hub is free all-year round to the user, local stakeholders, and taxpayer.

Our Hubs provide improved connectivity, access to hyper local information and services, real-time data, and direct access to emergency lifesaving equipment. The Pulse Smart Hub actively removes barriers to entry and champions social inclusion for all.

We develop collaborative relationships with key local stakeholders to ensure that impactful solutions are delivered. Each area comes with its own local needs and through dialogue with stakeholders we can tailor the Hubs to create tangible and meaningful impact.

This document explains the evolution of the Pulse Smart Hub, the design and software detailing, installation, and long-term management and operation of the Hubs. This document also includes relevant technical appendices to support our applications.

Press play to watch the video



For more information about us and what we offer, check out our website or click on the video above.

→ www.pulsesmarthub.co.uk

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Chapter 1

Designed to serve the community

- The problem
- The solution
- Belfast: A case study
- What makes us different



A snapshot of the problem

We live in an age where reliable internet connection, local services and life-saving equipment are a necessary part of daily life but access to them is not equal for all. This lack of connection stifles economic growth and socio-economic inclusion, and fails to alleviate pressures on public services.



In the UK alone, approximately 13-19 million people over the age of 16 are experiencing some form of digital poverty. It's important to support people who are not online.



The public payphone has become obsolete and needs to adapt to meet the expectations of modern society, where people desire both digital connectivity and safety on the streets.



Tightening of the public purse has placed a massive burden on local services, organisations and community networks, impacting vital information sharing and public safety protocols.

Current limitations

Communication, access to information, and safety through our towns and cities is erratic, inconsistent and unreliable. This impacts not only the individual but also the wider community.



1

The individual

People who need to use services or be able to communicate but have no access to a mobile phone, Wi-Fi, a dead battery or have no signal.



2

Councils inc., town and city management

Limited budgets to advertise events, and limited avenues to promote wider-council services or undertake important environmental monitoring.



3

Police and other emergency services

Spreading urgent messages across an area can be expensive, time-consuming, and difficult to do effectively.



4

Community safety

There is a lack of easily accessible life-saving equipment in the public realm, putting lives at risk and reducing the chances of survival.



5

Tourism and local businesses

As retail and businesses in town and city centres decline, there is a need to harness new technology to promote what's on and the visitor experience.



6

Charities and outreach organisations

Charities are facing rapidly increasing costs, limiting the quality and extent of their outreach which directly impacts those most in need.

The solution

Bridge the digital divide by creating state-of-the-art street furniture that incorporates digital services and life-saving equipment to make people feel better connected and safer in their communities

Our solution: The Pulse Smart Hub



.pulse

Say hello to the Pulse Smart Hub

Whilst having a substantially smaller footprint than a traditional telephone kiosk design, the Pulse Smart Hub provides a multitude of additional services in comparison. Each feature carefully considered and designed to serve a specific purpose for the local community.

Feature types	The Pulse Smart Hub	Telephone Kiosk
Keeping People Connected		
Paid calls	X	✓
Free phone calls	✓	X
Free charging for devices (including wireless)	✓	X
Small cell technology (to support mobile offloading - 5G)	✓	X
Free public WiFi	✓	X
LoRaWAN (long range wide area network) ready	✓	X
Smart City Platform		
Internet of Things (IoT) connectivity	✓	X
Open-source data collection and sharing	✓	X
Air quality monitoring	✓	X
Footfall counting - advanced (in development)	✓	X
Evolutionary technology - built to stand the test of time	✓	X
Saving Lives		
Public access defibrillator	✓	X
Nasal Naloxone opiate antagonists	✓	X
Specific 999 call function	✓	X
Emergency call button and emergency service protocols	✓	X
Built-in CCTV monitoring for evidentiary purposes	✓	X
Information Sharing		
Override protocols for policing purposes	✓	X
Public and emergency messaging	✓	X
5% + free community advertising	✓	X
Public interface and local information	✓	X
Local maps and wayfinding	✓	X
Digital advertising to modernise streetscapes	✓	X

Our vision

Our Vision is to provide everyone, free of charge, the ability to connect to information, communicate, feel safe and have access to emergency life-saving equipment.

We want to continue being the leaders of this space, driving real public and community benefits, saving lives, and connecting people in the areas we operate.



What the Pulse Smart Hub offers (Our four pillars)



Keeping
people
connected



Saving
lives



Smart
city
platform



Sharing
information

Who benefits from the Pulse Smart Hub?

Pulse delivers a community-focused network of smart street furniture with life-saving equipment in towns and cities across the UK.



1

The individual

Delivering free phone calls, WiFi, phone charging and free access to real-time hyper local information, enabling people to feel connected and informed on the street and in the community.



2

Councils inc., town and city management

Free access to smart data including air quality monitoring, and free advertising space, enabling better management of our streets, greater support for local initiatives and a more informed community.



3

Police and other emergency services

Direct access to life-saving equipment and ability to override screen content if required to spread messages to the public in response to real-life scenarios.



4

Community safety

Provision of more defibrillators and life-saving equipment on the street along with emergency safety buttons to improve community resilience, public safety and security.



5

Tourism and local businesses

Public access to free live hyper-local mapping, local tourist attractions, what's on information, and free advertising for businesses providing a crucial role in promoting the local area to visitors.



6

Charities and outreach organisations

Free to use advertising and messaging space, direct access to hotlines to support the vulnerable and provision of life-saving equipment to better support the vulnerable in our society.

Belfast: A case study

Through our work in Belfast we have established partnerships with key local organisations to deliver a bespoke network of Hubs across the city.

This partnership working has directly influenced the improved functionality of the Pulse Smart Hubs in response to feedback.



1 The Individual

Our Hubs provide people with reliable connection 24/7 all year round. Using the simple public interface on the side of the Hubs, people have access to:

- ◆ Free phone calls.
- ◆ Free Wi-Fi provision.
- ◆ Free mobile device charging, including wireless charging.

The Hubs also have additional space for other telecom technological advances. For example, the Hub is 4G and 5G small cell ready to support capacity for a wider telecoms and mobile network rollout.



The Individual

4,000+
calls
per
year

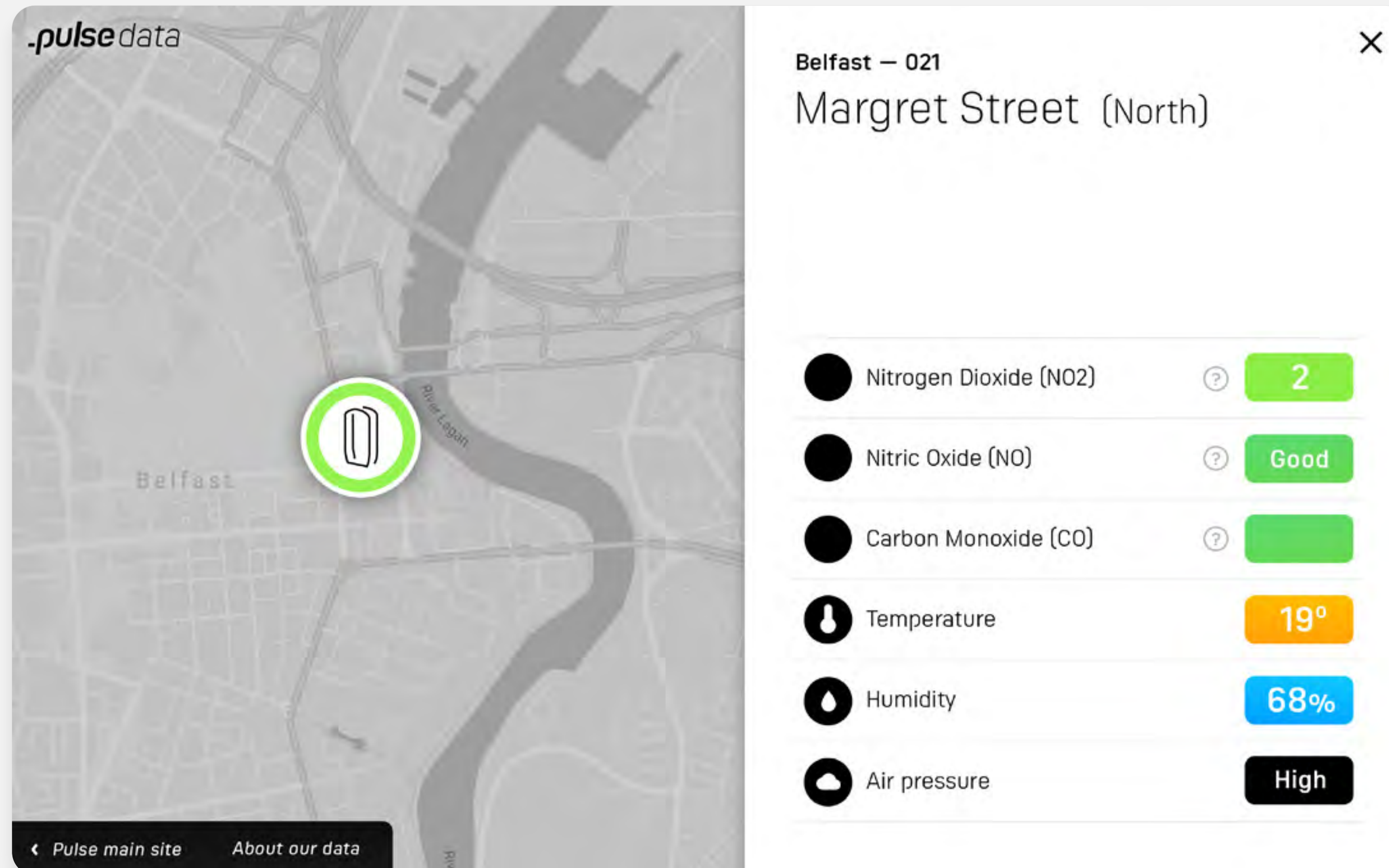




The Individual

- 📞 Homelessness charities are among the top 10 most called numbers
- 📞 Taxi services are the most frequently called landline numbers

2 Councils inc, town and city management

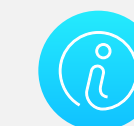


The Internet of things (IoT) is a network of devices and other technologies that connect and exchange data with other devices and systems over the Internet.



Our Hubs provide power, data and space for IoT technology to enable a better understanding of the environment around us. The Hubs are installed with environmental sensors to collect the following data:

- ♦ Air quality including:
 - + Nitric Oxide
 - + Nitrogen Dioxide
 - + Carbon Monoxide data

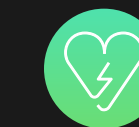
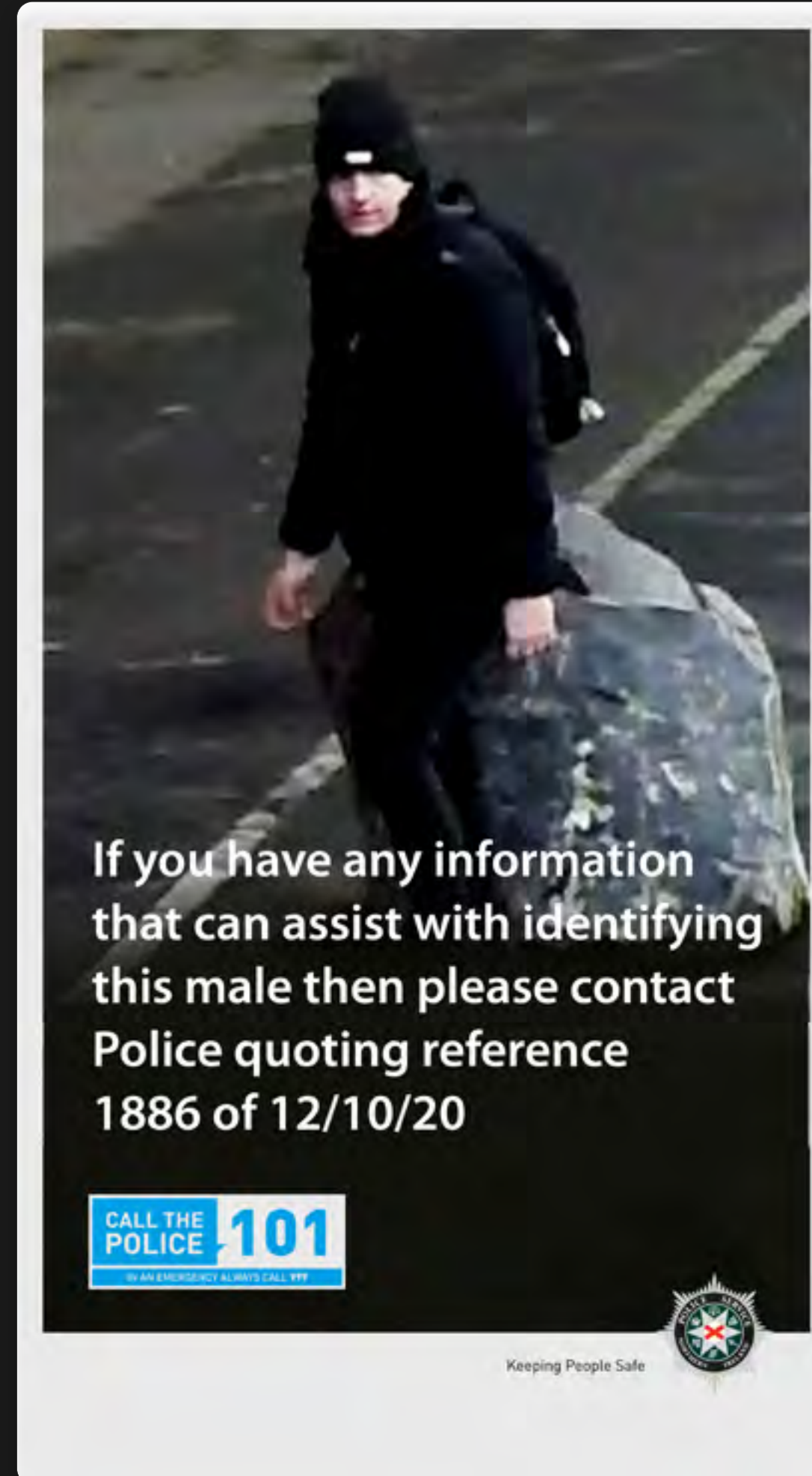
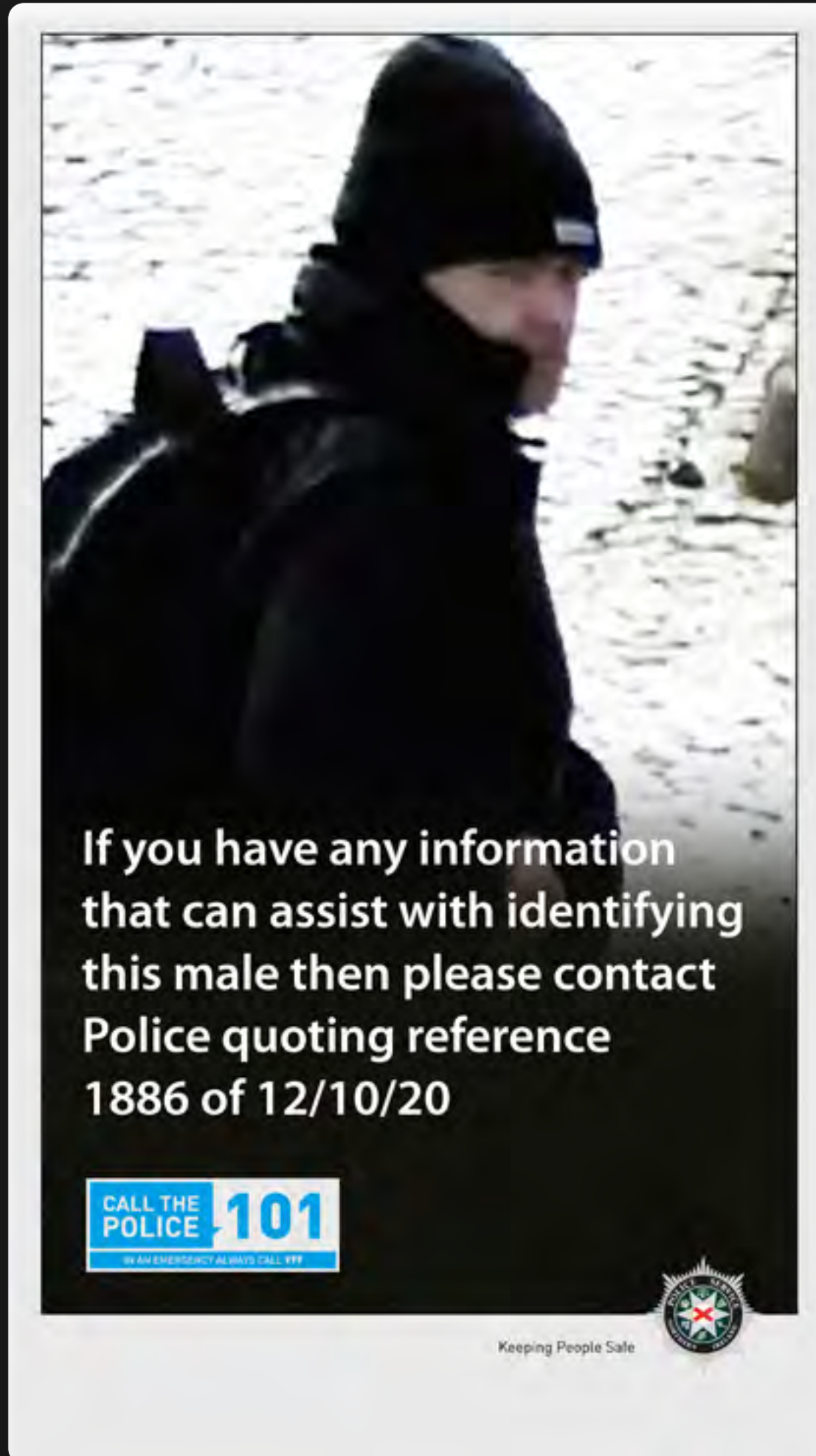


The information the Hubs collect is shared free of charge with local stakeholders providing invaluable information about an area and will assist in forming strategies to address concerns.

3 Police and other emergency services

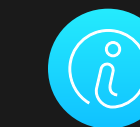


Through collaborative working with Police Service Northern Ireland (PSNI) we have developed a series of protocols in the event of emergencies to protect the safety and wellbeing of people in Belfast.



PSNI have direct access to Pulse software enabling immediate override of the large screen content to respond to real-life scenarios such as:

- ◆ Pandemic information.
- ◆ Severe weather conditions.
- ◆ Major structural collapse.
- ◆ Major fire or explosion.
- ◆ War or terrorism.
- ◆ Major public disorder or criminal activity.



In 2020 the emergency override function was activated by PSNI to alert the public of a dangerous man on the loose. This led to his capture within hours of the messaging being placed on the screens.



4 Community safety

We are committed to improving public health and safety on our streets, and having easy and quick access to public life-saving equipment can mean the difference between life and death.



Cardiac arrest survival rates are 70% if a defibrillator is used within five minutes. It is the number one intervention to increase the likelihood of survival out of hospital. Each Hub will be fitted with key lifesaving equipment:

- ◆ Public access defibrillator to respond to someone having a sudden cardiac arrest.
- ◆ Public access Nasal Naloxone to respond to someone having an opioid overdose.



We are working closely with Health and Social Care Northern Ireland and drug outreach organisations to continue developing such initiatives.

The Hubs are now a mainstay for protecting people on the streets of Belfast. On average, one defibrillator is deployed by Northern Ireland Ambulance Service each month across Belfast.





Community safety

We are fully committed to supporting and protecting anyone in need of help or in danger. Our Hub acts as a safety beacon for people in the community.



Working with the Police and local stakeholders across Belfast we have put in place safety protocols. In the event of an emergency, from the Hub people can:

- ◆ Call 999 Emergency Services.
- ◆ Activate an Emergency Button.




Our Hubs act as a place of safety for anyone who is in immediate danger due to domestic abuse, stalking, or any other imminent threat.


The Emergency Button can be pressed by anyone feeling vulnerable and by doing so, the Police are called, advertisement screens confirm the emergency services are enroute and CCTV cameras turn on for evidentiary purposes.




We are continuing to focus on delivering vulnerability initiatives and responding to ever improving technology to improve the safety and lives of people in the community.

5 Tourism and local businesses 6 and Charities and outreach organisations

 Our Hubs support and improve services and functions in the urban area.

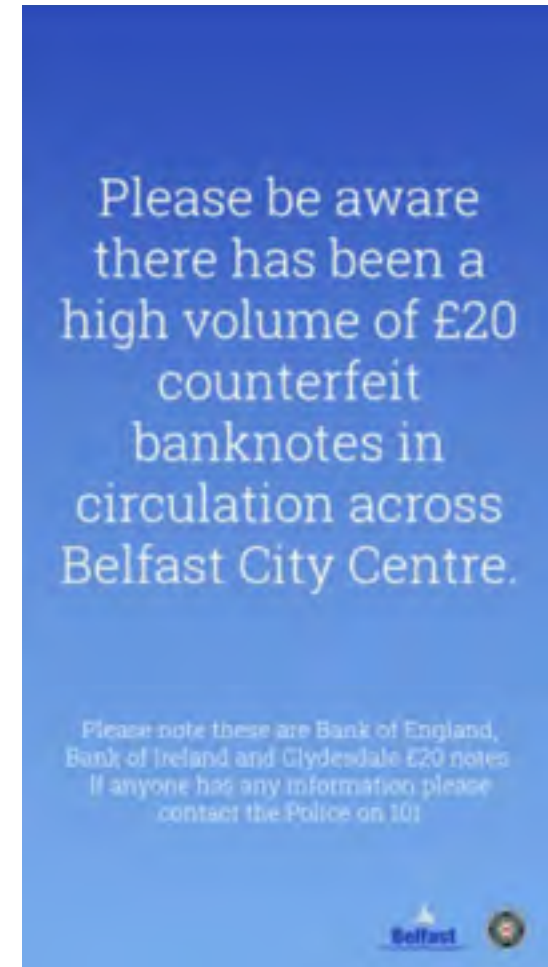
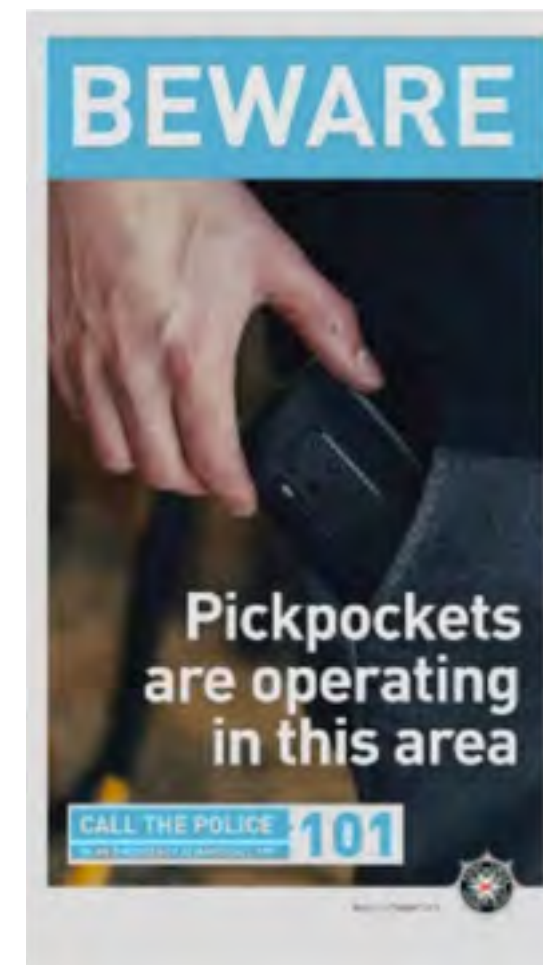
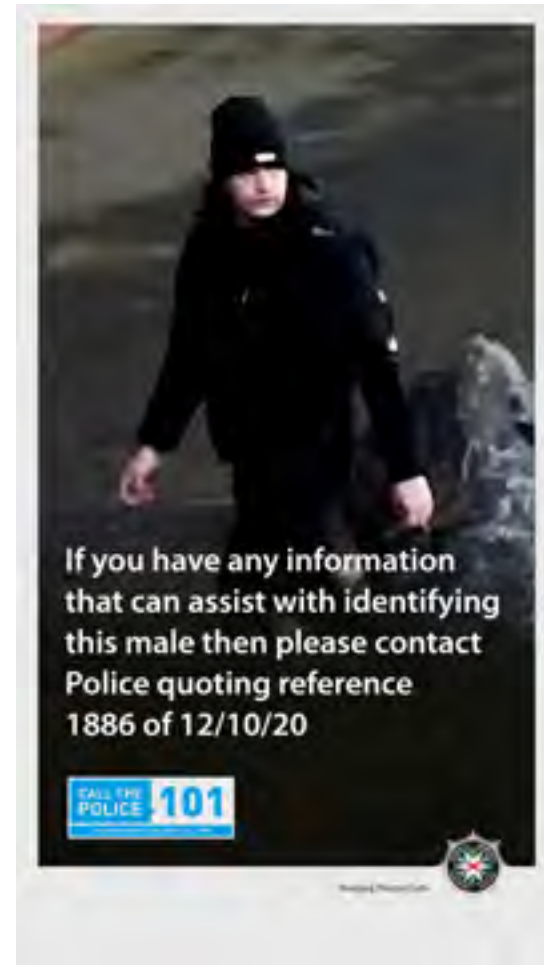
 We support local organisations to keep the community and visitors informed.

 Via the interactive screen, the Hubs provide free access to hyper local services including:

- ◆ Digital maps and way finding.
- ◆ Tourist and visitor information.
- ◆ Live 'what's on' information.
- ◆ Live transport information.
- ◆ Information on Council services.
- ◆ Information on Charities.
- ◆ Local weather.
- ◆ Direct access to key telephone numbers to support the vulnerable.



Tourism and local businesses and Charities and outreach organisations



We commit to giving a minimum of 5% of screen time on the main advertising screens to the Council, local stakeholders and organisations to promote the area, local services, events and support networks. This equates to 650 free messaging slots per Hub, per day.



This provides a valuable channel to reach residents, workers, visitors and tourists with important public messaging and campaigns.



Our Hubs have enabled charities to extend their outreach to those in need. We have provided free messaging on the Hubs for charities including Welcome Organisation, MindWise, PIPS and the Rainbow Project.

Statistics from our network in Belfast (Operating since 2019)

Over 10%
of all display time has
been given over to
local organisations

3,500+
users of the
free Wi-Fi

Over
20,000,000
free public
messages shown

650
free public messaging
slots available per
Hub per day

Over £2m
of free advertising
space given over to
the local community

Environmental sensors collected Nitric Oxide,
Nitrogen Dioxide and Carbon Monoxide data

Over 260 hours of
direct stakeholder
engagement including
sitting on the
nighttime volunteer
steering group

1 defibrillator
deployed every month

We have run 15
hours of free public
defibrillator training

2,000+ people per year
accessing information
on local charities

4,000+
calls per year

Wayfinding used
an average of 45
times per month

2,000+ people
accessing Council
information each year

223
local event pages
viewed per month

Working with the local community

We are passionate about community engagement.

We maintain regular dialogue with all stakeholders to ensure a seamless day-to-day operation and a constant look to the future to make sure our Hubs respond to technological changes as well as the needs of the community.

Our case study demonstrates that through relationships with Police Services, Public Health and Ambulances Services, Tourism Boards, Councils and City Centre Management we have been able to refine the functionality of the Hubs to respond to local matters. A perfect example of this has been the implementation of the Emergency Button to protect the public and help people feel safer on our streets.



Community-first approach



Patrick Fisher
Founder and CEO

[View my LinkedIn profile](#)

“

We're proud to be paving the way for community-first smart street furniture and delivering communication, connectivity, and lifesaving equipment that's specifically tailored to the local area it serves.

Unlike the big corporations, our team dedicates itself to working closely with the public, third-sector stakeholders, and partners to ensure each bespoke network maximises the benefits that it provides and addresses the needs of the local community, both now, and in the future.”

Our commitments

1

We are passionate about community engagement and listen and value the perspectives of others.

2

Our approach will be personable and sociable, echoing the voice of the community itself.

3

We are committed to maintaining and strengthening the community relationships we establish.

4

We are committed to ensuring seamless operation meaning our work doesn't end when the Hubs are installed.

5

We will always look to the future to ensure the technology within the Hubs evolves with the needs of the community.

6

We maintain regular dialogue with all stakeholders to maximise the benefits of the Hubs to the community at all times.

Chapter 2

The Pulse Smart Hub experience

- Key principles
- The user experience
- Design and functionality
- Locating our Hubs and accessibility
- Installation
- Ongoing management
- Addressing anti-social behaviour



Key principles

A quintessential British design brought up to the new age in terms of smart phones and digital technology. The Pulse Smart Hub represents the 21st century evolution of the telephone kiosk.

The Pulse Smart Hubs create a digital network across the public realm, enhancing the availability of modern infrastructure. Cross subsidised by advertising revenues, the Hubs provide the following benefits:

Connectivity

Meeting the demands of modern life with free phone calls direct from the device, phone charging (including wireless) and free public Wi-Fi.

Smart City Platform

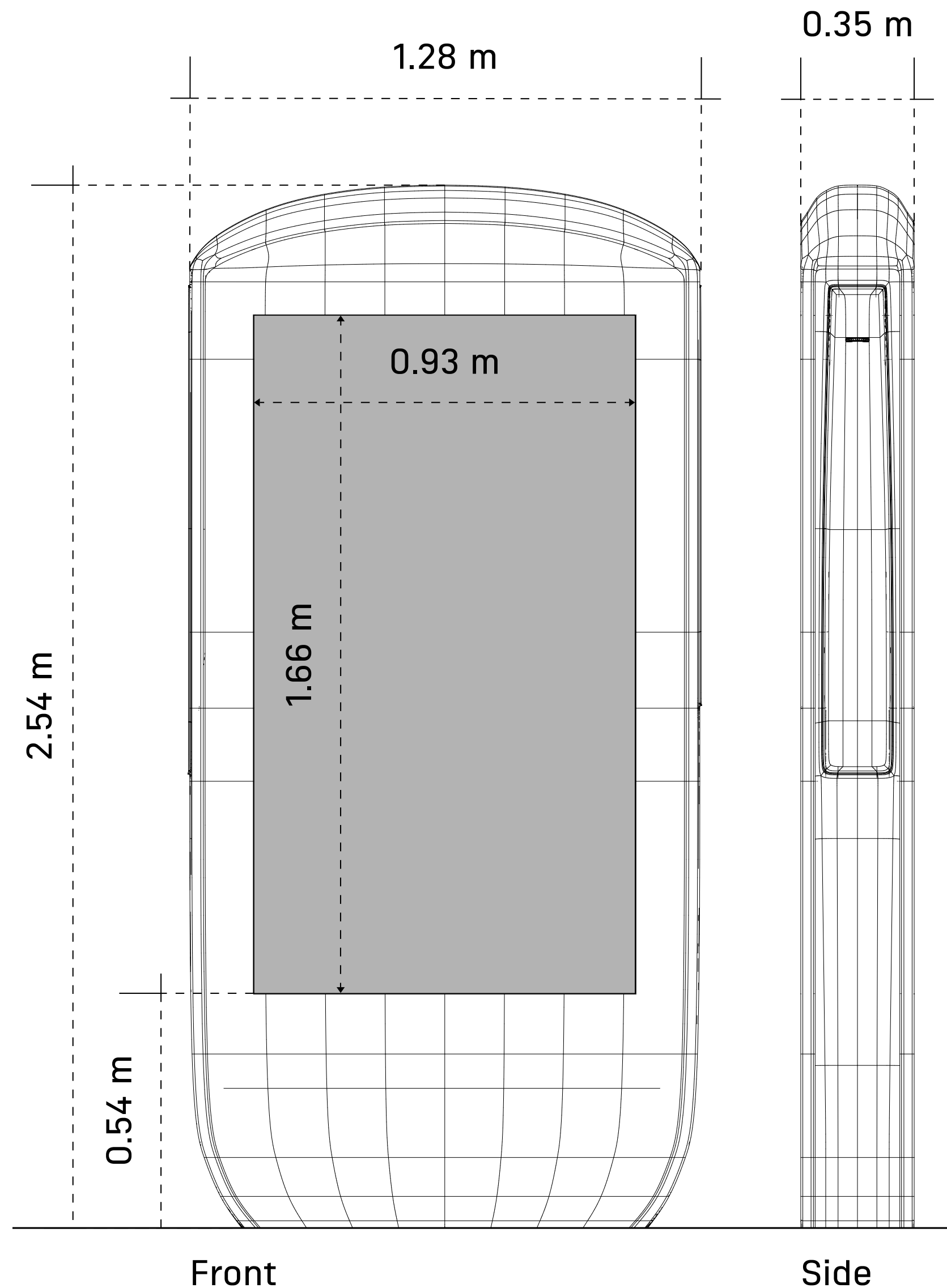
Technology focused on improving people's lives and tackling local issues such as air quality monitoring.

Saving Lives

Equipped with emergency safety features along with a lifesaving defibrillator, and further innovations such as Naloxone medication to tackle opioid overdose.

Sharing Information

Promoting a thriving community through public messaging and advertising, plus an intuitive interactive touch-screen giving access to a variety of platforms – local wayfinding, charities, tourism, council information and events.



Routemaster bus

Glass and gloss red trim. Front and back profile.



Red Telephone Box

Totem in glass and gloss red finish. Iconic curved top.



Red letter box

High gloss red totem with similar profile and curved removable top cap.



Smartphone

Very similar shape and proportions. Curved corners. High gloss and glass. Cutting edge digital technology and display that covers the majority of the main outer face.

The user experience



Space and power for 4G and 5G small cells, future telecoms and IoT devices



Hyper-local information for what's on as well as council, visitor and charity information services and helplines



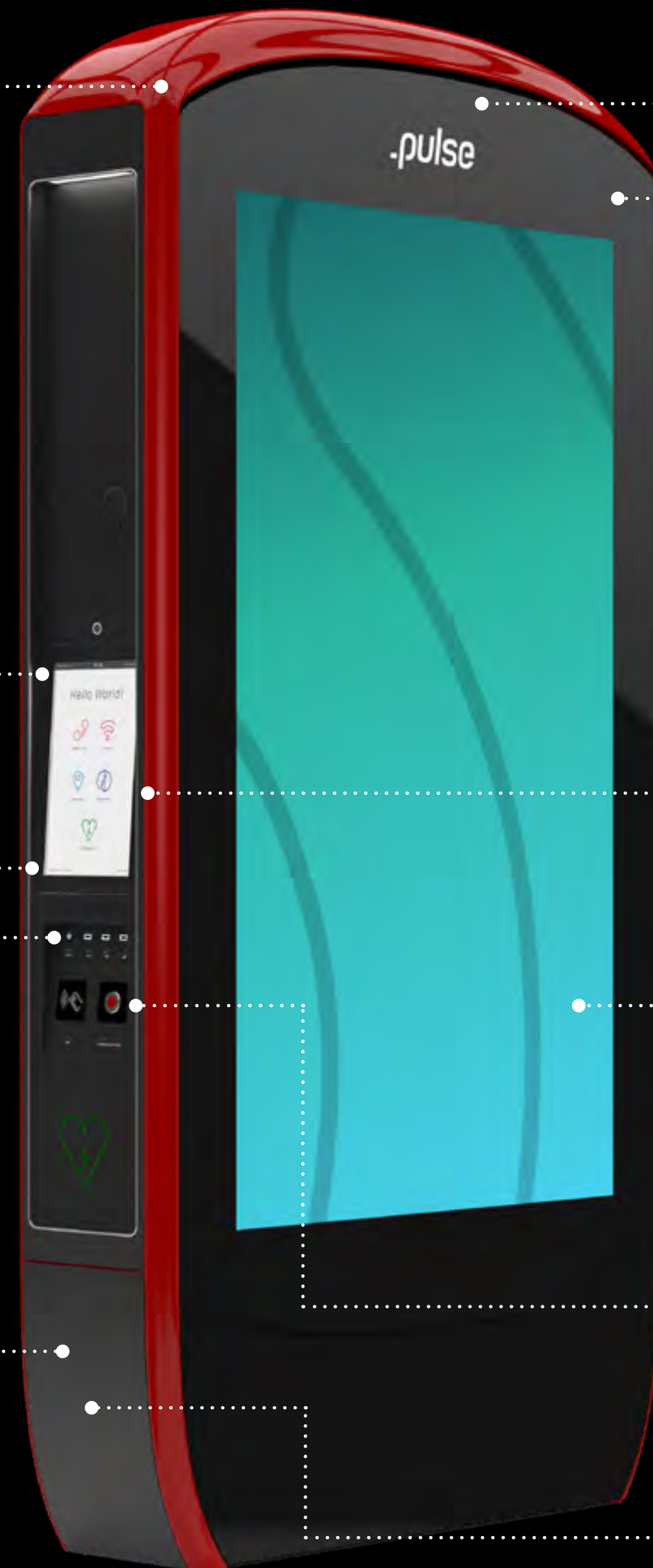
Digital wayfinding and mapping



Mobile device charging, including wireless charging



Integrated Nasal Naloxone opioid antagonist medication to reverse narcotic overdoses



Public WiFi



Air quality and environmental sensors



Free phone calls via the built-in speaker and microphone



Public messaging and advertising



Emergency Button for vulnerable persons police protocol



Integrated public access defibrillator



Design and functionality

Exterior / materials

- ◆ Our Pulse Smart Hubs are free-standing structures featuring a fully accessible interactive tablet along with larger digital display screens on two sides.
- ◆ The dimensions of the Hubs are 2,540mm tall, 1,280mm wide and 350mm wide.
- ◆ Careful research and selection of materials has been undertaken to ensure that the Pulse Smart Hub maintains the highest quality standards while also being robust and durable.
- ◆ The exterior is made from dark grey anodised metal, black and clear laminated glass with a textured fiberglass coated finish. The materials are attractive and durable whilst being easy to service.
- ◆ The shape, form, scale and materials reference the iconic telephone kiosk and the modern mobile devices so that it is instantly recognisable whilst being modern and iconic in its own right.

- ◆ All data collection and signalling equipment will be housed internally within the unit, and space has been reserved to support multiple networks and additional upgrades without altering the external appearance.

Environmental performance

- ◆ Our objective is to contribute as little as possible to non-recyclable waste and we are striving towards all energy used to come from 100% renewable sources.
- ◆ We are also working with advertisers who are committed to reducing the carbon impact of advertising to net zero by the end of 2030.
- ◆ Our Hubs are manufactured from sustainable and recyclable materials.
- ◆ 80% of all metals used are sourced from recycled materials whilst we install energy efficient screens to reduce power usage.

Light and noise

- ◆ The screens automatically adapt to the ambient light. More details on light and noise levels are set out in the Technical Appendix.
- ◆ The two main advertising screens can also be powered off between midnight and 6 00 AM in the morning.

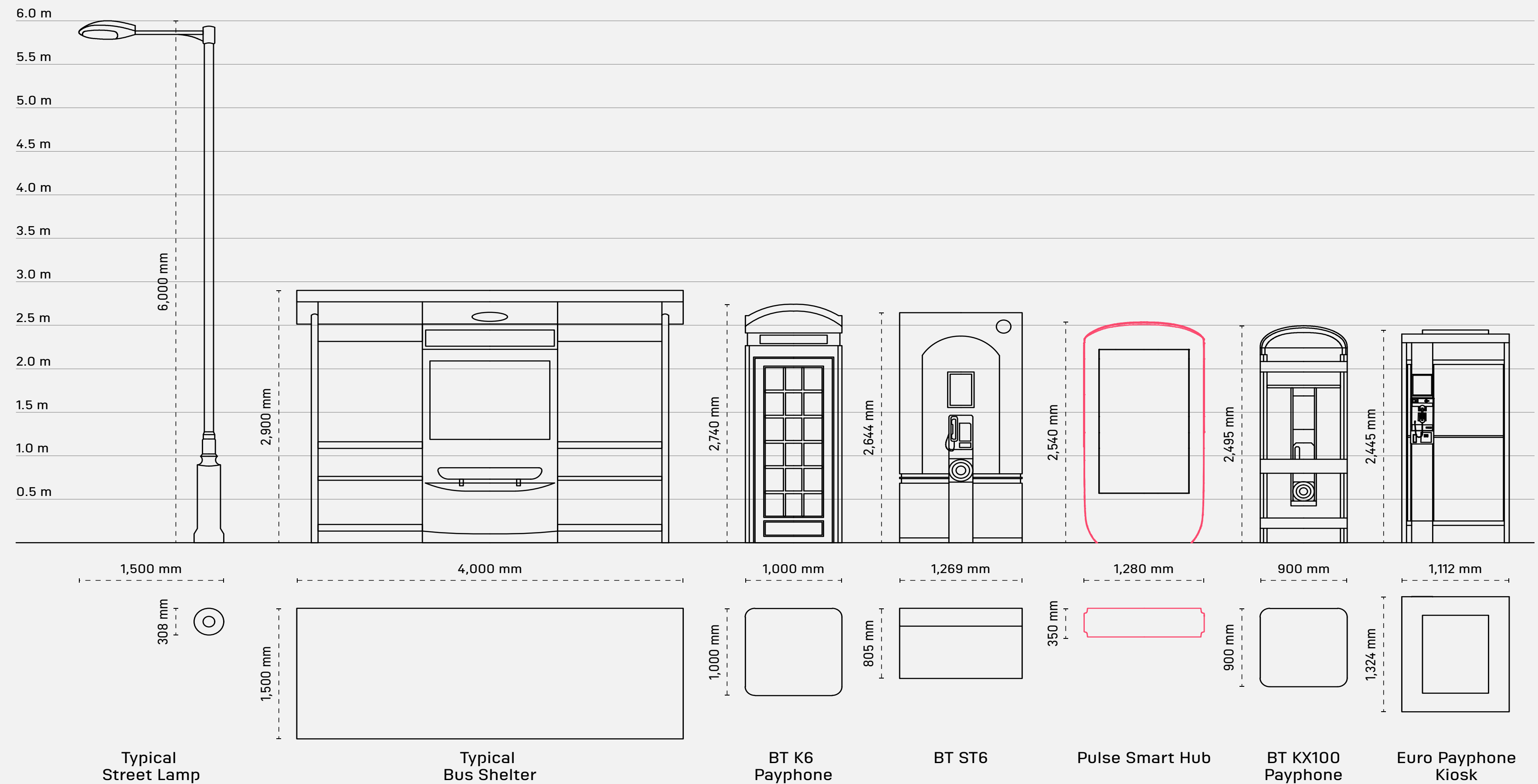
Messaging screens

- ◆ The two associated advertisement displays on the sides of the Pulse Smart Hubs provide revenue to ensure there is no capital or costs to the Council or public for the provision of the benefits and services the Hubs provide.
- ◆ The screens display content at 10-second intervals. This includes the commercial advertising along with local content provided free of charge.

Design and functionality

Street furniture comparison

- ◆ The Pulse Smart Hub has a 66% smaller footprint than a standard kiosk design and is much smaller in depth yet provides a multitude of services.
- ◆ The scale and footprint of the Pulse Smart Hub is the minimum required to accommodate the telecommunications and smart city equipment.
- ◆ The design sits comfortably within the streetscape, with either a modern or historic backdrop. For example, in Belfast, a Hub is located directly next to the famous Grade B1 listed Old Town Hall.



Locating our Hubs and accessibility

The design and location of the Pulse Smart Hubs is carefully considered and prioritises inclusivity and accessibility for all.

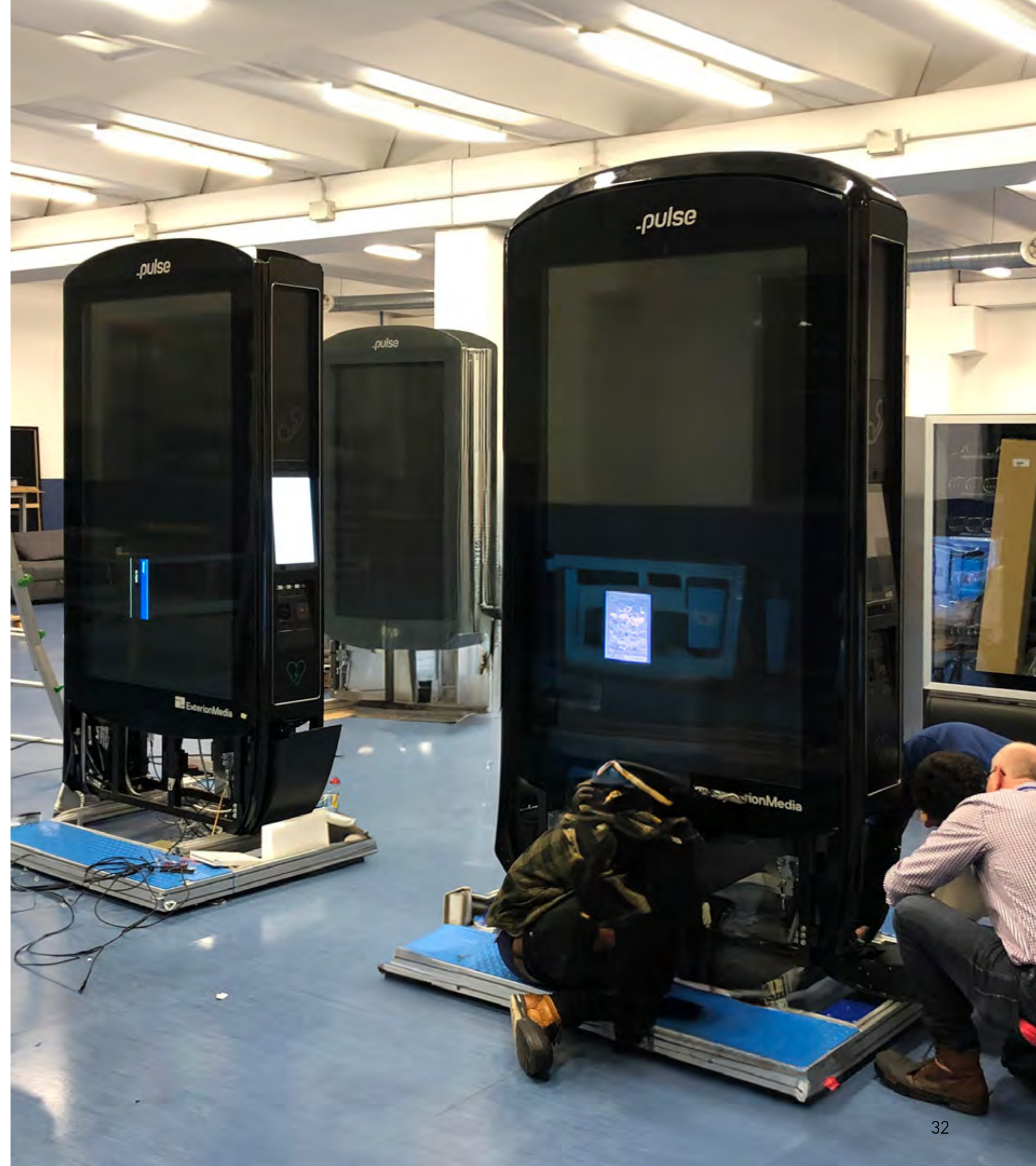
- ◆ In the current economic climate, those who are unable to access digital devices or do not have the skills to use them are the ones who are left behind. Having access to digital devices is not always the solution and must sit alongside the provision of usable platforms to breakdown barriers.
- ◆ A thorough site selection process ensures that the installation of a Pulse Smart Hub does not obstruct individuals with disabilities.
- ◆ To assist individuals with visual impairments, the public interface, including the telephone, features high contrast colours to aid navigation.
- ◆ The Pulse Smart Hub incorporates a Radio Frequency Identification system (RFID) to assist blind or partially sighted persons to navigate around the area.
- ◆ Additionally, an audio induction loop is incorporated to amplify sound for individuals with hearing aids, promoting inclusivity for the hard of hearing.
- ◆ All Hubs are located a minimum of 450mm back from kerb edges to ensure visibility lines for both pedestrians and road users are maintained.
- ◆ The public interface of the Hub is positioned at a height of 1,000mm from the ground, meeting accessibility guidelines specified by the British Standard for wheelchair users.



Installation

We are committed to a safe, quick, and tidy installation. We pride ourselves on ensuring each Hub is carefully installed by our specialist contractors. Most installations take a maximum of one week to complete.

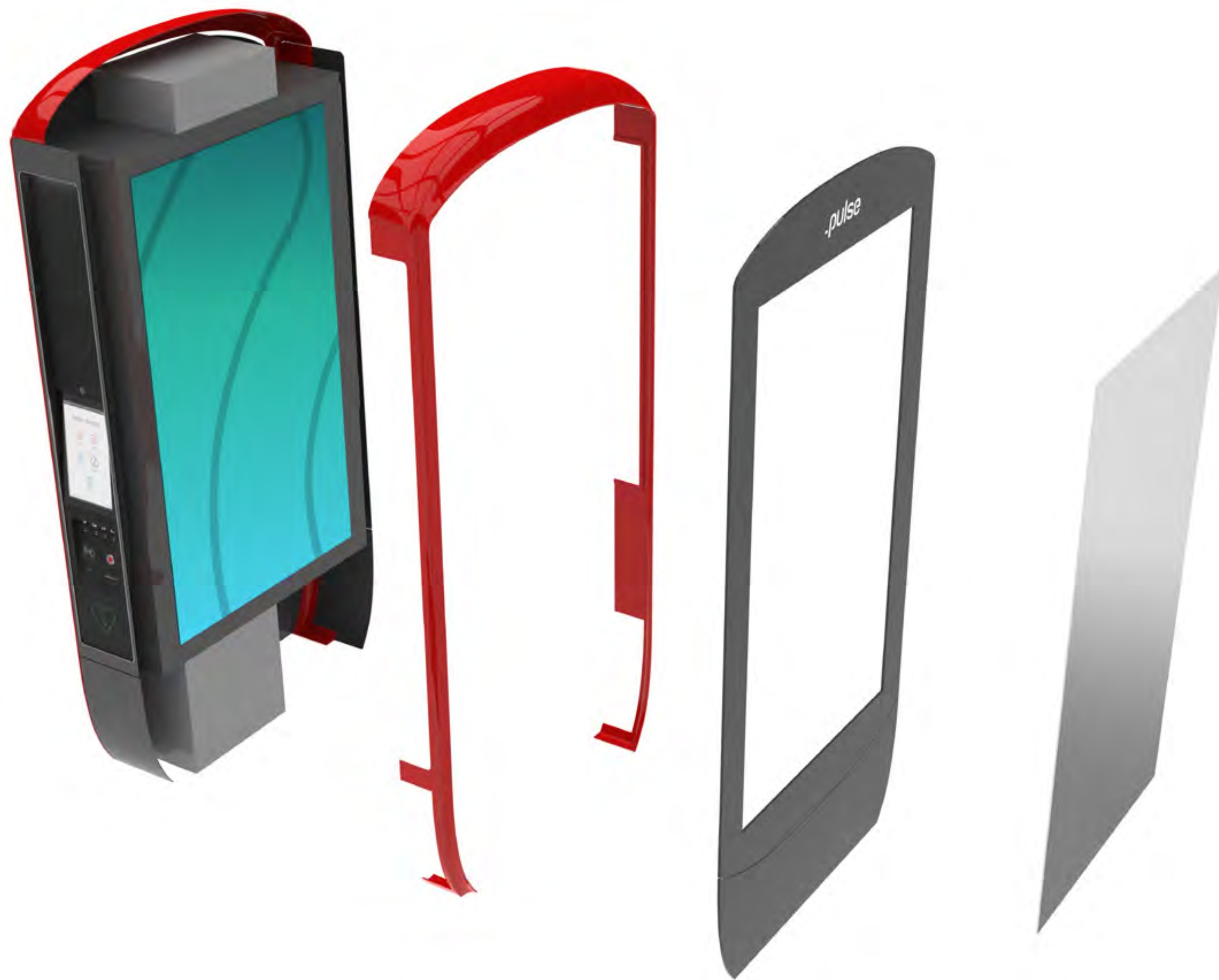
- ◆ The design and scale of the Pulse Smart Hub means that only limited foundations are required. This ensures that the Pulse Smart Hub can be installed with minimum disruption to the public realm and footway.
- ◆ We use contractors with the necessary accreditations to install the Hubs on the public highway. Each area will be safely closed off to the public using protective fencing.
- ◆ The existing paving is cut to seat the unit fixings. Each Hub sits on a base plate, part of a concrete foundation. Once the power and services have been connected, each Hub is lifted onto the base.
- ◆ Each Hub is lifted by a Carry Deck Crane from a flatbed truck onto the metal baseplate about 1-3 days after the building of the foundation. Once this is complete, any remaining barriers are removed.
- ◆ Once installed, our technical department arranges testing and configuration to go live.



Ongoing maintenance and management

Well maintained street furniture creates a sense of community, a safe public space where people want to meet and socialise.

- ◆ The Pulse Smart Hubs have been designed to make it easier to maintain and clean and are constructed using robust materials to withstand life in the public realm.
- ◆ Our internal operating software allows us to monitor the status of each Hub 24/7 all year round.
- ◆ Where any errors are identified, the Hub is immediately prioritised for repair. Most times this can be done remotely but we also have a team of operatives who schedule both reactive and scheduled maintenance visits to ensure the network is in good order at all times.



Addressing anti-social behaviour

We are working hard to bridge the digital divide to make people better connected across their community. We take our responsibilities in the community seriously.

We work closely with all local stakeholders to ensure that each Pulse Smart Hub and network becomes a positive contribution to the area. Where specific concerns are raised about the misuse of the Hubs, we have the ability to adapt the technology and software to mitigate this. Where anyone identifies anti-social behaviour associated with our Hubs, we can be contacted directly to respond accordingly.

Fly posting, spray paint graffiti and glass etching

- ◆ Our Hubs are cleaned every 2 weeks. This includes deep cleans and / or repairs where there is damage identified to the Hubs.
- ◆ Our operatives also check the functionality of the Hubs, including an inspection of the life-saving equipment to ensure full working order at all times.
- ◆ People can contact Pulse directly to report any issues. Where urgent issues are reported, we have a resolution protocol of 24 hours.

Mitigating any misuse of free public Wi-Fi

- ◆ The provision of Free Public Wi-Fi can sometimes attract excessive use during unsuitable hours. In these areas for example, we have been able to stop this functionality during certain hours.

Mitigating against the misuse of free phone calls

- ◆ Our software has call restriction capabilities. It identifies where calls are made to the same number multiple times and immediately blocks this number. This prevents the misuse of Hubs for criminal activity.
- ◆ Users are able to consult with us and the local police where they consider they've been mistakenly blocked.

Mitigating any misuse of the 999 and emergency buttons

- ◆ When either of these buttons are pushed, cameras and notifications appear on the Hub to inform the user that the Hub has begun CCTV recording and that the Police are on their way.
- ◆ This technology significantly improves the safety aspect of the Hub but also deters misuse and ensures the Hubs do not become a burden for emergency services.
- ◆ We continue to collaborate with all stakeholders to refine our technology and day-to-day operations so that we can remain at the forefront of preventing street crime.

Chapter 3

The business and how we operate

- Who is the Urban Innovation Company?
- Who founded Pulse?
- How are we funded?



Who are Urban Innovation Company?

Why did UIC develop the Smart Hub?

- ◆ UIC is a telecommunications operator and developer of smart technology.
- ◆ UIC was previously called Europayphone. They were responsible for delivering and operating traditional telephone kiosks across Northern Ireland.
- ◆ UIC designed, developed, and engineered the Pulse Smart Hub which has revolutionised the humble telephone kiosk.
- ◆ The first Pulse network was implemented in Belfast in 2019. We are now in the process of bringing forward a network of Hubs across towns and cities more widely across the UK.

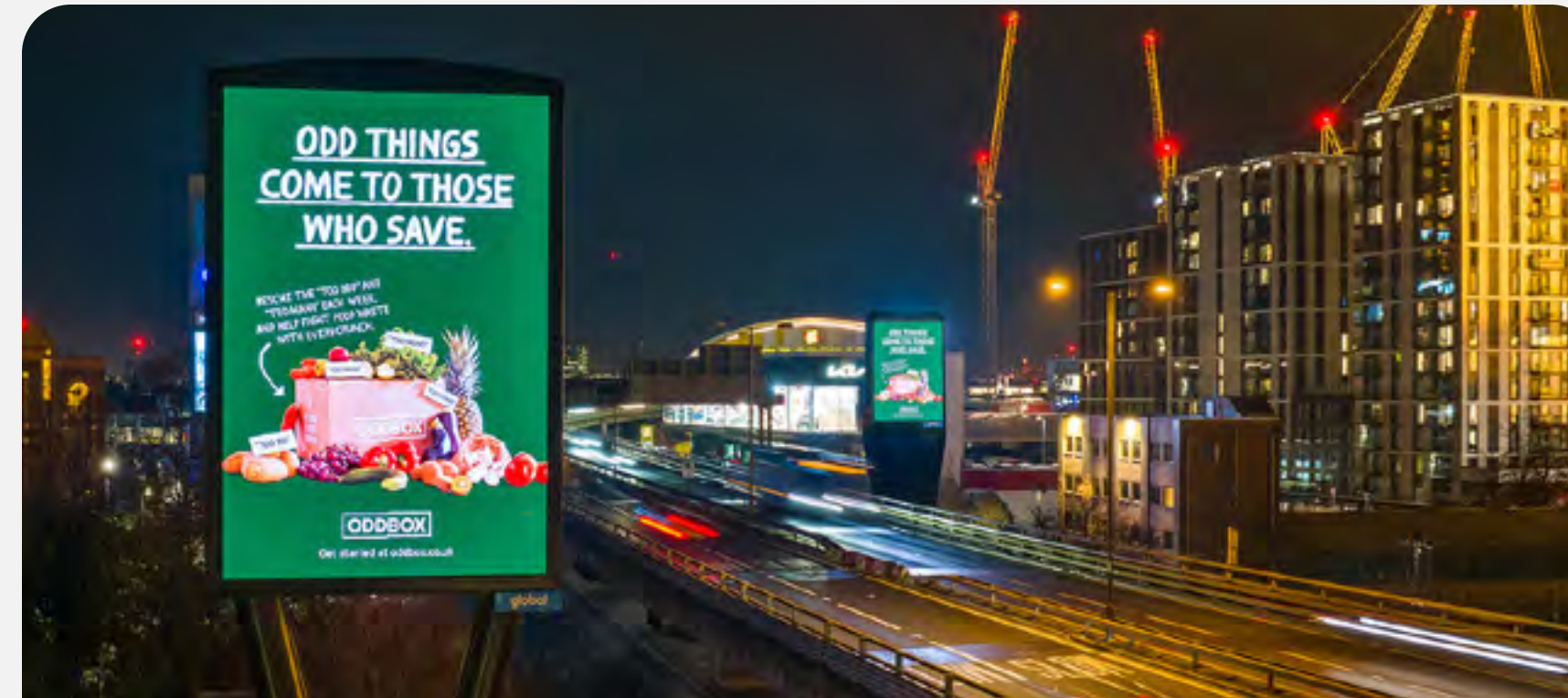
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Who founded Pulse?



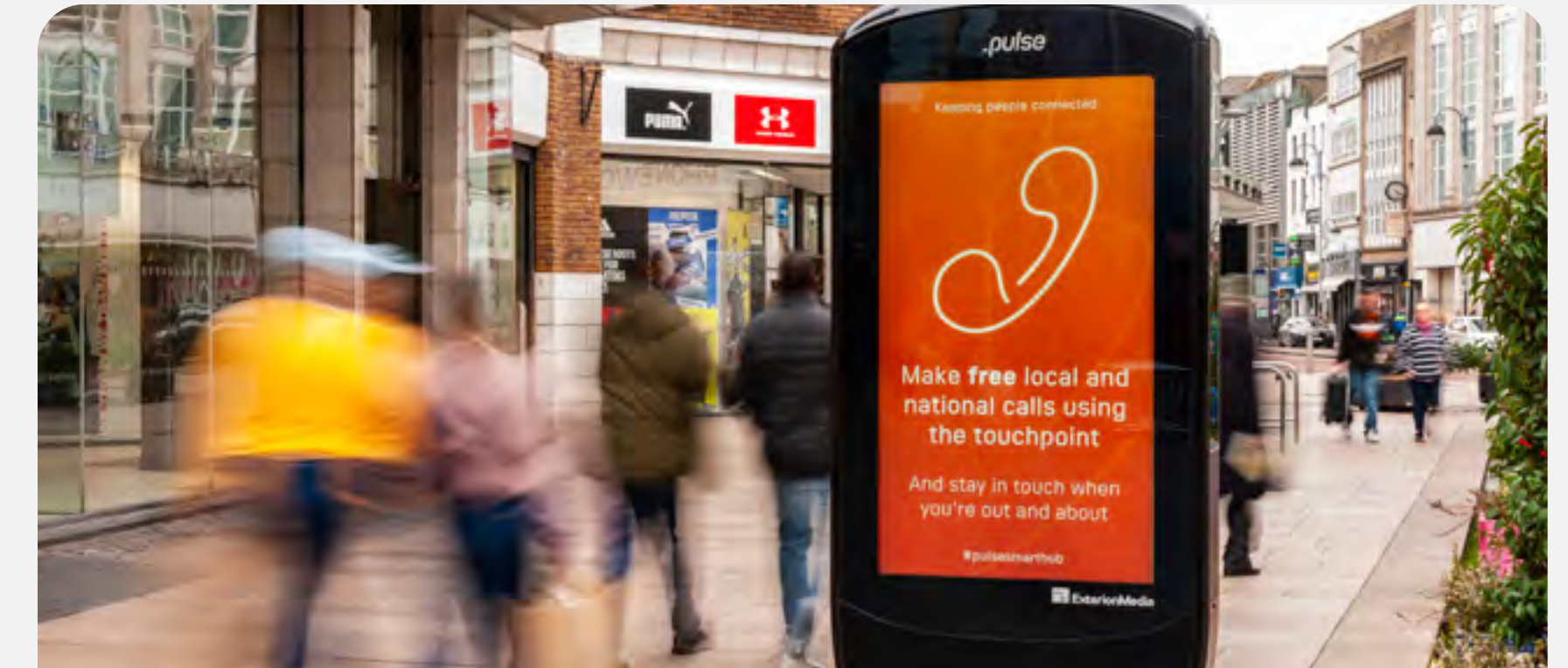
Patrick Fisher
Founder and CEO

[View my LinkedIn profile](#)



Wildstone

Patrick Fisher previously co-founded Wildstone Capital who specialised in out of home advertising. Many of the sites developed by Wildstone deliver positive social value beyond their purpose as advertising platforms.



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Recognising the power of an advertising funded model to deliver social value, Patrick took this approach to the next level by establishing UIC and its first service, the Pulse network.

How are we funded?

We have long-established partnerships with national advertising companies.

The revenue generated from the advertising allows us to deliver all of Pulse's features and benefits free of charge to everyone. There is no cost to the user, public organisations or the taxpayer.

The revenue also ensures that the Hubs will be appropriately managed and maintained in perpetuity. We do not rely on the performance of the advertising itself to maintain the Hubs.



Technical appendices

Power Supply

- ◆ Connection to the mains grid
- ◆ 20A RCCB - 30 mA circuit breaker

Internal CPU operating temperatures

- ◆ Minimum temperature: 30°C
- ◆ Maximum temperature: 65°C
- ◆ Ventilation is achieved via an air-cooling system that manages the internal temperature

Outdoor operating conditions:

- ◆ -12°C to 50°C

Noise levels

- ◆ Our Hubs are situated in the public realm with already high background noise levels. Traffic noise can vary between 70-95dB.
- ◆ A whisper is about 30dB, normal conversation is about 60dB, a motorcycle engine running is about 95dB, and a loud rock concert is about 120dB.
- ◆ In general, sounds above 85dB can be harmful depending on the length and frequency of the exposure.
- ◆ The volume of the Hub speaker is at conversation level so as not to be disruptive in the public realm.
- ◆ The sound of the Hub temporarily increases where emergency services are called to support the user on the end of the line.

Lighting levels

- ◆ LCD main screens
 - + The maximum brightness will always be within the guidelines as set by the Institute of Lighting Professionals (ILP) Technical Note 5 which is a daytime limit level 2000Cd/m² (2000 nits) and 6 00 AM in the morning. limit level 600Cd/m² (600nits).
 - + The screens will be controlled by light sensors to vary the brightness of the screens according to the brightness of the day.
 - + During the daytime, the maximum brightness may increase to make the screen visible during bright sunlight. This will ensure that the level of luminance of the advertisement is sensitive to the change in daylight from sunrise to sunset and from summer to winter.
 - + The advertisements displayed will not change any more frequently than once every 10 seconds. The Hubs will not display any moving images. And any change in advertisement display shall be instantaneous.
 - + The two main screens are powered off between midnight and 6 00 AM in the morning.
- ◆ LCD interactive touch-screen display
 - + The inset digital displays will have a maximum luminance that does not exceed 600cd/sqm at nighttime.

Communication is at the heart of everything we do. The relationships and partnerships we establish are for now and the future.

We'd love to hear from you

Got a query? Please contact us on hello@pulsesmarthub.co.uk and we will be happy to answer your questions!

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An aerial photograph of Wellington, New Zealand, showing the city built on a hillside overlooking the harbor. The harbor is filled with water, and several bridges cross it, including the iconic Cable Ferry Bridge. A prominent white, curved skyscraper is visible on the right side of the image. The city is densely packed with buildings of various architectural styles. The sky is clear and blue.

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Wellington
July 2024

“Pulse Smart Hub is the smartest of street furniture. A network of beautifully designed and engineered hubs that digitally enable their environment and deliver next generation connectivity. Tailored to meet the specific needs of their locality, they promote the vitality of towns and cities, well-being of residents and are free of charge for both user and taxpayer.”

Patrick Fisher, CEO



Keeping People
Connected



Smart City platform



Saving lives

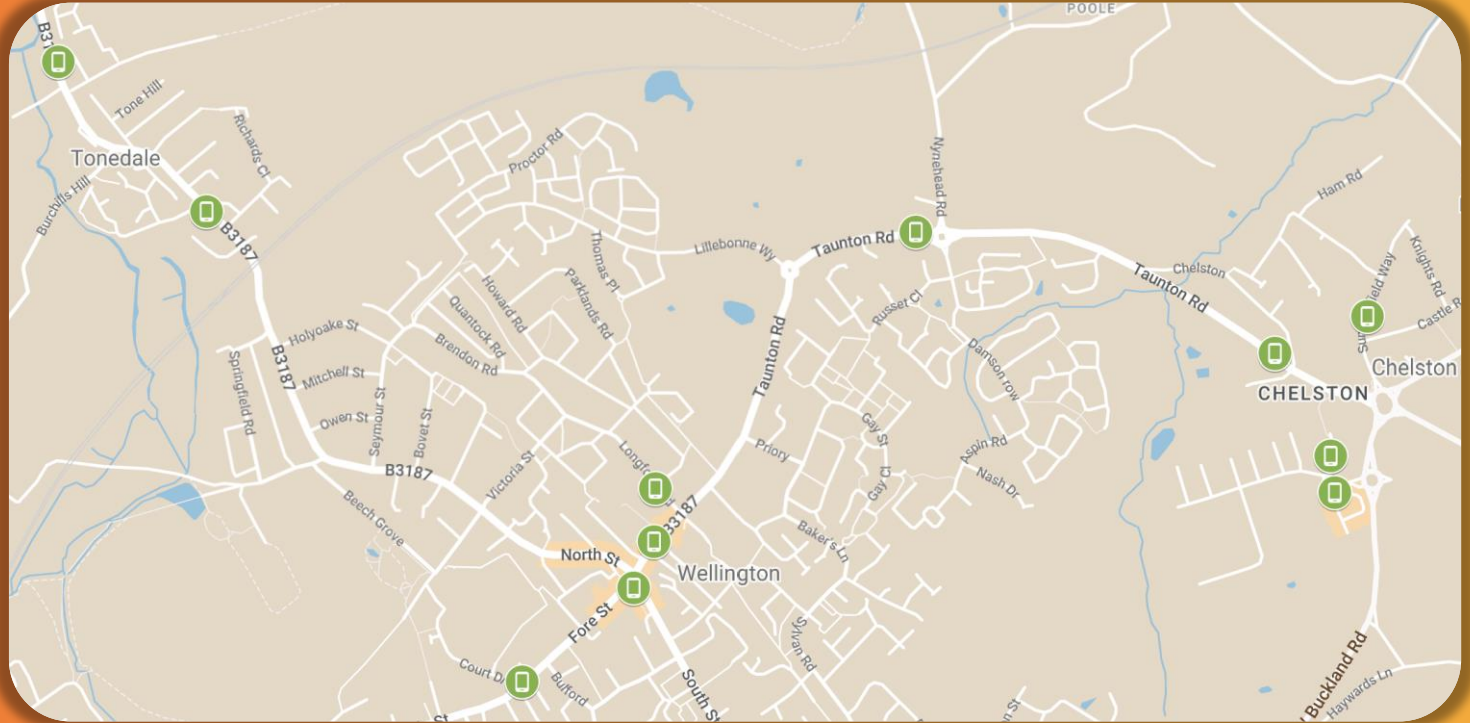


Sharing information

Sites Overview

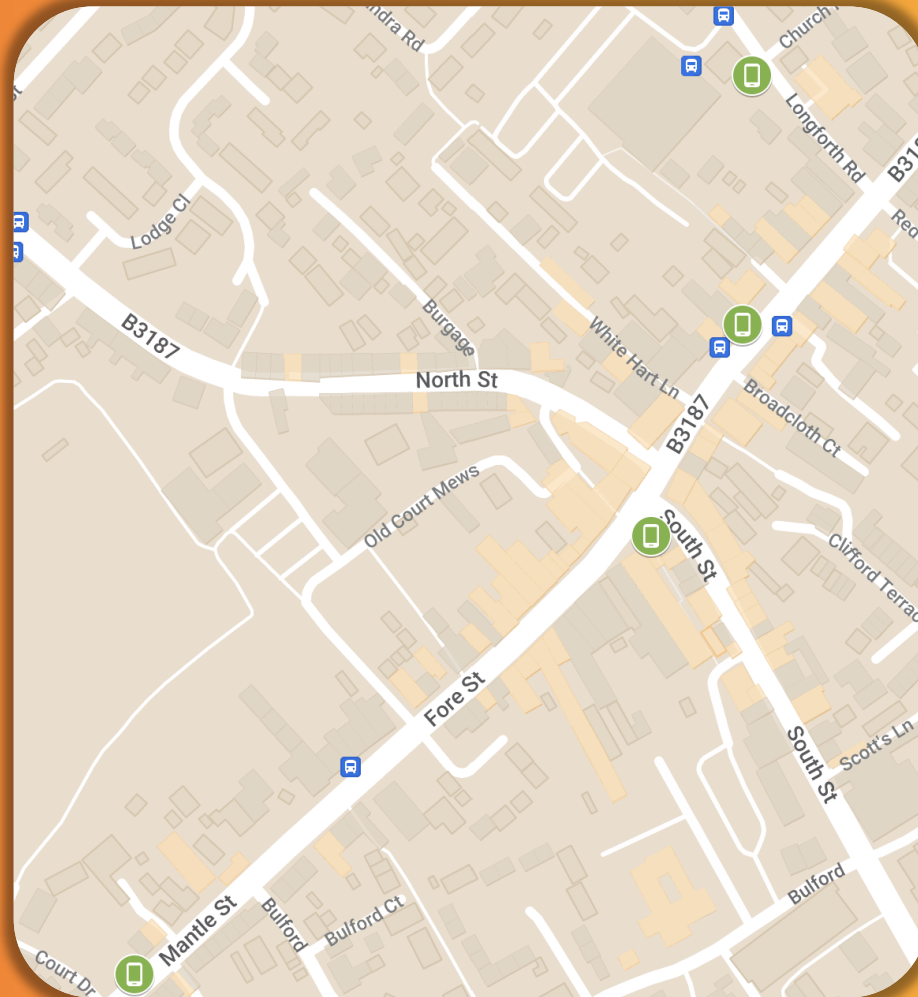
This plan illustrates some broad locations for the Smart Hubs across the town:

1. Anytime Fitness, Westpark
2. Asda Supermarket
3. High Street
4. Lidl
5. Mantle St
6. McDonald's, Westpark
7. Mill Stream Gardens
8. Milverton Road
9. South Street
10. Summerfield Way
11. Taunton Road



Sites can be viewed in more detail via the interactive map [here](#)

Town Centre



Sites can be viewed in more detail via the interactive map [here](#)



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BEAT THE HEAT OF THE CITY
WITH A FRESH BREEZE

BEAT THE HEAT OF THE CITY
WITH A FRESH BREEZE

Rebecca Hunt

From:
Sent: 25 June 2024 15:30
To: info@wellingtontowncouncil.co.uk
Subject: Loading bay parking

We will be taking over the emporium building in Wellington and are doing this as a antique centre and we would like a double loading and unloading parking bay outside the property as we will have a lot of dealers coming and going , this will generate new jobs and new money coming into the town , we understand you have a meeting on the 10 July and hopefully this can be looked at in this meeting, we will be attending, we also have other thing arranged for the opening day and would like to get the town council involved Sent from my iPhone