

**SHREWSBURY TOWN COUNCIL
COMMUNITIES & ENVIRONMENT COMMITTEE
Wednesday 11th June 2025**

Officer: Ian Thorpe. Commercial, Markets and Events Manager

PULSE PROPOSAL

Purpose of Report

To update the Committee with a brief overview of the proposal for Pulse to instal their hubs in Shrewsbury

Pulsehub UK is an 'Urban Innovation Company' that have developed a network of smart communication hubs which can be installed in towns and cities to provide a wide range of functions that benefit the local community.

They have been operating successfully in Belfast for over six years and have recently begun working with other towns and cities across the UK. The latest town to sign up is Newton Abbott after receiving unanimous support from their planning committee.

The Pulse Smart Hub is designed to enhance the street scene and are carefully engineered to deliver next generation connectivity with the flexibility to be tailored to meet the specific needs of their locality. They are intended to be used to promote the economic vitality of a town, the safety and well-being of residents and are free of charge for both the user and taxpayer.

The hubs provide access to resilient digital communications and lifesaving equipment, with the flexibility to respond to changes in the needs of citizens and the evolution of technology.

The company has an experienced team behind it, the founders of which recognised the power of an advertising funded model to deliver social value, taken a keen interest in public spaces and the functions of the public realm. finding innovative ways to drive positive change and improve social cohesion

As a company they are committed to engaging with officers to understand the different needs of our people, organisations and community, to develop a tailored approach for Shrewsbury.

Pulse have provided a key headlines document which has been included in this report for information. This is supported by a full 40 page Design, Management and Operations Document which covers the following challenges currently facing town centres:

1. The benefits of the Hubs
2. Case studies

3. Stakeholder engagement
4. Design detail
5. Light, Noise & Environmental Performance
6. Accessibility
7. Installation & Maintenance
8. Addressing anti-social behaviour

They are also keen to make the committee aware of the following note:

It's important to note that we have already changed our articles of association for the business as part of our journey to becoming a B Corp. These articles are a set of legally binding rules that govern how we operate, now and in the future. Our business is different from traditional companies which simply prioritise profit. Instead, our new binding articles emphasise that Pulse is purpose-driven to create benefit for all stakeholders, including workers, communities, customers, and the planet. This commitment covers every facet of our business.

RECOMMENDATIONS:

- (i) That the committee is happy for officers to continue to engage with Pulse and develop a more detailed proposal including potential hub locations