

## Application for Consent to Display an Advertisement(s)

### Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

#### Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

### Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)	Northing (y)
<input type="text" value="383436"/>	<input type="text" value="219146"/>

Description

Footpath outside Kingsholm Stadium, Kingsholm Road, Gloucester, GL1 3AX

## Applicant Details

### Name/Company

Title

Mr

First name

James

Surname

Browne

Company Name

British Telecom Plc

### Address

Address line 1

pp HWH300

Address line 2

PO Box 67501

Address line 3

BT Centre

Town/City

London

Country

Postcode

EC1P 1PG

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

### Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

## Agent Details

### Name/Company

Title

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

Country

Postcode

### Contact Details

Primary number

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Two digital 75 inch LCD display screen, one on each side of the Street Hub unit.

Please specify the type(s) and details of each proposed advertisement

**Advertisement Type:**  
Other type

**Height:**  
1.67 metres

**Width:**  
0.95 metres

**Depth:**  
0.01 metres

**What is the height from the ground to the base of the advertisement?:**  
0.85 metres

**What is the maximum projection of the advertisement from the face of the building?:**  
0 metres

**What is the maximum height of any of the individual letters and symbols?:**  
167 centimetres

**What materials will the advertisement be made of?:**  
digital LCD screen

**The colour of text and background:**  
Various colours changing regularly, see supporting statement

**Will the advertisement be illuminated?:**  
Yes

**Will the advertisement be illuminated internally or externally?:**  
Internally

**Illuminance levels:**  
2500 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**  
Static

Please describe each of the 'Other type(s)' of advertising proposed

Two digital 75 inch LCD display screen, one on each side of the Street Hub unit.



## Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes  
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☐ Yes  
☒ No  
☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes  
☒ No

## Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

14/07/2022

To Date

14/07/2027

## Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes  
☒ No

## Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes  
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☒ The agent  
☐ The applicant  
☐ Other person

## Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes  
☒ No

## Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes  
☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☒ Yes  
☐ No

## Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff  
(b) an elected member  
(c) related to a member of staff  
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes  
☒ No

## Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and accompanying plans/drawings and additional information. I / We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

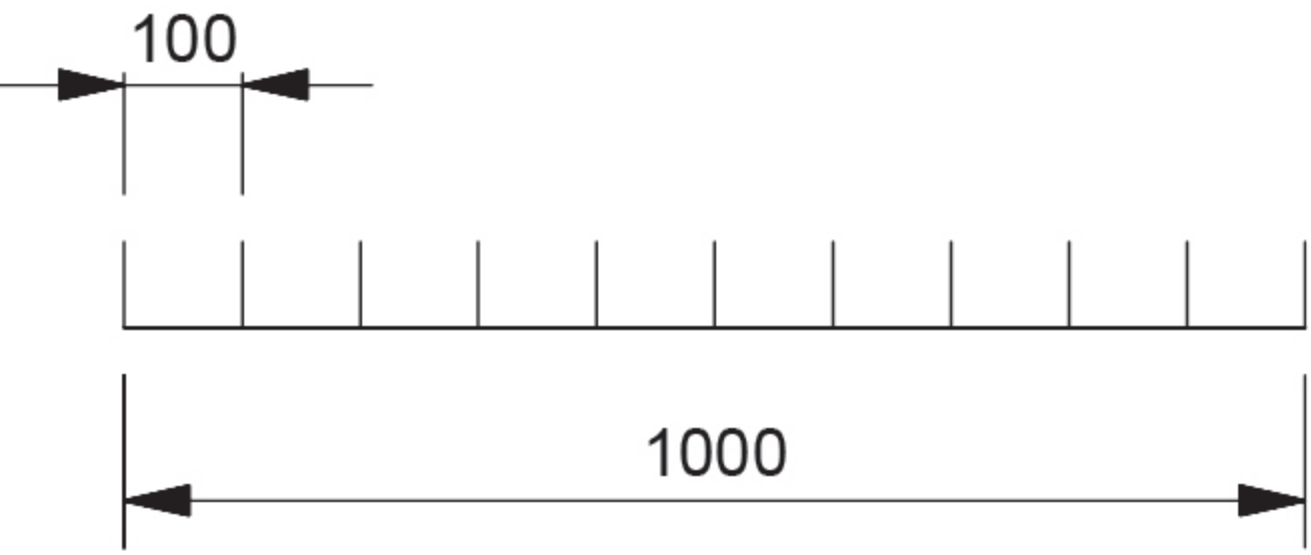
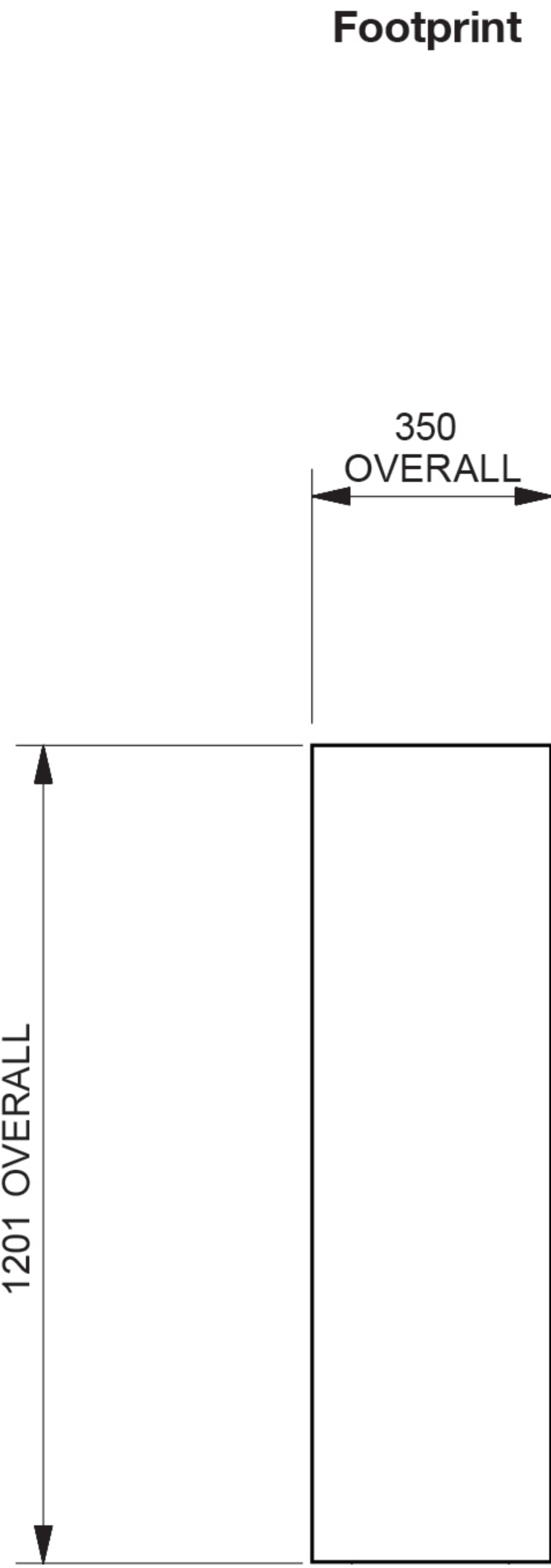
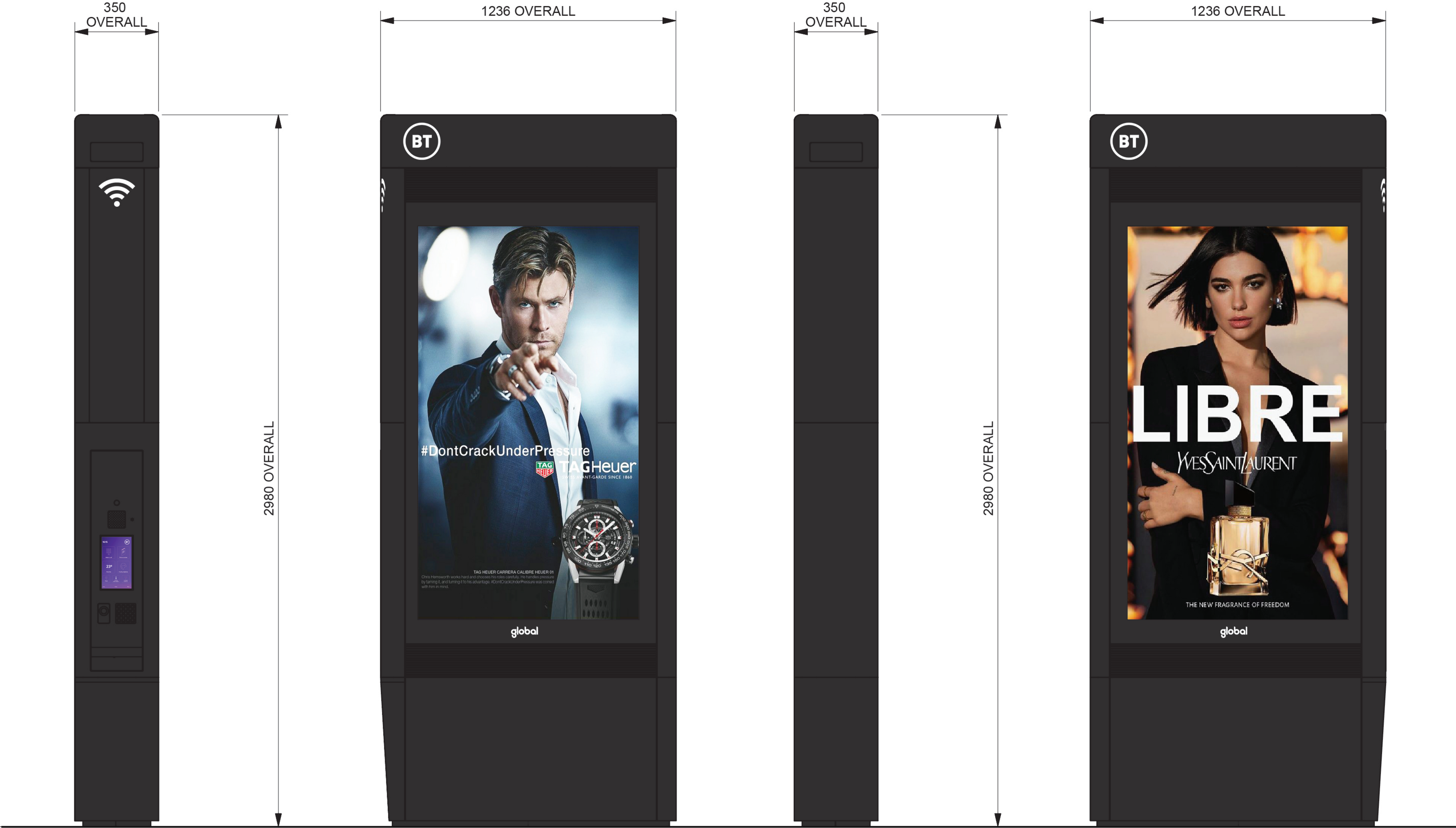
Signed

Martin Brown

Date

12/07/2022









# Street Hubs

## Beyond connection

Supporting local councils with digital  
street communication

This is an interactive document





# Contents

<b>Councils face many challenges</b>	<b>3</b>
<b>How can Street Hubs help?</b>	<b>4</b>
<b>Smarter streets</b>	<b>5</b>
Ultrafast Wi-Fi	5
Real-time information sharing	6
Access for all	6
<b>Safer streets</b>	<b>7</b>
Free phone calls and dedicated emergency call buttons	7
Public messaging and connectivity	7
Health and safety	8
<b>Sustainable streets</b>	<b>9</b>
Economic design	9
Energy saving	9
Environmental protection	10
Future-ready infrastructure	10
<b>COVID-19 and beyond</b>	<b>11</b>
Public Health England Campaign (PHE)	11
Local Council Support	11
London Mayor's Office (GLC)	11
Maida Vale	12
Ealing	12





# Councils face many challenges

In a rapidly changing community landscape, your focus is on the environment, infrastructure and housing. Planning Smart Cities of the future is challenging with extremely limited financial and human resources.

## Environment

- Limiting the impact of future plans
- Monitoring air quality and traffic
- Supporting safety, sustainability and the wider environmental agenda.

## Infrastructure

- How to support resident activities
- Demands for better broadband
- Reducing street clutter.

## Housing

- Tackling the 'digital divide'
- Increasing Wi-Fi and mobile coverage
- 'Future-proofing' cost-effectively.





# How can Street Hubs help?

Street Hubs bring councils, communities and citizens wide-scale digital connectivity at no cost – entirely run and installed by BT.

Our street transformation team are moving on from InLink to the next evolution of public connectivity, updating and evolving the payphone estate for today's digitally connected converged-media society.

With 2021 marking the **100th anniversary** of the original K1 kiosk, now is the perfect time to discuss how you can move past limited landline-only infrastructure – not just connection, but moving...

...beyond connection



## 484 Street Hubs

are already in place, bringing people across the UK together<sup>1</sup>

# Smarter streets

Ultrafast Wi-Fi and small cell 4G / 5G capabilities bring improved connectivity and digital access to public infrastructure, with mobile infill and real-time information sharing.

## Ultrafast Wi-Fi

Full fibre internet allows lightning-fast Wi-Fi connectivity for everyone. Residents, tourists and local businesses can access online services with any internet-capable device, and councils can take advantage of the Internet of Things when improving urban areas.

- **Hotspot 2.0** brings universal high-speed internet
- **1Gbps speeds**, the UK's fastest free public Wi-Fi
- **Full fibre** allows speeds up to 13.9 times faster than standard fixed-line home broadband
- **Content filtering** to prevent access to adult-only websites
- **Simple sign up** through a one-time email address registration
- **Automatic connection** whenever user is in range
- **Customer-first policies** – no pop-ups, email addresses are not sold on.

Our leading cybersecurity experts give you guaranteed speed, coverage and quality.

**320,000Gb**

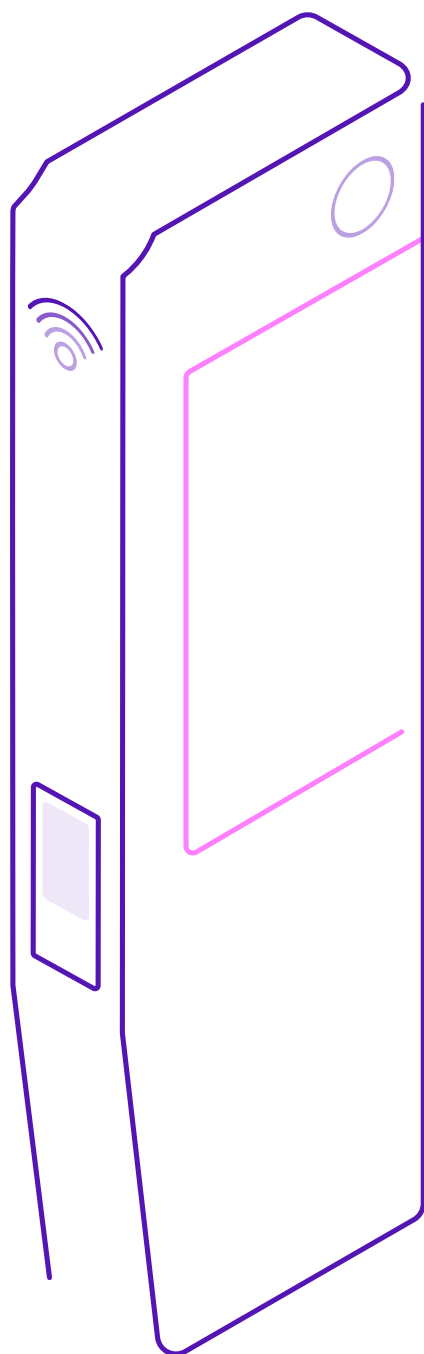
of free Wi-Fi data<sup>2</sup>

**10.5m**

Wi-Fi sessions<sup>3</sup>







# 42,800

weekly hours of  
community content<sup>4</sup>

# 283m

weekly media plays<sup>5</sup>

## Real-time information sharing

Instantly updatable screens for councils to spread important public health and safety messages, as well as updates on council services. Local citizens and businesses benefit from accessible advertising and greater awareness of available services, while tourists enjoy enhanced wayfinding.

- **Two 75" displays** allows free, real-time information sharing in 10-second intervals
- **5% screen time** dedicated to council messaging – 438 hours a year per display, or 876 per unit
- Easy access to and sharing of **local / council services**
- **Digital, always-updated BT phonebook**
- **Live and local weather information and warnings**
- **Maps and wayfinding** – directions to local landmarks and services
- **FAQs and instructions.**

## Access for all

Built from the ground-up to be inclusive for more people, removing boundaries for those with disabilities and giving them greater access to council services. Street Hubs helps everyone in towns and cities get in touch with friends, family and local businesses.

- **Two marine-grade waterproof USB ports** featuring Quick Charge 2.0
- **Easy-touch** emergency call button
- **Wheelchair-accessible tablet** (1m height)
- **High-contrast large-type labels** allow easier reading for the vision impaired
- **Relay UK** provides speech-to-text for people with hearing or speech difficulties
- **TalkBack functionality** – text-to-speech for blind/vision impaired users
- **Hearing induction loops** let hearing aid users make calls easily
- **Familiar tablet interface** for frictionless adoption.

We're a trusted partner  
with an unmatched  
legacy of innovation  
and deployment.

The same attention to  
detail flows through  
everything we do.

# Safer streets

Free public digital communication and an evolved payphone estate reduces anti-social behaviour and provides quick and free access to emergency services for everyone.

## Free phone calls / dedicated emergency call buttons

Always available national phone calls, completely free of charge, keep communities connected and safe. A dedicated 999 button puts tourists and residents in contact with lifesaving services in just two taps, while councils and businesses benefit from increased contact about services.

- **Free phone calls** to anywhere in the UK (mobile, local or national)
- **No need for handset** – calls use tablet and microphone
- **Caller privacy** offered by headphone jack
- **Directional speaker** and **noise-cancelling microphone** offer call clarity and quality
- **Dedicated 999 call button** that automatically shares location
- **Anti-accident** two-touch emergency call implementation.

We'll work with you to bring more positive changes like this to your streets.

## Public messaging and connectivity

Each unit expands mobile network coverage with 5G enablement, allowing councils a cost-effective and mast-free method of meeting the demands of their digitally-connected citizens and ensuring better access to public health resources and emergency messaging / contacts.

- **Small cell infill coverage** gives your streets greater mobile connectivity
- **5G enablement** for lightning-fast data downloads
- **Screens controlled dynamically** – emergency messaging can be displayed, with unique instructions on each unit / screen
- **Public health / community / emergency messaging** with remote upload control
- **Access to public health services and emergency contacts.**

Only we bring the capability to upgrade your payphone estate to offer publicly available digital communication.

# 2.2m

free calls made in 2018<sup>6</sup>



## Health and safety

Sensors inside each unit and regular inspections by BT staff ensure Street Hubs continue to serve local communities. Various measures against anti-social behaviour and misuse keep the units as a positive contribution to the areas they're in, and spare councils from liability.

- **Inspected weekly**, tested and cleaned at least every two weeks
- **Monitored 24/7** by sensors in unit
- **Operated in accordance with Street Hub Anti-Social Behaviour Management Plan** – developed with the police and local authorities
- **Automatic anti-social call blocking**, identifying suspicious call patterns and phone numbers and blocking across network
- **One-touch connection to four national charities**
- **Session timeout** after 30 seconds, securely wiping all user sessions
- **Ring-fenced system** does not allow open web browsing
- **No incoming calls** prevents 'prank calling'
- **Power-only USB ports** to avoid tampering.

We're configuring infrastructure to make streets safer places for citizens and businesses.



**1.5m**  
tablet sessions<sup>7</sup>

**438 hours**  
per year, per screen for  
free council advertising /  
messaging space<sup>8</sup>

# Sustainable streets

Reduced street clutter, environmental air, noise and traffic monitoring, and future-ready infrastructure providing a safer and more connected environment now and in the years to come.

## Economic design

The sleek, modern and sturdy design of Street Hubs beautifies urban areas and funds removal of existing outdated kiosks. Councils get more street-space to make use of, and communities and businesses can enjoy the improved aesthetics of the areas they live and work in.

- **A quarter the footprint (0.42m<sup>2</sup>) of a phone box**, reducing street clutter
- Small profile – **35cm deep, 124cm wide, 298cm high**
- **Funds removal of two BT payphone kiosks**, giving back 1.78m for each installation
- **High-quality materials** hold up to abuse, vandalism and wear-and-tear
- **Reduced glare** with displays fronted by tempered and laminated glass
  - Galvanised mild steel structure, powder coated external grade aluminium exterior
  - Painted powder-coated aluminium main casing – attractive, durable, easy to service, and cooling
  - RF transparent radio compartment
- **Modular design of exterior / interior** for simple replacement
- **No handset**, which was frequently vandalised.

## Energy saving

Every unit is designed to be efficient to run, powered by renewable energy and built with high-quality parts to optimise up-time and lower running costs, giving councils maximum service with minimal friction. Councils and businesses benefit from enhanced insights, while communities enjoy anti-light pollution measures and ethical energy usage.

- **100% renewable carbon-free energy**
- **Automatic screen dimming** based on daylight hours, down to 600cd/m<sup>2</sup> in accordance with guidelines from Institute of Lighting Professionals, *Professional Lighting Guide 05: The Brightness of Illuminated Advertisements*
- **State-of-the-art LED-backlit LCD screen** consumes less power
- **Industrial-grade components** lower the need for cooling
- **High-efficiency power supplies** – 80% compared to a typical 65-70%
- **Integrated operating system / dashboard** gives quick access to insights.

We're the perfect partner to deliver positive change.

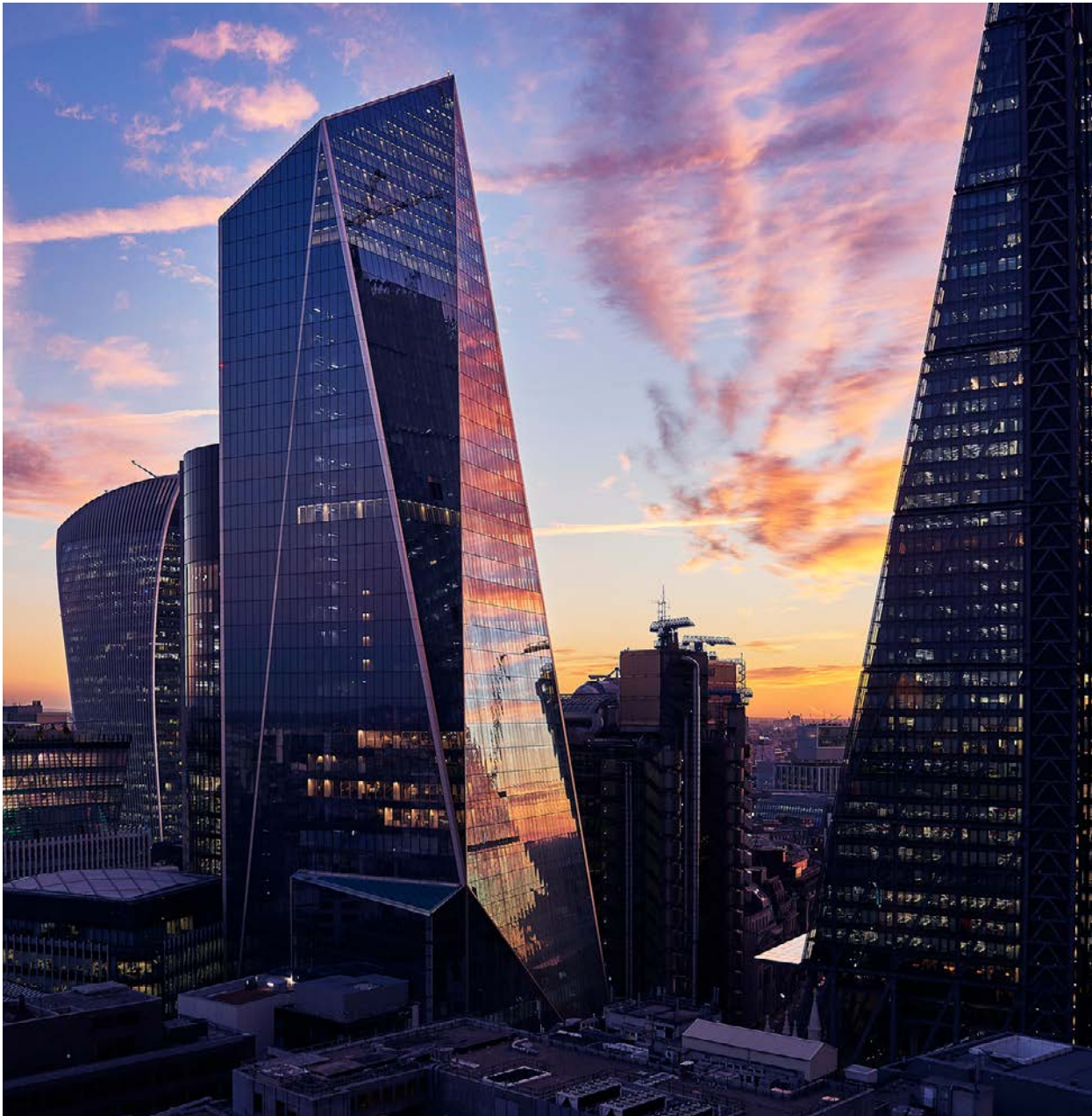
# 296m<sup>2</sup>

of pavement space de-cluttered<sup>9</sup>



A unique opportunity to incorporate historic red phone boxes and the digital future.





# Smart City enablement

Street Hubs can house equipment to make smarter towns and cities a reality, from optional equipment to monitor various types of pollution to traffic management and more. Our team are happy to work with you to determine which features would best help you realise your vision for your town or city.

- **Air quality:** continuous air quality assessment feeds to central control for monitoring of **NO**, **NO<sub>2</sub>** and **CO<sub>2</sub>** (Nitric Oxide, Nitrogen Dioxide and Carbon Dioxide)
- **Possible future measurement** of Ground Ozone Level (O<sub>3</sub>), PM10 and PM2.5 particles, and Sulphur Dioxide (SO<sub>2</sub>)
- **Noise pollution:** environmental sensors monitor noise levels 24/7
- **Speaker volume auto-lowers** at night, except for emergency calls
- **Temperature monitoring** helps pavement maintenance planning / public health advice
- **Pedestrian, bike and vehicle counting**
- **Smart City planning** key waypoint
- **Insight into your streets** with in-built sensors
- **High-speed electric vehicle charging points**
- **Upgradable without street works** (e.g. 1Gbps to 10Gbps).

We're building smarter, safer, more sustainable public infrastructure.



## COVID-19 and beyond

Millions of people in UK towns and cities saw public health information during the pandemic, thanks to the street transformation team's support of three key information initiatives.

## Public Health England Campaign (PHE)

We **doubled screen time** for the PHE Stay at Home campaign, regularly updating guidelines into short, digestible snippets on Street Hubs across the UK.

## Local Council Support

We **collaborated with local councils** to offer support for localised messaging.

## London Mayor's Office (GLC)

We supported GLC messaging for consistent communication across **14 London boroughs** with the **Stay at Home** and **London Together** campaigns.







Beyond the coronavirus, we helped Maida Vale and Ealing save millions of pounds, offering residents and visitors free 1Gbps Wi-Fi, free calls, and decluttered pavements, at no cost to them. We also supported the police in Camden Town, reducing mobile phone thefts.

### Maida Vale

- Estimated **£4.8m over 10 years** to install a fibre optic Wi-Fi network
- Expected to offer **86,000 free calls a year worth £62,000.**

### Ealing

- Estimated **£4m over 10 years** to install a fibre optic Wi-Fi network
- **25 Street Hubs** expected to offer 100,000 free calls worth £60,000
- 50 glass payphones removed creating **44m of pavement space** – enough for:
  - **32 trees**
  - **65 bicycle parking spaces.**

### Camden Town

- **Partnered with police** in north London to tackle phone snatchers on mopeds
- **Personalised content** created with local figures to raise awareness in key areas
- **Significant reduction in thefts** over the course of the campaign
- **Similar content** used to encourage Neighbourhood Watch participation.



#### **Offices Worldwide**

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**February 2021**





# Street Hubs Beyond connection

Supporting local councils with  
digital street communication



# Street Hub product statement

v1.0 | February 2021

## Table of contents

<b>Beyond connection</b>	<b>3</b>
What is a Street Hub	3
Contributing to the community	4
Community feedback	4
Our approach	5
<b>Street Hub design and specifications</b>	<b>5</b>
Accessible for all types of users	5
Interactive tablet	6
Free calls for everyone	7
Providing capacity and mobile coverage with small cells	7
Secure fast charging	7
Maps and wayfinding	7
Useful real-time information	8
A platform for community and council content	8
Advertising for businesses of all sizes	8
Content standards	9
<b>Safer communities</b>	<b>9</b>
Emergency messaging	9
Combating anti-social behaviour	10
<b>Environmental performance</b>	<b>11</b>
Air quality monitoring	11
Additional smart city sensors and data collection for community benefit	12
<b>Installing a Street Hub</b>	<b>13</b>
Recommended conditions of consent	13
Materials	14
Digital display screen technical specification	14
<b>Management, maintenance, and operational strategy</b>	<b>15</b>
<b>Appendices</b>	<b>16</b>
Case study – COVID-19 messaging	16
Case study – Restoring pavements across the UK	17
Case study – Working with local police	18
Case study – Supporting democracy	19
Case study – Live content from London Pride	20
Case study – Helped local and national charities	21
Case study – Helping rough sleepers	22

# Beyond connection

BT is moving public connectivity forward. We're evolving the payphone estate further with a move from InLink to Street Hubs, a sleek modern answer to the demands of a digitally connected, converged-media society.

Councils across the UK used the InLink units to meet key challenges head-on, upgrading local infrastructure, tackling the digital divide, and freeing the high street from unnecessary furniture.

With Street Hubs, we're further transforming the payphone estate – it brings all the existing benefits of InLink but with 75" screens, better Wi-Fi range, environmental monitoring and expanded mobile network coverage with 5G enablement.

We're making streets smarter, with ultrafast Wi-Fi, public messaging and better mobile connectivity. We're making them safer, with ready access to public and emergency services. And we're making them more sustainable, with sensors allowing for 'smart city' planning and reduced street clutter.

Serve your citizens and gain greater insights into your streets for targeted improvements – all at no extra cost.

## What is a Street Hub?

**Street Hubs are free to use, fully accessible community assets connecting and improving local streets in urban areas.** At no cost to taxpayers or end users, Street Hubs provide communities with an unprecedented suite of essential urban tools:

- **Ultrafast public and encrypted Wi-Fi**
- **Access to public services**
- **Multiple accessibility options**
- Powered by **100% renewable carbon-free energy**
- **Inspected weekly and cleaned at least every two weeks**, monitored 24/7
- Secure power-only USB ports for **rapid device charging**
- **Free phone calls**
- **Direct 999 call button**
- **Display community and emergency** (i.e. police) awareness messaging
- **Environmental sensors** to measure air quality, noise, traffic and more.





## Contributing to the community

We are committed to ensuring that Street Hubs make a positive contribution to the public realm as well as the communities they are in.

- With a **footprint of just 0.42m<sup>2</sup>** Street Hubs are smaller than comparable street furniture, and their installation facilitates and **funds the removal of up to two existing BT payphone kiosks**, giving back 1.58m for each installation
- **876 hours of free council advertising** per unit per year
- Direct **access to charities** through the use of the dedicated charity icon on the fully accessible interactive tablet
- **Community notice board** with over 1,000 hours of content per year – the Street Hub team can work with local groups to promote events and activities
- **Discount advertising for local business groups** (such as BIDs and Chambers of Commerce) and their members through our Street Hub Partners Programme
- Business rates for each location are paid when requested by the council, ensuring Street Hubs **make an ongoing financial contribution to the local area.**

## Community feedback

Street Hubs are helping to improve streets and public spaces across the UK, as well as helping to better connect local communities.

*"We have always been a city with an eye for opportunity and believe the range of free services the InLinks provide is a significant contribution to the Greater Manchester Digital Strategy. As a city, we plan to continue to encourage and support digital innovation which strengthens businesses and investment."*

**Sir Richard Leese**

Leader of Manchester City Council

*"By providing facilities for people to make free calls, access free WiFi and information and charge their phones, we move one step closer to becoming an attractive modern city where people are proud to live and work."*

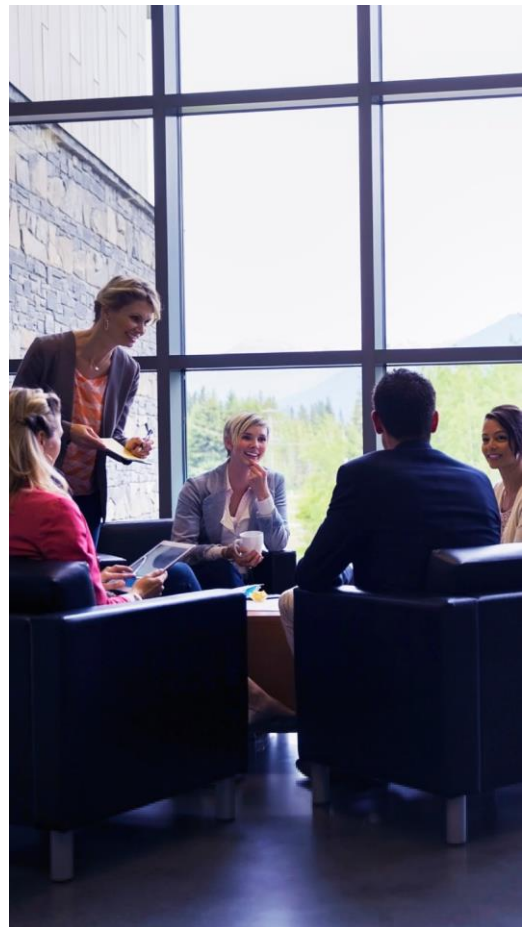
**Councillor Chris Hammond**

Leader of Southampton City Council and Cabinet Member for Clean Growth & Development

*"We're delighted to be on InLinks. At Childline we're always looking at new ways to increase our reach and help as many young people as we possibly can."*

**Grania Hyde-Smith**

National Services Communications Manager for Childline



## Our approach

Our approach to planning is to be collaborative with councils wherever possible, working closely with relevant stakeholders to identify suitable sites for Street Hubs and to select which payphones are to be removed.

Once the appropriate permissions have been gained we progress with removals and installations with the minimal possible disruption to residents and businesses.

Activation is as automated as possible to minimise the time our engineers spend setting-up and checking the units are ready for service.

We welcome the opportunity to collaborate on all stages of the rollout in an area wherever possible.

## Street Hub design and specifications

Street Hubs are free-standing structures featuring a fully accessible tablet interface and digital HD display screens on two sides. Overall Street Hub dimensions are 35cm deep and 123.6cm wide (reduced tapered footprint is 120.1cm), with a height of 298cm to maximise the Wi-Fi range without dominating the street. A narrow base limits the footprint while ensuring access to wheelchair users.

The screens display content at 10-second intervals, both the commercial content that funds the service as well as a wide range of local community and council content.

The two screens automatically dim at night to 600cd/m2, following daylight hours and in accordance with the levels set for this type and size of screen (those under 10m) by the Institute of Lighting Professionals, Professional Lighting Guide 05 2015:

The Brightness of Illuminated Advertisements.

This minimises disturbances to residents in the evening.

There is a video camera above each screen, as well as built into the tablet. These are not currently connected or used in the UK but are ready to deliver community benefits, after consultation and notifying the public and stakeholders through multiple channels.

## Accessible for all types of users

Street Hubs have been designed to be accessible to all users, regardless of their physical or technological capabilities, including:

- Tablet interface placed at 1m to provide easy access for wheelchair users
- Easy-touch 999 call button to ensure it can be used regardless of mobility restriction
- High-contrast large type labels
- TalkBack functionality facilitates full access to the tablet for all users
- Hearing induction loops integrated into each unit
- Intuitive touch screen interface.

**Next Generation Text Relay** makes Street Hubs even more accessible to those who are deaf, hard-of-hearing or speech impaired. Using the tablet callers can type words for a Relay Assistant to then speak to the call recipient. The Relay Assistant types back any responses to the caller, allowing for an effective two-way conversation.



## Our Wi-Fi in detail

Street Hubs connect their communities to the fastest and most robust free public Wi-Fi service in the UK, 1Gbps within 150m. Full fibre connectivity enables speeds up to 13.9<sup>1</sup> times faster than standard fixed line home broadband and can handle large numbers of connected users without any reduction in speed.

An omnidirectional outdoor Wi-Fi access point at the top of each Street Hub is connected directly to the fibre broadband network, with co-channel interference mitigated by directing Wi-Fi signals away from neighbouring access points. Our full fibre solution allows capacity upgrades by orders of magnitude (e.g. 1Gbps to 10Gbps) without street works.

Signing up is simple – a one-time email address registration allows automatic connection whenever a user is in range of an active Street Hub. Our customer-first policy means we don't sell email addresses on, and have no pop-up adverts when users reconnect. Content filtering also prohibits access to adults-only websites.

Where a 'superconnected cities' public Wi-Fi service is already provided to the council by BT, this signal can also be broadcast from all Street Hubs in that city at no additional charge.

## Interactive tablet

Every Street Hub includes a fully accessible interactive tablet that provides a series of icons that give users access to:

- Local council services
- BT's phone book
- Maps and wayfinding
- One touch connection to four national charities for support
- Local weather information
- FAQs and instructions.

Sessions timeout after 30 seconds of inactivity or when selected, wiping all user sessions clean. The ring-fenced system **does not allow open web browsing**.

<sup>1</sup> May 2020 figures revealed that the average fixed line internet download rate is now 71.8 Mbit/s (up 7.8 Mbit/s in November 2019) – [Ofcom's annual study of fixed line home broadband ISP speeds across the United Kingdom](#).

## Free calls for everyone

Street Hubs allow users to make free calls using two different methods:

- **Directional speaker and built-in microphone**, with noise-cancelling technology and adjustable volume allowing calls to rival a traditional handset in clarity and quality
- **Plugging in a standard headset or earphones** into the built-in headphone jack.

Calls aren't time-limited, but almost all have lasted no more than a few minutes as people use them to call friends, family, local services, taxis, etc.

The tablet and speaker are set back and sheltered from the sides, allowing privacy for personal communications. In addition, **the speaker volume is automatically reduced at night** (except for emergency calls).

Unlike payphones, Street Hubs don't include or need a handset, nor accept incoming calls.

## Providing capacity and mobile coverage with small cells

Small cell mobile infill meets the increasing demand for connectivity in the UK, particularly useful in busy urban areas where it's needed most and installing mobile antennae is difficult.

Street Hubs boost 4G and 5G with installed small cells, improving coverage and capacity. Residents, local businesses and visitors get a fast, reliable connection for calls and internet access. Your citizens can enjoy mobile gaming, virtual reality and video streams wherever they are.

## Secure fast charging

**Two marine grade, waterproof USB ports** with Quick Charge 2.0 connected directly to a power source. They cannot exchange data.

These are compatible with all mobile devices, but **also support the next generation of phones** with 20x the charging speed, a great service to tourists and those in an emergency.

## Maps and wayfinding

Every Street Hub provides access to maps giving directions to nearby landmarks and services – a valuable resource for visitors or those without access to a smartphone.

They also act as wayfinding boards, giving walkers and cyclists clear directions.

Local advertisers are encouraged to give simple directions to their businesses.

## Useful real-time information

We are currently running real-time information from a range of sources, including local weather and transport information. LBC content displayed on the unit shares up-to-the-minute news with local communities, enhancing the outdoor experience.

In the future we're looking to create relevant community content with open APIs. Similarly, we happily work with local authorities, transport

providers, and others to determine what real-time information is most useful to the area and how it can be integrated.

For example, in London we display real-time Transport for London (TfL) tube status information. We're also working with TfL to explore how to incorporate other transport information to help people get around the city.

## A platform for community and council content

The rotating content on each Street Hub includes a ring-fenced allocation for community content provided by the local council and community.

**Each local authority is provided with 5% of screen time** on each Street Hub to promote and educate, equivalent to 876 hours per unit or 438 hours per screen.

This content would be scheduled and (where needed) developed in partnership with BT and Global, and can tell residents and visitors about local services, local events and news, as well as warnings and public notices.

Street Hubs designers also create 'house content' throughout the year relating to key events and holidays. Recent examples include supporting the local council elections through encouraging residents to register to vote, free events during school holidays, London Pride, Black History Month and a diverse editorial calendar throughout the year, supporting our vision for a 21st century community noticeboard.

Street Hubs are more than an advertising screen – they're a key point of reference for local information and **an asset to the community**.

## Advertising for businesses of all sizes

Street Hubs represent **the latest in advertising platforms** – an affordable, accessible digital advertising solution that specifically targets Street Hubs close to small businesses.

The Global sales team (responsible for all 'paid for' messaging on Street Hub screens) is set up to **work in partnership** with small and medium-sized enterprises, letting them use the screens to reach audiences and drive business growth.

This advertising revenue lets us provide all our services free of charge, and further rollout of Street Hubs.

Our Global team have increased the accessibility of Street Hubs in two ways:

### Programmatic connection

Global have connected Street Hub to DAX, their programmatic platform. This allows Demand Side Platforms (DSPs) to purchase individual ad slots automatically.

### Automated scheduling

Global are connecting the scheduling of Street Hub directly to their inhouse booking system. This allows key business partners who use API-enabled platforms to easily book and execute complex and flexible schedules.

Global's award-winning Data Planning team manages G-IQ, a data management platform that is used to ingest first and third-party data to prove the efficacy of our products and the value of the audience. Using trusted data sources and intelligent mapping tools we can plan effective campaigns.

Their unique position as a media owner of channels like Outdoor, Radio and Online allows for more creative scope. For example, it's seen innovative multiple-media campaigns deliver both digital Outdoor messaging in sync with Radio commercials.



## Content standards

Street Hubs are funded through the display of advertising in conjunction with other council and community content.

Our Global team coordinate with advertisers, brands and specialists on commercial content, guided by:

- Committee of Advertising Practice (CAP) Code of Practice
- Guidance for Digital Roadside
- Advertising and Proposed Best Practice from Transport for London
- Non Broadcast Advertising and Direct Promotional Marketing (CAP) Self Regulation Guidelines
- and resources from other authorities as necessary.

For full specifications of our screens please refer to page 15, 'Digital Display Screen Technical Specification'.

## Safer communities

Every Street Hub includes a direct **999 call button** that **automatically shares its location** with the authorities, improving safety in an area and helping in the reporting of crime and disorder.

A two-push approach reduces the chance of accidental calls, with a voice prompting users to push the button a second time to confirm.

Street Hubs can also support campaigns with local police and other authorities. For more information see the communities section.

## Emergency messaging

Back-end systems allow us to control screens dynamically through our head office. Groups such as the police can quickly display emergency and community awareness messaging – see our case study from Camden for an example.

In the event of an emergency or major event, regular content can be replaced with urgent, useful messaging alerting the public to major incidents and offering advice.

As each Street Hub is addressable, we can give specific instructions on individual screens steering people away from a particular area or providing alternatives to travel.



# Combating anti-social behaviour

Street Hubs are operated in accordance with the Street Hub Anti-Social Behaviour Management Plan that was developed with assistance from the police and a number of local authorities.

Automatic anti-social call blocking technology uses anonymised data to identify suspicious call patterns and phone numbers. Identified numbers are blocked on Street Hubs across the UK, while still allowing genuine users to benefit from the free phone call service.

Depending on circumstances, other measures can be taken including further reducing call volumes, restricting calls at certain times, or only allowing headset calls.

Recommendations from groups like the police may mean quicker implementation of measures, for example temporarily restricting mobile calls

where a Street Hub has been misused to buy illegal drugs. Subject to internal processes, the police can 'whitelist' a specific number where there is an operational need, i.e. involved in an active investigation.

People can contact [StreetHub@bt.com](mailto:StreetHub@bt.com) to report technical issues, antisocial behaviour involving a Street Hub, or to claim their number has been flagged in error. Their case will be considered in

consultation with the police and local council where appropriate. This option will be highlighted on the screen when a call is attempted to a restricted number. Emails sent from [police.uk](mailto:police.uk) or [.gov](mailto:.gov) email addresses will be treated as a priority.

Should it not be possible or convenient to send an email, it's possible to call the Street Hub helpline on 0800661610 (open 24 hours 7 days).

As BT is designated by OFCOM as a Universal Service Provider of public call boxes, any decision to restrict phone service will need to be made exclusively by BT. Decisions to change any service will be based on details provided by police and local authorities:

- A description of the issue and when it occurred / occurs
- Location of the Street Hub(s) involved and how they contributed.

Changes will be viewed as temporary (typically 3 months, or 12 in high-risk areas) and reviewed later.

# Environmental performance

All Street Hubs are **powered by 100% renewable carbon-free energy**, with energy efficiency prioritised throughout the design process.

- A state-of-the-art LED-backlit LCD screen that consumes approximately 60% less power than Cold Cathode Fluorescent Tubes
- Screen filters reflect light reducing the need for high power, noisy cooling systems typically seen in competing solutions
- Industrial-grade components designed to function at high temperatures lower the need for cooling without compromising performance
- Passive design for cooling, i.e. aluminium casing for better thermal dissipation
- High-efficiency power supplies providing 80% or better efficiency, compared to 65-70% of typical components.
- Noise from cabinet and equipment should not exceed: 41dB at a distance of 3 metres during day, 35 dB at a distance of 3 metres during night, Operational volume should not exceed 60dB at a distance of 1 metre.

## Air quality monitoring

Across the UK, we're trialling air quality monitoring equipment within Street Hubs. The information from these sensors could be used by participating (and interested) councils and researchers to complement other data sources and improve local decision making.

**Councils adopting Street Hub are invited to express interest in being involved in this trial.** Feedback from participants will guide how the data is communicated and used.

Initially, we're looking at the potential measurement of the following elements of air pollution:

- Carbon Monoxide (CO)
- Nitrogen Dioxide (NO<sub>2</sub>)
- Nitric Oxide (NO).

Further work is being undertaken on the possible measurement of:

- Ground Ozone Level (O<sub>3</sub>)
- Particles (PM<sub>2.5</sub>)
- Particles (PM<sub>10</sub>)
- Sulphur Dioxide (SO<sub>2</sub>).

Measurement for each of the above are being assessed on their individual merits, and a decision of which to include in a given Street Hub and when has not yet been made.

*"We are excited to be working with BT to equip their street furniture with our innovative technology to monitor and reduce carbon emissions. This will help local authorities monitor their carbon footprint in real-time, identify the best opportunities to cut emissions, and access new funding for the necessary investments. At scale, the UK could become the first nation to continuously monitor carbon emissions over its entire territory. This would boost its goal of net zero by 2050."*

**Mathieu Carlier**  
CEO of Everimpact

## Additional smart city sensors and data collection for community benefit



Street Hubs collect and display useful, real-time data and insights from communities to help government officials and local decision makers get more from the space around them.

As with the air quality trial highlighted above, the modular nature of Street Hubs lets us improve, evaluate and invest in tools and techniques to collect meaningful insights, i.e.:

- Counting pedestrian numbers
- Measuring traffic congestion
- Bike and vehicle counting
- Environmental factors like sound and light.

Continued investment allows 'smart cities' to improve public well-being and health with data. This kind of **data is most powerful when shared**, so we would look to make these insights available to communities as permitted by law and within our Privacy Notice and Terms of Use.



# Installing a Street Hub

Several steps are involved in the installation of a Street Hub once approval is obtained from the relevant local authority:

**1. Preparation works**

Before work starts each site is surveyed to identify services and other underground infrastructure (e.g. water or gas pipes) so our teams do not disrupt services.

**2. Safety comes first**

Our deployment teams will set up barriers to restrict access to the work area. These are based on permits obtained from the local authority.

**3. Payphone removals**

Street Hubs are often installed on the same location as an existing BT payphone so the first works you may see are teams disconnecting and removing existing kiosks.

**4. Preparation of foundations**

Each Street Hub sits on a metal base plate, part of a concrete foundation, 30-40cm below ground level with ducting to allow connection to fibre and power. It's designed to easily withstand being pushed by individuals or high winds, and fall slowly if struck by a vehicle – with internal sensors notifying us of the event.

**5. Connecting services**

Power is connected by the Distribution Network Operator (DNO). Fibre is connected by Openreach. Both may need ducting run from nearby infrastructure, such as broadband cabinets. The teams responsible for this work will typically receive work permits from the local authority in accordance with an area identified at survey.

**6. Lifting the Street Hub into place**

Each Street Hub is typically lifted by small crane from a flatbed truck onto the metal baseplate about 1-3 days after the building of the foundation. At this time any remaining barriers are removed.

**7. Connecting services**

Once installed, our engineering teams do the necessary testing and configuration to go live – typically within two weeks of installation, but sometimes longer.



## Materials

Maintainability and durability were key considerations in the design, with regular cleaning and servicing planned – please see 'Management, maintenance and operational strategy' section below. High-quality materials ensure longevity, holding up to abuse and diminishing scratches.

- Galvanised mild steel structure, powder coated external grade aluminium exterior
- Painted powder coated aluminium main casing – attractive, durable, easy to service, and cooling
- Displays fronted by tempered and laminated glass to reduce glare
- RF transparent radio compartment

The modular design of exterior and interior components makes servicing simple and economical.

## Digital display screen technical specification

The technical specification of the two digital display screens are as follows.

Screen Panel Type:	LCD
Screen Dimensions:	95cm wide x 167cm high (75 inch in portrait)
<b>Screen Area:</b>	<b>1.586m<sup>2</sup></b>
Resolution:	3840 x 2160 UHD
Maximum Daytime Brightness:	2500 cd/m <sup>2</sup> (Typ.)
<b>Maximum Night-time Brightness:</b>	<b>600 cd/m<sup>2</sup> (Typ.)</b>
Contrast Ratio:	1200:1 (Typ.)
Display Colours:	10bit (D) 1.07 Billion Colours
Viewing Angle:	178/178 degrees
Lamp Type:	LED
Operating Temperature:	0~50°C
Sunlight Readable:	Yes

The proposed usage for the screens has been set in accordance with Transport for London's (TfL) policy document 'Guidance for Digital Roadside Advertising and Proposed Best Practice – 2013'.

In addition to the above conditions, each Street Hub location has been assessed against and would comply with the following additional criteria from the TfL guidance.

- There would be no conflict with any traffic signs, signals, crossing points, schools, hospitals or low bridges.
- No sightlines or clearances would be affected.
- The TfL guidance states that 'Static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.' There are existing traditional advertisement on similar sections of the respective roads in many cases.
- The geometry of the roads is not complicated and the driving conditions are not considered to be demanding or complicated.
- The advertisements would not be experienced by a driver in conjunction with any other similar digital advertisements.
- As per the TfL guidance, the advertisements would be located as close to the driver's natural eyeline as possible and facing as head-on to the traffic as is practical.

The lighting levels noted above are within the levels set for this type and size of screen (those under 10m<sup>2</sup>) as set by the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements.

# Management, maintenance, and operational strategy

BT is responsible for the management of Street Hub services with each unit physically inspected weekly across the estate.

## Inspection regimes

The Street Hubs are visited every two weeks for cleaning, by hand and with pressure washers. The materials used make this process easy with defined materials and processes. Whilst cleaners are on site, they check for damage and ensure the tablets and screens are working.

In addition, our in-field quality inspection teams visit at least every two weeks on an alternative schedule to our cleaning team, performing several checks including (but not limited to):

- Full walk-around with supporting photos to check for damage, graffiti and black screens
- Functionality checks on the tablet to test calls, maps, 999 and USB charging.

We can also send out emergency visits if reported as necessary by internal sensors.

## Monitoring and repair management

Street Hubs are monitored remotely 24/7, our primary mechanism to spot faults with the above local inspections ensuring the effectiveness of this monitoring.

Once identified, we have processes to resolve issues within agreed service levels. Most will be resolved within three working days, with safety and power issues having a more rapid resolution target than cosmetic issues like graffiti.

## Future upgrades

We plan to make changes as needed to address identified faults or to improve services. Whilst some may involve physical attendance at the unit, the majority will be done remotely via software upgrades. All updates are rigorously quality assured before release.

# Appendices

The below case studies are from implementation of the current InLink units. With the improved functionality of Street Hubs, we would expect greater results across a larger number of areas, e.g. environmental protection and traffic monitoring with the additional sensors.

## Case study

## COVID-19 messaging

Millions of people in UK towns and cities saw public health information during the pandemic, thanks to the street transformation team's support of three key information initiatives.

### Public Health England campaign (PHE)



We **doubled screen time** for the PHE Stay at Home campaign, regularly updating guidelines into short, digestible snippets on Street Hubs across the UK.

### Local council support



We **collaborated with local councils** to offer support for localised messaging.

### London Mayor's Office (GLC)



We supported GLC messaging for consistent communication across **14 London boroughs** with the **Stay at Home** and **London Together** campaigns.



## Case study

# Restoring pavements across the UK

Brixton is a key transport interchange, entertainment and shopping precinct, and civic centre in south London. This role means in the past there was strong demand for payphones with many previously provided by BT still in the area.

The InLink on Coldharbour Lane opposite the Town Hall has replaced existing payphones that were associated with a range of anti-social activities.

On this site we reclaimed 3.78m<sup>2</sup> of pavement space for the community, allowing for the future expansion of nearby bicycle parking racks.

## Before



## After





## Case study

## Working with local police

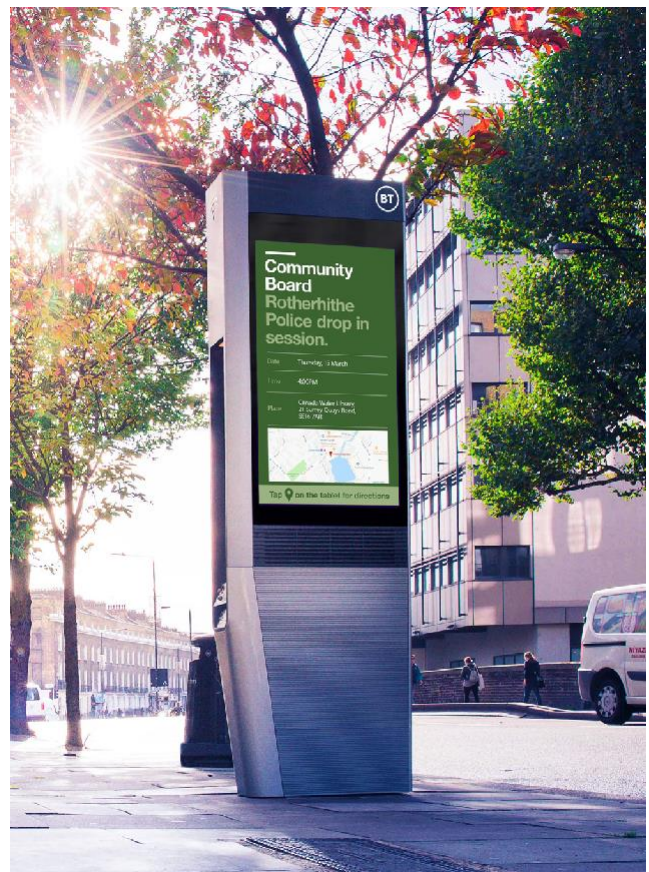
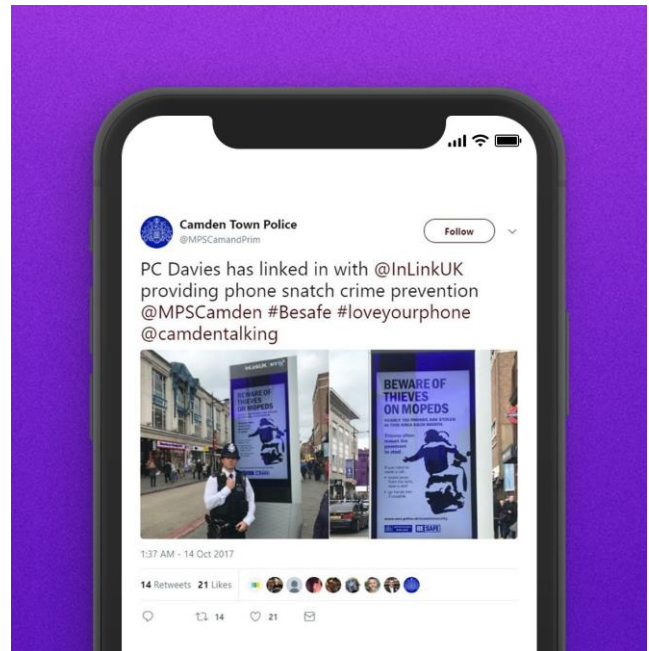
The InLinkUK team partnered with the Camden Town Police in north London to help raise awareness of the threat posed by phone snatchers on mopeds.

Content was created for the campaign and included on InLinks in the Camden area, as seen on this one with PC Davies just by Camden Town Tube.

Over the course of the campaign there was a significant reduction in the number of phones reported stolen. Our team is now looking to roll this and similar campaigns out in other areas.

InLinks have also been used to promote local neighbourhood meetings, such as the example shown here from a trial with the Safer Neighbourhood team in the London Borough of Southwark.

Similar content was shown on screens in the specific ward area to help raise awareness among the local community and to encourage those interested to attend.





## Case study

# Supporting democracy

As local community infrastructure each InLink can act as a local notice board for its area, with this functionality proving particularly useful in the lead up to and during elections.

During the 2018 local government elections InLink screens throughout the UK encouraged voters check and update their voter registrations.

Screens were also used to promote government campaigns against voter intimidation, including this example from the London Borough of Tower Hamlets in conjunction with CrimeStoppers and the Electoral Commission that was presented in a range of different languages.





## Case study

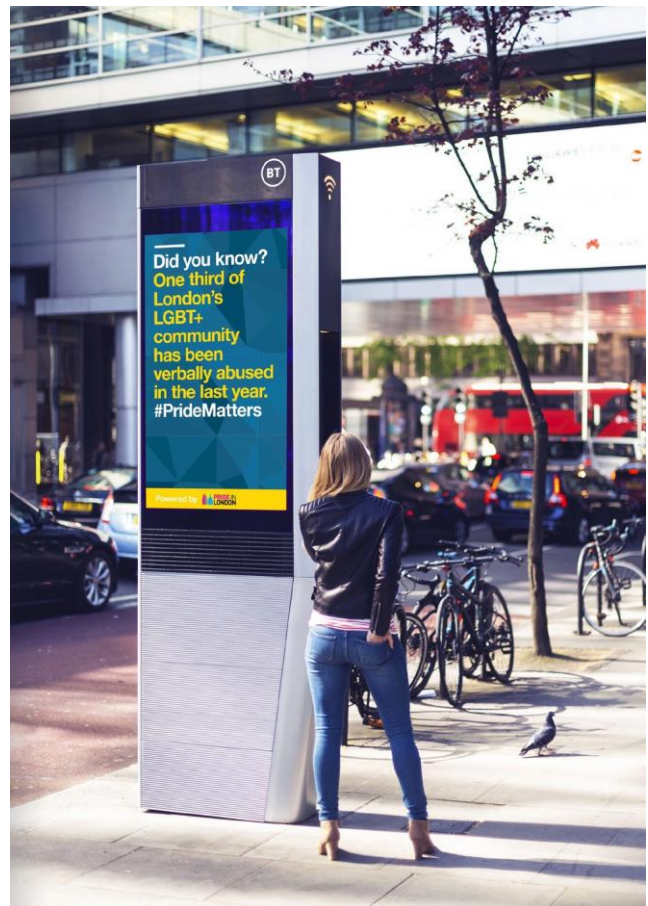
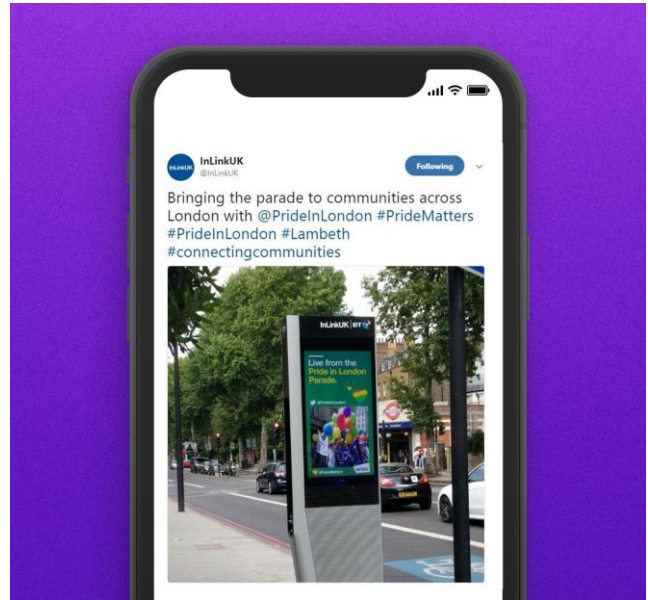
## Live content from London Pride

In 2018 InLinkUK were an official media partner for Pride in London with the InLink screens used in the lead up to and during major events to highlight the occasion.

Ahead of the major events, creative content was displayed to promote Pride Month across the entire InLink estate in the UK.

A range of special 'Did you know?' facts were also shown on InLink screens throughout London highlighting the challenges still faced by the LGBT+ community and the work of volunteers delivering Pride in London.

An estimated 30,000 people took part in the Pride March and more than one million came into the city to watch in person, with those in other parts of London able to see highlights that were being shown on the InLink screens.



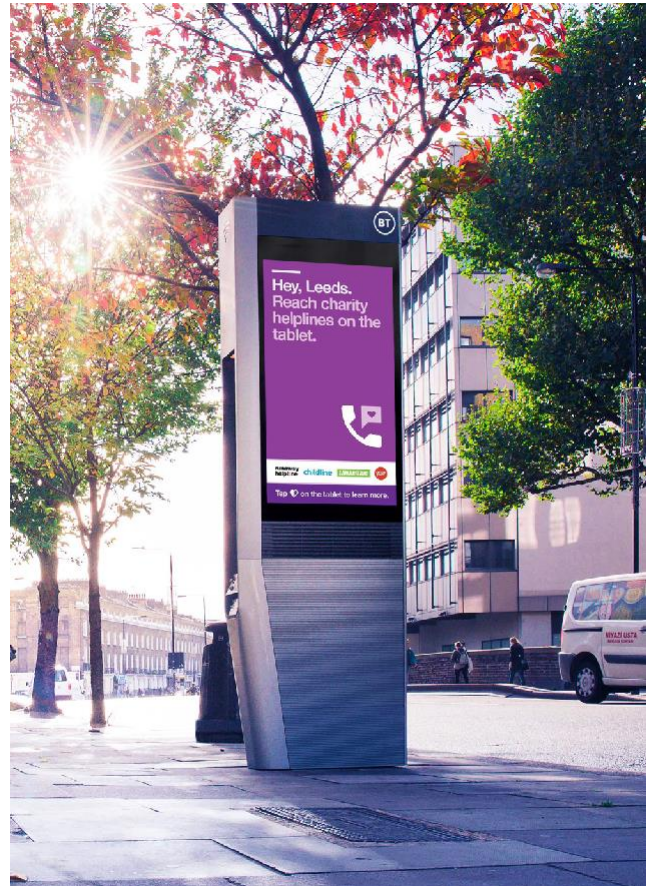
## Case study

# Helped local and national charities

InLinkUK worked with a range of charity stakeholders to support their work in the community, with a 'Charity Tile' on the InLink tablet that provides access to a range of key organisations.

Childline, End Youth Homelessness, Runaway Helpline and Samaritans teamed up with InLinkUK to provide users with direct access to their services.

This was complemented by a range of content included on the screens to raise awareness and support the work of local and national charities.

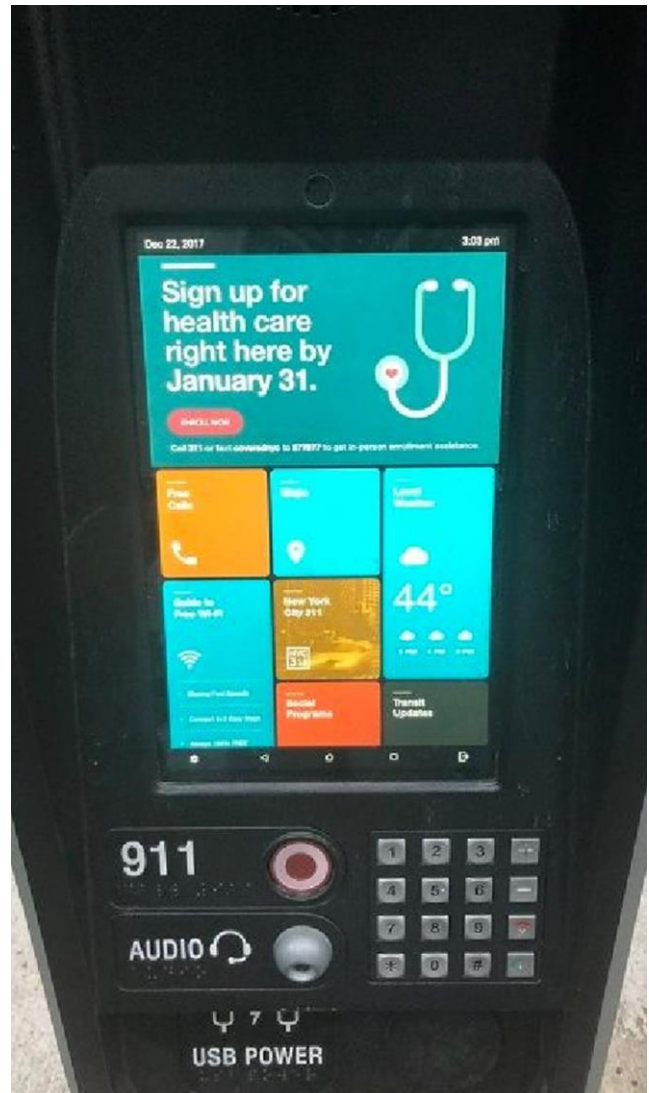




## Case study

## Helping rough sleepers

During the 'Beast from the East' storms in April 2018 InLinks were used to display content from StreetLink that provided those nearby with information on how to help rough sleepers who were still outside during the bad weather.





#### **Offices Worldwide**

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**February 2021**





# Street Hub Anti-Social Behaviour Management Plan



# Beyond connection

BT are working to reduce digital inequality and help make communities better connected. From the iconic red phone boxes to the modern glass units, we've always been at the forefront of technology that brings people closer.

In today's digitally enabled world many phone boxes are sitting unused, prime sites for anti-social behaviour and vandalism. Following the success of our InLink programme where we brought free digital services to high streets across the UK, we're further transforming our legacy payphones into state-of-the-art, fibre-connected digital community hubs – called Street Hubs.

Not only does this remove old payphones, freeing-up space and reducing anti-social behaviour, but each Street Hub gives entire communities access to an unprecedented suite of essential free services. This includes ultrafast Wi-Fi, phone calls, wayfinding, device charging, a dedicated 999 call button and public messaging capabilities. It's also a platform for future technologies – air quality monitoring, emergency messaging, 4G / 5G mobile coverage and more.

Since June 2017, hundreds of first generation Streets Hubs (formerly InLinks) have gone live in cities throughout the UK, connecting over a million unique devices to Wi-Fi every month, with tens of thousands of tablet sessions and free calls each week.

Wherever a Street Hub is installed we work with local stakeholders like councils and the police to ensure they're a positive contribution to the area. We're committed to addressing the few users in limited locations who abuse this service.

## Automatic anti-social call restriction

The advanced nature of Street Hubs and our investment in quality systems means we can quickly identify and solve issues.

Working with local stakeholders has already led to significant technical and process advances that further help each Street Hub contribute positively to the local area.

A small number of locations drew attention to local drug issues, with those involved misusing free call services. Following this we invested significantly in developing call restriction capabilities. These were first used to prevent calls to mobiles on select Street Hubs in problem areas – identified with the help of police and council community safety teams.

**The automatic recognition of possible misuse and blocking of identified numbers is based on a proprietary algorithm and technical process developed in consultation with the police and councils from across the UK.** These consider a range of factors, including but not limited to the frequency of attempted and connected calls, the length and distribution of such calls, and insights provided by relevant stakeholders.

Once numbers are identified, their call data is continuously assessed and our algorithm always applied. When a blocked number is flagged by the algorithm this restriction is permanent. In some cases, on request, we may restrict numbers over a set period.

Should someone believe a number has been wrongly flagged, they can contact our team at [streethub@bt.com](mailto:streethub@bt.com) who will consider the case, consulting with the police and local council where appropriate. This option will be shown on the Street Hub screen as part of the warning notification when a restricted number is dialled.

Subject to internal processes, the police can 'whitelist' a specific number so it can still be called where there is an operational need, such as being involved in an active investigation.

This automatic anti-social call restriction technology is a dynamic feature of Street Hubs that can be adapted over time as further insights are gained or as patterns of misuse change.



# Identification of anti-social behaviour issues

We take our responsibility towards community wellbeing and anti-social behaviour seriously, as evidenced by our above investment. Where possible we address any concerns before (or as part of) the planning application process which every Street Hub must go through.

Unfortunately this is not always possible, and pre-existing or emerging concerns around misuse may need to be addressed once a Street Hub is active, if not picked up by the automatic anti-social call restriction technology.

In deciding the best course of action, advice from police, other emergency services and local authorities will always take precedence, followed by feedback from other government bodies and input from residents and businesses.

To best identify issues and how to address them, we need:

- a description of the issue and when it occurred(s)
- the location of the Street Hub(s) involved and how they contributed.

Supporting evidence is also important, where legally possible, to help us understand the issue (i.e. data or images) so that the appropriate action can be considered.

Each Street Hub is remotely monitored for service compliance 24 hours a day 7 days a week, and physically inspected and cleaned at least every two weeks. As such, any issues are likely to be quickly reported to us directly.

Where a police officer, member of the public or council officer identifies a possible anti-social behaviour issue, we can be contacted in a number of ways to take appropriate action.

Sending an email to [streethub@bt.com](mailto:streethub@bt.com) is the main method for reporting an anti-social behaviour issue associated with a Street Hub. This will automatically raise a ticket on our system, which is actively reviewed and managed by the Street Hubs team.

Emails sent from police.uk or .gov email addresses will be treated as priority.

Technical issues like display screen failures, graffiti, etc. should be reported to [streethub@bt.com](mailto:streethub@bt.com).

Should it not be possible or convenient to send an email, the Street Hubs helpline is open 24 hours a day, 7 days a week on [08003890917](tel:08003890917).

Although we're committed to working closely with communities to address concerns around anti-social behaviour, suspected criminal behaviour may need to be managed through official police channels by contacting [101](tel:101) or [999](tel:999) in an emergency.



# Assessment and determining the suitability of technical changes

After receiving a police crime risk assessment or report from a local authority suggesting a Street Hub may be contributing to crime or anti-social behaviour, we will assess the technical solutions available to minimise / reduce this.

The location of each Street Hub means the way they are used and experienced varies, and so the solution will need to be bespoke.

Where a temporary or interim technical change to a Street Hub may be considered, we work with the local council and police wherever possible to gather timely evidence and information so we understand what is happening and how best to respond. This could include:

- reviewing the information provided from any previous tickets
- visiting the location and meeting with local stakeholders
- speaking with the local police and council to understand any reports they have received and what they are already doing to tackle similar issues in the area
- collating relevant media reports, historic records, and similar
- assessing Street Hubs data such as anonymised call information, Wi-Fi usage, etc.

Situations that follow a similar pattern may be handled more quickly based on recommendations from groups such as the police. For example, temporarily restricting the ability to call mobile numbers where it has been proven that a Street Hub is being misused to buy illegal drugs.



# Implementing available technical changes

Street Hubs are actively monitored and adaptable, with a range of temporary and interim technical measures available to help manage anti-social behaviour issues. These were part of the original design or developed as part of our dedication to community wellbeing.

These include but are not limited to:

- using the displays to include warnings and relevant information
- further reducing the Street Hub's call speaker volume
- disabling the USB port to prevent loitering around the unit
- preventing calls to types of phone numbers, such as mobile, landline or freephone
- blocking calls to specific numbers (only when agreed with the police, in addition to those captured under automatic anti-social call restriction).

We prefer to make changes in collaboration with relevant stakeholders to minimise any unintended social impact. For example, a local council or police command providing additional street teams in the area.

Our anti-social behaviour portal has advanced since the roll-out of InLink. As well as our algorithm, the portal now lets us block suspicious behaviour in real time so we can tackle any anti-social behaviour request without delay. We also have greater insight into reporting and numbers where thresholds are exceeded. These technical advances help reduce crime and allow us to work better with the police and community.



## Sign off and implementation

Any change made to how a Street Hub is configured at a hardware or software level will require our agreement.

As an OFCOM-designated Universal Service Provider of public call boxes for the provision of a publicly available telephone service, any decision to restrict provision of phone calls will need to be made exclusively by us. This will be based in part on detail provided by the police and local authority, and pay due regard to the evidence presented.

We would always seek to balance any requirement to restrict Street Hub services to manage anti-social behaviour with the desire to make them available to all, as part of our work to help make communities better connected and reduce digital inequality.





## Review process

Our approach to addressing anti-social behaviour associated with a Street Hub is to be collaborative. The success of any intervention relies on the police and / or councils taking reasonable steps to help address the underlying issues and the review process being tailored to each local situation.

In the small number of cases where the need for an operational change (such as restricting phone calls) has been identified, it will be considered temporary and applied for a limited period (typically three months but up to twelve months in high-risk locations). This temporary period allows police and the local council to investigate and take appropriate action.

## Further information

We want each Street Hub to provide the best possible experience for users and the communities around them, and will continue to work with councils, police and the wider community to make sure they do.

For more information on Street Hubs and how they are managed contact [streethub@bt.com](mailto:streethub@bt.com).





#### **Offices Worldwide**

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**April 2021**





# Street Hubs

## Beyond connection

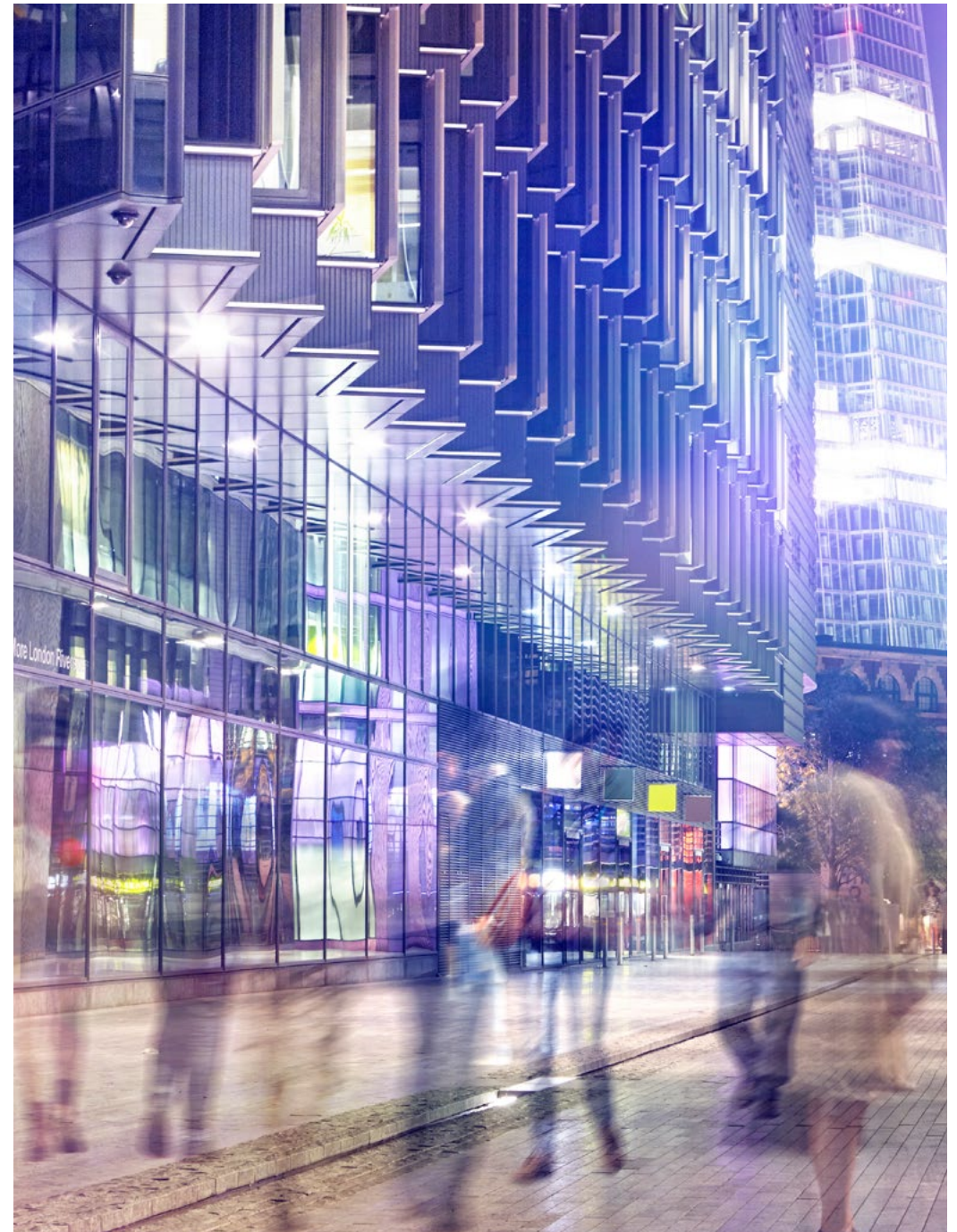
Frequently asked questions





# Contents

About Street Hubs	3
Using Street Hubs	5
Technology and network	7
Security and privacy	9





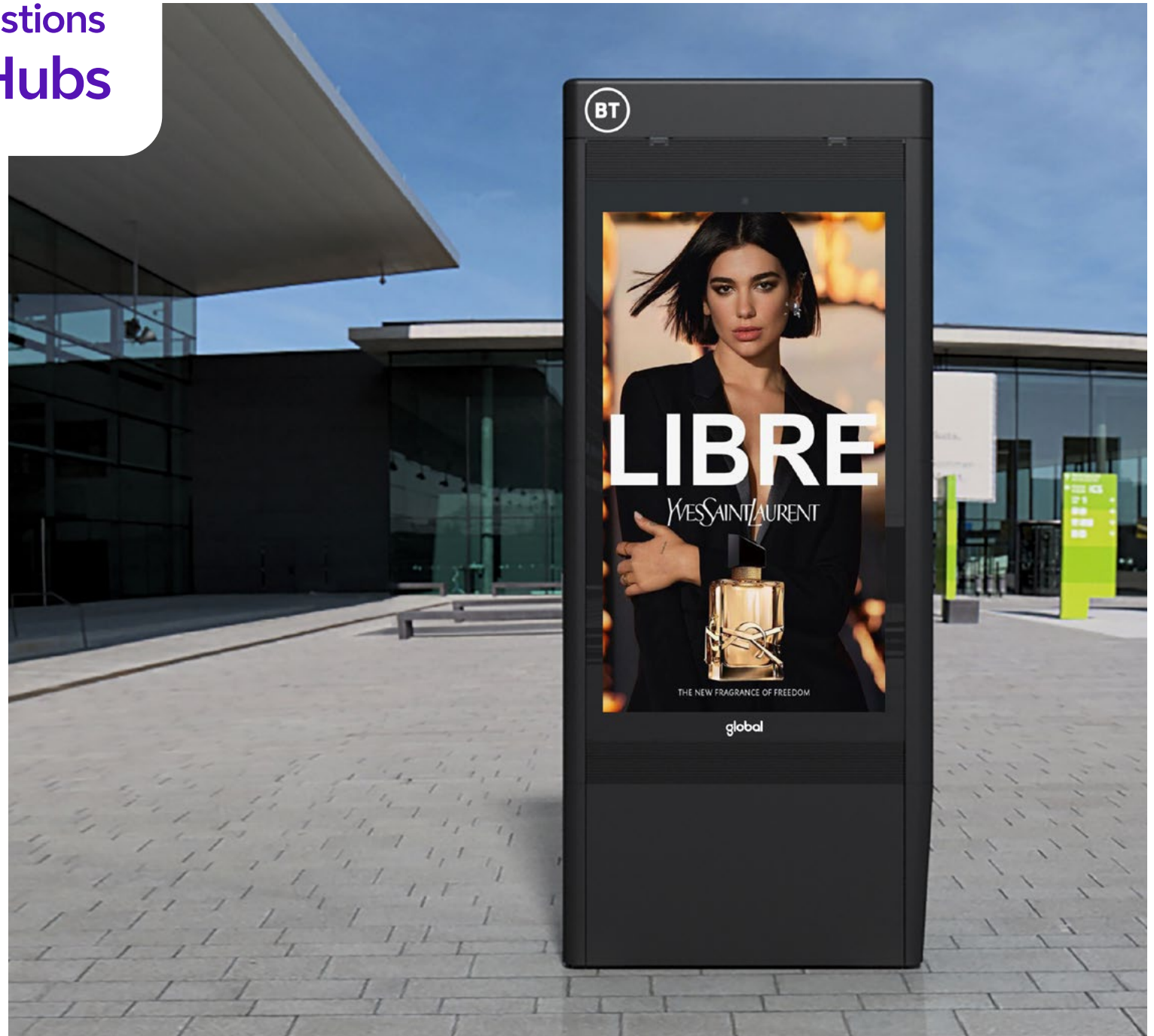
# Frequently asked questions

## About Street Hubs

### What are Street Hubs?

Street Hubs are cutting-edge phone-box replacements that bring a host of free services to communities, including:

- ultrafast Wi-Fi up to one gigabit speed (1,000 Mbps)
- fast device charging via two USB ports
- emergency services via a dedicated 999 button
- council services via a touchscreen tablet
- free UK national landline and mobile phone calls
- two 55" or 75" high-definition digital displays used for public service announcements and advertising.



## What benefits do Street Hubs bring to communities?

They keep communities digitally connected to local services. They are always on for key public announcements and advertisers to reach their audience. Whether it's a small, medium or large organisation, a council, or a local group, they can get their message seen. We work closely with councils when we rollout Street Hubs so they get the most from them, and help those who live in, work in or visit these places with digital services at their fingertips.

## How much does it cost to use a Street Hub?

Street Hubs provides a free digital service. Ultrafast Wi-Fi, council services via the touchscreen tablet, device charging, and calls to UK landline and mobile phones – all free. International and premium rate phone calls can also be made using a calling card.

## How does BT fund Street Hubs?

Street Hubs come at no cost to the taxpayer, national or local. Deployment and maintenance of Street Hubs are funded by revenue from advertising on the digital displays.

## What happened to the InLink from BT?

In December 2019, BT acquired the digital street unit assets from InLink Limited.

## How can I advertise on a Street Hub?

We've partnered with our Global team to provide outdoor advertising for 500 Street Hubs across the UK. If you'd like to enquire about this, please contact Global at <https://global.com/contact>

## How can I get Street Hubs in my council area?

Email us at [streethub@bt.com](mailto:streethub@bt.com) to learn more about bringing Street Hubs to your area.

## How do I contact Street Hub?

We're excited to hear from you. Drop us an email at [streethub@bt.com](mailto:streethub@bt.com)





# Frequently asked questions

## Using Street Hubs

### How can I charge my mobile device at a Street Hub?

Simply plug your charger cable into one of the two fast-charging USB ports located below the headphone jack. These ports are power only, and cannot transfer data to or from a Street Hub.

### How can I make a free phone call from a Street Hub?

You can make free phone calls to anywhere in the UK, including mobiles, using the touchpad on the tablet or directly using the keypad.





### To make a call using the tablet:

1. Tap the screen and choose 'Make a Call' on the tablet screen
2. Dial the number you wish to call on the touchscreen
3. Tap the green handset button to start the call
4. When you finish your call, press the red handset button to hang up.

### To make a call using the keypad:

1. Dial the number you wish to call on the keypad
2. Tap the green handset button on the bottom right of the keypad to start the call
3. When you finish your call, press the red handset button above the 'Call' button to hang up.

Need to adjust the call volume? Use the plus (+) and minus (-) buttons on the keypad to turn the volume up or down. You can also plug in your headphones for more privacy.

### Can I make an international phone call from a Street Hub?

Yes, you can make an international call using any international calling card with a UK number. Just follow the instructions on your card.

### How can I make an emergency call from a Street Hub?

In an emergency, push the red 999 button twice to connect to the emergency operator.

### Which local services can I access on a Street Hub?

This will vary depending on the services available online from local councils and charities.



# Frequently asked questions

## Technology and network

### What is ultrafast Wi-Fi?

With speeds up to one gigabit, Street Hub Wi-Fi is most likely the fastest you've ever experienced, with no data caps or annoying ads.

### Will I always receive a gigabit of bandwidth when I access the Wi-Fi?

Not always, many factors can affect the real bandwidth available to a connected device. Among these are the number of devices connected, individual device performance, radio interference in the environment from wireless or other electronic devices, and the speed of the services being accessed. It's rare to get the full gigabit, but by providing a gigabit network we're ensuring the best possible performance for all.



### How many people can use Wi-Fi at one Street Hub hotspot before the Wi-Fi speed slows down?

A Street Hub can support hundreds of users simultaneously up to 100 or 150 metres from each unit. Performance depends on the activity, and the network is always shared equally with all connected users.

### What kind of tablet and tablet functionality does Street Hub provide?

Street Hubs have an integrated custom Android tablet, providing users with free access to council services, charity information, maps, weather and free UK national landline and mobile phone calls.

### How often is Street Hub's hardware updated?

Technology changes in the blink of an eye, so Street Hubs are custom-built to keep up with the latest technologies and user experience trends with a modular design updates through then network.

### Do Street Hubs have sensors?

Yes, they can capture data such as air and noise pollution, outdoor temperature and traffic conditions. This could be used for exciting new 'smart' services for local councils and communities based on the Internet of Things.

### Who owns this fibre network?

Street Hub is owned and managed by BT.

### How do I report if something's wrong?

Please email us at [streethub@bt.com](mailto:streethub@bt.com)





# Frequently asked questions

## Security and privacy

### How secure is Street Hub Wi-Fi?

Any personal information that we store about users is encrypted – your email address cannot be read without a special key. This is the most effective way to secure data. As with any public Wi-Fi network, we recommend that you always look for the secure lock symbol on your browser bar if you are transmitting any sensitive information.

### What safety precautions do you recommend when using the Street Hub service?

As always, be vigilant while using personal devices on the street or using the free Street Hub tablet. Be mindful of your surroundings and use your device's security features just in case your device happens to fall into the wrong hands.

### Is the Wi-Fi filtered?

Our Wi-Fi experience is designed to be consistent with the content filters used by UK internet service providers (ISPs) to ensure safety and child protection while using Wi-Fi in a public space.

### When I charge my phone, is it possible to transfer data to or from a Street Hub?

No. Street Hub's USB port is power-only, and cannot transfer data. No information about your device is recorded when you use our USB charging ports.

### I forgot to end my session before I stopped using a Street Hub tablet, what do I do?

Street Hub tablet sessions time out after 30 or 45 seconds of inactivity, wiping all user sessions clean.

### How does Street Hub use my personal data?

Street Hub is committed to protecting and respecting your privacy. Our Privacy Notice describes how we collect, use and share information.





#### **Offices Worldwide**

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

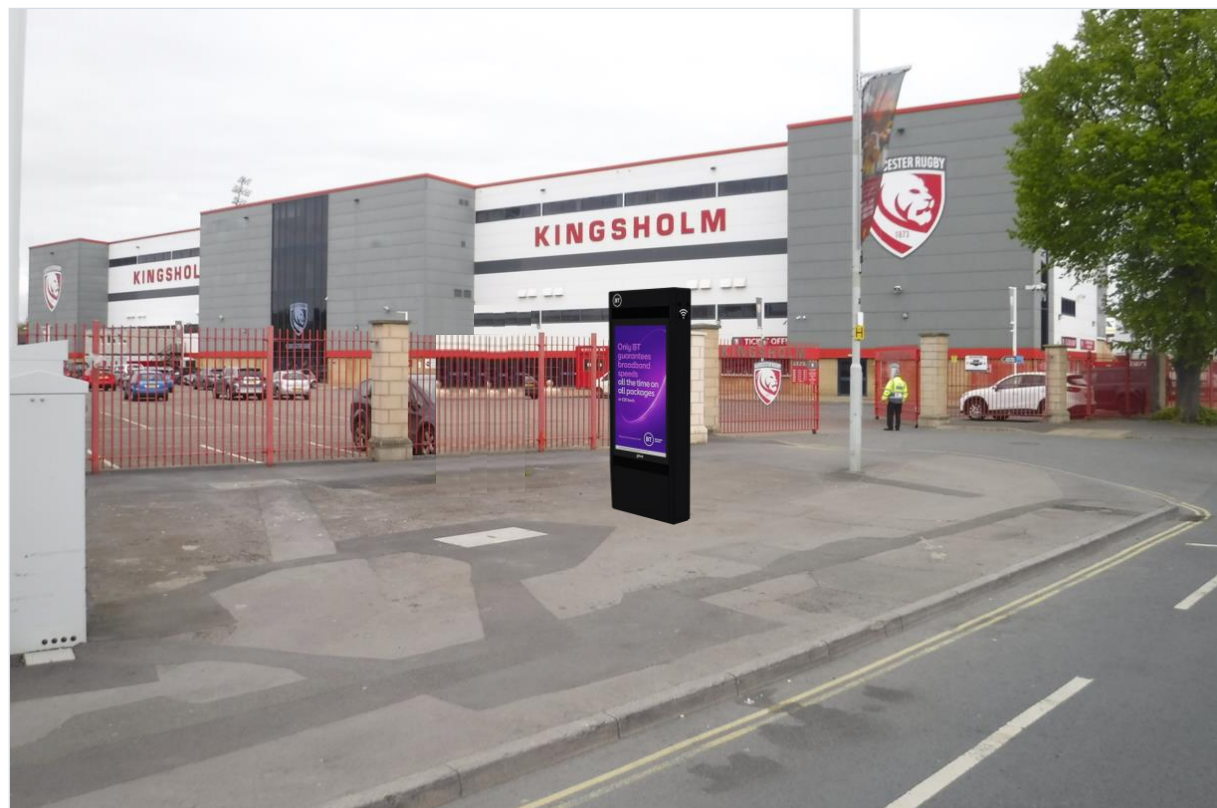
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**February 2021**





Existing



Proposed

Site Address: Footpath outside Kingsholm Stadium, Kingsholm Road, Gloucester, GL1 3AX

Reference: GLC-232



Our Reference: GLC-232

**Date: as per submission**

**F.A.O Development Control**  
Head of Development Control  
Gloucester City Council  
PO Box 3252  
GL1 9FW

**Submitted via Planning Portal**

Dear Sir/Madam

**SUBMISSION OF AN APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT TO DISPLAY AN ADVERTISEMENT(S) ON PROPOSED STREET HUB INSTALLATION ON FOOTPATH OUTSIDE KINGSHOLM STADIUM, KINGSHOLM ROAD, GLOUCESTER, GL1 3AX**

The proposal comprises the request for Express Advertisement Consent under Regulation 9 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) to display an advertisement(s) on internally illuminated digital lcd screen to both sides of freestanding 'Street Hub' equipment.

As per the Regulations, applications for express advertisement consent must be determined in the interests of amenity and public safety, taking into account (a) the provisions of the development plan, so far as they are material, and (b) any other relevant factors.

This request for Express Advertisement Consent is submitted in conjunction with an accompanying application for planning permission.

This application for Express Advertisement Consent comprises:

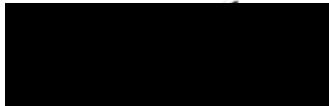
- Completed Express Advertisement Consent Forms;
- Location Plan and Site Plan;
- Elevational Details of a Street Hub;
- Photomontage;
- Planning Design & Access Statement;
- Product Statement;
- Anti-Social Behaviour Statement
- FAQ's;
- BT Street Hub Brochure;
- Appropriate fee of £462

Harlequin Group Ltd.  
Innovation Centre  
Maidstone Road  
Chatham, Kent ME5 9FD

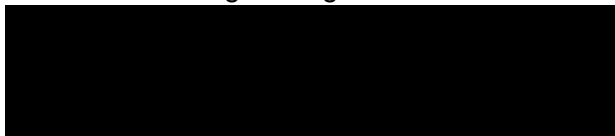


We trust that the above information is acceptable, however, should you require any additional information, or have any queries relating to this application, please do not hesitate to contact me direct on the detail provided below.

Yours faithfully



**Martin Brown**  
Senior Planning Manager



*For and on behalf of BT Group plc*



Our Ref: GLC-232

Date: 4<sup>th</sup> July 2022

**F.A.O Highways Records**  
Gloucestershire County Council  
Shire Hall  
Gloucester  
GL1 2TH

BY EMAIL: [REDACTED]

Dear Sir/Madam

**INSTALLATION OF A PROPOSED BT STREET HUB AND ASSOCIATEED DISPLAY OF  
ADVERTISMENT TO BOTH SIDES OF THE UNIT ON FOOTPATH OUTSIDE KINGSHOLM  
STADIUM, KINGSHOLM ROAD, GLOUCESTER, GL1 3AX**

Please find enclosed a Notice informing you that The BT Group Ltd, c/o the agent, will be submitting applications to Gloucester City Council for both full planning and accompanying application for express advertisement consent for the installation of a new generation BT Street Hub unit.

This Notice is provided in accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015, which requires landowners to be informed of the submission of the application under Article 13 of Applications for Planning Permission as well as express advertisement consent. You will see from the Notice that you may make representations about the application direct to the Local Planning Authority should you wish to do so.

Yours faithfully,

[REDACTED]  
  
Martin Brown  
Senior Planning Manager  
[REDACTED]

*For and on behalf of BT Group*



## Developer's Notice

Proposed development at: Footpath outside Kingsholm Stadium, Kingsholm Road, Gloucester, GL1 3AX

National Grid Reference: Easting 383436 Northing 219146

I hereby give notice, in accordance with Article 13 of *Applications for Planning Permission* of the Town and Country Planning (Development Management Procedure) (England) Order 2015, that **The Harlequin Group on behalf of The BT Group** will be applying to Gloucester City Council for full planning permission and express advertisement consent for:

The installation of a single BT Street Hub and the display an advertisement(s) on internally illuminated digital lcd screen to both sides of the Street Hub unit

The application will be made to:

F.A.O Development Control  
Head of Development Control  
Gloucester City Council  
PO Box 3252  
GL1 9FW

The application will be made available for public inspection at the offices of the local planning authority during usual office hours.

Any person who wishes to make representations about the siting and appearance of the proposed development may do so in writing to the local planning authority at the above address. A period of **at least 21 days**, from the date of this notice, will be allowed for any such representations to be received by the Local Planning Authority.





Name: Martin Brown

Signed: 

On Behalf of: The BT Group

Date: 04/07/2022



## **DECLARATION OF CONFORMITY WITH ICNIRP PUBLIC EXPOSURE GUIDELINES ("ICNIRP DECLARATION")**

Declares on behalf of BT Wholesale and Ventures that the proposed equipment and installation as detailed below and any existing equipment at:

Site reference: GLC-232

Address: Footpath outside Kingsholm Stadium, Kingsholm Road, Gloucester, GL1  
3AX

Easting: 383436      Northing: 219146

is designed to be in full compliance with the requirements of the radio frequency (RF) public exposure guidelines of the International Commission on Non-Ionising Radiation Protection (ICNIRP), as expressed in EU Council recommendation of 12 July 1999\* "on the limitation of exposure of the general public to electromagnetic fields (0 Hz to 300 GHz)" in all areas legitimately accessible to the public.

\*Reference: 1999/519/EC

Date: 04/07/2022

Signed:



Name: Christopher Sarkissian

Position: Street Product & Proposition Manager

BT Wholesale  
1 Knightrider Street  
London  
EC4V 5BT



## ICNIRP Exclusion Zone

This information pack contains important Health and Safety information relevant to a radio cell station instance. Property Managers should make this pack available to their employees, external contractors and personnel who in the course of their work may come in close proximity to the base station antennas.

### Contact Number

For all queries regarding the sites, a telephone line is given for interested parties to call.

Also before any work is conducted and to ensure safe working within the specified antenna exclusion zone, the free phone number should be called in order to turn off the cell.

The cell number, site name and location should be provided as shown on the signage at the site.

### Emissions Compliance

BT build of the base stations locations, configuration and position of the antennas is done in such a manner that compliance limit distances (aka exclusion zones) cannot be breached without either illegally climbing onto structure or passing physical barriers.

The site is designed to be compliant with the requirements of the radio frequency (RF) public and occupational exposure guidelines of the International Commission on Non-Ionising Radiation Protection (ICNIRP), as expressed in EU Council recommendation of 12 July 1999 "on the limitation of exposure of the general public to electromagnetic fields (0Hz to 300GHz)"<sup>1</sup>.

The compliance takes into account the proposed radio frequency emissions of the equipment and any other operator equipment on this site.

### ICNIRP Exposure Limitations

ICNIRP<sup>2</sup> is the International Commission on Non-Ionising Radiation Protection. ICNIRP is recognized by the World Health Organisation (WHO) and the International Labour Organisation as the international independent advisory body for non-ionising radiation protection.

The functions of the Commission are to investigate the hazards of non-Ionising Radiation (NIR), to develop international guidelines on NIR exposure limits and to deal with all aspects of NIR protection.

The guidelines were derived as a result of laboratory and epidemiological studies into the biological effects of electromagnetic fields (EMF). The ICNIRP public exposure guideline is in accordance with the precautionary approach outlined by the Stewart Report (IEGMP)<sup>3</sup>.

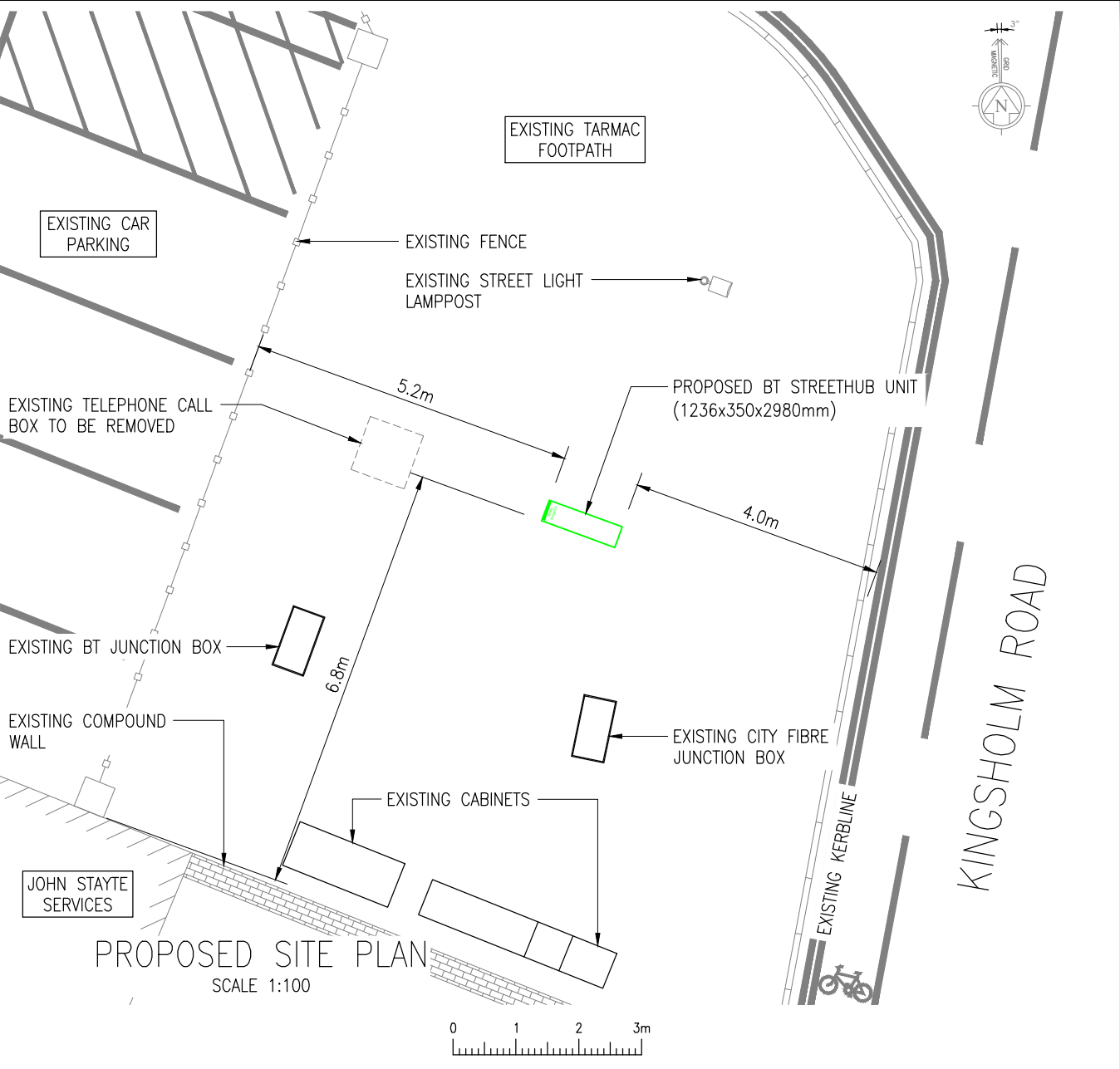
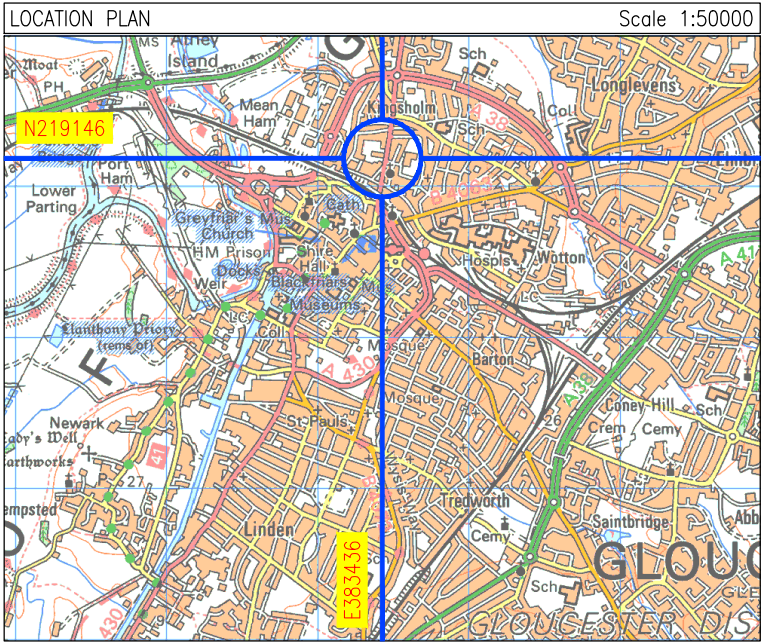
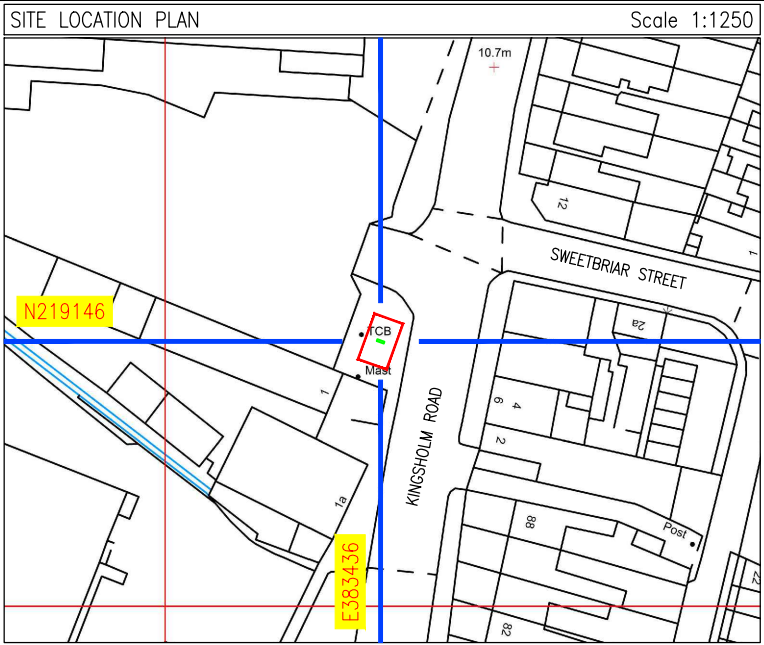
Basic restrictions for power density for frequencies between 10 and 300 GHz

Exposure	Power density (W/m <sup>2</sup> )	
	2-300 GHz	0.4-2 GHz
Occupational	50	f/40
General public	10	f/200

1. where f is in MHz
2. Power densities are to be averaged over any 20 cm<sup>2</sup> of exposed area.

1. Official Journal of the European Communities, "Council Recommendation, of 12 July 1999, on the limitation of exposure of the general public to electromagnetic fields (0 Hz to 300 GHz)", 1999/519/EC. (Official Journal L 197 of 30 July 1999) (adopted by EU 2010)
2. The full report by the International Commission on Non-Ionising Radiation Protection can be found in its entirety at the following internet web address: <http://www.icnirp.de/>
3. The Stewart Report entitled "Mobile Phones and Health" was created by the Independent Expert Group on Mobile Phones. It can be found in its entirety at the following internet web address: <http://www.iegmp.org.uk/>
4. "Guidelines on Limiting Exposure to Non-Ionizing Radiation", by. R. Matthes, J.H. Bernhardt, A.F. McKinlay (eds.) International Commission on Non-Ionizing Radiation Protection 1999, ISBN 3-9804789-6-3.





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DRAWING TITLE  
**BT STREETHUB  
GLC-232**

ADDRESS  
**FOOTPATH OUTSIDE  
KINGSHOLM STADIUM  
KINGSHOLM ROAD  
GLOUCESTER  
GL1 3AX**

REV	A
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## Express Advertisement Consent Supporting Statement

Our Ref.	GLC-232
Street Hub Address	Footpath outside Kingsholm Stadium, Kingsholm Road, Gloucester
Postcode	GL1 3AX
National Grid Reference	E: 383436 N: 219146
Project Type	Relocation
Conservation Area	No
Statutory Listed Buildings	No

Harlequin Group  
Innovation Centre  
Maidstone Road  
Chatham  
Kent  
ME5 9FD

w: [www.harlequin-group.com](http://www.harlequin-group.com)



## Table of Contents

<b>1.0</b>	<b>Overview .....</b>	<b>3</b>
1.1	Introduction .....	3
1.2	Purpose of Advertisement.....	3
1.2.1	Supporting Essential Infrastructure .....	3
1.2.2	A platform for community and council content.....	3
1.2.3	Advertising for businesses of all sizes.....	4
1.2.4	Content standards .....	5
1.2.5	Emergency Messaging .....	5
1.3	Digital Display Screen Technical Specification.....	6
<b>2.0</b>	<b>Planning Policy.....</b>	<b>7</b>
2.1	National Planning Policy and Guidance .....	7
2.2	Local Planning Policies .....	7
2.3	Planning Assessment .....	7
<b>3.0</b>	<b>Health and Safety .....</b>	<b>8</b>
<b>4.0</b>	<b>Conclusion.....</b>	<b>9</b>
<b>5.0</b>	<b>Proposed Schedule of Operating Conditions.....</b>	<b>9</b>

Rev	Originator	Approved	Date
0	Name	Name	Day/Month/Year
1	Abbey Mcgrath	Martin Brown	July 2022
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P10			



## **1.0 Overview**

### **1.1 Introduction**

This supporting statement has been prepared by Harlequin Group on behalf of BT Group plc. The statement has been prepared in support of the express advertisement consent application made to the Council for the right to display an advertisement(s) on internally illuminated digital lcd screen to both sides of freestanding 'Street Hub' equipment on the footpath outside Kingsholm Stadium, Kingsholm Road, Gloucester, GL1 3AX (NGR: E- 383436 N- 219146). This application is made under Regulation 9 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). The statement sets out the most relevant considerations in respect of the proposed advertisement(s). As per regulation 3 of the Regulations, applications for express advertisement consent must be determined in the interests of amenity and public safety, taking into account (a) the provisions of the development plan, so far as they are material, and (b) any other relevant factors.

This request for Express Advertisement Consent is submitted in conjunction with an application for Full Planning for a freestanding 'Street Hub' unit at the above location.

### **1.2 Purpose of Advertisement**

#### **1.2.1 Supporting Essential Infrastructure**

Modern cities require digital connectivity provision, both for residents and visitors, to enable their day to day living and enjoyment of recreational activities, all of which contributes to the vitality of the city and its economic and social sustainability. BT's Street Hubs will provide such a service, however, to enable this to be provided free of cost to the taxpayer (national and local), advertisement on either side of the unit is required to support this function, and as such is an intrinsic part of the development.

These screens will display content at 10-second intervals, including commercial content that funds the service, as well as a wide range of local community and council content.

#### **1.2.2 A platform for community and council content**

The rotating content on each Street Hub includes a ring-fenced allocation for community content provided by the local council and community. Each local authority is provided with 5% of screen time on each Street Hub unit annually to promote and educate, equivalent to 876 hours per unit or 438 hours per screen. This content would be scheduled and (where needed) developed in partnership with BT and Global, and can tell residents and visitors about local services, local events and news, as well as warnings and public notices.

Additionally, Street Hub designers also create 'house content' throughout the year relating to key events and holidays. Recent examples include supporting the local

council elections through encouraging residents to register to vote, free events during school holidays, London Pride, Black History Month and a diverse editorial calendar throughout the year, supporting BT's vision for a 21st century community noticeboard. Street Hubs are more than an advertising screen – they're a key point of reference for local information and an asset to the community.

Street Hubs are also capable of providing access to maps to the public and giving directions to nearby landmarks and services – a valuable resource for visitors or those without access to a smartphone. They also act as wayfinding boards, giving walkers and cyclists clear directions. Furthermore, local advertisers are encouraged to give simple directions to their businesses.

Furthermore, BT are currently running real-time information from a range of sources, including local weather and transport information. LBC radio content displayed on the unit shares up-to-the-minute news with local communities, enhancing the outdoor experience. In the future, there is opportunity to create relevant community content with open Application Programming Interfaces (API's). Similarly, BT happily work with local authorities, transport providers, and others to determine what real-time information is most useful to the area and how it can be integrated. For example, in London real-time Transport for London (TfL) tube status information is displayed on the site of in-situ Street Hubs. With convenience in mind, BT are also working with TfL to explore how to incorporate other transport information to help people get around the city.

### 1.2.3 Advertising for businesses of all sizes

Street Hubs represent the latest in advertising platforms – an affordable, accessible digital advertising solution that specifically targets Street Hubs close to small businesses. The Global sales team (responsible for all 'paid for' messaging on Street Hub screens) is set up to work in partnership with small and medium-sized enterprises, letting them use the screens to reach audiences and drive business growth. This advertising revenue lets BT provide all Street Hub services free of charge, and helps fund further rollouts across the UK. The aforementioned Global team have increased the accessibility of Street Hubs in two ways:

#### Programmatic connection

Global have connected Street Hub to DAX, their programmatic platform. This allows Demand Side Platforms (DSPs) to purchase individual ad slots automatically.

#### Automated scheduling

Global are connecting the scheduling of Street Hubs directly to their inhouse booking system. This allows key business partners who use API-enabled platforms to easily book and execute complex and flexible schedules. Global's award-winning Data Planning team manages G-IQ, a data management platform that is used to ingest first

and third-party data to prove the efficacy of the display screens and the value of the audience. Using trusted data sources and intelligent mapping tools, effective campaigns can be planned.

Global's unique position as a media owner of channels like Outdoor, Radio and Online allows for more creative scope. For example, they have seen innovative multiple-media campaigns deliver both digital Outdoor messaging in sync with Radio commercials.

#### 1.2.4 Content standards

Street Hubs are funded through the display of advertising in conjunction with other council and community content. The Global team coordinate with advertisers, brands and specialists on commercial content, guided by:

- Committee of Advertising Practice (CAP);
- Code of Practice Guidance for Digital Roadside;
- Advertising and Proposed Best Practice from Transport for London;.
- Non Broadcast Advertising and Direct Promotional Marketing (CAP) Self Regulation Guidelines; and
- Resources from other authorities as necessary

#### 1.2.5 Emergency Messaging

Back-end systems allow BT to control screens dynamically through their head office. As a result, emergency services, such as the police, can quickly display emergency and community awareness messaging. For example, BT have previously partnered with the Camden Town Police in north London to help raise awareness of the threat posed by phone snatchers on mopeds. Content was created for the campaign and included on InLinks (first generation Street Hubs) in the Camden area. Over the course of the campaign there was a significant reduction in the number of phones reported stolen. The Street Hub team are now looking to roll this and similar campaigns out in other areas.

Also, in the event of an emergency or major event, regular content can be replaced with urgent, useful messaging alerting the public to major incidents and offering advice. As each Street Hub is addressable, BT can give specific instructions on individual screens steering people away from a particular area or providing alternatives to travel.

#### COVID-19 Messaging

Amidst the outbreak of the COVID-19 pandemic, Street Hubs and older generation InLinks were utilised to support health and safety measures and campaigns. As a result, millions of people in UK towns and cities saw public health information during the pandemic, thanks to the street transformation team's support of three key information initiatives. Screen time was doubled for the PHE Stay at Home campaign, regularly updating guidelines into short, digestible snippets on Street Hubs across the UK. In addition, BT collaborated with local councils to offer support for localised area-



specific messaging, and Greater London Council messaging was supported for consistent communication across 14 London boroughs with the Stay at Home and London Together campaigns.

### 1.3 Digital Display Screen Technical Specification

The technical specification of the two digital display screens are as follows:

Screen Panel Type:	LCD
Screen Dimensions:	95cm wide x 167cm high (75 inch in portrait)
<b>Screen Area:</b>	<b>1.586m</b>
Resolution:	3840 x 2160 UHD
Maximum Daytime Brightness:	2500 cd/m <sup>2</sup> (Typ.)
<b>Maximum Nighttime Brightness:</b>	<b>600 cd/m<sup>2</sup> (Typ.)</b>
Contrast Ratio:	1200:1 (Typ.)
Display Colours:	10bit (D) 1.07 Billion Colours
Viewing Angle:	178/178 degrees
Lamp Type:	LED
Operating Temperature:	0 ~ 50 °C
Sunlight Readable:	Yes

The proposed usage for the screens has been set in accordance with Transport for London's (TfL) policy document 'Guidance for Digital Roadside Advertising and Proposed Best Practice – 2013' [the TfL Guidance].

In addition to the above conditions, each Street Hub location has been assessed against and would comply with the following additional criteria from the TfL Guidance.

- There would be no conflict with any traffic signs, signals, crossing points, schools, hospitals or low bridges.
- No sightlines or clearances would be affected.
- The TfL guidance states that 'Static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.' There are existing traditional advertisement on similar sections of the respective roads in many cases.
- The geometry of the roads are not complicated and the driving conditions are not considered to be demanding or complicated.
- The advertisements would not be experienced by a driver in conjunction with any other similar digital advertisements.
- As per the TfL guidance, the advertisements would be located as close to the driver's natural eye line as possible and facing as head-on to the traffic as is practical.

The lighting levels noted above are within the levels set for this type and size of screen (those under 10m2) as set by the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements.

## 2.0 Planning Policy

### 2.1 National Planning Policy and Guidance

#### National Planning Policy Framework (2019)

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied and is considered to be a material consideration for the Express Advertisement Consent application.

The NPPF states the following specifically in relation to advertisement control:

#### **Paragraph 132**

*"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."*

### 2.2 Local Planning Policies

The current adopted Development Plan for the Gloucester City Council is currently made up of a suite of documents comprising the: "Gloucester Local Plan 1983" and the "Joint Core Strategy 2017". Whilst it should be noted that the "Gloucester Local Plan 1983" is outdated, two policies are still considered relevant by the Gloucester City Council, however neither of those policies are relevant to this application and thus the "Joint Core Strategy 2017" is the main Gloucester City Council Planning document. However, there is no specific advertising policy within the Joint Core Strategy and as such the primary policy consideration when assessing this proposal will be the NPPF.

### 2.3 Planning Assessment

In terms of the proposed development, the relevant national guidance outlined above clearly acknowledges support for advertisement so long as it is exercised in the interests of amenity and public safety. Public benefits are defined within national policy and could be anything that delivers economic, social or environmental progress. Benefits do not always have to be visible or accessible to the public in order to be genuine public benefits.

To ensure maximum amenity benefit for the local area, the services provided by the Street Hub will be available free for everyone (not just BT customers) as they are funded through the inclusion of static commercial advertising alongside Council and community content on the two digital display screens in the same manner as television stations like ITV and Channel 5.

To ensure effective integration with the streetscape the two Street Hub digital display screens are smaller than most other types of outdoor digital signage and automatically dim at night to 600cd/m<sup>2</sup> in accordance with the levels set for this type and size of screen (those under 10m<sup>2</sup>) by the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements. This dimming is based on a predetermined schedule of daylight hours which takes into account seasonal changes, ensuring the Street Hubs remain in harmony with the streetscape throughout the day and minimise disturbance to local residents during the evening hours. Full details of these specifications are provided in Chapter 1.3.

At no cost to taxpayers or users, the proposed advertising on the sides of the Street Hub unit will improve the public realm by providing everyone in the community with an unprecedented suite of essential urban tools, including free council and community advertising, maps and wayfinding, public messaging capabilities, and a platform for future technologies like air quality monitoring. For example, 438 hours of council content will be provided for free on each display screen of each Street Hub per year for the Council to promote local initiatives, news, and events. This equates to 5% of every hour of screen time. Additionally, over 1,000 hours per year of hyper-local content will allow each Street Hub to act as a community notice board with the Street Hub team able to work with local groups to promote nearby events and activities.

To help maximise public safety, the Street Hub display screens will be able to assist in the reporting of crime and disorder by allowing the police to use the screens to display emergency and community messaging. Furthermore, there are opportunities to integrate additional environmental sensors in collaboration with on screen reporting - including on air quality (under trial), noise, and other environmental factors. These integrations would allow for further health and safety information to be displayed to the local community via the two display screens.

Therefore, the proposal for Express Advertisement Consent remains consistent with the relevant development plan policies against which the proposal should be assessed against, forming part of a package of applications submitted to the Gloucester City Council.

Further detail is provided in the attached Street Hub Product Statement and associated documents.

### **3.0 Health and Safety**

In accordance with the specific advice in paragraph 67 of NPPF careful siting of the Street Hub will ensure that both amenity and public safety is not compromised in accordance with the Regulations, in terms of visual clutter within the streetscene, including cumulative impact, and ensuring no conflict exists with both pedestrian or traffic safety.

The Street Hub unit design would not constitute a traffic hazard given its height within the existing street scene context, modest size and moderate advertising. The position



of each unit has been selected to ensure they would not affect public safety or interrupt visibility splays or sightlines to any extent that would present any road safety issues. Siting has been selected to ensure that the maximum footway width remains following the development to allow safe usage of the pavement by pedestrians and wheelchair users.

Additionally, the Street Hub unit meets all standards required of electrical street furniture of this type, including the Machinery Directive (2006/42/EC), EMC Directive (2014/30/EC) and the associated BS EN ISO standards. BT are committed to proactively ensuring products meet the pertinent safety and certification standards on an ongoing basis.

#### 4.0 Conclusion

As illustrated above, the proposed advertisements on either side of the freestanding Street Hub units will result in an enhancement of the public realm by removing existing uncontrolled advertisements on existing BT payphones and replacing them within a single Street Hub of a sleek modern and innovative design, displaying advertisements of a modern appearance in keeping with its location.

The Street Hub has added benefits of free Wi-Fi connectivity and other valuable services to tourists and recreational users, thereby encouraging greater use of the city's streetscapes as part of the wider digital connectivity expected in modern cities. To enable this to be provided free of cost to the taxpayer (national and local), advertisement on either side of the unit is required to support this function, and as such is an intrinsic part of the development. Beyond the commercial advertising required to sustain the unit, the 5% allocation of time given to the Gloucester City Council presents a unique opportunity to improve and enhance their existing streetscape, by allowing them to actively display a wide range of local community and council content.

It is considered the advertisements proposed by this application gain support from the Council's development plan and national planning policy in terms of their impact on visual amenity. Furthermore, they are in accordance with the requirements of Regulation 3 in terms of their impact on amenity and public safety and as such this application should be approved at the council's earliest convenience, thereby giving express consent for the display of the LED digital advertisements forming part of the Street Hub at this location.

#### 5.0 Proposed Schedule of Operating Conditions

To give assurance each Street Hub will operate as intended, we recommend the following conditions (or a version there of) as previously suggested, be included as part of any advertisement consent:

- a. *The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m<sup>2</sup>) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The*

*Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.*

- b. The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).*
- c. The minimum display time for each piece of content on the digital display screens shall be 10 seconds.*
- d. The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.*
- e. No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.*