

Pulse Hub

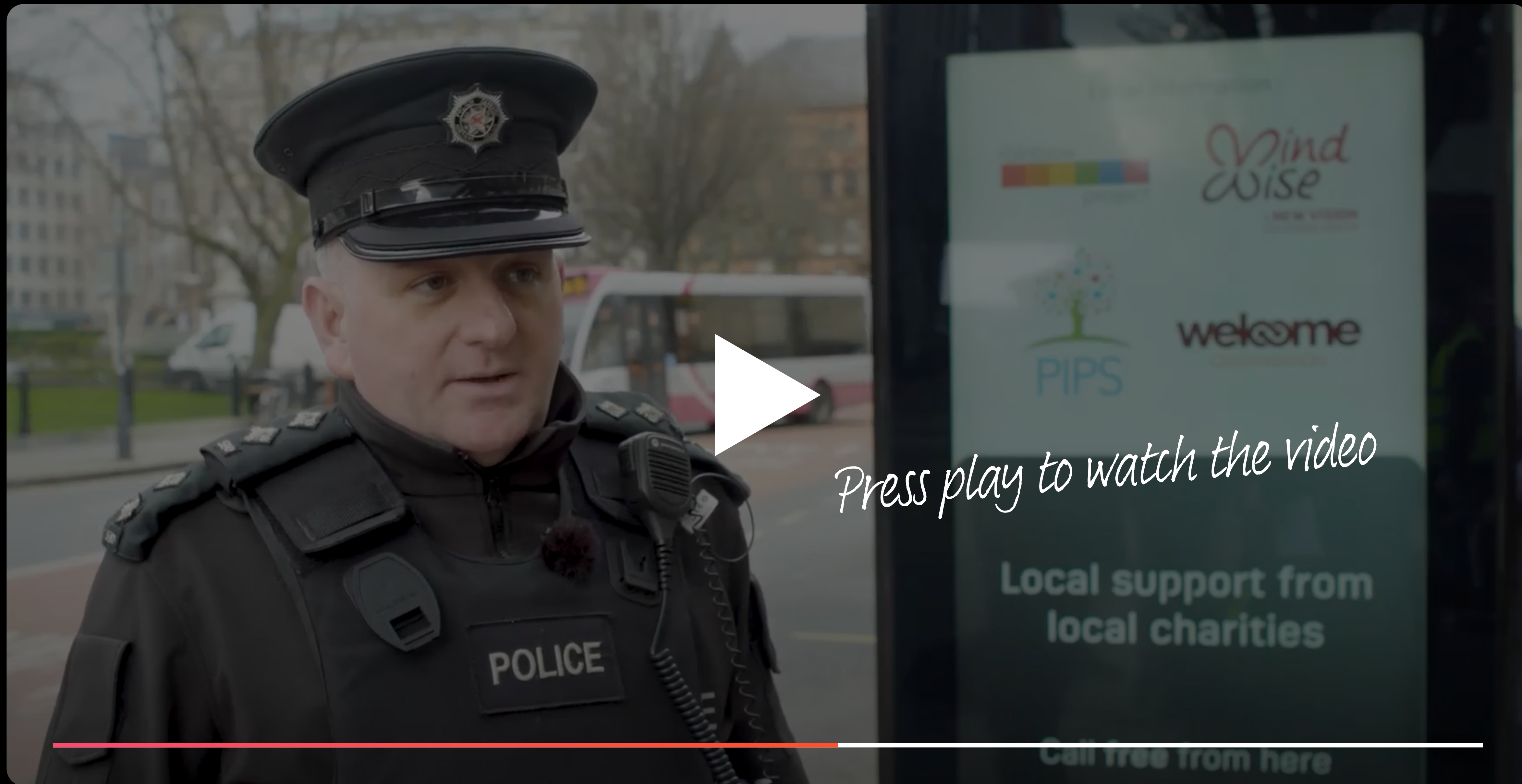
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ATCM
association of town & city management
COMPANY MEMBER 2024

**British
BIDs**
APPROVED BID
SUPPLIER
2024/25



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



An established company



- ◆ A British SME who has created the Pulse Hub which has revolutionised the humble telephone kiosk.
- ◆ We are passionate about engagement. Our approach is personable and sociable, echoing the voices of the communities we work with.
- ◆ Started the process of transforming our business into a B-Corp to concretise our ethos of maximising social value.
- ◆ Changing the legal structure of the business so that it exists to serve the needs of stakeholders alongside shareholders.
- ◆ Externally audited to ensure we meet and adhere to a high standard of social and environmental performance.





An established product

- ◆ Pulse has designed and developed a network of Pulse Hubs that were installed in Belfast 6 years ago.
- ◆ Having tested and developed our product we are now rolling out to other towns and cities across the UK.
- ◆ Our vision is to provide everyone, free of charge, the ability to connect to information, communicate, feel safe and have access to emergency lifesaving equipment.

What we offer



Keeping
people
connected



Saving
lives



Smart
city
platform



Sharing
information

Our solution: The Pulse Hub



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Say hello to the Pulse Hub

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

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

Who benefits from the Pulse Hub?

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



1

The individual

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



2

Councils inc., town and city management

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



3

Police and other emergency services

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



4

Life-saving equipment

Increase the availability of defibrillators, bleed control kits and nasal naloxone on the street, along with emergency buttons to improve community resilience, public safety and security.



5

Tourism and local businesses

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

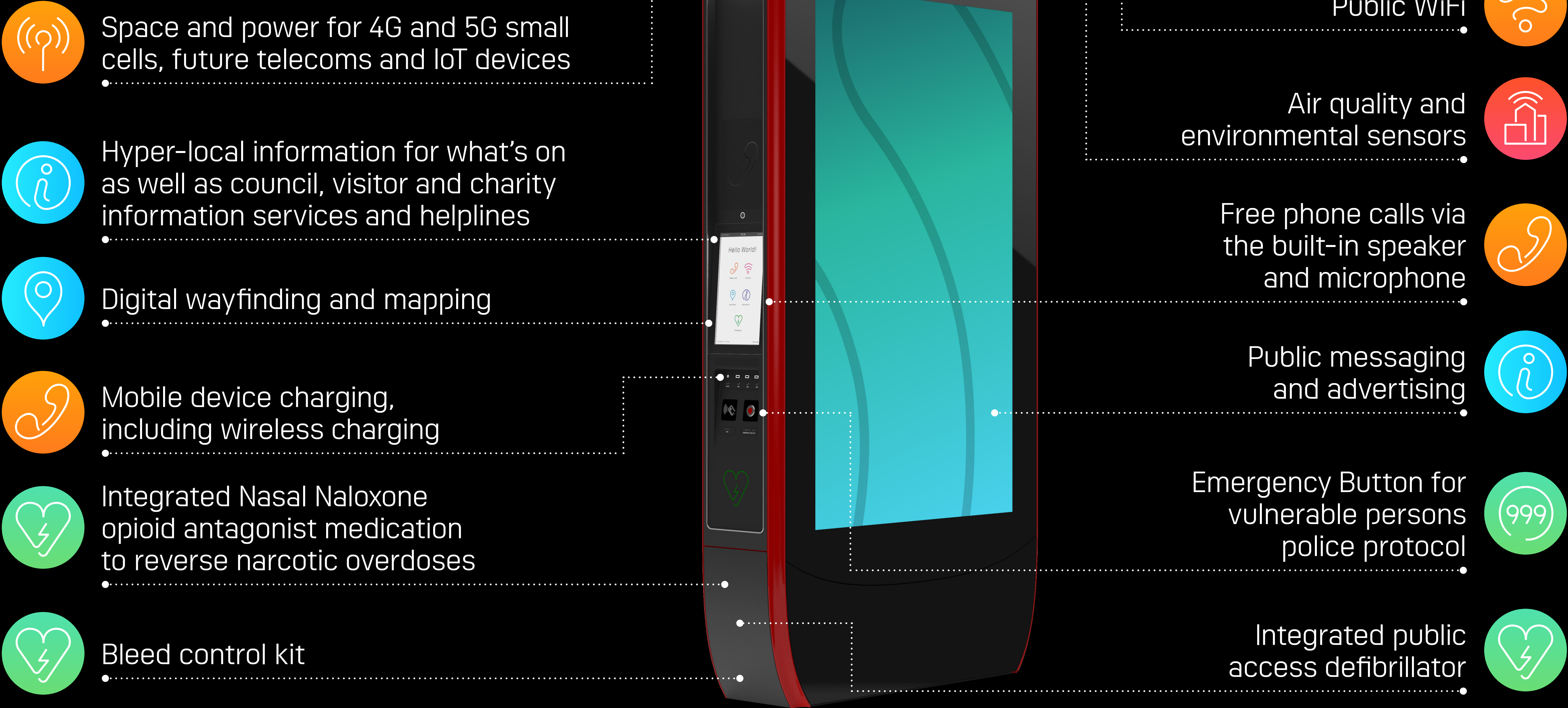


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Charities and outreach organisations

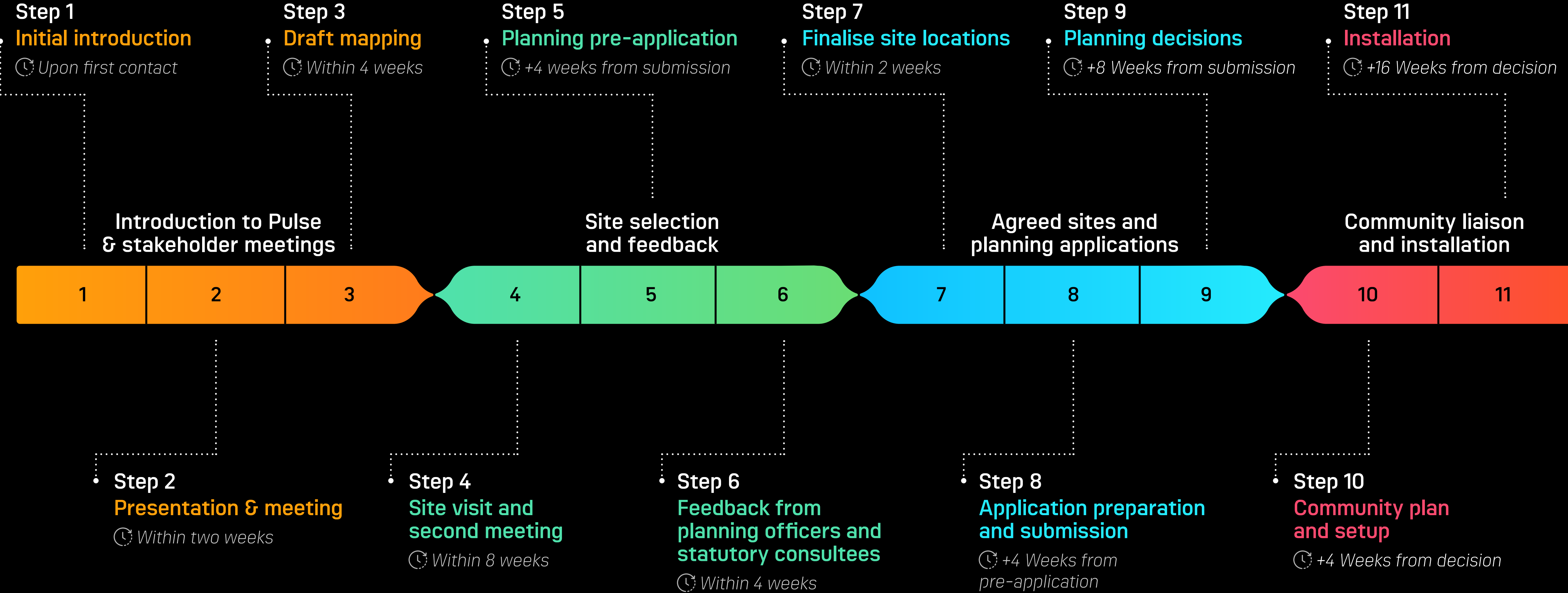
Free to use advertising and messaging space, direct access to hotlines to support the vulnerable and provision of life-saving equipment to better support the vulnerable in our society.

The user experience



Timeline to installation

Our timeline runs from initial introductions with key stakeholders, through to the planning process, community engagement and installation.



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

www.pulsehub.uk

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