pulsehub.

Smarter Streets | Safer Communities

An introduction to the pulsehub

Certified B Corporation

ATCM association of town & city management COMPANY MEMBER 2024

British BIDs APPROVED BID SUPPLIER 2024/25

POLICE
PIPS
Local support fro
local charities
Call free from here

A purpose-driven company

Certified B Corporation

- A British SME who has created the pulsehub 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.
- We have transformed our business into a B-Corp to concretise our ethos of maximising social value.
- We have changed 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

- We designed and developed a network of pulsehubs that were installed in Belfast six 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 tech platform

Sharing information

Keeping people connected

- Free phone calls via touch screen
- Public convenience Wi-Fi provision
- Mobile device charging (inc. wireless)
- 4G and 5G small cell ready (in development)
- Space for other telecom devices

4,000+ calls per year

Homelessness charities are among the **top 10** most called numbers

Taxi services are the most **frequently called** landline numbers

Saving lives

- Fitted with lifesaving equipment.
- One defibrillator deployed by Northern Ireland Ambulance Service each month across Belfast.
- No. 1 intervention to increase the likelihood of survival in an Out of Hospital Cardiac Arrest.
- Cardiac arrest survival rates are 70% if a defibrillator is used within five minutes.
- Survival chances for victims decrease by 10% for every minute without a defibrillator (AED) being used.

Saving lives

- Working with Health and Social Care Northern Ireland and drug outreach organisations to develop a protocol to deploy nasal naloxone in the case of opiate overdose.
- The nasal spray is a treatment designed to rapidly reverse the effects of drugs like heroin, morphine, methadone and fentanyl.
- We are also in discussions over the provision of bleeding control kits in the pulsehubs.
- These are specialised trauma kits designed to provide bystanders with the products they need to stop life-threatening bleeding until paramedics arrive.

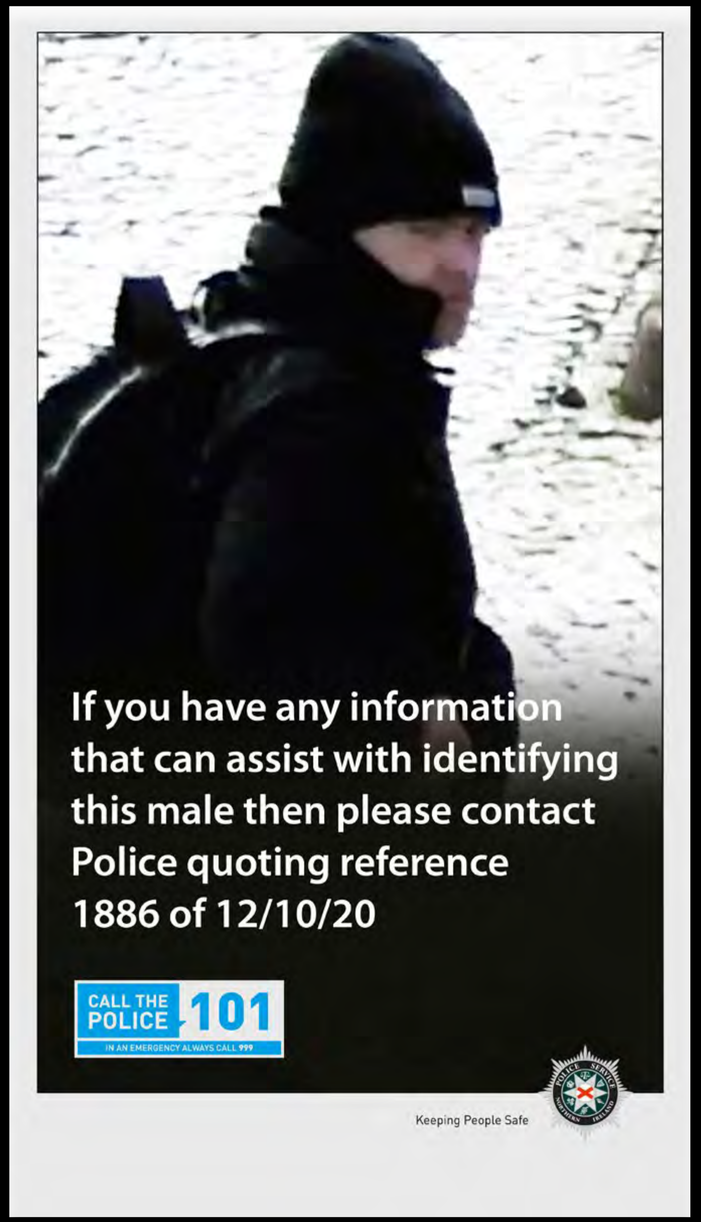
999 Emergencies and public safety

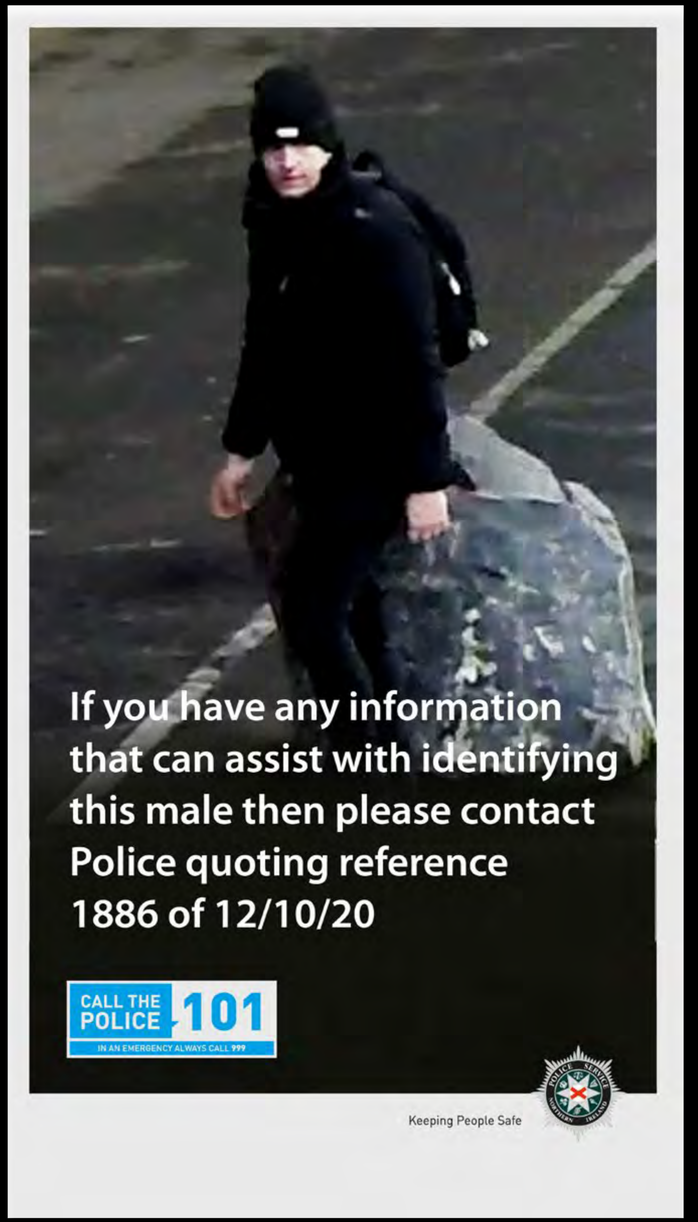
- Memorandum of Understanding in place with PSNI.
- Emergency call partnership protocols developed with PSNI.
- Vulnerability initiatives and ever-improving technology.

Police Service N.I.

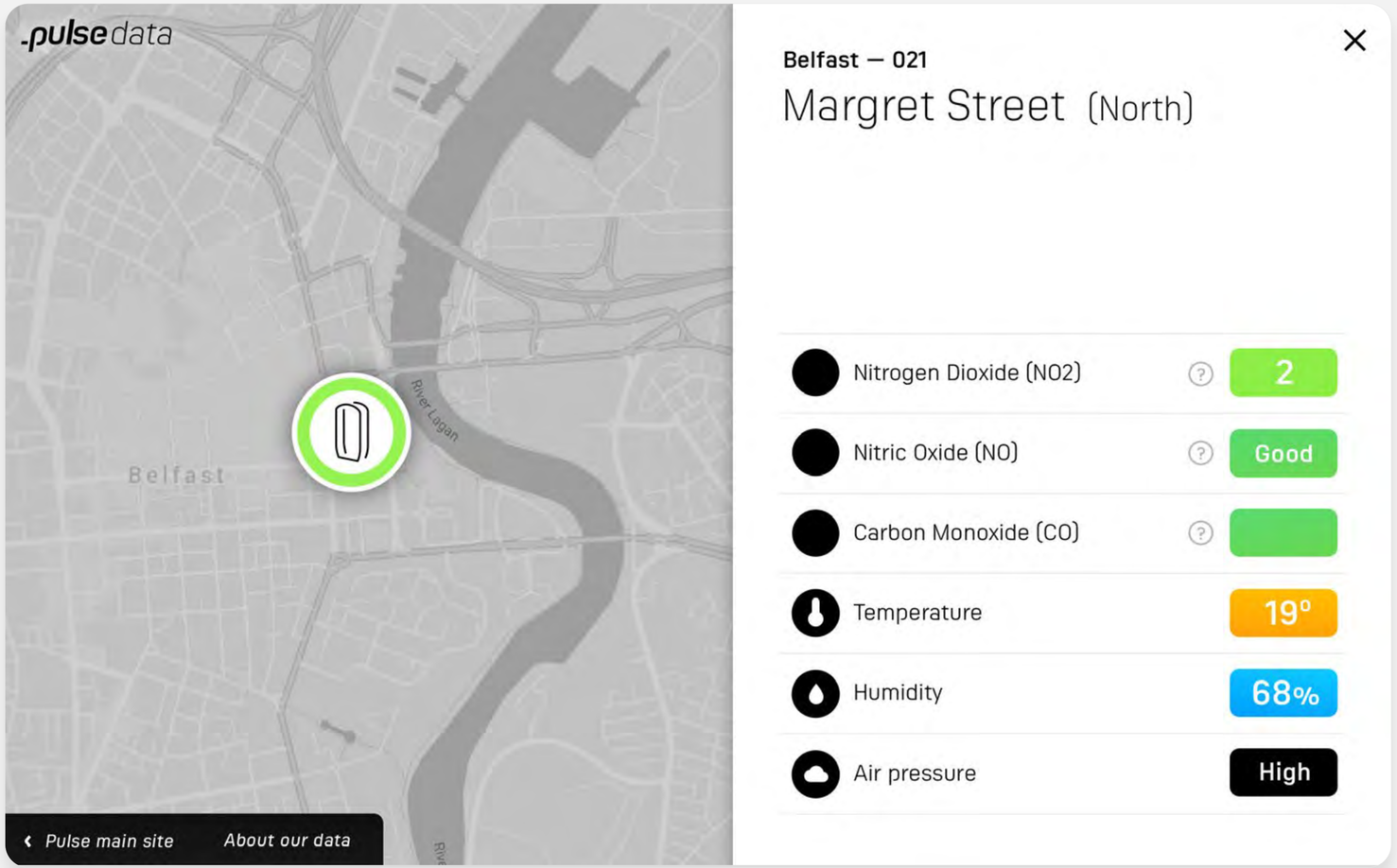
Ability to override the content across all the screens in the event of serious situations that requiring an emergency response and to notify the public.

- Epidemic, Endemic or Pandemics
- Severe weather conditions
- Major structural collapse
- Major fire
- War or terrorism
- Major public disorder or criminal activity





A Smart Tech Platform



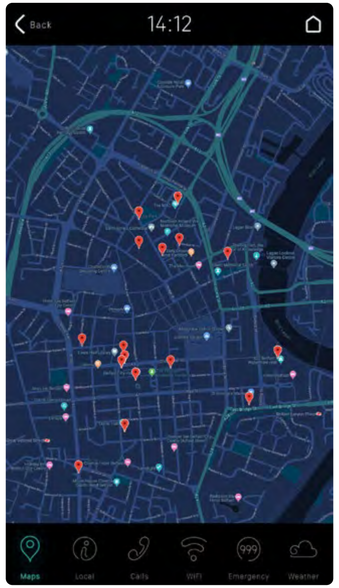
- Provides power, data and space for city centre technology to enable a better understanding of our cities e.g. collecting and sharing data on air quality, pedestrian footfall and traffic flow.
- Environmental Sensors collecting Nitric Oxide, Nitrogen Dioxide and Carbon Monoxide data are being collected in Belfast.

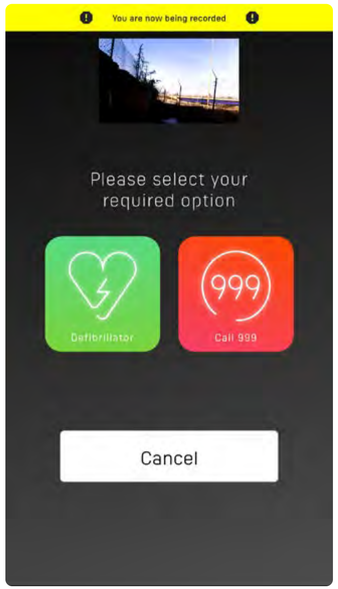
Sharing information

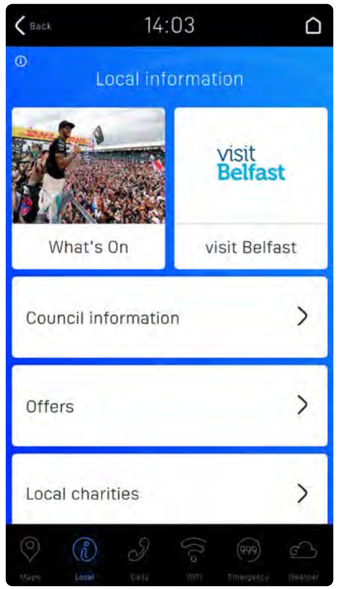
Via the interactive screen, the pulsehubs provide free access to hyper local services including:

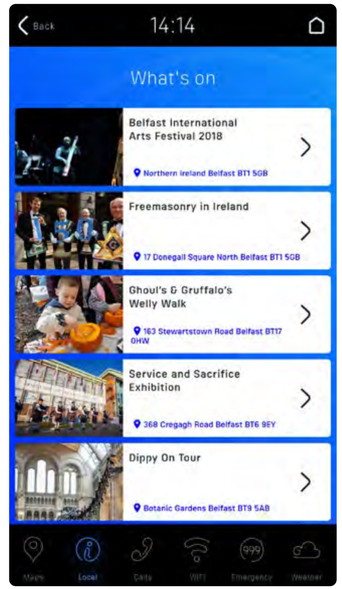
- Direct access to key telephone numbers to support the vulnerable
- Digital maps and way finding
- Tourist and visitor information

- Live ‘what’s on’ information
- Live transport information
- Information on Council services
- Information on Charities
- Local weather









2,000+ people access Council information each year

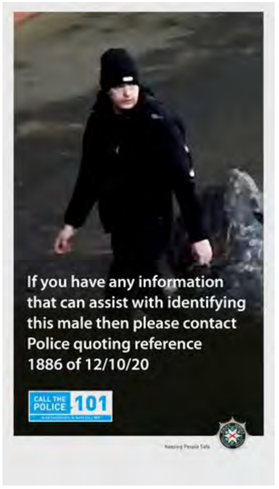
2,000+ people accessed information on local charities

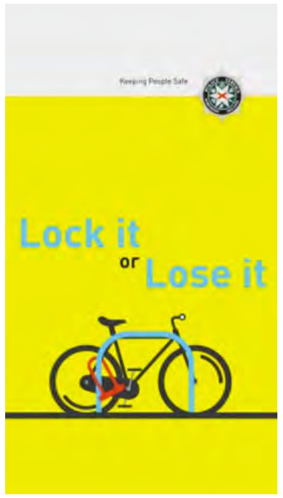
Public messaging

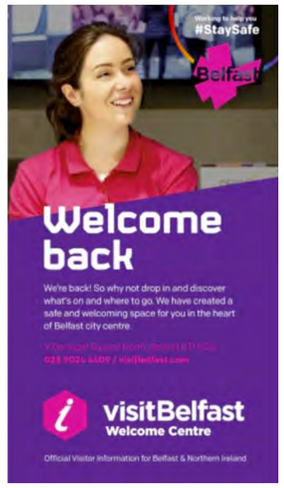
A **5% minimum** of all display time guaranteed **free of charge** for local stakeholders.

This equates to 650 free messaging slots per Hub, per day. This provides a valuable channel to reach residents, workers, visitors and tourists with important public messaging and campaigns.

Example public messages







Local information shared from local stakeholders by API or agreed protocols:

- Police
- BID's or city centre managers
- Local authorities
- Charities
- Visitor information

Modular and multi-functional

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

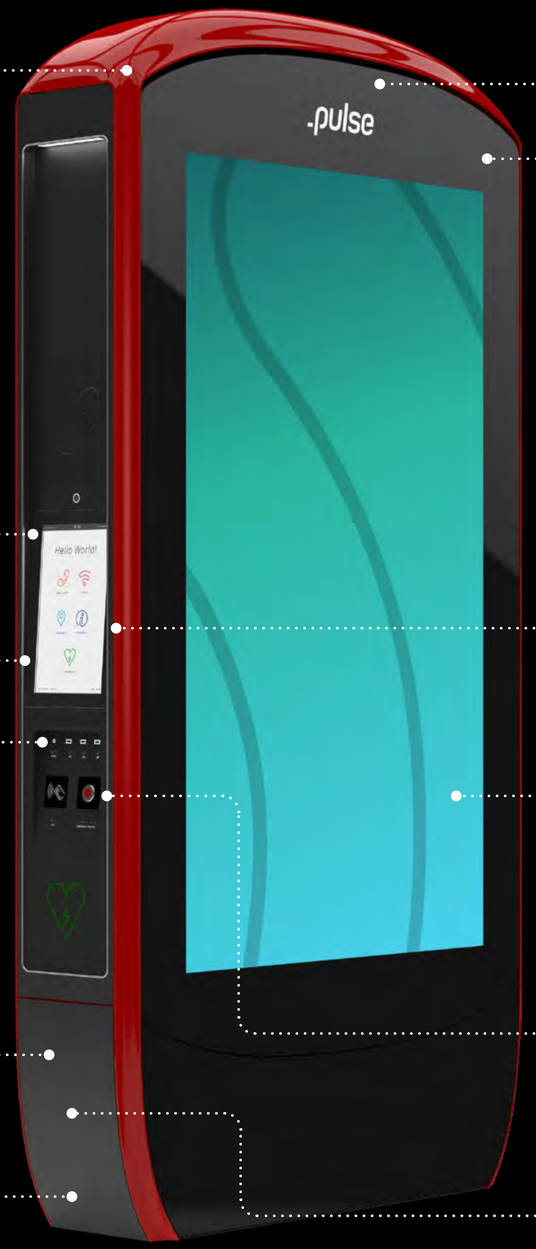
Hyper-local information for what's on as well as council, visitor and charity information services and helplines

Digital wayfinding and mapping

Mobile device charging, including wireless charging

Integrated Nasal Naloxone opioid antagonist medication

Integrated bleed control kit



Public WiFi

Sensor technology including air quality and footfall monitoring

Free phone calls via the built-in speaker and microphone

Public messaging and advertising

Emergency Button for vulnerable persons police protocol

Integrated public access defibrillator

Thank you for your time and consideration

hello@pulsehub.uk

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Appendix

A. Making Calls
vimeo.com/429953799/df4155a226

B. Maps
vimeo.com/429954843/12e3042835

C. WiFi
vimeo.com/429955330/3769c05e34

D. Emergency
vimeo.com/429955664/b5385c0332

E. Weather
vimeo.com/429956205/916fe3a588

F. Local
vimeo.com/429956437/60016d3474